

Jan., '92.

THE
CANADIAN

DRY GOODS

MATS, CAPS AND FURS

MILLINERY
AND
CLOTHING

ONE DOLLAR
Per Year.

REVIEW

TORONTO ENGRAVING & C.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

STAPLES.--Largely increased sales convince us that our efforts in the Staple Department of our business are almost universally appreciated; still our desire is that every Cash Merchant in the trade shall be included in the circle of our customers.

Our prices should accomplish this, and, coupled with the class of goods we handle and the immense variety of our range, well repay a visit of inspection or a run through our travellers' samples.

AMERICAN PRINTS.--Garner, Gloucester, Steel River, Merrimack, and Hamilton. 1,000 patterns to select from. Warranted fast colors. The best Value in prints ever offered in Canada.

AMERICAN SATEENS.--Three qualities, choice designs and colorings. Warranted fast. The sale of these goods has been phenomenal. No retail counter "should be without them."

AMERICAN INDIGOS.--In a good range of patterns. Small and medium Florals, Geometric Figures, Polka Spots, etc.

AMERICAN 36 INCH CHALLIES.--While purely Summer Goods, and not required for immediate use, orders are coming in so freely that merchants should anticipate their wants. We are now oversold on some patterns and cannot repeat the line.

GORDON, MACKAY & CO.

Perrin Freres & Cie,

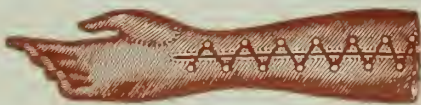
MANUFACTURERS AND IMPORTERS

—OF—

KID GLOVES.

The Glove House of Canada.

ALWAYS IN STOCK A COMPLETE ASSORTMENT OF
OUR LEADING LINES.



We make a speciality of our LACING GLOVES which are without exception the best offered in the market.

FACTORY : GRENOBLE, FRANCE.

Canadian Office : 7 Victoria Square, Montreal.

Agents for the Dominion of Canada for the
P. N. Corsets.

GENERAL STOREKEEPERS
WHO DEAL IN GROCERIES
SHOULD SUBSCRIBE FOR

THE CANADIAN GROCER.

which will
keep you informed
on all important
questions affecting the
grocery & allied trades.

Its market quotations
are full & reliable
which alone
are worth the
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Subscription \$2 THE CANADIAN GROCER, TORONTO.

THE J. B. McLEAN CO., (LTD) PUBLISHERS.

THE CANADIAN GOODS DRY REVIEW.

VOL. II.

TORONTO, JANUARY, 1892.

No. 1.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

6 Wellington St. West, Toronto

J. B. McLEAN,

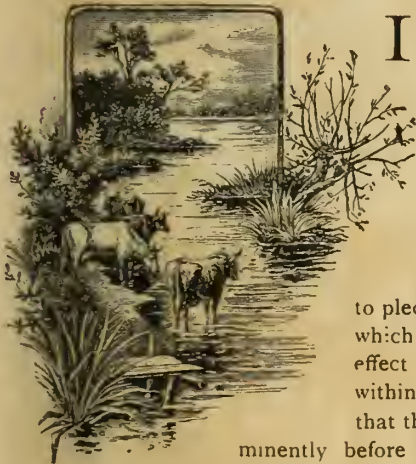
President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

NOW IS THE TIME FOR ACTION.



IN connection with the agitation for a change in the unjust and iniquitous personalty tax, we would ask merchants to strive to the uttermost, between now and the opening of the Ontario Legislature on February 11th, to get their representatives to pledge their support to the bill, which will be introduced giving effect to the change. It is only within the past two or three years that the question has come prominently before the business community.

Merchants had been groaning under the

outrage perpetrated upon them but took no steps to rid themselves of the evil until the Dry Goods section of the Toronto Board of Trade threw themselves into the breach and appointed a committee, with Mr. Paul Campbell as chairman, to deal with the matter. The results have been referred to in these columns. So ably has this Committee done its work, that it has succeeded in thoroughly arousing the intelligence of the community to the justice of the cause it has advocated. Not only that, but the Attorney-General, and the members of his cabinet, have been so strongly impressed with the absolute necessity of a change being made in the Act, that there is every reason to believe the gross injustice, from which the business community has so long suffered, will be done away with during the coming session of the Legislature. The present tax is a striking example of how the law can be utilized for the benefit of one class and the detriment of another. Every reasonably-minded man will readily admit that there is rank injustice in giving an assessor the option of taxing either the capital or income of a business house. As we have already said it should be either the one thing or the other, and all classes should be taxed alike.

Now is the time for action. We have been shewn a copy of a pamphlet, which is being sent by merchants to their representatives in the Legislature, and which ably and exhaustively covers the entire ground. It presents cogent reasons why they should cordially support any measure brought forward to right the wrong complained of, and it will be a great surprise to us if it fails in that object. In view of the importance of the subject we publish the contents of the pamphlet and would urge all our readers in the province to get copies and send them to their representatives. The pamphlet is as follows :

Allow us, as constituents of yours, to call your attention to the great injustice done to the industrial classes of Ontario in local or municipal taxation. We address you personally for the purpose of pointing out the gross wrong done to these said classes of the citizens of Ontario, of whom many exist in your constituency, feeling confident and assured that the Legislature of Ontario will grant relief and do justice. We ask your kindly aid, interest and vote on behalf of an amendment to the Municipal Assessment Act, which will be presented to the Legislature at the ensuing session, asking that the industrial classes be taxed, as regards personalty assessment, the same as the rest of the community, viz.: on their incomes.

As a preface to our remarks, we insert extracts of a petition, which has been numerously signed by merchants and manufacturers, and will be presented to the Legislature, to wit:—"Your petitioners, merchants and manufacturers, represent that the industrial classes of this province, viz., those employing capital in business and manufacture are unjustly and unfairly taxed in local or municipal taxation. Your petitioners respectfully call your attention to these facts that for municipal taxation a municipality can tax realty and personalty ; that the mode and rate of assessment on realty is alike to all classes of citizens, the value of the realty being the basis of assessment, and the rate must be the same, but unfortunately when personalty assessment is dealt with, the act allows the assessment of the capital of the wealthy and retired to be assessed only on their income derived from investments in mortgages, stocks and other investments at actually the same rate as the unfortunate merchant, tradesman or manufacturer is taxed on his capital in business."

That is, the merchant or manufacturer, for risking and investing his money in business to engage labor and promote the welfare of the community, is taxed on personalty fifteen times greater than the retired and wealthy. The thing is so monstrous and outrageous it is hardly conceivable. To illustrate ; a firm in the City of Hamilton consisting of two members, who risked a large capital in business, dissolved. Being equal partners they separated on a basis of one hundred and fifty thousand each ; the retiring partner drew out his half share. The assessor assessed the retired partner according to the Act, being now a gentleman, on his income as returned at \$10,000 ; the remaining partner being in business was instantly assessed at \$150,000. The question naturally arises how has this monstrous inequality and injustice in personalty taxation arisen? It is easily explained ; instead of taking our inspiration or model for municipal taxation from our mother country, Great Britain and Ireland, or

even from our sister province of Quebec, or from any civilized country in the world, excepting the United States, we unfortunately copied it from the United States and especially from the State of New York. An able writer in the States says that every State in the Union repeated nearly all the fiscal faults which had previously characterized the financial history of older European States and nationalities, hence the crudities, absurdities and injustices characterizing municipal law in the United States and Ontario. In Ontario we have held to our crude and unfair mode of taxation, but in the United States many sections have departed from it. For instance take Philadelphia, a wonderful progressive city for an inland one, recognising the fact that capital and labour, which means commerce and manufacture, build up a city and give value to land, does not tax capital in commerce or manufacture, but they have a personalty tax, which is levied entirely on furniture and on pleasure carriages and horses, a rebate being allowed on all furniture, so that the personalty of the poor is exempt from taxation. It is the reverse in Ontario. Taxes are defined to be the tribute which property owes to the municipality for protection. Surely the expensive furniture of the wealthy, their costly jewellery, bonds, horses, carriages, etc., get as much municipal protection, police and light protection, fire and water protection as the small store-keeper's goods, or the manufacturer's plant, or the barber's furniture, or the drayman's cart, or the cabman's horses and cab, which classes all pay personalty taxes. What inducement is there for a man to go into manufacture or commerce in Ontario? If he puts his money into building societies or bank stocks he is, as stated, if taxed at all, only taxed on income but if he puts it into business and employs labour, he is taxed at the same rate on capital, which is fifteen times more, which capital builds and populates the cities, towns and villages of Ontario and gives value to land and increases its value. There is still a worse feature of the case. For instance if you own a piece of property and you are desirous of starting a factory on it or a business, and you mortgage it to raise money to carry it on and employ labour, you are twice taxed on the same capital. To illustrate; the store is assessed say at \$10,000. You borrow \$8,000 on it for the business. Assessment on store \$10,000; assessment on capital in business, \$8,000; total assessment \$18,000, although you have only \$10,000. This does not occur to any other class of the community, nor to any other kind of property, even including real estate. For if the owner of \$10,000 worth of real estate borrows \$8,000 on it and invests it in any other way this capital is not followed or taxed in this manner.

We may mention again that the older civilized countries such as Great Britain, France, Belgium, Prussia, have abandoned entirely personalty assessment for municipal purposes.

We, the industrial classes, desire the Legislature to change this injustice of taxing capital in industry. The Legislature of every civilized country is morally bound to do what is right. We therefore expect the Legislature will right this wrong. We are asking no favors; we are demanding only what is proper and fair and what cannot be withheld—common justice—that a mode of taxation be adopted which will act uniformly and equally to all citizens alike, and we ask to amend the personalty assessment so that all classes, be they lawyers or merchants, doctors, officials, clerks or manufacturers, or the retired and wealthy, be taxed uniformly on income alike.

The only argument that has ever been brought forward against righting this monstrous wrong is, that it will increase the taxes on those paying on income and salaries and on real estate. The reply is this; that simply these classes have been relieved and are relieved of a moiety of taxation at the expense of the said industrial classes, and that what would be lost in each municipality by taxing the income of the industrial classes the same as others will be charged to the general assessment of the whole municipality, and will be so little as will hardly be perceptible or felt; and that the industrial classes, from the necessity of conducting business on the most expensive land and in elaborate buildings, will pay the greatest share of the loss in another form. Again we reiterate, Justice demands that the wrong be righted.

THE TRADE IN TORONTO.

Some people may think that the views expressed by Mr. Caldecott at the annual meeting of the dry goods section of the Toronto Board of Trade, which will be found in another column, are too optimistic. But so far as Toronto is concerned he apparently does not take too sanguine a view of the situation, as all the leading houses report that orders are far ahead of last year for spring goods, and they have every confidence in a much freer circulation of money in a few months hence. Business is not what might be termed booming, but it is healthy, with good prospects. Many retailers so far do not feel inclined to place their orders till later, owing to the poor demand before Christmas, caused by the unseasonable weather, but now that the weather has become more seasonable and farmers are enabled to bring their produce to market, that feeling will soon be banished. The demand for dress goods continues good, and tweed effects still seem to be the most popular style. There is an exceedingly brisk demand for prints. In staples, grays and whites are practically unchanged. Colored cotton goods are all to be placed under one management, a charter having been applied for to incorporate the Canadian Colored Cotton Mills Company, limited. Although prices will probably not be increased at once, this combination will, it is thought, have a tendency to advance prices from fifteen to twenty per cent.

COLLECTING AGENCIES.

At the Carleton Assizes, Ottawa, on June 6th, the case of Antoine Choquette v. the Canadian Debt Collecting Company, and S. and H. Borbridge, was tried. The plaintiff, who is a compositor in the Government Printing Bureau, sued the defendants for injury done his reputation by having his name posted on one of the Collecting Company's black and yellow posters advertising debts for sale, when he did not owe the sum of sixty cents mentioned in the poster. From the evidence it appeared that the plaintiff's brother Seraphim, also a printer in the Government Printing Bureau, owed S. & H. Borbridge sixty cents, and the defendants had exposed the wrong man. Judgment was accordingly given for plaintiff to the extent of \$25 and costs against the Collecting Company, and the charge against S. & H. Borbridge was dismissed without costs. This does not interfere with the principle laid down in *Green v. Minnes and Burns*, previously referred to in these columns, that a creditor has a perfect right in law to advertise a debt for sale, although his motive in doing so was to coerce the debtor into paying a debt which otherwise the creditor was unable to realize. In the case under review the Collecting Company made the mistake of confounding the plaintiff with his brother. Mr. Justice Rose presided at the trial of both cases. In giving his judgment on the Choquette case, he remarked that he hoped the Upper Court would decide the question raised in his judgment in *Green v. Minnes & Burns*, in which, as we have already stated, he held that the posting of such placards was legal. Until that case was decided he supposed that the Collecting Companies were free to continue to advertise these lists of debts, not for the purpose of bona fide sale, but to bring the debtors to public shame and obloquy. Meanwhile he must warn them that they were treading on the edge of a very deep precipice. Perhaps they are, but so long as the legality of the proceeding is recognized by the court, every advantage should be taken to bring "dead-beats" to obloquy and shame. Many an honest, industrious storekeeper has been ruined by such people and no mercy should be shown them. His Lordship probably overlooked the fact that before such a drastic step is taken as to advertise the debt for sale, the debtor is notified several times of his indebtedness by the Collecting Company, and every opportunity given him until the last moment to pay up. He has, therefore, only himself to blame if he is publicly exposed as a "dead-beat." If the case of *Green v. Minnes & Burns* is taken before the Superior Court we sincerely hope that the judgment of Mr. Justice Rose will be sustained, as a reversal thereof would be something to be deeply deplored.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

SPRING 1892.

We are offering special values in

Linens.

Hosiery.

Worsted Coatings.

Gloves.

Dress Goods.

Lace Curtains.

Gents' Furnishings.

Corsets.

Do not place your SPRING ORDERS before seeing samples now in Travelers' hands.

We pay Special Attention to Letter Orders.

≡⊗ FOR THE RETAIL TRADE ⊗≡

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress makers' Purposes, etc., etc

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

"BALED" Goods same quality but less price.

MEN OF MARK.

W. R. BROCK.

(Of W. R. Brock & Co., Toronto.)

To understand man, however, we must look beyond the individual man and his actions or interests, and view him in combination with his fellows.—CARLYLE.

In the history of every country there are recorded the names of some men whose lives have had such an influence over their fellow men that posterity regards them as the moulders of the destinies of the nation to which they belonged, and although Canada is as yet a young country, with the first volume of her history scarcely written, on the pages of that history are inscribed some names which shine as bright beacon lights in the eyes of all true Canadians, giving them confidence in themselves and in their country. No name stands higher in this respect than that of Brock. It was General Sir Isaac Brock who, eighty years ago, taught the 75,000 inhabitants of Upper Canada that a free people with a just cause, although small in numbers, could not be conquered by a nation of 8,000,000, who came like pirates to destroy the homes of peaceable inhabitants, whose only offence was loyalty to the flag under which they lived. It is not, however, the dead general that we desire to bring before the notice of our readers, but a living and worthy representative of the same name, sprung from the same stock, who in the peaceful walks of commerce has achieved a great victory over what may be termed adverse circumstances, and made for himself an enviable reputation among the leading business men of the Dominion.

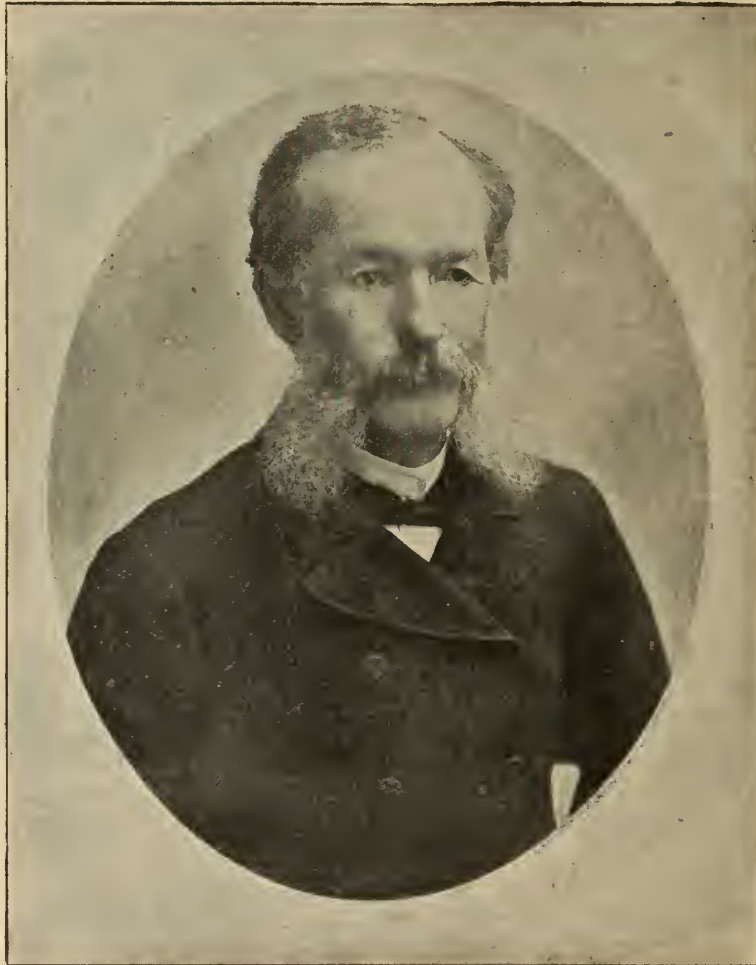
Mr. W. R. Brock, the senior partner of the firm of W. R. Brock & Co., had no specially advantageous circumstances, such as many of our young men have to-day, to help him on the high road to success. It was his own indomitable energy, perseverance and tact that placed him at the head of one of the leading dry goods businesses in the Dominion. Born in the Township of Eramosa, near the city of Guelph, 55 years ago, when that part of the country was more thinly settled than it is at present, he had not the opportunity of acquiring such a liberal education as can now be obtained so easily, but he must have received his rudimentary instruction from some teacher well adapted to lay a good foundation for the structure, which, by close application and extensive reading, he afterwards raised for himself. He commenced his business career at an early age as a clerk in a general store in the village of Caledonia, and a few years afterwards, realizing that the prizes to be obtained in business in country towns were not sufficiently tempting to one of his

energy and ability, he entered the house of Ogilvy & Co., wholesale dry goods, Montreal. This was in the year 1864, and it was the turning point of his life; he had embarked on the tide that bore him on to fortune, and although the waves of commercial disaster at times dashed fiercely around him, making it far from easy sailing, his undaunted spirit enabled him to steer safely over the breakers that shipwrecked many of his confreres. About two years after he entered the employ of Ogilvy & Co., an opportunity occurred for him to go on the road as a commercial traveler for that firm. In this occupation he succeeded so well that at the end of five years his employers made him a partner rather than lose his services, in which capacity he started and managed the wholesale dry goods business of Ogilvy & Co. in Toronto, an enterprise that proved successful from the very beginning. Mr. Brock retired from the firm of Ogilvy & Co. at the expiration of the five years' copartnership, and started in business

along with his brother under the name of W. R. Brock & Bro., in the commodious premises at the corner of Bay and Wellington streets, in which the present firm is still located. Wiseacres shook their heads when Mr. Brock made this move, thinking that the magnitude of the undertaking would prove too much for his ability and means, but they did not understand the calibre of the man. After various changes in the house the present firm was established in 1887, composed of Mr. Brock, Mr. Andrew Crawford, and Mr. Thomas J. Jermyn, which then entered on, and has continued in, an era of prosperity almost unrivalled in the history of the wholesale dry goods trade of this country. In addition to his other marked abilities, nature has endowed Mr. Brock with a genial manner that makes every one, whether rich or poor, who comes in contact with him, feel thoroughly at home, and this magnetic influence has contributed very largely in attracting customers to do business with the firm, for

anyone can see that it springs from a warm heart and kindly feeling, in sympathy with his fellow men.

The extensive business in which he is engaged, the cares and anxieties connected therewith, would prove a heavy burden on the shoulders of the majority of men. But Mr. Brock has such excellent administrative ability that he can direct its management in such a way that his employes attend to the details with an enthusiasm which seems to be enforced into them from the spirit of their chief, so that everything runs as smoothly as well-oiled machinery, without a jarring element, and although his own business requires his close attention he can still devote a portion of his busy life to the interests of his country and the city of Toronto. He is president of the Empire Newspaper Co., of the Conservative Association of the city of Toronto, of the Toronto Humane Society, and of the Toronto Electrical Construction Supply Co.; vice-president of the Toronto



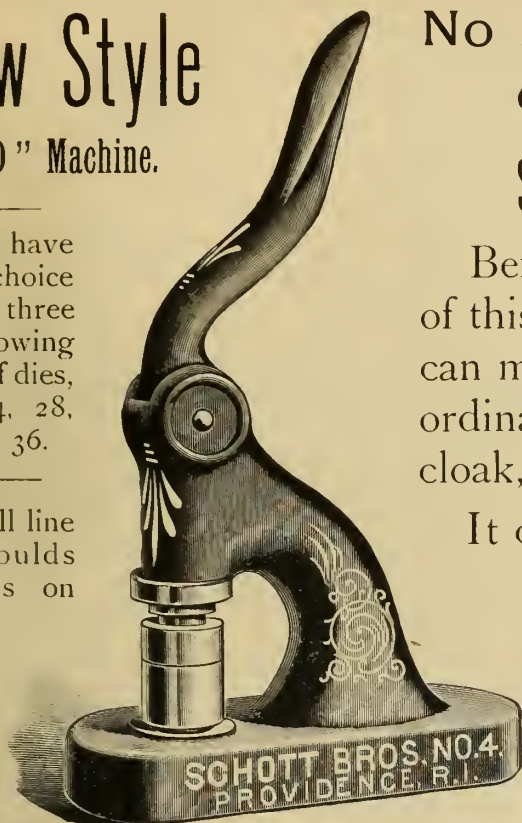
MR. W. R. BROCK.

New Style

"D" Machine.

You have your choice of any three of following sizes of dies, 22, 24, 28, 30 and 36.

A full line of Moulds always on hand.



No Dry Goods Store or Tailor can do without it.

Schott Bros. "D" Button Making Machine.

Before buying covered buttons see the products of this machine, a machine by which a merchant can make a first-class button, to order, of any ordinary size, out of same material as costume, cloak, coat or jacket is made.

It cuts the cloth blanks and makes the button perfectly.

There are over 2,000 of the No. 4 Schott Machine in use in Canada.

Price of Machine complete for making three sizes of buttons, \$10.00 net Cash.

The St. Lawrence Steel and Wire Co., Ltd., Gananoque, Ont.

GENERAL AGENTS FOR THE DOMINION.

Incandescent Electric Light Co., director of the General Trusts Co., Western Assurance Co., British Canadian Loan Co., Waterloo Woollen Mills Co., and the Galt Knitting Company. He was also president of the Citizens' Committee, which was organized mainly to protect the interests of the city of Toronto against the encroachments of the C.P.R. Thoroughly loyal to his country, he believes there is a great future before it, and his feelings in such matters are not merely sentimental, for he carries them into practice by encouraging in every way, consistent with the interests of his business, the products of our Canadian manufactories. He has never sought political or municipal honors, but his fellow citizens esteem his business capabilities and administrative ability so highly that irrespective of party politics, they unanimously offered to elect him by acclamation mayor of the city for the year 1891, as they believed he could steer the city safely out of the financial slough which threatened it. He, however, declined the honor.

A READY RECKONER.

Mr. Barney McCoy resides at Wheatears' Corners. He works for Mr. John Wheatear, who keeps the general store. We can hardly call Barney a salesman, or clerk, for his duties are of a miscellaneous character. In addition to serving behind the counter he looks after the team, milks the cow, takes charge of the pigs and poultry, nurses the baby, packs the butter, besides handling eggs, wool, hides, tallow and whatever truck the farmers have to sell.

Barney has lived at the Corners ever since he left the "ould sod." He plays the mouth organ and violin, tells a good story, sings a rollicking song, and no party is considered complete without jolly Barney McCoy.

One morning, soon after Barney had got opened out, who should walk in but old Mrs. Parsnip from off the "fourth line." She was a hard, hard case. She beat Barney down in the price of every article he showed her. Barney called her "a kicker from

away back.' The six-cent factory cotton was too thin; the eight-cent was too narrow; the ten-cent piece was too light, and she would give only ten cents for the York shilling one. Barney knew his customer. She couldn't reckon a little bit, so he let her have her own way. "Six yards at ten cents, Mrs. Parsnip, is sivity foive cents, and how is the ould man; shure I haven't seen him for a dog's age." The old woman went away quite happy and contented after getting the cotton at "her own price."

After she was gone, I said: "Barney, didn't you make a mistake in the old woman's bill." "Divil a mistake did I make. The cotton was cheap at a York shilling; Mrs. Parsnip is happy and I don't kick. Some women will have their way, even if they pay for it. She would have kept badgering me for half a day if I hadn't given her the cotton at ten cents. I always let her have her own way, then charge her for it. There's some funny folks around here; what their eyes don't see, their hearts don't grieve for. Here comes the boss. You ought to sell him a good bill to-day; we are wanting lots of dry goods—if he will only buy them."

TOM SWALWELL.

FREE! To every purchaser of 300 WAYS TO DRESS WINDOWS, a book of 250 pages and 150 illustrations for Dry Goods, General Storekeepers, and all kinds of business; Price, Post-paid \$1.50 will be given, "The Window Dressers' Companion," a handy nickle plate hammer, 5 inches, which may be carried in the vest pocket, for tacking and pulling pins, tacks, etc., in dressing windows and useful at all times, price 50c. Cut this out, (GANADIAN DRY GOODS REVIEW), and send with order, which will entitle you to free "Companion."

HARRY HARMAN,

Window Dresser and Decorator, P. O. Box 113, Louisville, Kentucky.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

TORONTO WHOLESALERS.



THE annual meeting of the dry goods section of the Toronto Board of Trade, was held in the council chamber of the Board on January 12th. Mr. Stapleton Caldecott, who was in the chair, submitted a report dealing with the work of the section during the past year. He congratulated the members in entering upon 1892 in a much better condition and with better prospects for business than in 1891. This was largely due to the abundant harvest in Ontario and

the North-West. Should 1892 fail to result profitably it would be owing more to defective business methods than to any want of purchasing power in the community. During the year the section had taken up several practical questions, the chief being on municipal taxation as bearing on the interests of merchants and manufacturers. An effort had been made to induce the wholesale trade to reduce credits and to make cash discounts, but so far little practical progress had been made on this point. The wholesale grocers of the city and country had set an admirable example in this respect. A tribute of respect was paid to the memory of Mr. Geo. Gillespie, who died last year. In conclusion, the president said it was cheerful to note that the trade prospects for this year are good. The members were advised to embrace the opportunity to make a good use of the chances, not in foolish efforts to extend trade unduly and sell without a fair return. The report was adopted.

The Business Tax Committee reported having had a petition prepared for submission to the Attorney-General, calling attention to the fact that for municipal taxation a municipality could tax realty and personalty, and that the mode and rate of assessment on realty was alike to all classes of citizens. When personalty assessment is dealt with the Act allows the assessor the option of taxing either on income or capital. Attention was called in the petition to the circumstances in Great Britain and all other civilized countries in the world, as far as known, except in certain sections of the United States, where there is no taxation on personalty allowed for local taxation, this privilege and power being reserved to the State. The petition concluded by asking that the municipal Act be so amended that if the personalty tax is to be continued it shall be based on income to all citizens alike. The petition had been forwarded to the merchants in Ontario and signed by many of the most prominent. It will be presented to the Local Legislature next month. In the meantime a pamphlet, which deals more fully with the question, had been placed in the hands of the printers, and will be circulated among the members of the Local Legislature for their information. The case will be championed in the Local House by Mr. J. Tait, M. P. P., who is thoroughly in sympathy with the petitioners. The report was adopted without amendment.

The report of the Fire Insurance Committee, which was also adopted, stated that they had conferred with the Toronto Board of Underwriters in reference to a reduction of rates on stocks of dry goods. They had been assured by the president of the Board of Underwriters that the matter would be brought before their annual general meeting this month.

The following are the names of the new Executive Committee:—Messrs. S. Caldecott, P. Campbell, J. S. McMaster, J. Knox, (Hamilton,) W. Blackley, A. Darling, T. O. Anderson. The Executive Committee met after the adjournment of the general meeting, and elected Mr. S. Caldecott as chairman and Mr. J. S. McMaster deputy chairman, Mr. E. A. Wills being re-elected secretary.

Business Chance.

WANTED PARTNER IN GENERAL STORE, 1st March. Best town in Southern Manitoba. First-class stone building and good trade. Young man preferred, with good references and practical knowledge. Capital from \$4,000 to \$6,000. Address P. O. Box 83, Boissevain, Manitoba, or A. A. Allan & Co., Toronto, Ont.

PERSONAL AND GENERAL NOTES.

The dry goods store of Geo. Craig & Co., Winnipeg, Man., was damaged, to the extent of \$7,000, by fire on New Year's morning.

The woollen mill at Golden Grove, N.B., owned by Mr. A. Willis, was totally destroyed by fire on January 2nd. The loss was about \$9,000; insured for \$5,000.

Robert Spittal, of Spittal, Burn, & Gentleman, and George Priddis, of Priddis Bros. of London, Ont., have gone on a purchasing trip to the British markets.

The building at the south-east corner of Barrington and Sackville streets, Halifax, N.S., occupied by the Misses Burns, milliners; Mrs. Roddin, dressmaker; the Misses Wright, fancy goods, etc., and F. Kaizer, furrier, was badly gutted by fire on January 8th.

The members of the London, Ont., police force were made glad on New Year's morning by receiving a present of \$50 from Mr. George Robinson, of Robinson, Little & Co., wholesale dry goods merchants. The city street car drivers also benefited by Mr. Robinson's generosity to the extent of \$30.

January 4th, 1892, will ever be memorable amongst the dry goods merchants of Ottawa, it being the inauguration of the 6 o'clock closing By-law. In the future all dry goods stores will be closed at that hour, and employes as well as employers will be given an opportunity to spend an evening in the midst of their families.

Andrew F. Gault, David Morrice, sr., Robert L. Gault, all of Montreal; Theophilus Laing, of Boston, and Charles D. Owen, of Providence, Rhode Island, are asking incorporation as the Canadian Colored Cotton Mills Company, limited. The proposed capital is \$100,000, and the headquarters of the company are to be at Montreal.

On New Year's morning the fur store of Mr. Christmas, 2,266, Notre Dame street, Montreal, was broken into. The burglars made a good haul, taking away among other things, two seal wedge caps, two seal hussar caps, six Persian lamb caps, two beaver caps and collars to match, one grey lamb set, two grey lamb hoods, and one beaver muff.

Mr. Bennett Rosamond has been elected to represent the North Riding of Lanark, Ont., in the Dominion House of Commons. Mr. Rosamond is president and managing director of the Rosamond Woollen Company, of Almonte, managing director of the Almonte Knitting Company, and a director of the Cobourg Woollen Company, Cobourg, Ont.

The Toronto Fringe & Tassel Co., have removed from 27 Front street west to more extensive and commodious premises at No 19. Owing to the rapid increase in their business they have had practically to double their accommodation as they now occupy two large flats instead of one. They have put in a lot of new and improved machinery and expect to more than double their output this year.

An enjoyable evening was spent on January 7th, at the residence of L. Cleghorn, 34 Lansdowne avenue, Toronto, the occasion being the presentation of a valuable gold watch and chain to Mr. Cleghorn by Mr. R. H. Gray, as a reward of faithful service during the year as representative of R. H. Gray & Co. There were a number of friends present, including members of Mr. Gray's family and several employes of the firm. A musical soiree closed the pleasant event.

The employes of John Calder & Co., wholesale clothing manufacturers, Hamilton, Ont., held their seventh annual dinner on Dec. 23rd, when about forty sat down to an excellent spread. C. S. Finch occupied the chair and James Rendall the vice-chair, and the usual loyal and patriotic toasts were given and responded to—that of the firm being received with much enthusiasm, reference being made by the speakers to the steady growth of the business and the close of a most prosperous year. Songs and recitations were given by Messrs. Rae, Bedwell, Drake, Goodere, Schwendeau, Patterson, Pannerby, Marriott, Silman and Weiss, and a pleasant evening was brought to a close shortly after midnight.

ESTABLISHED 1868.

W. R. JOHNSTON & CO.,

Wholesale Manufacturers,

READY-MADE CLOTHING.

Letter Orders carefully and promptly filled.

Cor. Bay and Front Sts.,
TORONTO.

BUSINESS CHANGES AND TROUBLES.

Riepert & Co. hats and furs, Montreal, assigned.
 Grant & Co., hats and furs, Toronto, stock sold.
 G. A. Powell, dry goods, Stratford, Ont., stock sold.
 Gustave Savage, hats and caps, Montreal, assigned.
 Coleman & Co., hats and furs, Halifax, N.S., sold out.
 W. F. Journeay, dry goods, Weymouth, N.S., burnt out.
 Geo. E. Mercier, millinery, Dalhousie, N. B., compromised.
 Turgeon & Carriveau, fur dealers, Beaumont, Que., assigned.
 British American Waterproof Company, Montreal, dissolved.
 George H. Gorham, tailor, St. John, N.B., burnt out, insured.
 James Brown & Son, wholesale dry goods, Montreal, assigned.
 Longley & Campbell, tailors, Winnipeg, Man., dissolved partnership.
 Blair & Rogers, dry goods, etc., Carberry, Man., assigned in trust.
 Pierre Hudon, wholesale dry goods, Montreal, suspended payment.
 R. J. McDonald, dry goods etc., Fort Hastings, N. S., assigned.
 I. Davis & Co., fur manufacturers, Montreal, demand of assignment.
 John Beattie, dry goods and millinery, Seaforth, Ont., burnt out, insured.
 Carter Bros., dry goods, Hantsport, N.S., burnt out, partially insured.
 Goldberg & Warner, hats and furs, Hamilton, Ont., stock seized by sheriff.
 Miss Mary McQueen, milliner, Shoal Lake, Man., removed to Gladstone.
 Adlard Gauthier, dry goods, Montreal, assigned, with \$4,000 liabilities.
 Welsh, Hunter & Hamilton, dry goods, St. John, N. B. compromised.
 Sykes & Ainley, woollen mill, Glen Williams, Ont., partially burnt out.
 MacLean, Drouin, & Waldron, wholesale hats, Montreal, dissolved.
 J. E. Bourke & Co., dry goods, St. John's Que., demand of assignment.
 J. L. Vineberg, clothing, Sherbrooke, Que., assigned, with liabilities \$20,000.
 J. A. Perry, hats and furs, Toronto, assigned, with liabilities and assets \$5,000.
 Luke & Armstrong, men's furnishing, Oshawa, Ont., dissolved partnership.
 G. B. Latour & Co., merchant tailors, Ottawa, Ont., offering to compromise.
 S. Greenshields, Son & Co., wholesale dry goods, Montreal, G. B. Fraser, E. C. B. Fetherstonhaugh, and G. L. Cains, admitted partners; style unchanged.

Allan & Brown, millinery, Toronto, assigned in trust to Geo. D. Scott, Toronto,

M. E. Bell, merchant tailor and men's furnishings, Warton, Ont. offering to compromise.

Stannard & Co., dry goods, Nanaimo, B.C., dissolved; J. J. Stannard succeeds.

Banfield & McKiechan, dry goods, Winnipeg, Man., advertising business for sale.

The dry goods business of R. McG. Fraser, Springhill, N.S., purchased by H. O. Gass.

Joseph Lalonde, dry goods, Montreal, stock damaged by fire and water; partially insured.

Fred Goebel, Empire Knitting Works, New Hamburg, Ont., sold out to Trow & Hoffman.

Jackson Bros, merchant tailors, Clinton and Seaforth, Ont., burnt out at Seaforth, insured.

Hiram Simon, clothing and men's furnishings, Brantford, Ont., assigned in trust to John D. Ivey, Toronto.

Mills & McDougall, wholesale woollens, Montreal, offer of compromise made and accepted by Canadian creditors.

The dry goods stock of McIntyre & Davis, Aylmer, Ont., sold by auction to Mr. Hemstreet, of Aylmer, at 77 cents on the dollar.

Watchorn & Co., woollen mills, Merrickville, Ont., dissolved; J. H. Watchorn retires, G. E. Watchorn, admitted; style unchanged.

W. Beauchamp & Co., dry goods, Montreal; Jos. Cinq-Mar of this firm assigned, and Wilfred Beauchamp ordered to appear by the court.

Robert R. Fawcett, merchant tailor, Toronto, assigned to E. R. C. Clarkson, with liabilities of \$1,587; assets \$1,072, and afterwards compromised.

Lowe Brothers & Keens, manufacturers shirts and overalls, Toronto, offering to compromise; statement shows liabilities \$4,000, nominal assets \$6,200.

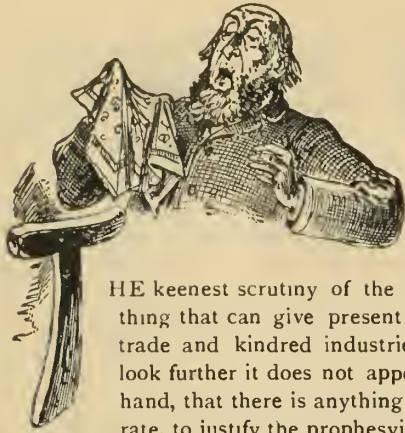
Sterling Macredie & Co., wholesale furs, Toronto, dissolved; Isaac N. Wilson retires and remaining partners continue the business, style unchanged.

APPRECIATIVE SUBSCRIBERS.

H. S. Dodge, of Kentville, N.S.—Enclosed you will find P. O. Order for \$1.00 for which you will please send me The Canadian Dry Goods Review for another year. It is the best and cheapest paper in the trade, filled monthly with information, which every retail dry goods man should know.

James Kelso, Truro, N. S.—Enclosed please find \$1 to pay for the Dry Goods Review for another year. I like the Dry Goods Review very much and consider it a good investment.

J. H. Walker, Alma, Ont.—Please take my name off your list of subscribers for The Canadian Dry Goods Review. I have disposed of my business, otherwise I should willingly have continued a subscriber to such a valuable commercial paper.



THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

HE keenest scrutiny of the horizon fails to detect anything that can give present comfort to the dry goods trade and kindred industries, and even if one could look further it does not appear, from the indications at hand, that there is anything in the near future, at any rate, to justify the prophesying of smooth things. And even if the expectations of the most sanguine are realized during the coming year, it will hardly serve to correct the condition that has prevailed for the past three seasons. Nothing but a miracle could effect this, and in dry goods, at least, the age of miracles is gone. This general statement is based upon well-ascertained facts. The summary of the year's business has been ascertained from inside sources, from which it appears that the best managed and most conservative houses have made, what they call, "no money." Those in which the management was not exceptional have lost and the others have gone to the wall. It is painful to have to state that the end of the failures is not yet, though for the present it would be unfair to specify the next houses that are to fail. The Fourth passed disastrously; but the list of failures does not represent the actual condition. It gives no account of the houses which have thrown themselves upon the banks; of the customers who demanded extensions and those who have made private arrangements with the wholesalers. The largest failures in the district, of which Montreal is the centre, are four. Messrs. John A. Paterson & Co., wholesale millinery and fancy dry goods, St. Helen street, have assigned, with about \$85,000 direct liabilities, out of which \$23,000 are due in Europe. The principal creditors are: James Redmond, Winnipeg, \$10,000; Bank of Montreal, \$10,000; W. D. Matthews, Toronto, \$5,207; Estate E. R. Paterson, \$2,218; Estate J. Paterson, \$1,380; Jas. Walker & Son, Huddersfield, Eng., £834. The Bank of Montreal has also advanced \$56,000 on notes. The firm commenced business in 1881 as Paterson, Kissock & Co., but Mr. Kissock retired in 1888. A further change in the partnership took place in January, 1890, and in December of the same year the firm obtained a compromise of 50c. on the dollar, which was paid. A meeting was held on the twelfth, and the statement was found very unsatisfactory to the creditors. The old firm of J. Brown & Son, Craig street, has assigned. The Merchants Bank have advanced \$15,000 on notes, and the other creditors are: Alex. Gibson, Marysville, N.B., \$11,184; Windsor Cotton Co., Windsor, N.S., \$4,400; Dominion Cotton Mills, \$2,401; Estate Jas. Benning, \$1,485; Wm. Parks & Son, St. John's, N.B., \$1,201; Paris Manufacturing Co., Paris, Ont., \$988; Montreal Cotton Co., Valleyfield, \$608; Stormont Cotton Co., Cornwall, \$510. There is no hope of a readjustment of the difficulty on any reasonable terms. P. Hudon, wholesale dry goods, St. Paul street, has suspended with indirect liabilities of about \$60,000 and direct of \$20,000, the Merchants' Bank being largely interested. Mills and McDougall, wholesale woollens and tailors' trimmings, have secured a settlement of sixty per cent. on \$100,000, and on the McLachlan Bros. estate fifteen actual cents. have been declared on the dollar. These do not pretend to exhaust the list; they are, however, the more important ones. There was not a well-informed writer in the country who did not, three months ago, sound a warning that merchants should not be carried away by enthusiasm over a good crop report. They knew their own business best. They shipped goods on pure speculation; they quietly opened new accounts and gave extensions on old ones. Then they expected to see the money flow in. The

money has not started yet. It will not come at all to the merchants at large.

It is quite true the harvests were unusually large—that there was a real overproduction; it is none the less true that it will go into the gulf that has been yawning for it for three years. The implement dealers had become desperate, the money lenders were threatening to foreclose, and these had first to be satisfied. The returns of the harvest were delayed on account of the weather, which permitted the farmers to remain in the fields, and prevented them from threshing their grain and marketing their produce. But even when frost put an end to their ploughing the roads were impassable for want of snow, and that condition prevails up to the present moment. The crop has been largely trittered away in paying old and pressing accounts and very little remains for future purchases. On the other hand the fall ploughing and winter seeding will be a favorable factor in the future. The unusual mildness of the weather was positive in its harmfulness as well as negative for good, and in many cases the stocks of winter goods are unbroken. If people will not buy winter clothing before the first of the year, they will not buy at all. The holidays caused some stir, but it was chiefly in toys, sweets and notions; they did not affect the bulk of the dry goods trade. Besides the want of activity in heavy woollens, the unbroken stocks will meet the travellers in the face when they go to solicit orders for next fall's trade. Even if winter weather were now to set in, the trade would not be much helped, as the season is so far advanced. To follow the course of the markets and define it from day to day easily keeps one from becoming over-sanguine, and while in this strain there are three things to be adverted to—the cancelling of orders, the dishonoring of drafts, and long credits. Even though all that has been said by the present writer has been said repeatedly in the last ten years, it appears to have had not the smallest effect. The average retailer would probably change his account if it were hinted that an order, even if written in duplicate, meant anything in the contract line, and he cancels orders on the smallest pretext, even for a fractional advantage promised by the traveller of a rival house. But wholesalers are so apathetic about selling they do not complain, since they have been saved from loss, while they have been deprived of profit. The practice of allowing a draft to be dishonored is more than a commercial delinquency—it is a nefarious practice, and harasses the merchant almost as much as a positive refusal to pay. In many quarters there is an utter disregard to the obligation of meeting a draft, even by men who pretend to a fair range of credit. When a merchant is notified that a draft will be made upon him on a specified date, according to the terms of purchase, and he does not reply to the notification, he tacitly admits that it will be cared for, and if he allows it to be returned, though he gains some time, he loses by the infraction of business methods and is pursuing a course which in the end must prove disastrous. The third evil is long credits. The custom of accepting paper dated six, nine, and with renewals even twelve months, is closely connected with financial disaster. It leads to carelessness on the part of retailers, and the evil accumulates till the wholesale houses can bear the strain no longer and the crash comes.

OBITUARY.

Mr. Dennis O'Connor, one of the best known fur merchants of Toronto, died suddenly on the evening of December 29th. He was entertaining a friend, Mr. Shea, at his home, No. 64 Hazelton avenue, when he was suddenly seized with heart failure. At 11 o'clock he was dead, although during the earlier part of the evening he had felt in excellent health. Mr. O'Connor was 52 years of age and leaves a sorrowing widow and seven children to mourn his untimely end. Two weeks ago Mr. O'Connor became a member of Court Cairnsmore, I. O. F. No. 432. He had never been called upon to pay a death assessment, but his heirs will receive \$2,000.

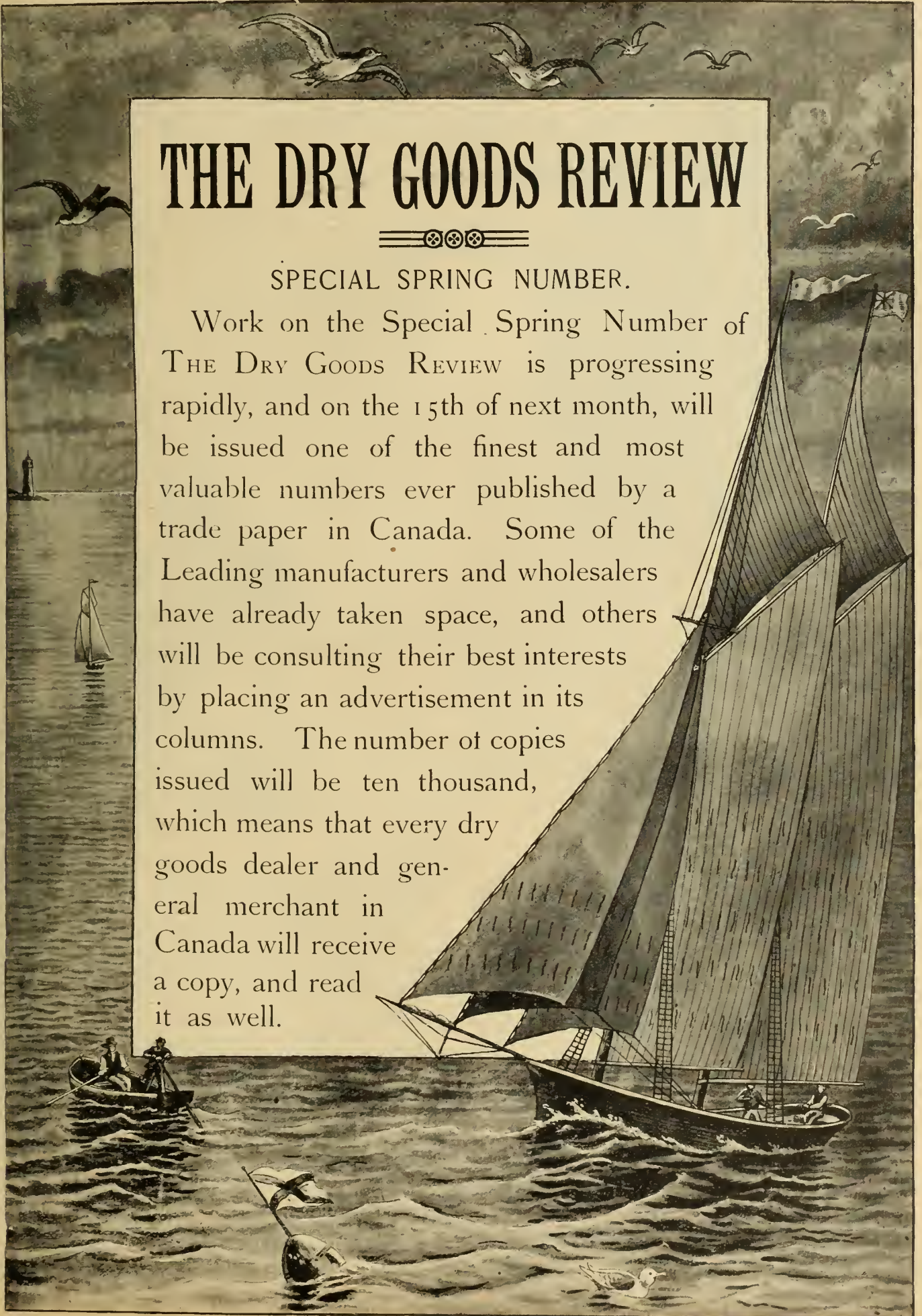
The citizens of St. John, N. B., were shocked on January 3rd. to hear of the sudden death of T. A. Daniel, head of the firm of Daniel & Boyd, one of the oldest wholesale dry goods houses, if not the oldest house, in the city. Mr. Daniel went into business in 1838, and in 1851 took into partnership Mr., now Senator, Boyd. A few weeks ago the firm was reorganized as a limited liability company, taking in some young men who have been in the employ of the house. The firm of Daniel & Boyd has an almost continental reputation for integrity and honorable dealing. Mr. Daniel leaves three sons. One is the rector of Port Hope, Ont., another is an Episcopal clergyman in Prince Edward Island, the third is head of the firm of Daniel & Robertson, of St. John. One daughter is the wife of Archdeacon Jones of Windsor, and another is the wife of S. Schofield of St. John. Mr. Daniel was president of the Auxiliary Bible Society, and either president or director of half a dozen other religious or benevolent societies.

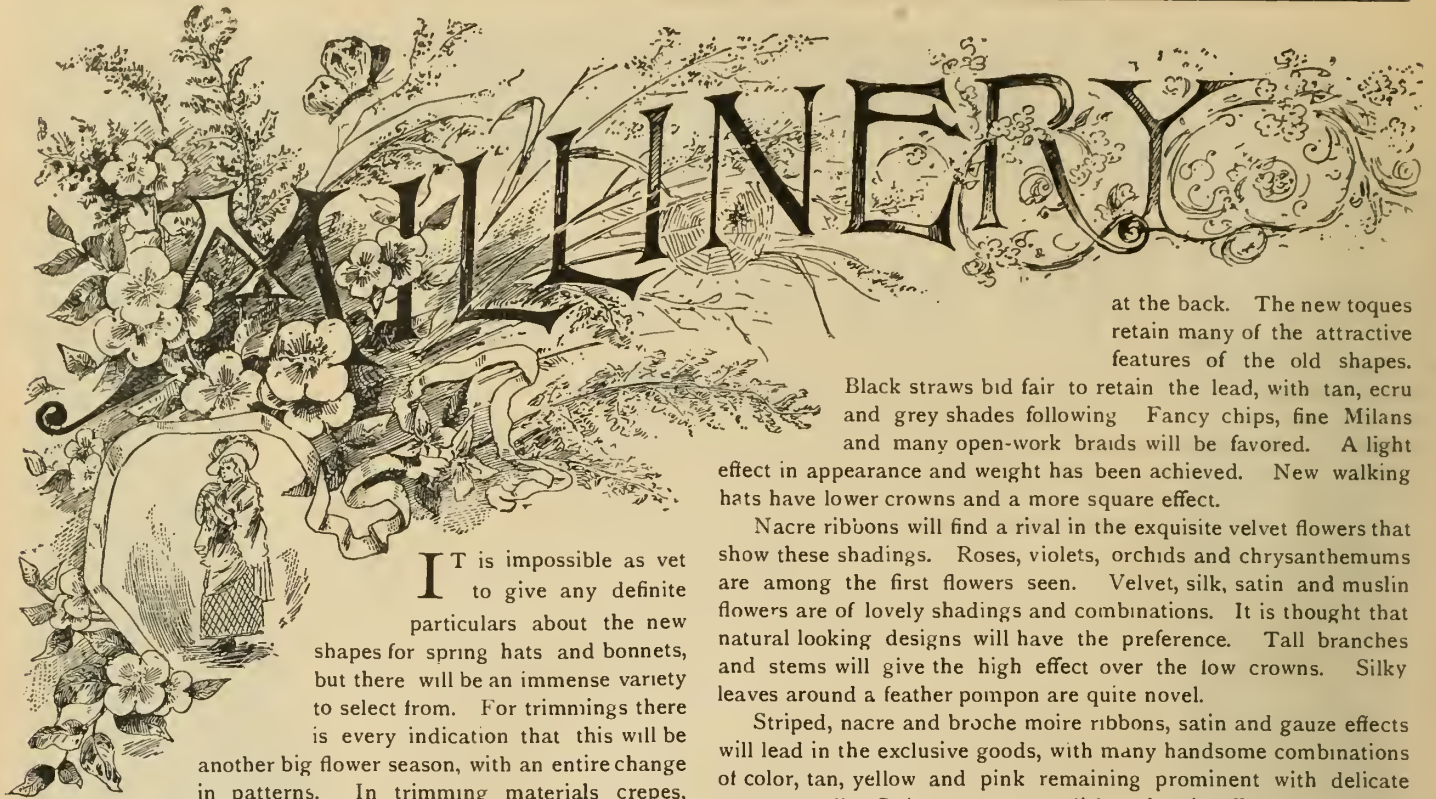
THE DRY GOODS REVIEW



SPECIAL SPRING NUMBER.

Work on the Special Spring Number of THE DRY GOODS REVIEW is progressing rapidly, and on the 15th of next month, will be issued one of the finest and most valuable numbers ever published by a trade paper in Canada. Some of the Leading manufacturers and wholesalers have already taken space, and others will be consulting their best interests by placing an advertisement in its columns. The number of copies issued will be ten thousand, which means that every dry goods dealer and general merchant in Canada will receive a copy, and read it as well.





IT is impossible as yet to give any definite particulars about the new shapes for spring hats and bonnets, but there will be an immense variety to select from. For trimmings there is every indication that this will be another big flower season, with an entire change in patterns. In trimming materials crepes, chiffons, and chiffonettes, will occupy a first place. Fancy ribbons promise to be in great favor for the early spring trade, and ostrich goods, which are again working to the front as a hat beautifier, are likely to be used to a larger extent during the coming summer than for some seasons, chiefly Nacre and shot effects in mounts and tips. Many novelties will also be seen in other millinery requisites such as dress nets, veilings, flouncings, laces, belts, dress ornaments, gimps, passementeries, buttons, jet trimmings, jet sprays and ornaments, etc. In a circular to the trade, Messrs. S. F. McKinnon & Co., state that "the variety of goods we have to show is entirely too large for description in this circular, and we can only say that our display is larger and more varied than that of any previous season, having a resident buyer in the British and Continental markets, whose energies are devoted entirely to giving us the latest and best productions and styles."

MILLINERY IN MONTREAL.

(By Our Own Correspondent.)

Millinery does not figure to any extent in the operations of the month. Its place has been taken by furs. Rather its place should have been taken by furs. The mild weather has been disastrous to this industry and the retail business is the smallest in many years. Up to Christmas business did not cover the expenses of the season, and since then the situation has been aggravated by the persistently open weather. Before next writing the millinery business will be in such a condition of forwardness that it will be possible to say something definite as to spring styles and prospects; but any remarks at present would be purely speculative, based upon Paris and London reports, and therefore useless.

SPRING MILLINERY IN NEW YORK.

The Dry Goods Economist says: The shapes are small in the crown and small or medium in the brim, with many variations of the poke order and flexible brims bent to suit the caprice of the wearer. The back of the brim is narrow whether it is turned up or flat. What will keep the hats on remains an unsolved problem, as the crowns set on top of the smallest head and simply serve as a semi-foundation for the trimming, which will vary the usual order of things and appear on the crown, in front and on the side as well as

at the back. The new toques retain many of the attractive features of the old shapes.

Black straws bid fair to retain the lead, with tan, ecru and grey shades following. Fancy chips, fine Milans and many open-work braids will be favored. A light effect in appearance and weight has been achieved. New walking hats have lower crowns and a more square effect.

Nacre ribbons will find a rival in the exquisite velvet flowers that show these shadings. Roses, violets, orchids and chrysanthemums are among the first flowers seen. Velvet, silk, satin and muslin flowers are of lovely shadings and combinations. It is thought that natural looking designs will have the preference. Tall branches and stems will give the high effect over the low crowns. Silky leaves around a feather pompon are quite novel.

Striped, nacre and broche moire ribbons, satin and gauze effects will lead in the exclusive goods, with many handsome combinations of color, tan, yellow and pink remaining prominent with delicate green as well. Stripes are very stylish and satin effects appear with every other weave. Moire is undoubtedly the novelty, closely followed by gauze.

Feathers are still shown as aigrettes, delicate pompoms and such small ornaments, but the spring season is not a favorable time for feathers, though the mid-summer always brings us some broad brimmed feather laden hats, as the mid-winter season shows us flowers amid the feathers, which have had a good run.

PARIS FASHIONS.

The Paris correspondent of the Drapers' Record says: The following are some hats I saw at Viot's: One was grey felt with torsades and loops of moss-green velvet, the front decorated with green parrots' feathers. A smaller hat had a pointed brim of brown felt, and full crown of brown velvet irregularly pleated; lighter satin ribbon is twisted round the crown, and ends in a chou in front, which holds an aigrette.

Bonnets grow more and more difficult to describe; they get smaller and smaller and more intricate. Pinkish green metallic wings and crowns evidently applied, and of irregular shape, in which spangles and beaded trimming form the most important part. Many of the shapes are high at the back, and the tiny crowns are pointed. The brims are trimmed round with gold, black or white lace in a half-handkerchief form; above this is always a band of some fur—sable being the favorite. Red and coral velvet is much used, either for crowns or rosettes, or other bows which are so much worn now on bonnets and hats. These bows have invariably a small diamond (real or imitation) buckle in the centre. A new felt hat has a square crown, the brim turning upwards. It is surrounded by two sable tails resting on a broad band of old pink velvet, a paste buckle in front. Shaded velvet ribbons are the very height of fashion for millinery purposes. Some of the effects are beautifully soft, while others may be called rainbowsque. The most exquisite guipure lace is used to make the butterfly bows now seen in the centre of some capotes. In the centre is a paste buckle. At Viot's, where I saw the above models yesterday, I also noticed a great number of tiny sealskin and astrachan capotes. These are trimmed in the front only with guipure lace, or a small bunch of flowers.

The hats are nearly all flat at the crown, and have a certain masculine air about them which is very provoking, and sometimes even grotesque. The Scotch Highland bonnets and a modified kind

of Scotch cap have even found favor. The crowns of the hats are nearly always chiffoned. The strings are narrow, and tie under the chin on the side. The hat strings are as narrow as the capote strings are wide, but both should be long.

Shot velvet is found to be one of the best of all materials to fix with fur—that is, only one sees nothing else on the bonnets. Reseau and pink are the latest introductions of the year in the way of mixtures of color, especially in shot velvet for millinery purposes. I have seen a bonnet with a flat crown of pink and grey velvet, which is very taking. All the shapes seem to be borrowed from antique pictures. Many borders of the new hats have narrow ostrich tips which curl outwards, jet, mounted on metal, forming a handsome bordering within these feathers. This metallic-mounted jet is introduced alike on hats and bonnets. Some are made of nothing else. I have seen a large hat with a draped crown of black velvet, the brim being a broad Vandyke trimming of this jet. On the side, panache of tiny black feathers and jet aigrette in the centre—narrow white satin strings rather long. A peculiarity of fashion consists of the strings of bonnets and hats being of creme or white, no matter what material the bonnet or hat might be made up in.

A novelty for little girls is the toreador hat in grey or brown felt. It has rather a large brim. The low crown has a twist of velvet, and on the side are three pompons in different shades. Tiny balls, the same shade as the felt, fall round the brim. Dainty



Fig. 1:

aigrettes are worn in the hair, tiny circles of flowers, small birds, and classical bandeaux composed of flowers made of metal. In the way of capotes, in the Rue de la Paix I have seen some black bonnets trimmed with marigold, or a shade of yellow called "thermidor." A yellow velvet bonnet had a trimming of black lace all round, a panache of six handsome black feathers on the side, and at the back or bow of yellow and black satin. A small suede-colored felt hat has a crown of brown velvet folds, with two green feathers on the side, and ribbon. The Huguenot hat is much worn. It is round, with fluted edge made in velvet, with black feather crest. For theatre going there are capotes with raised gold embroidery brims, and soft black velvet crowns, with black feathers standing upright back and front. There are pale pink satin capotes for the same purpose covered with black lace, cream and pink, chou, and black crest. White velvet capotes embroidered with gold are also much in vogue, with loops of white ribbon and black crest. This crest consists of three feathers arranged together something after the style of the Prince of Wales' crest. Toques are exceedingly fashionable and becoming to all. They are introducing sprigs of holly on to some of them. One of the newest has two folds of black satin round the border, with jet drops, soft green velvet crown, bunch of feathers at the side, and narrow strings.



Fig. 2.

MILLINERY ILLUSTRATIONS.

No. 1 illustrates one of the new French shapes covered loosely with velvet, which is quilled over the face. A flat satin ribbon bow ornaments the front, the ends continue to the back and knot there; quills are in front slanted backward and the ties are of velvet or satin ribbon.

No. 2 illustrates a muff and hat to match made of velvet, ribbon and fur. The jaunty arrangement of the ribbon holding the muff is always to be admired. Cloth and fur could be used in the same manner, mixing velvet with the hat in the shape of a crown band held by a jet, silver, steel or Rhinestone buckle.



Fig. 3.

No. 3 illustrates a ball coiffure in the Grecian style, with the hair in a soft coil from which curling tendrils escape and a wavy bang. The head-dress consists of a torsiade of mouse green velvet ribbon studded with pink roses and their foliage, and in front a panache of short pink ostrich tips.—Dry Goods Economist.



Travelers report good sales for stiff hats and straws, and that there is every prospect of a first-class Spring trade. The spring goods are now being received by the wholesale houses, and in stiff hats the open roll and roll front, with wide band, is very stylish and will, without doubt, become popular. It is very similar to the Fedora, which has been so fashionable. The wide brim has not "caught on" to any marked extent, but will likely do so when dealers become more reconciled to the change. In caps the English naval will in all probability be the leading style for the coming season. They are in all grades, and are very attractive.

STYLES AND COLORS.

There is but little to be said about either styles or colors this month, says the Hatter and Furrier. Sales of the soft round crown, with stiff flat brim, have been large, particularly in the West, and many orders have been placed for soft crown with curled brims. Altogether it looks as though that class of hat was destined to have quite a run, but not with high-class trade. Tourists, particularly in some of the new and nobby shapes, are selling well. In stiff hats the tendency for the best class of trade is decidedly towards a wider brim, although many manufacturers of fine goods are showing narrow brims. One in particular shows a high taper crown with rounding square, 16 line band, and a narrow flattish set brim with flat curl: it is selling fairly well. One of the best styles shown by a prominent English manufacturer has a bullet shaped $5\frac{1}{4}$ deep crown, with $1\frac{3}{8}$ brim well rolled and set; it makes a striking and a stylish hat. In colors fancy browns hold their own, although pearls will be shown by the best trade. Without any definite information, it is safe to presume that inasmuch as Dunlap issued a pearl derby last Spring, he will do so again the coming season. It met with but moderate success then, but should do better this time. The new Tourist with sharp square taper crown makes a beautiful hat in pearl, and such should be a very popular seashore and mountain style. The latest Parisian agony has its possibilities, and in the hands of ingenious American manufacturers, may be utilized.

BEAVER HATS.

It will be bad for the beaver if the praise which is being so freely bestowed upon its fur should lead to beaver hats becoming fashionable again says the Warehouseman and Draper. It is hygienic according to one authority, economical by another, in spite of its high price at first, and it is generally agreed that for lightness, warmth, and comfort the beaver hats, which were at one time the only wear, are still ahead of any others. "Of all feltes that may be felt, give me your English beaver," boldly declares an old song of 1658, and three years after Pepys bought him a "beaver," which cost him £4 5s., which is assurance doubly sure that they were then in the front of fashion. The colonies first, and the Hudson's Bay

Company later, almost depended on the beaver for their prosperity, and the number of skins which have at times been imported is surprising. It is popularly supposed that the invention of the silk hat led to the freedom of the beaver from the persecutions of the trappers, but the fact is, that he has been hunted all the same, and if any considerable demand were made upon his felt or fur by fashion, there would be serious danger of his extinction.

THIS YEAR'S FUR SALES.

The following public fur sales of Messrs. C. M. Lampson & Co.; and the Hudson Bay Company, are announced to take place during this year: C. M. Lampson & Co., January 20 (salted fur sealskins), Hudson Bay Company, January 25; C. M. Lampson & Co., January 25 to 29; Hudson Bay Company, March 21 to 24; C. M. Lampson & Co., March 21 to April 1; June 20 to 24; October 24 to 28.

B. LEVIN & CO.,

WHOLESALE MANUFACTURERS OF FINE FURS

—AND—

IMPORTERS OF HATS.

491 & 493 ST. PAUL ST.,

MONTREAL.

BRANCH SALEROOMS: 70 BAY ST TORONTO.



A large and well assorted line of manufactured furs and high grade hats always in stock. Orders by mail from the trade will receive careful attention.

Wholesale Agents for the Dominion of Canada for Lincoln, Bennett & Co., Sackville St., London, Eng., and W. Wilkinson & Co., Regent St., London, Eng., makers of high-class Silk and Stiff Hats.



Since our last issue the weather has turned much more favorable for the sale of clothing, and retailers report a corresponding increased demand for heavy suitings and overcoats. Orders for spring have been coming in very satisfactorily, and wholesale houses look with confidence for excellent business for the coming season. The custom tailoring trade continues very good and there is a steady demand for suitings of a superior grade of material, which is encouraging.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

The clothing trade has suffered least from the prevalent causes that are acting so adversely against the allied branches. You must be clothed, irrespective of weather or crops, and clothiers report a fairly satisfactory state of affairs. Retailers have bought well for the spring and summer, and remittances are not so much complained of. The reports from British Columbia and the Maritime provinces are encouraging, as travellers found a bare market, and retailers willing to buy. The custom tailoring has been particularly good, though just now there is a lull, in anticipation of the spring trade. The high price of furs and the small need of fur lined garments have stimulated the custom trade but the movement is in the direction of imported tweeds rather than of Canadian goods.

FOIBLES OF FASHION.

The Arbitrator in The Clothier and Furnisher discourses thus: The advance whispers of Spring are being wafted about the purlieus of high-grade tailordom, and tell a story of continued quietude in cloth fabrics for every phase of men's wear. It would appear that the fashion framers had settled down to a most conventional scheme of patternings of suits, trouserings and overcoatings; indeed for all clothing for informal service, content to leave whatever striking effects are to be attained to the cut of the garments of quasi-formal wear. I refer to the long tail frock coats that have, up to date, made such small progress in this country, although the London vogue for several seasons past. There are a number of special cloths in deep gray-black and lighter shades of dark gray that were apparently woven exclusively for this style of garment, which promises to have a select run during the coming season.

The trouserings that are expected in the "smooth" goods—as the cassimeres and worsteds are now designated—will be enlivened somewhat beyond those of last season, in contradistinction to the general outlook of quietude. The stripes in herring bone will be wider, and the blues that will prevail will be bluer than heretofore, but not to an extent, in the boldest flights of the designer, to come under the category of loudness. Wool trouserings in the Spring-weights will have the lead. It would seem that the rough-faced fabrics, in well-defined stripings had proven an immediately successful venture in the Fall when they were first introduced, and upon this promise large lines of these goods are to be shown.

For suitings the Scotch goods will have the call. There is a great variety of conventional brown and tan, the cinnamon and burnt-umber variations of this shade and other extreme tints having run their course. This suiting material is extremely fuzzy to the

eye, and the favorite mixtures are of an indefinite character. There are, however, a line of small checks—not so small as "pinheads," but in small squares which are scarcely discernible when the surface of the goods is ruffed under the hand.

AN INGENIOUS SCHEME.

I know of a clothing dealer, says a writer in the Boot and Shoe Recorder, who interviewed the school board of his native city and offered to publish the usual school circular in all the daily papers and defray the cost of printing and distributing the circular from the same matter, provided the city would allow him to put two lines of advertising of his store with it. The offer was accepted, and the dealer issued the notice with the city seal, the autograph of the superintendent and all the legal "fixings," and added:

"The best place to buy school suits is at John Robinson & Co.'s, 299 Main street."

That was a good scheme, and it paid well. It combined a legal notice, a notice of public interest, and information which the public desired, with a modest announcement of a wide-awake firm who had seasonable goods to sell. The parents read it, found that school would begin at such a time. The footnote showed them that they would have to buy new clothes, and thus the firm got in its work at the proper moment. It would be a good scheme for you.

SHIRTS, UNDERWEAR, AND GLOVES.

The Quibbler in The Clothier and Furnisher says: The latest full-dress shirt of swaggerdom is a perfectly plain, fine linen, open front, wide bosom affair. There are regular button holes for the studs, which are three in number and of the shank type of mounting, for an edict has recently gone forth against the spirals as being in the nature of a subterfuge. Still, this is one of those finicalities of fashiondom that will be regarded by the favored few as important, while the public at large will continue on in their more spiral-studded, open-back shirt way, oblivious of anything, but to the fact that they are right up to the top-notch in all the details.

Meanwhile there is a promise that some new ideas in underwear will be put on the market, not in fabric or make, but in the line of the open-front undershirt and the under-knee breeches, the success of which will undoubtedly be marked from the beginning.

New styles in gloves come out as the season goes on. The very latest is a shade of cream gold, with spear head back and red stitching and one single large mother of pearl button. It is a stunning walking glove, the most effective novelty of its kind. There has not been in many years such a general wearing of kid and dog skin gloves. Nor have the shops made such a showing of gloves. This greater chance of selection has undoubtedly helped the sale. Craven tan is no longer the one color of the season. There are numerous shades to choose from, and there are varieties of decoration upon the backs; besides an unusually rare assortment of strong-made undressed kids, and heavy caribou skin at once dressy and warm in the wearing.



THE nineteenth annual meeting of the Commercial Travelers' Association of Canada was held in the Auditorium,

Toronto, on December 23rd. The president, Mr. John Burns, was in the chair, and seated on the platform were the following past presidents: Messrs. Warring Kennedy, J. C. Black and A. A. Allan, and Mr. William McCabe, manager of the North American Life Insurance Company. There was a good attendance and much interest was manifested in the proceedings. Mr. T. P. Hayes was appointed secretary of the meeting.

The first business was the consideration of proposed amendments to the by-laws. A motion to amend article xii. of by-law 58, so as to provide that two o'clock instead of eight o'clock be the hour of meeting of the Board of Directors on the last Saturday of the month, or as often as they might deem necessary, was carried.

The following additional accident bonus, being an amendment to article xix. by-law 91, was carried on motion of Mr. C. C. VanNorman, seconded by Mr. G. Hamilton:—

The board may, on behalf of the association, enter into contracts with such Accident Insurance Companies as they may determine, to insure such of its members as may desire to avail themselves of the benefit of such contracts against accidents or casualties arising to such members whereby they may suffer loss, or injury, or be disabled, or die, upon and subject to the provisions of this by-law, viz;

(a) Such contracts shall, in any case, provide for the payment to such members, or their beneficiaries or representatives, as the case may be—

1. Upon death the sum of \$5,000.
2. A weekly indemnity for temporary total

disability of \$25.00 per week (maximum period 26 weeks).

3. And for such other payments, in the event of permanent or other injury, as may be agreed upon.

(b) The terms, conditions, and agreements upon and subject to which such insurance shall be made and the said sums shall be payable shall be settled and determined by the said board with the said companies, with such variations as may from time to time be agreed upon, all of which shall apply uniformly to the aforesaid members, who shall hold and be entitled to receive such benefits upon, and subject to the said terms, conditions, and agreements in every respect.

(c) Any member desirous of obtaining the benefit of such Accident Insurance contracts may do so upon making application therefor to the association, in writing, in such form as the board may determine.

(d) The annual premium for such insurance shall not exceed \$12.00, and shall be payable in equal quarterly instalments, in advance, on the 1st days of March, June, September, and December in each year. The premium for the proportionate unexpired time of the quarter in which the application is made shall be payable with the application.

(e) In the matter of the said insurance the association shall, for all purposes, be deemed to be acting therein as the agents for such members only, and not as insurers.

Secretary Sargent then presented the nineteenth annual report which stated that "this present year is marked like its predecessors, with substantial progress, and while the demands upon our funds have been larger than usual, we still show a steadily increasing surplus, as also a gratifying addition to our membership. We have to-day enrolled as members 3,290, showing an increase during the year of 157." The receipts for the current financial year ending 30th Nov. were \$40,175.62; disbursements \$30,198.92; balance \$9,976.70. The purchase and reorganization of the recently acquired premises had absorbed a portion of the accumulated funds. Payments during

the year under the mortuary benefit allotment, had been \$21,648, and the maximum mortuary benefit for 1892 was placed at

\$1200, the same as the previous year. Amounts aggregating \$1,777.30 had been paid under the provisions of the Accident Bonus by-law. The report referred to the most favorable arrangement made with the London Guarantee & Accident Insurance Co., the amount of the policy being for \$5,000, and covering every desirable detail in modern accident insurance and stated that while the rate was the cheapest in Canada, the security was beyond peradventure. The report also referred to the completion of improvements and occupation of their present building; to the negotiations for the amalgamation of the North-west Travelers' Association; to the privileges from the transportation companies and the efforts to secure still further concessions; to the fact that the rate of interest on their investments, all of which were of the most approved character, was still maintained; also to the fact that not a single certificate had been cancelled for breach of railway privileges during the year; expressed the hope that every member of the Association would become a regular subscriber to the Relief Fund, and concluded thus: "We cannot too strongly urge the most devoted loyalty and zeal amongst all the members to the best interests, rules and laws of the Association, and with the continued careful and painstaking attention from your officers and members alike, we see for the future of the C. T. Association of Canada the most gratifying results and unbounded prosperity." The financial statement showed total assets \$196,665.68; liabilities, \$4,709.07. The Relief Fund statement showed income \$761.09; paid relief claims \$500; balance \$261.09. The report was adopted.

Mr. Warring Kennedy moved, seconded by Mr. W. M. Fielding, "That the Commercial Travelers' Association of Canada, assembled in their annual meeting, desire to recognise the hand of an over-ruling Providence, who in His inscrutable wisdom has removed from our ranks twenty-four members during the past year. The association records its expressions of sorrow under the circumstances, and its deep sympathy with the surviving relatives of the deceased members." The resolution was carried.

Messrs. William Anderson and William Badenach were re-elected auditors for the ensuing year.

Messrs. W. Kennedy, P.P., J. C. Black,

P.P., and J. Burns, president, were elected representatives to the Industrial Exhibition Board.

On motion of Mr. C. C. VanNorman it was resolved that an amendment to the charter be procured with a view to the extension of the association's insurance benefit.

On motion of Mr. H. Bedlington, seconded by Mr. R. J. Orr, it was resolved, "That it be an instruction from this annual meeting to the Board of Directors to correspond with the various associations for the purpose of forming a Commercial Travelers' Executive Association, looking towards the affiliation of all the associations."

The following directors for 1892 were elected:—For Toronto—Joseph Kilgour, W. B. Dack, M. C. Ellis, John Everett, Hector Morrison, John Orr, H. S. Stanbury, James Haywood, and John A. Ross. For Hamilton—John Hooper, H. Bedlington, E. A. Dalley, W. E. La Chance, W. G. Reed, and J. H. Herring.

The sum of \$200 was placed to the credit of the treasurer. The usual votes of thanks were tendered, the minutes read and approved, and the meeting adjourned.

THE TRAVELERS' SMOKER.

The third annual smoking concert and banquet of the Commercial Travelers was held in Webb's, Toronto, on the evening of December 28th, and was in every respect a great success. Over three hundred members of the fraternity and a number of invited guests were present and thoroughly enjoyed themselves. The first part of the programme was an attack upon the tempting viands placed before them and it was done ample justice to. Pipes were then filled and cigars lighted and through a cloud of smoke Chairman Murdoch rose and delivered an apt address, thanking those who assisted the Committee in providing supplies, and drawing attention to the fact that had it not been for the kindness of gentlemen who contributed wines, liquors and cigars, the association would have had but a small surplus. The following programme of songs, toasts and recitations concluded the entertainment: W. E. Ramsey, a comic song entitled "Job Lots;" Harry Rich, a comic song; Douglas Bird, a song entitled "Good Company;" Alexander Gorrie, a song entitled, "It was a Dream;" W. E. Ramsey, a comic song, entitled "Oh, What a Difference;" A. E. Curren, a song; H. M. Blight, a song; Fred Warrington, a song. Dr. J. E. King replied to the toast of "Our Queen and Country." Vice-president Van Norman responded in behalf of the president and directors. Mayor Clarke to "The Mayor and Corporation;" John Earls to the toast of "The Transportation Companies," and T. M. Bayne and J. W. Nichols to the toast of "The Ladies." H. P. Blackey rendered the recitation, "Over the Hills to the Poor House," and H. L. Clarke gave a cornet solo. The surplus will go towards the maintenance of "The Travelers' Cot" in the Hospital for Sick Children.

THE DOMINION ASSOCIATION.

The annual meeting of the Dominion Commercial Travelers' Association was held in Natural History Hall, Montreal, on Saturday, December the 19th. There was a very large attendance, the retiring president Mr. Fred. Hughes, being in the chair. The annual report stated that the fiscal year just closed had been the most successful in the history of the Association. The roll of membership showed an increase of 71 over last year; 328 new members were received, while 257 old members failed to renew their subscription, making the present number on the roll 2251. During the year nine members were removed by death, and the claims arising therefrom, amounting to \$6,175, were promptly paid. The total income for the year amounted to \$27,721.64, and the expenditure, including insurance indemnity, \$11,841.62, leaving a net gain of \$15,880.02 for the year, carried to capital account, which has now reached the handsome sum of \$108,012.82. During the year the board had been called upon to deliberate on important questions in connection with railway concessions in which they had been assisted by the Board of Trade. The amount paid for weekly indemnity for accidental injuries received had been far in excess of last year. In this connection a further reduction to \$3 per \$100, had been made by the London Guarantee and Accident Insurance Company, to members of the Association, who might wish to carry additional accident insurance. The officers elected were as follows: President, Fred Hughes, re-elected; vice-president, R. C. Simpson; directors Alf. Elliot, James L. Gardner, John E. Wright, R. G. Stokes, and Charles Gurd.

WESTERN ASSOCIATION.

At the annual meeting of the Western Ontario Association held in London, on December 26, Mr. R. C. Struthers was elected president by seven votes over Mr. J. Dillon; Mr. R. Tait, first vice-president; Directors, Messrs. F. McGillivray, D. McKenzie, J. Burns, H. Line, J. Collander, T. Mortimore, and J. A. Richards; Secretary, Alf. Robinson; Auditor, Geo. F. Jewell; Trustee, J. W. Little. The notice of motion to increase the mortuary benefit to \$800 for eight year members, and for the association to assume its own accident insurance, was rejected.

TRAVELERS' CIRCLE.

The Travelers' Circle of Toronto entertained their friends on the evening of Dec. 29, to a splendid musical and literary concert in Association hall. The room was fairly well filled and the programme was everything that could be desired. Mr. E. Fielding opened proceedings by giving an outline of the aims of the society, which was for the social and religious advancement of its members. Mr. E. Gurney also gave a short address on the "Influence of business men, for good or evil, on those with whom they came in contact." The following programme was rendered: Violin solo, "Il Trovatore," Mrs. Weeks Church; song, "My Lady's Bower," Mrs. W. J. Lawrence; song, "The Admiral's Broom," Mr. H. M. Blight; song, "Not Lost, but Gone Before," Miss Carrie

L. Byam; violin solo, "Caliph of Bagdad," Mr. Isaac Copeland; song, "The Arrow and the Bird," Miss Ella Bridgeland; recitation, "Death Bridge at the Tay," Mrs. A. G. Mortimer; song, "True to the Last," Mrs. Weeks Church; duet, "Trust Her Not," Mrs. W. J. Lawrence and Mr. H. M. Blight. God Save the Queen. T. A. Blakeley acted as accompanist.

MONTREAL TRAVELERS' ENTERTAINMENT.

The Dominion Commercial Travelers' Association gave the second of a series of winter entertainments in their rooms on Saturday evening, January 9th. The following were responsible for the very satisfactory programme that was gone through: Messrs. R. J. Logan, George Hodge, Charles Norman, Charles Gurd, George R. Joseph, J. H. Morin, A. Rough, William Somers and R. C. Wilkins. The next concert, it is proposed, will be held in the Victoria Armory Hall, to which ladies will be invited.

CONCESSION TO THE FRATERNITY.

The members of the Commercial Travelers' Associations have received from the general passenger agents of the railways another valuable concession, as on and after Jan. 1, 1892, a ticket will be placed on sale good from Friday noon and Saturday to return on Monday at one regular fare. This is done so as to enable travelers to come home and spend Sunday with their families. All the old passenger rates and baggage concessions are also renewed for the incoming year.

AMENDMENTS TO BE ASKED FOR.

At the coming session of the Dominion Parliament the Commercial Travelers' Association of Canada will ask for amendments to the various Acts relating to the association to enable it to increase the mortuary benefit and accident bonus payable to its members, and to engage in the business of life and accident insurance generally, whether as principals or agents, and to make such deposits of its funds and securities with the Minister of Finance as may be necessary.

MUTUAL BENEFIT SOCIETY.

The annual meeting of the Commercial Travelers' Mutual Benefit Society, was held in their rooms, 51 Yonge street, Toronto, on December 22nd, President Bonnick in the chair. The annual report, a synopsis of which was published in our last issue, was presented and adopted, and the amendments to the by-laws, also referred to in our last issue were adopted. The following trustees were elected: For Toronto—Messrs. T. M. Bayne, Robert Crean, Thomas Dunnet, W. B. Dack, H. Goodman, Hector Lamont, Jos. Taylor, S. R. Wickett, of Toronto, and John A. Ross, of Montreal. For Hamilton—Messrs. Wm. Bremner, of Toronto, and E. A. Dalley, of Hamilton. For Winnipeg, Mr. W. M. Ronald.

Since the adoption of the amendment to the by-law giving members, under 50 years of age, an additional insurance of \$1,000, Secretary Lowe and the medical gentlemen have been kept exceedingly busy, the applications being so numerous. There have been no death claims for the past two months and the funds are increasing rapidly.



There will be some new varieties in three-sided mirrors

One of the really new things is a French fan box of plush or leather with gilt or oxidized silver ornaments and handles.

Wicker baskets, fitted up as work boxes in various styles, and neatly shaped, are lined in satin and Russian leather.

There will be some new designs in glove and handkerchief sets in plush and leather, with pretty ornamentation.

Hamburger & Co., the well known fancy goods house, have gone into new premises. Their place of business is now at 75 and 77 Spring St., New York.

New designs in ladies' companions, being combinations of jewel cases, glove-holders, and companions, with gilt and oxidized ornaments, promise to be an attractive feature in this year's fancy goods.

Among the many beautiful lines which Nerlich & Co. will place before the trade this year, a line of fancy fan-shaped photo-holders is extremely pretty and will no doubt sell well. The fan is made to stand on a table and the photos are slipped in corner-ways into a sort of slot, while the front part is decorated with hand-painted scenes, and the whole article is prettily designed in silk and satin.

The Brandon Mfg. Co., Strachan Ave, Toronto, are putting new lines of croquet-sets on the market. Samples are now ready. The styles are modern and the finish is much superior to anything yet offered. It is not likely that any American goods will be brought in this year. The new catalogue will be out this week and will be mailed free to any one in the trade.

The wholesale booksellers are busy just now with the book trade, and the stationers are also busy, but fancy goods houses are doing little selling. Their samples of import goods are coming in and travellers are busy sorting these and preparing for their spring tours. The trade in fancy goods has been very good, and the reports from retailers is encouraging, several having reported an increased amount of holiday sales over previous years. Albums and plush and leather goods have sold well, while the general trade in novelties has not been disappointing.

In albums there will be many new varieties. Plush seems to be still the favorite, but the noticeable feature is the new shades of plush introduced. The demand has been for cheap plush albums, and manufacturers are trying to supply this demand. There are very few new designs in linings, but many new ones in covers. Painted scenes on satin form a pretty front, and these are bordered by raised plush, or by gilt or oxidized silver frames. Ivory ornaments are still seen, but are not so numerous as the designs in gilt and oxidized silver. A very nautical album with leaves sail-shaped and a pretty cover design composed of a mast and sail with rope attachments is one of the most striking of new albums. Shape albums have proved a failure on account of the weakness of the back, but this design allows the back to be of good length, and strength.

PROFIT IN QUICK PAYMENTS.

The question "Are Quick Payments Profitable?" can only be answered in one way. They certainly are, both to the buyer and to the seller. For the buyer a saving of interest, at a high rate easy to be calculated, and for the seller a prompt settlement of the account. This cancels the risk, besides giving him ready money to use in his business. The interesting part of the question is, however, not whether such payments are profitable, but why we do not find more firms taking advantage of them. This opens up nearly the whole of the very large subject of general credits, if not of the conduct of business. At the present time, I will undertake to discuss only that part of the subject which concerns the reasons why discounts are not more often taken, rather than what is to be gained by so doing.

This, as hinted above, carries with it the discussion of methods of business. Lack of capital is perhaps, more often assigned as a reason for inability to discount one's purchases than anything else, and this, to the man who sees no way of increasing his capital, appears an insuperable difficulty. Those persons, however, who have had the pleasure of seeing a large business grow under their hands from very small beginnings, have learned that there are other ways to practically increase capital without actually having ready cash put in from outside sources. This is, perhaps, the portion of the subject which will prove, if not the most interesting, certainly the most valuable to the ordinary retail merchant. Good collecting—the calling in of funds which have for a long time been locked up in outstanding accounts, perhaps some of them being due from what the merchant is in the habit of considering the best class of trade, and which he fears to make much of an effort to collect from, owing to the danger of incurring ill-will and perhaps losing patronage—good collecting, I repeat, is essential. He should remember that there is no money made on the sale until the account is paid, and that over it stands an interest charge which slowly but sure'y eats up the profit. Often in this best class of accounts are found those which for one reason or another drop into the lower class, and a fair proportion of them are never paid at all. The nearer the seller, who has not an unlimited cash capital, can arrange to do a strictly cash business himself, the more possible it will be for him to do his buying for cash.

Another method of increasing the ready capital at one's command is by turning old stock into cash. There are few stores, if any, in which goods do not accumulate which are not easy to sell. Changes of styles, broken assortment, to say nothing of actual mistakes in buying, all contribute to this end. A certain amount of stock must necessarily be carried, but no matter how carefully this part of the business is looked after, there are accumulated goods which

originally cost money, but which it is hard to again turn into it. Every dollar of such stock that is sold furnishes the merchant with a dollar with which to buy goods which can be turned in a short time, thus giving him the cash with which to discount new purchases.

Another cell in which is locked up many a good dollar is that of too large a stock. In these days when most of the business is done by travelling salesmen, who are selected in the main, simply for their ability to sell the most goods, it is not always easy to confine one's purchases within the limit originally dictated by the best judgment. Added to this is the demand which every storekeeper has often had from people coming in every day asking for an article which he has not on his shelves. It is easy at such times to think that if the wished-for article were only in his store, an easy sale and sure profit might have been made. Every one of our most successful business men have, however, learned that there are some sales which it is more profitable to lose than to make, very largely because the profit on an occasional transaction is more than compensated for by the interest on the stock of goods which he would be compelled to carry, and from which he would sell only at rare intervals.

These are only a few of the many methods of increasing an active capital which will suggest themselves to the mind of a man who gives the matter careful thought. The reward which comes to the merchant who conducts his business on a cash basis is so ample that it should stimulate an intelligent effort on the part of those who have heretofore thought it impossible to accomplish.—Ex.

AFTER HOURS.

She—I've just made myself a present of a new bonnet. And I got something for you too.

He—Good! What was it?

She—The bill—Harper's Bazar.

I always know when autumn's here—

Oh, baneful time of life!

For then the dealers' cards appear.

Addressed unto my wife.—Harper's Bazar.

TOO SLOW.

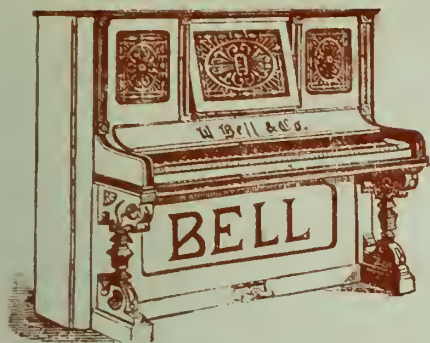
Tom—The old gentleman caught me kissing Alice last night.

Ned—I'm surprised. You ought to go slow about such things.

"Why, I went altogether too slow about it! That's how I got caught."—Puck.

"One man of genius in 97 thousand 4 hundred and 42 men of ordinary business talent, is just about the right proportion for actual business."
—JOSH BILLINGS.

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1892.

GORDON, MACKAY & CO.



THIS, of all ages, is essentially the age of keen business competition. The merchant who conducts his business profitably, must take advantage of every favoring circumstance. He must keep pace with the times, and see to it, that his trade is not hampered by old time prejudices, which have nothing to recommend them but the rime of age. Under the old regime, six months was the usual term of Credit on Imported Staples, and under it 15 to 25 per cent. was the profit made; 6 per cent. off the foot of the Invoice is a common cash discount. This could easily be made 60 per cent. if it were added to the price in the first place. We give only **60 DAYS ON STAPLES AND ALLOW DISCOUNT FOR CASH ONLY AT THE RATE OF 6 PER CENT. PER ANNUM**, and we do not think we assume too much in asserting that the annals of the Dry Goods Trade of the Dominion, record no change of such vital importance to Retail men as the one here referred to, which we have recently inaugurated in our Staple Department. A change which brings the retailer into the closest possible contact with the manufacturer, a change which reduces bad debts in this department to an exceedingly insignificant fraction and compels traders without ample capital to go to the long-price, long-credit houses for their supplies. **WE HAVE NO USE FOR BUYERS WHO DO NOT KNOW THEIR BUSINESS**, or who have insufficient capital for the volume of trade they are aiming at. In computing our profits, we have made no provision for loss by bad debts, and consequently **CANNOT AFFORD TO TAKE HAZARDOUS ACCOUNTS**. Our prices have been adjusted with the greatest care. Skill, sound judgment, correct taste, enterprise, indefatigable energy, with the measureless power of ample capital have been yoked together and the natural result has followed. The strongest and most tasteful buyers of the country are drawn by it as steel by the magnet. "The Hum" throughout the warehouse during December and January, affords us gratifying assurance of perpetual activity in our staple departments.



DEPARTMENTS.

- LYBSTER MILLS GOODS.**—We own and operate the Lybster Mills, and are in a position to supply the trade with Cottons, Sheetings, Shirtings, Denims, Derries, Carpet Warps, Cotton Yarns, etc., at the closest possible prices. We guarantee our colored goods indigo Dye and fast.
- LINENS.**—The importation of Linens by the Retail trade is a thing of the past. Under the most favorable circumstances these goods cannot be laid down at the prices we quote.
- AMERICAN PRINTS.**—Color guaranteed and price low; the best Value in Prints ever offered in Canada.
- AMERICAN SATEENS.**—Sell every time they are shown, and the most successful line of goods we have yet introduced.
- AMERICAN CHALLIES.**—In 25 and 36 inch. Prices astonish everybody, and the patterns are equal to those of the finest French Delaines.
- GLOUCESTER INDIGOS.**—We are now working on our third repeat of this line and still the orders come.
- QUILTS.**—We call special attention to the values we offer in English and American quilts. Every line "a leader."
- WOOLENS.**—Imported and Canadian Tweeds, Worsteds, Serges, Meltons, Covert Coatings, etc. Every detail of this department has received careful attention.
- TAILORS' TRIMMINGS.**—We claim to give the best value in Tailors' Trimmings in the trade. Our range is extensive and complete, and well assorted at all seasons.
- DRESS GOODS.**—Our range of Dress Goods is each season locked forward to as a popular and important factor in confirming the opinions of merchants relative to styles. The orders for the coming season are a substantial reward for our efforts in that direction.
- SILKS.**—All staple lines fully represented and at staple prices. A comparison of values is requested.
- LACE CURTAINS.**—Merchants who have not received our illustrated spring price list will be furnished with one on application. We show four special numbers A. B. C. D. unequalled in the trade for value.
- HOSIERY AND GLOVES.**—Every pair of our "Ebony Fast Black," carries with it an absolute guarantee.
- MENS' FURNISHINGS.**—We have every week since the New Year had to cable repeats for Men's Neckwear, and on all hands we are complimented on the magnificence of our range and excellence of our values. In Half-Hose, Underwear, Dress Shirts, Regatta and Neglige Shirts, Handkerchiefs (in Linen and Silk), Braces, Umbrellas, etc., we are also quite up to the mark. Men's Rubber Clothing a specialty.
- HABERDASHERY.**—Smallwares, Ribbons, Laces, Embroideries, Muslins, Parasols, etc., etc.
- OUR STOCK.**—From attic to basement will in every respect maintain, and in many departments surpass our well known high standard of excellence.



GORDON, MACKAY & CO., Cor. Bay and Front Sts.,
TORONTO.

THE CANADIAN GOODS DRY REVIEW.

VOL. II.

TORONTO, FEBRUARY, 1892.

No. 2.

Advance in Trade Journalism.

FACT that trade journals in Canada are steadily growing in influence and popularity is not to be wondered at. Merchants and manufacturers, at first, were inclined to view them with a certain amount of suspicion and distrust, but as their aim and object became better understood and it was seen that the field they occupy is one combining instruction with influence, the inevitable change came. Almost every industry of importance is now represented by a weekly or monthly journal and liberally supported by those in whose interests it is published.

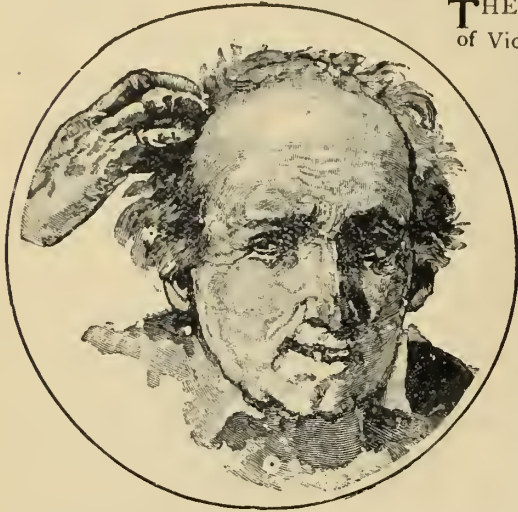
To the trade journals artisans naturally look for the best methods of improving their skill and increasing their power of production. Workers in iron and steel and other metals, for instance, find in the journals devoted to those and allied trades, prompt intelligence of every new invention or improvement originated by men of their craft in any part of the world. So, too, workers in other industries find the trade journals a source of intelligence and common benefit; for through all lines of industry there flows a constant stream of information by means of which the best appliances are utilized in such behalf. There are also journals devoted to the advancement of purely commercial undertakings, or the selling interest only, occupying the position of a medium of valuable information between buyer and seller. It may be that here and there a trade journal can be found of little value to the interests it claims to represent, but that is an individual matter rather than a reflection upon the trade press at large. The phenomenal growth of the trade press during the past few years furnishes the best evidence of the necessity for such a medium between maker and seller, or buyer and seller, and that it has been largely utilized is manifest by the improved appearance and enlarged size of the journals themselves, that liberal patronage by appreciative customers has enabled the publishers to present. And this leads us to speak of our first attempt at a special number. Our native modesty will not allow us to say much on the subject. We have endeavored to present as creditable a number as time and other circumstances would permit, and if it should meet with the approval of our numerous readers we will be amply rewarded for our pains. In our efforts we have been greatly encouraged by the sympathy and practical assistance of several gentlemen prominently identified with the wholesale and retail trade, for which they have

our warmest thanks. It is a hopeful sign when such men do not begrudge the time or trouble to help others by giving expression to their views on important questions affecting the trade in these columns. This is a feature of THE REVIEW which we have never lost sight of, and our only regret, hitherto, has been, that it has not been utilized to any appreciable extent. We hear a great deal about man's philanthropy, but we consider that when a successful business man points out to others from his own practical experience, the way to avoid the rocks on which so many business enterprises are wrecked, he is as much a philanthropist as the man who helps others by a welcome and timely donation of money. This is meant as a hint that our columns are always open for successful business men to help their less fortunate brethren in the manner indicated. Our aim is to make THE REVIEW popular with the trade, and any suggestions in that direction from our readers will be gladly welcomed, and promptly carried out, if at all practicable. We cannot but feel grateful at the many expressions of approval and commendation which we have received, and can only say that it is our ambition to rise higher and higher in the estimation of our patrons till we attain the topmost pinnacle of success.

Reverting to the trade press generally it is undeniable that these journals, when honestly and intelligently conducted, are becoming more and more a power in business circles, for they are really the only source from which business men can acquire information relating particularly to their trade interests. The objection was at first made that they would be found antagonistic to the daily press, but that has been long since exploded, as it was seen that each had its own particular mission to fulfil, without the one in the slightest degree interfering with the other in its legitimate field of usefulness. The trade paper is invaluable to the country merchant, as the general matter therein often saves him money because of timely suggestions made. The advertisements are also a source of useful information to him, from the fact that the wholesalers and manufacturers are making advertising the medium of business announcements to the trade. That they are appreciated for these reasons—at least we can say so as far as THE REVIEW is concerned—is apparent from the liberal encouragement they receive from their subscribers and advertisers. We have given in previous issues expressions of appreciation from our subscribers, and they still keep coming to hand. The latest is from Mr. R. A. Rafuse, Middle La Have, N. S., who, while sending his renewal subscription, says of THE REVIEW: "I like it very much, and please continue to send it for another year."



Need of a Bankruptcy Law.



THE Board of Trade of Victoria, B. C., is the first, as far as we know, to give expression to the urgent need of an Insolvent Act for the Dominion. At a meeting, on February 2d, during a discussion on the subject the many disadvantages arising out of the fact that there was no Bankruptcy law

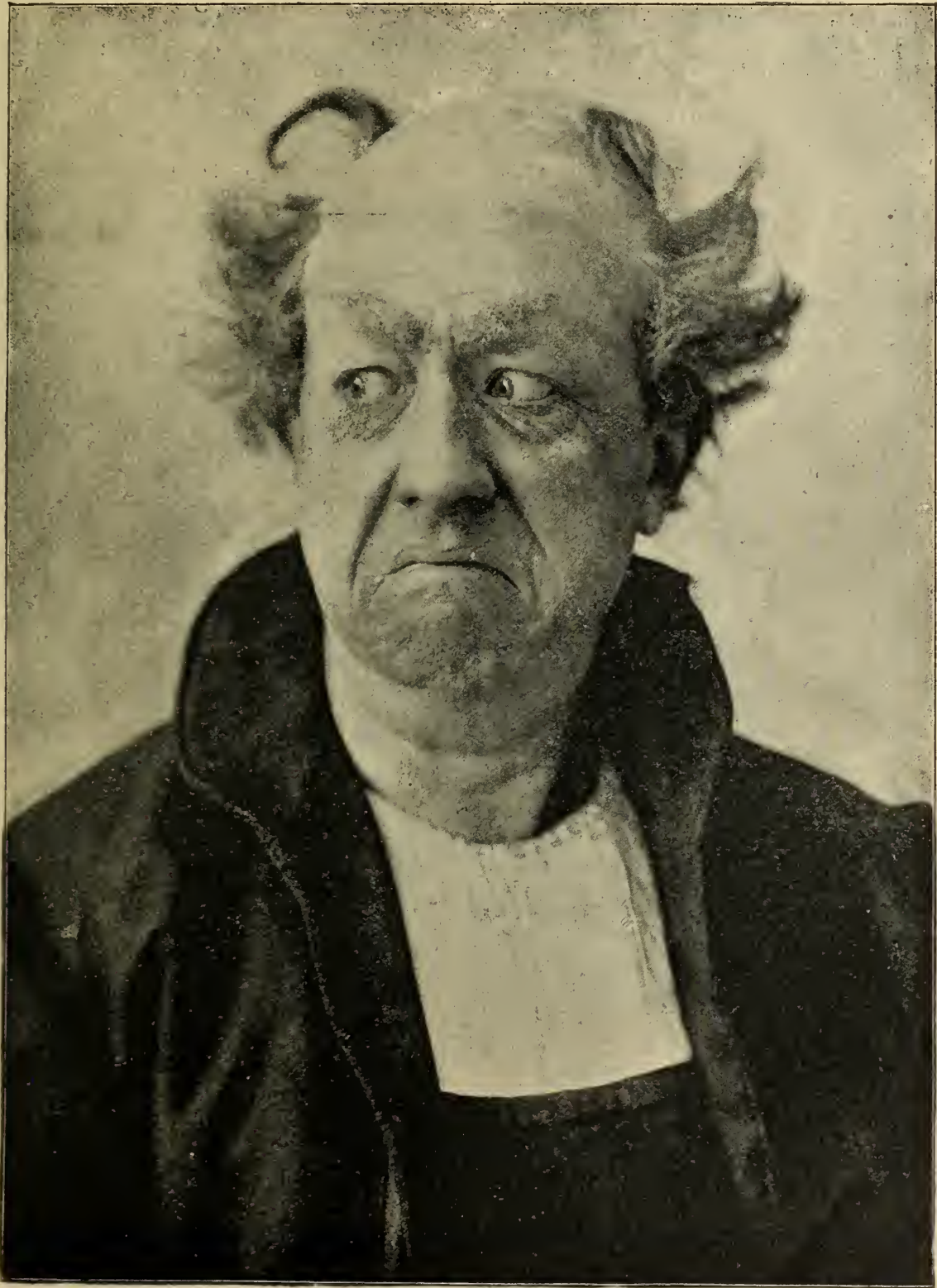
were pointed out, and it was decided to petition the Dominion Government, through the city members, to pass a law dealing with the matter. If other Boards of Trade would follow the same example there would be some hope of an Act being introduced and passed at the approaching session of the Dominion Parliament. There is no shirking the fact that British merchants and manufacturers will be grievously disappointed if such an Act is not placed on the Statute books without further delay, and that possibly they may be driven to adopt some measures injurious to the commerce of the Dominion. We have in previous issues referred to the feeling in England and it may not be out of place to repeat what the Drapers' Record has said on the subject: "We have heard some sufferers on this side go the length of declaring that we cannot trade with the Dominion while the actual state of the law obtains. But that is to assume that a large amount of the Canadian trade is insecure, and that commercial immorality is there par amount. This of course, would be somewhat hyperbolic, and we cite the exaggeration merely to illustrate the strength of dissatisfaction and distrust occasioned. Ample ground, however, exists for our colonial brethren's striving after remedial measures, and we ask whether, in the meantime, our own people can devise no plan by which the evil they complain of may be more or less effectually combated. Individual action, we have shown, is practically fruitless; but, we think, that something might be done by a combination of the British houses interested in the Canadian trade. Is it not possible to form a trade protection society on the spot for the purpose of making the reserved rights of creditors, who withhold release, a reality instead of a sham? The knowledge that an argus-eyed association was bent on pursuing the claims of British creditors unrelentingly, would have the effect at least of checking malpractices, and perhaps of hastening necessary reforms. This would prove a boon to colonial and home traders alike, and, by removing distrust, tend to the enlargement of our business relations with the Dominion." Since that article was written there has been no improvement in the condition of affairs in the Dominion, but on the contrary there have been failures which must have intensified the feeling. We know that a Dominion Bankruptcy law is looked for as an act of justice to foreign merchants who trade with the Dominion, and therefore our Boards of Trade should waste no time in vigorously pushing the matter to a satisfactory conclusion. The dry goods and allied trades are well represented on the two principal Boards—Montreal and Toronto—and their views should have great weight with the other members. Mr. E. B. Greenshields is President of the Montreal Board, Mr. James A. Cantlie, second vice-president, Mr. James Slessor, member of Council, and Messrs. J. P. Cleghorn and A. F. Gault members of the Board of Arbitration. On the Toronto Board Mr. S. F. McKinnon is second vice-president,

and Messrs. W. R. Brock, Warring Kennedy, A. A. Allan, and Stapleton Caldecott, members of Council. With such a large number represented on the executive of each board it should not be a difficult matter to get them to adopt a similar course to the Victoria, B.C., board.

The repeal of the previous Insolvent Act was, we think, made under a misapprehension. Sir John Macdonald strongly opposed the repeal of the Act and expressed the opinion that those who were so anxious to be without it would soon find that they had made a mistake. We are not far wrong in saying that Sir John's opinion has been verified by subsequent events. Mr. Abbott, the present Premier, framed the first Insolvent Act, and if the urgency of the case were brought to his attention, we feel sure he would do all in his power to get another Act passed. The urgency lies in the fact that the Supreme Court at Ottawa pointed out in a recent case that came before them that in any future case, under the amended Ontario Act of last session, relating to illegal preferences, the Attorney Generals of the Dominion and Ontario would have to be made parties to the suit, in order that the question of the jurisdiction of the province to legislate upon insolvency matters might be set at rest. On the same occasion Mr. Justice Gwynne expressed the opinion that an Insolvency Act should be passed by the Dominion Parliament. In this opinion we entirely concur. In Ontario the decision of the Courts in insolvency cases are of the most perplexing nature. First you have one thing and then you don't. The present unsatisfactory and discreditable state of the law may be of value to the legal profession but it is certainly most injurious to the interests of business men.

Collecting Agencies.

We have reason to believe that our articles on "Collecting Agencies" have struck a responsive chord in the hearts of retailers, who are beginning to realize how beneficial the system is for their protection against "dead beats." Very few men are so constituted as to withstand public exposure of their financial affairs, and the publication of their long-indebtedness, by means of a yellow poster stuck on the walls of the city or town, has a wonderful effect in stirring within them the manliness to pay their just and lawful debts. It is a noteworthy fact that in most cities the professional dead-beat is a person who invariably carries himself with a jaunty and supercilious air as if he owned the earth. He spends his loose cash in an ostentatious manner over the "bar," when hobnobbing with his friends, so as to convey the impression that he is, to use a vulgarism, "well fixed." He manages to hang on to the skirts of society on "tick," and is careful to get his name published in the press among the list of guests at a fashionable party or ball. But when the merchant, who has been supplying him with clothing or groceries, to keep body and soul together, asks him to pay his account he feels aggrieved and is very often offensively rude in his replies. We know many such and it would do them all the good in the world to have their names on one of the yellow bills of the Collecting Agency. We have kept this matter prominently before our readers because we honestly believe that the system adopted by these agencies is a salvation to the retail trade. It has been found to work exceedingly well in Kingston, Montreal, and other cities and it would be to the vital interests of merchants in all our towns and cities if they followed the same course. The decision of Mr. Justice Rose, in the well known Kingston case of *Green v. Minnes & Burns*, holding that a creditor has a perfect right to advertise a bill for sale, is now under appeal at Osgoode Hall, and we are therefore not in a position to comment further on it till a judgment has been obtained. In several cities in the United States advertising debts for sale has been carried on for some years with pronounced success. Attempts to stop the proceeding made through the courts have always proved unsuccessful and business men there are not slow to take every advantage in this respect that the law allows them. Naturally they are considerable money in pocket as many who previously considered it beneath them to pay their bills, are now among their best paying customers.



"NO, I WON'T SUBSCRIBE."

MEN OF THE TIMES.

JOHN KNOX,

(Of Knox, Morgan & Co., Hamilton, Ont.)

"Man is of soul and body, and formed for deeds of high resolve."
—SHELLEY.

John Knox, the famous Scottish Reformer, was a descendant of an ancient family, who possessed the lands of Knock, Ranferly and Craigends, in Renfrewshire. The memory of John Knox will ever remain green in the hearts of Scotchmen, but it is not of him we wish to speak in this article. It is, however, of one who bears the same name and who is descended from a branch of the Ranferly family of Knox, which located in Ayrshire. We refer to Mr. John Knox, senior partner of the wholesale dry goods house of Knox, Morgan & Co., Hamilton, Ont. Mr. Knox's father was born in Ayrshire in 1791 and took an active part in the agitations in Scotland—after the French Revolution and Napoleon's victories—which preceded the passing of the Reform Bill in 1832, the Repeal of the Corn Laws and the Disruption of the Church of Scotland in 1843. While Ayrshire is known the world over preeminently as "the land o' Burns," Kilwinning, where the subject of our sketch was born, is known to most of the Masonic fraternities as the seat of their order, the lodge there being "Mother Kilwinning No. o." But there also may be seen the remains of a monastery founded in 1140, and there also was the seat of archery, where the papingo was an annual village holiday and the gentlemen of the county, with Glasgow-Ayrshire friends, danced at the ancient village cross. Brought up in a home where the events, which have marked this century, were in a way of personal interest, and having a close connection with the local traditions of the past, Mr. Knox was educated at Kilwinning Public School—then built over the dormitories of the monks—and afterwards finished his education at Irvine Academy, where Mr. Wyld, an honored member of the wholesale dry goods trade of Toronto, whose career has already been referred to in these columns, was also educated. Mr. Knox's boyhood and school-boy days have been sketched in the "Life and Recollections of Doctor Duguid of Kilwinning," written by his schoolfellow, Dr. Service, of Newtown, Sydney, New South Wales.

Mr. Knox commenced his business education in 1866 as an apprentice to a banker and solicitor. After concluding his apprenticeship he accepted the position of cashier to Rainey, Knox & Co., Glasgow, then conducting a large and lucrative West Indian trade and selling the products of the Craig Park Linen Factory. Mr. J. R. Rainey having formed a partnership with A. Duncan & Co., of Hamilton, Ont., who purchased the stock and goodwill of Thomas

C. Kerr & Co.'s business in 1879, Mr. Knox came from Glasgow to Hamilton in 1881 to adjust the partnership accounts. After Mr. Duncan was drowned by the foundering of the steamer "Asia," in the Georgian Bay, in September, 1882, it was arranged that Mr. Knox should take the active management of the office and retire from the Glasgow concern. Since June, 1884, Mr. Knox and Mr. Morgan, who had been manager and European buyer for the house for ten years previous, have conducted an extensive and profitable business, confined to Western Ontario and Algoma. The high character of both partners for honor and integrity, push and tact has drawn towards them many warm friends among their numerous customers and has made them respected by their competitors. So rapid have been the changes in the personnel of the wholesale dry goods houses in Western Ontario that the firm of Knox, Morgan & Co. ranks as the oldest, with one exception. They take an active

personal interest in the prosperity of their customers, and the frequent visits paid them by Mr. Knox, when he first entered upon the management of the business, necessitated by his desire to make himself thoroughly acquainted with the business conditions of the country, have made him more widely known than most of the other wholesale men who do business in the same territory.

While Mr. Knox has taken no active part in politics during the ten years he has made Canada his home, his influence has been felt in many ways in commercial circles. An active member for years of the Hamilton Board of Trade, he was unanimously elected president last year, and has led the attack since against the personalty assessment, unfairly and unjustly imposed for municipal purposes on the capital of merchants in Ontario. He is a member of the executive committee of the Dry Goods Section of the Toronto Board of Trade, and a regular attendant at the meetings of the sector, in the doings of which he has always taken a keen and



MR. JOHN KNOX.

practical interest. In 1889, when the Ontario Merchants' Convention met in Hamilton, Mr. Knox presided at the meetings and led the discussions to such conclusions on the difficult subjects debated that no exceptions have since been taken to them. We have heard Mr. Knox express his regret that the retailers did not carry out the organization then indicated, as he sincerely believed that it would have resulted in great good to them, both from a social and business standpoint, but the temper of the meeting was that wholesalers should attend to their own business and leave retailers themselves to look after theirs.

Mr. Knox personally is one of the most genial of men. His frank, straightforward and manly method of giving expression to his thoughts at once impresses the mind with the sincerity and honesty of his convictions. He has the rare faculty of being able to rapidly separate the wheat from the chaff in dealing with a question, which is of inestimable value to a business man. His popularity with the

customers of the firm has already been referred to, and it stands upon as high a plane among his business rivals. Although the operations of the firm are practically confined at present to Western Ontario and Algoma, we will be very much mistaken if, within a brief period, its ramifications do not extend over a much larger territory. Mr. Knox is too able and energetic a business man to rest content with only a portion of Ontario for a field, and even if his inclinations should be to keep within the present prescribed bounds, the force of circumstances will impel him onward and upward. By doing so he would only be giving a practical illustration of the motto of the Knox family, "Moveo et Proficior." During the few years he has been in Canada he has deservedly gained for himself an enviable reputation for sagacity, administrative ability and integrity, which will be more and more enhanced the longer he remains in our midst.

The commodious warehouse of the firm is situated on the south side of King street, immediately opposite Gore Park. It is four stories in height and contains 40,000 square feet of floor space, is conveniently laid out for the business, and is in every way an attractive wholesale dry goods store. The light is perfect, thereby affording the greatest facility for inspecting the stock, while the arrangements for the display of goods make it easy and pleasant for buyers. The business is conducted on a departmental system, so carefully arranged that the large and increasing volume of business can be expeditiously handled without the slightest friction or confusion, and each department is under the supervision of a tried and experienced head.

Last Year's Failures.

WE are indebted to Mr. T. C. Irving, Superintendent of Bradstreet's, for a statement of the failures during last year in the dry goods, hats, caps, and furs, millinery, and clothing trades throughout the Dominion, including Newfoundland. The statement also includes the causes of failure. It is as follows :

PROVINCE OF QUEBEC.

	No. Failures.	Assets.	Liabilities.
Dry Goods.....	57	\$470,491	\$1,400,397
Hats, Caps, and Furs	6	20,500	91,900
Millinery.....	7	60,950	209,725
Clothing.....	12	138,950	380,216
	82	690,891	2,082,238

PROVINCE OF ONTARIO.

	No. Failures.	Assets.	Liabilities.
Dry Goods.....	52	\$488,428	\$1,082,896
Hats, Caps, and Furs	6	15,000	34,441
Millinery.....	9	11,613	34,350
Clothing.....	8	41,879	98,727
	75	556,920	1,250,414

PROVINCE OF NEW BRUNSWICK.

	No. Failures.	Assets.	Liabilities.
Dry Goods.....	8	\$72,300	\$103,657
Hats, Caps, and Furs	1	1,700	3,700
Millinery.....	1	400	800
Clothing.....	1	300	1,000
	11	74,700	109,157

PROVINCE OF NOVA SCOTIA.

	No. Failures.	Assets.	Liabilities.
Dry Goods.....	3	23,000	44,000

PROVINCE OF PRINCE EDWARD ISLAND.

No failures in the trades.

PROVINCE OF MANITOBA.

	No. Failures.	Assets.	Liabilities.
Dry Goods.....	2	16,180	34,132
Clothing.....	4	25,498	81,007
	6	41,678	115,139

NORTH-WEST TERRITORIES.

Clothing.....	1	7,626	18,615
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PROVINCE OF BRITISH COLUMBIA.

Clothing.....	2	4,600	16,350
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NEWFOUNDLAND.

Dry Goods.....	1	24,000	35,000
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CAUSES OF FAILURE.

	Dry Goods.	Hats,Caps & Furs.	Millinery.	Clothing.	Totals.
Incompetence.....	9	1	3	3	16
Inexperience.....	3	..	1	..	4
Lack of capital.....	80	11	10	16	117
Unwise credits.....	2	1	3
Failure of others.....	13	13
Neglect.....	2	2
Competition.....	3	3
Disaster.....	10	1	2	4	17
Speculation.....	1	1	2
Fraud.....	1	..	1	2	4
	124	13	17	27	181

It will be seen that the total number of failures was 181; total assets, \$1,423,415; total liabilities, \$3,670,913, equal to 38.8 cents on the dollar. Unfortunately we are not in a position to give a comparison for the whole Dominion with 1889 and 1890, although we can do so as far as Ontario is concerned. It will be found interesting :

DRY GOODS.

	Total failures.	Assets.	Liabilities.
1889.....	65	\$321,349	\$588,891
1890.....	62	537,769	953,671
1891.....	52	488,428	1,082,896

HATS, CAPS, AND FURS.

1889.....	4	3,400	9,733
1890.....	10	21,913	55,895
1891.....	6	15,000	34,441

MILLINERY.

1889.....	9	3,187	10,079
1890.....	11	10,077	24,573
1891.....	9	11,613	34,350

CLOTHING.

1889.....	11	85,625	150,509
1890.....	10	39,052	68,135
1891.....	8	41,879	98,727

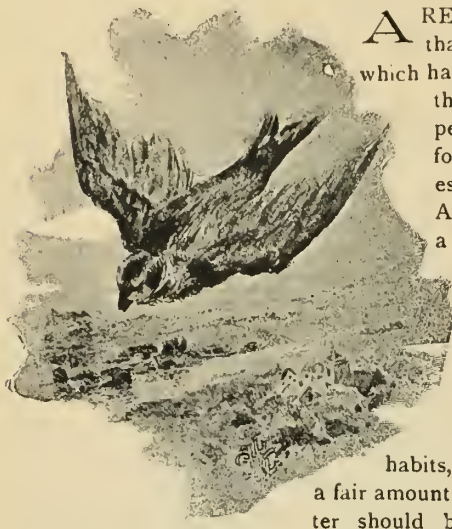
Turning to the causes of failure last year we find that out of the total number of 181, no less than 117 or over 64 per cent. due to "lack of capital." There is a world of meaning and food for thought in this. Could any proof more thoroughly convincing be asked to shew the utter folly of conducting business in such a reckless manner as is now done. Credit is too cheap, -in fact it has got to such an extent that men with little or no capital are positively encouraged to enter into, and carry on, a business far beyond their financial capacity, and the requirements of the trade of their district.

Prompt Settlement of Small Accounts.

Large accounts being a part of the regular machinery of trade are, as a matter of course, well looked after; they have their time to fall due; their importance is too great, yet it is only by the aggregation of a multitude of small ones that these are provided for. Small accounts have no time maturity, they are payable "any time," they remotely resemble what are called debts of honor—"more honored in the breach than the observance," the debtor never thinks that it can be any inconvenience to the creditor to wait for such a trifle, he will get at it some day when he has time, and thus resolves and resolves, and the debt continues to keep bad company with the many like it on the books of nearly every dealer in the land.—Dry Goods Chronicle

Character, Capital, Credit.

By W. FLINT JONES.



A RECENT writer has said that "in the free states which have been established by the English speaking people character stands for more than capital in establishing credit." And so it should. For, a man imbued with good moral principles, and with a high standard of business integrity, should be able more easily to obtain credit than he of loose moral and business habits, though possessed of a fair amount of capital. Character should be considered before

capital as a basis for credit. Many of our wealthiest merchants of to-day started with but character, which brought them credit, and the two combined in time brought capital. Without the character they could not have obtained credit, and consequently would not now be capitalists. But some of these merchants seem to have forgotten the combined causes of the past that have produced their capital, and appear anxious to withhold these causes from others who are endeavoring to follow in their footsteps. Hence we hear about the desirability of shortening credit, the bringing all payments down to thirty days (which practically is doing away with credit), and the cry against dating ahead, etc., etc. In other words it is a cry against credit, and an endeavor to bring business down to a cash basis. This is all very nice theoretically, but not so practically. If you do away with credit, how is a young man of character and ability ever to become a capitalist? Character then would be of little use to a man as compared with capital, while it should be more. A man starting in business must have something to offset the capital of his older competitor. That something must secure for him such help as will enable him to face his competitor's capital. And that something is a good business character, and this ought to bring him credit to help him meet the opposition of capital. Shut him down to "cash thirty days," where would he be in the race with his capitalist competitor? But give him reasonable credit, and this, combined with his business ability, will in time give him capital also. At the beginning of the season, when people are "looking around" and getting impressions, which will cause them to decide later on where to buy, what sort of a chance would a young beginner have if tied to thirty days, beside the old capitalist who could and would make an elaborate display? He would be simply nowhere. But give him credit and he can in a measure step up beside the capitalist, make a good impression, and in time get his share of business. Tied to thirty days, I repeat, he would be out of the race.

It has been said that cash terms work well in the United States, and the question is asked why should not we in Canada enjoy this blessing. But is it working well in that great country? If one believes in the centralization of business, in combines, in corporations, etc., doing all the business, then one will believe in the successful working of these terms in the United States. For such, I think, is the tendency there. The effect is to drive to the wall all of moderate means, or of no means, and to centralize trade in large establishments in the towns and cities. Large retail houses, behind which there is plenty of capital, are doing the business, and it is useless for any man without capital, no matter how good his character or great his ability, to try and compete with these large concerns. He is out of it altogether, for he is not even permitted to try, and the barrier is "cash 30 days." Is this a desideratum? Is it desirable that the business of a town or city should be controlled by a few capitalists? The answer is "no," for every man of good character, ability, and attainment, should be given the opportunity to earn capital, and enjoy the blessings it brings when rightly used. Is it not protection

with a vengeance—the protection of the capitalist from opposition? It is leaving the field to the capitalist, and for this reason, it is claimed, is not a success.

And now let us have a word about "ambition." Carlyle has said "no man is born without ambitious worldly desires." What nature has thus bestowed upon us should be encouraged, not frowned down. All successful business men have had before them a goal to which their ambition has aspired, and helped on by good character, by the use of their natural ability, have deservedly reached the goal. But where is the use of a young man filling his heart with the ambition to become possessed of his share of this world's goods, if when he endeavors to launch out, and trusts for success in his efforts to do what is right, to faithfully perform his business duties, he is met with the cold response "no sir, no help here, none but capitalists need apply?" What a chill to his ambition, what a set back to his commendable high aims, what discouragement to do and be right! Ambition! Take the word out of the vocabulary of all but those possessed of wealth.

The writer of this is desirous that he be not misunderstood in this matter. He does not believe in loose, indiscriminate credit. Men who profess to be "goody-goody," and base their claims for credit on such profession, are to be shunned as much, if not more, than he who has naught but "some money" to recommend him. Credit should not be easily obtained. Close enquiry should be made concerning the claimant for credit; enquiry as to his business integrity, as to his past exemplification of true business principles, as to his standing in the community in which he resides, etc. These should be the basis on which he rests for credit, far more than the fact that by some means or other he has become possessed of a few dollars.

In conclusion, let me repeat that the shortening of credit to "30 days" is practically doing away with credit, and will be found, if adopted, to be an injustice to many good and able business men, and also, I believe, will be found, in the long run, to be injurious to the trade at large.

Shortening Credits.

By a Wholesale Merchant.

That the Dominion is making material progress, financially, is evident from the increase in the deposits of the Banks, there being an accumulation of almost thirty million of dollars at 31st December last, compared with the same date in 1889.

The depositors are quite a distinct class of the community from the mercantile, manufacturing, or trading class, who are oftener borrowers or discounters than depositors, and it is by acting as an intermediary between the two classes that banks make their profit and help on the manufacturing and commerce of the country.

Safe business conditions make not only the merchants successful but increase the earning power of the banks and the general prosperity of the country. Loose credits, unnecessary long datings or terms of credit, tend to unprofitable trading which must come back on merchant, manufacturer and banker directly or indirectly.

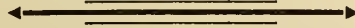
The Grocers' Guild have mastered the problem of terms; the effect of their shorter terms, while reducing the size of their orders and spreading their business among larger circles, seems to the writer to have had the more direct effect of selection of risks. Several grocery travelers claim to have had no losses from bad debts in 1891, and this emulation between house and traveler must result in making the business not only more profit-producing but more pleasant and agreeable between the wholesale merchant and his employes.

The dry goods merchant and clothing manufacturer, on the other hand, handicapped with direct importations, long credits, and the inbred disposition of retailers to ask and expect financial assistance from their principal creditor, cannot avoid receiving an undue share of bad debts so long as the competition amongst travelers forces some houses to ship goods in November or December as 1st April, and in May and June as 1st October. The abnormally large number of failures in Ontario and Quebec show that there are too many traders and business is unsatisfactory. Would a reduction in terms on domestic manufactures of dry goods not be very beneficial, not only to the wholesale merchant but to the capable and legitimate trader, leaving open the imported goods and the competition between the Canadian warehousemen and the Glasgow, Manchester and London warehousemen?

We hope that the federation of all the cotton, grey and colored mills into a monopoly which may dictate prices and terms and deliveries to all, or any of the houses, together with the Association of Bankers, which is now being organized—looking at the troubled financial state of the mercantile community in their dual position of borrowers from depositors, who must always be paid in full, if the shareholders are solvent, and as lenders to the merchants—may shortly, jointly if they will, sit in judgment on this perplexing problem in the dry goods trade, and we trust adopt some moderate and wise measures tending to the profitable conducting of the business by wholesale and retail merchants alike.

KNOX, MORGAN & CO.

WHOLESALE DRY GOODS IMPORTERS
HAMILTON, - ONTARIO



1892 will assuredly be a more prosperous year to Ontario Merchants than the two or three years preceding, and we are pleased to thank the much larger number to whom our business relations have extended for their patronage, as shewn in the increased number of orders sent in to us by our Travellers for Spring.

We cater entirely for the Western and Northern Ontario trade.

The General Storekeeper can not only get all the ordinary Dry Goods and Smallwares necessary from our Stock, but many special lines, which are profit-producing and in steady general demand when introduced.

DOMESTIC WOOLLEN AND COTTON STAPLES

WORSTEDS AND PANTINGS

PRINTS AND CRETONNES

DRESS GOODS

GENTS' FURNISHINGS

HOSIERY, GLOVES

CORSETS

FULL LINE OF SMALLWARES

BUSINESS PRINCIPLES

LIBERAL TERMS

ONE PRICE

SHIPMENTS PROMPT

LETTER ORDERS HAVE SPECIAL CARE

AND ATTENTION

TRAVELLER'S ORDERS FILLED AS ORDERED

SAMPLES SENT ON APPLICATION

SOME OF OUR SPECIALTIES:

HOLLANDS, 8c. AND 10c.

COTTONADES, 15½c.

BLACK WORSTEDS AT \$1.25, \$1.50 AND \$2.00

VICTORIA LAWNS, 8c. AND 10c.

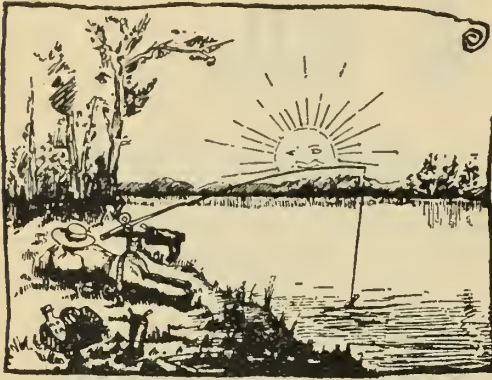
FAST BLACK HOSE

DRESS GOODS

KNOX, MORGAN & CO.

HAMILTON, ONTARIO

The Patrons of Industry.



WHEN the Patrons of Industry decided to run Mr. McGregor, one of their number, for Parliament in the county of Halton, we are informed, that they looked upon his triumphant election as

assured, and this feeling was intensified when the Liberals agreed not to put up a candidate but to tender their support to the Patron. Halton is considered the stronghold of the Patrons, as very few farmers do not belong to the organization. The result has been a sad disappointment to them. The majority of their opponent has been increased from 104 at the general elections in March last to 424 at the by-election last month. That is to say that a straight Liberal candidate secured a vote more than three times as large as the candidate of the Patrons. There is ample food for reflection and thought in this circumstance. It is quite evident for one thing that, Mr. McGregor did not get the undivided support of the Patrons. The only division in which he had a majority was Nassagaweya, where, we understand, he is best known. After all the bombast farmers have been treated to from the mouths of the paid orators of the organization, the ignominious defeat of their candidate should teach sensible men the utter folly of entering into a combination, which is entirely opposed to every element of fair play and justice. The collapse of the organization is only a question of time, as men of intelligence will not much longer permit themselves to be humbugged by the sophistry of lecturers, who give rein to the grossest exaggerations and wildest absurdities. Not only that, but some Patrons are not above taking to themselves what they refuse to give to others. We are credibly informed that in Halton there are wealthy Patrons, who act as middlemen between their less fortunate fellows and the storekeepers. Farmers, who have not the ready money at their command to purchase goods, go to them and hand them a list of the articles they require. The wealthy Patron buys the goods and charges one per cent per month interest until they are paid for, which is equal to twelve per cent. per annum. Where is the consistency in this? The Patrons will only allow the storekeeper a profit of $12\frac{1}{2}$ per cent on his goods but some of them are not above charging others at the rate of 12 per cent. extra. It is a great pity that such instances of extortion are not more generally known but they are bound to come to light. We pointed out in a previous issue that some of the wholesale houses had been asked to put on 25 per cent. to the invoices of goods sold to some of the retailers, who have entered into the agreement with the Patrons, but which was very properly refused. This should prove to these men that there are more ways than one in striking back at them. We have also just heard of another instance where they were being charged considerably in excess of the price at which other merchants were receiving the same article. An agent of the Patrons called on one of the leading merchants of Kingsville, and had the audacity to solicit him to purchase half a carload of salt, and he would give it at car rates—\$1.15 per barrel, imagining his price would paralyze the merchant. This was the figure at which he was supplying the members of the organization. The merchant had been buying at \$1.06, but did not enlighten this agent upon that fact. Some of the Patrons afterwards asked him why he could not sell his salt at \$1.15, the same as they got it at, and his answer was: "If you take a car load I will be glad to do so." In this instance the Patrons were paying a higher price than

merchants could purchase the article at. In Prescott the patrons intimidated a merchant by threats of boycott into dealing with them. The residents of the town became cognizant of the fact and threatened to boycott him unless he gave them the same privileges as the Patrons. The merchant being thus placed between two boycotts wisely preferred to risk that of the Patrons and deal with his town customers from whom he could get a living profit.

Another phase of the question comes to our mind. If retailers had followed out the ideas promulgated at the Merchants' Convention in Hamilton, Ont., in 1889 by establishing associations for the purposes then indicated they would not have been placed, as they now are, at the mercy of such organizations as the Patrons of Industry. Then they could have met organization with organization. Let us glance for a moment at the objects of these proposed associations. They were "(1.) To encourage well-directed enterprises, and to promote the growth of the town in all its interests and the extension of its trade. (2.) To promote a more social feeling among business men, and to foster the strictest commercial integrity among those engaged in the different lines of business. (3.) To take concerted action in matters where the general good of business men is concerned, and where individual effort is powerless, such as needed concessions in freight, express and insurance rates; shorter hours in business, immunity from adulterated goods and short weights and measures. (4.) To procure a list of delinquents in the neighborhood for protection only, so that they may no longer abuse the confidence of business men, and evade the payment of just debts. (5.) To compel the pedlar to assume a portion of the burdens borne by merchants." It is not too late yet to organize and we would urge every town and village to do so without delay and help on the good work of crushing out of existence this miserable fake—the Patrons of Industry—the principal object of which appears to be to fatten at the expense of other classes of the community. The Patrons seem to be ignorant of the injunction: "Do unto others as you would have others do unto you."

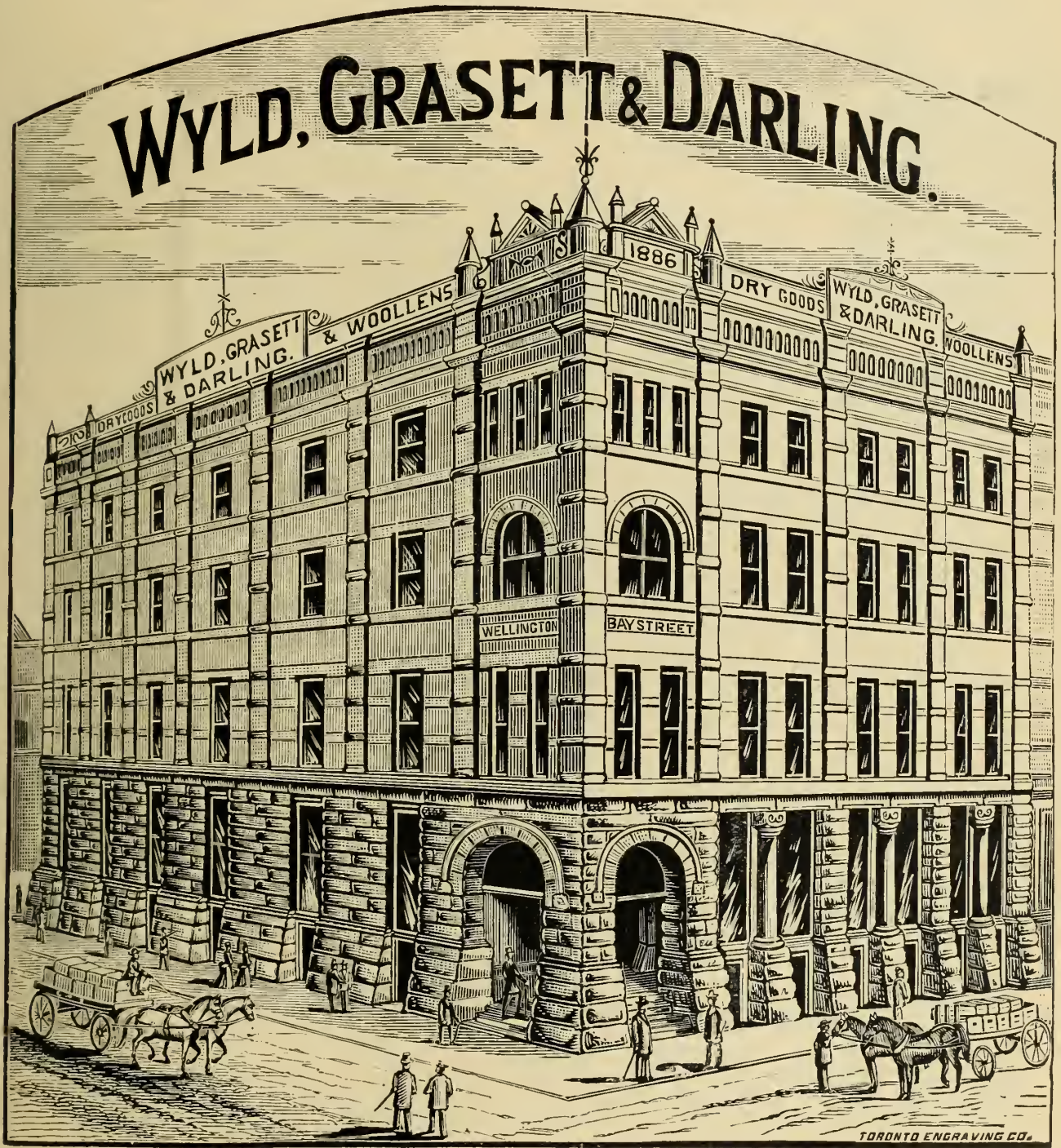
Goods sold to a Minor.

An important judgment was recently rendered in the Montreal courts by Judge Doherty, on the important question of a father's responsibility for goods sold to his son, a minor. The case was that of G. Blache, merchant tailor, against G. W. Parent. The plaintiff, sued defendant for the value of the goods supplied to his son, basing his action on articles 165, 1041, 1046, which respectively define the obligations of parents towards their children and the rights of those who act in their stead in the fulfilment of such obligations. Plaintiff alleged that defendant's son was a minor when the goods were sold; that he was then studying medicine with the consent of defendant, with whom he was then boarding; that the son did not earn sufficient for his maintenance, and that his father was obliged to provide for him as he had always done; that the goods sold were needed by the said minor, and were, as to price and value, according to the means of defendant and the social standing of both father and son.

The defendant, without denying the value and price, or the delivery of the goods in question, answered that he was ignorant of the transaction, that the goods had been advanced without his order and contrary to a notice published in a newspaper; that said transaction had been entered into by plaintiff and his son at plaintiff's risks and perils, and that in consequence he was not liable to the payment thereof to plaintiff.

The learned judge said that plaintiff had proved the allegations of his action and that defendant had not made proof of the facts alleged in his plea. That though defendant had proved that his son, some time before the sale of the goods, had received from him, as a commission on the sale of certain lots, a sum of \$125, yet it could not be said that this was sufficient to relieve him from his obligation to provide his son with necessaries of life such as the goods in question; that such a sum as that received by his son could not enable him to maintain himself according to his standing in society. It was, moreover, in evidence that defendant had authorized his son to buy clothes (though not at plaintiff's establishment.) That the fact of defendant's son living with his father and studying medicine with his consent was, in his opinion, sufficient to settle defendant's responsibility as he was about to do and justify the conclusion he had arrived at. After having commented on the articles of the Civil Code above cited and quoted several decisions of the courts and the opinions of French authors on the question, the learned judge maintained plaintiff's action for the amount claimed.

SPRING 1892.



ALL DEPARTMENTS COMPRISING

General Dry Goods, Men's Furnishings,
Imported & Canadian Woollens & Tailors' Trimmings--Complete.

INSPECTION INVITED.

The Trade in Montreal.

(By Our Own Correspondent.)



HE statement may be made at last that the worst is over in the Dry Goods trade, and that from the fourth of the present month begins the dawn of better things. This important industry has now reached a substantial basis, and stands, to-day, more firmly than for three years' past, and its position will compare favorably with that of any branch of trade now being carried on, such as hardware, provisions, and leather. The wholesalers and retailers

have come to an understanding and are no longer working at cross purposes. Travelers have all but abandoned the attempt to beguile country merchants into filling their shelves with goods merely because they appear cheap, and their instructions are to give the retailer clearly to understand that for what he is getting he will pay. There never was so little attempt to get new orders, and it has not often been harder for doubtful people to get credit. This is because more legitimate methods are commencing to prevail. Merchants have got over the fear of hurting each others feelings. A wholesaler has now no compunction in refusing an order, or in declining to forward goods, and when a demand for renewal comes the retailer is told kindly and firmly that he cannot have it. With this understanding the requests for accommodation and extensions are fewer, and provision is made for withdrawing the matured paper. The wholesalers have begun a course of instruction, and some of the letters they write their customers are fatherly in their kindness. The travelers are directed to pursue the same course, and the country merchants have been taught the necessity of caution, prudence and uprightiness. This month not so much is heard of slow remittances, orders cancelled, and drafts dishonoured. A word is to be said about the relation of money to dry goods. There is an ample supply of money in the banks, and some of them are sending their surplus to New York. This arises from the lack of anxiety to engage in extensive trading and a very moderate quantity is necessary for normal business, such as now prevails. Besides the banks prefer to keep their money rather than exchange it for paper, which is not absolutely correct in respect of name and date. The demand for money in the Maritime provinces is very small, and the trade outlook there is very flat. A canvass of the banks discloses the fact that the last settling day was moderately satisfactory and the paper well taken up, or otherwise cared for. During the days that elapsed since the fourth a good many remittances came straggling in which may be included in the estimates, as the banks have practically allowed a margin of a week to meet such contingencies, instead of the usual three days of grace.

The rumors of two approaching failures, of the amalgamation of other two houses, and the withdrawal of another because it was making "no money," have largely dissipated in the past few days, and now it is hoped the end of these disquieting rumors is at hand. The houses complaining most are not the small and well managed ones, but the long-established concerns which have been branching out into forbidden paths for years, opening supply accounts, bolstering up weak firms, and absolutely carrying others. This year they have had to bear all these losses which, properly speaking, should have been spread over a long period of time. Indeed cautious men have instructed their travelers not to sell to retailers having accounts with these old powerful firms, but to leave them to be dealt with by their principals. There are no considerable failures to report since last writing; the only incident is the fire in the woollen house of Mills &

McDougall. The damage was close to \$70,000, but as the insurance was ample, and the stock rather low, the trade has suffered no loss. Values of all staples are steady and the general trend is upward. Cottons are to be marked up from eight to ten per cent. Woollens are decidedly stationary on repeat orders, caused by the seasonable weather, and small wares show an increasing firmness in view of the hopeful outlook for the spring.

Cotton goods are on a better basis. Without discussing theoretically the effects of combines, the operations of the association in bringing all the mills under central control have been successful. The last mill to come in was the Canada Cotton and now nearly all are in the fold except Park's of St. John N. B., and it is being run by the courts. The effect upon the shareholders and employes will be good. The large wholesale houses will not suffer, as they can resist the strongest combine; the smaller dealers will find a difficulty in getting as large credits from one concern as formerly from individual mills, which is a good thing. The price to consumers will be, and is advanced. The keen and often ruinous competition enabled the people to buy cotton below its real value, and the losses of shareholders went as a profit to consumers. But there will be a saving to both by reducing the expense of management, the number of middlemen, selling agents and secretaries. Many of the large wholesale houses are active promoters of the association and they will take pains they do not suffer themselves. The mills under central control represent \$8,000,000 capital, and run about 500,000 spindles and 120,000 looms.

Travelers are yet out on the spring trip and, the last few days, are sending in encouraging orders, with reports that the feeling in the country is one of greater confidence; that a demand, steady though small, is growing and that the general tone is more hopeful and that retailers feel increasingly able to buy and to sell. Better than all the merchants are coming to realize their responsibilities and evince a desire to buy no more than they can pay for and to pay for all they buy.

In the wholesale houses there is an encouraging stir in the packing rooms and the middle of the month will see the outward movement well in progress. At present there is a lull between seasons, as shown by the decreased receipts of the two railroads last week, and if the present prediction is correct this should be amended within the next two weeks. It is too soon to look to the opening of navigation, and the resumption of water traffic to interior points, and it is rather a favorable feature that this factor does not at present enter into consideration.

The city retailers continue to report a fair business and many houses report their sales ahead of the corresponding period of last year. But there is yet along the south shore a bulk of produce almost untouched, and when the ice roads over the river are in good order, and marketing commences, there will certainly be a sharp revival of trade, particularly in the retail dry goods.

Never too Well Known in Trade.

Many merchants think that their names are so well known that they do not need to do any advertising. They, however, forget that every year brings into trade a new generation of dealers and closes out a certain percentage of the older ones. They also forget how easy it is for one to drop from the calendar of time or to pass out of recollection unless the cobwebs in memory's chain are constantly brushed away by keeping one's name before his friends, the public. The fact of letting the public know that you are still in trade brings much grit to your mill that otherwise would probably stop somewhere else.

Men in trade are never too well known to leave their business out of the columns of the newspaper. The business man who says he "never advertises" must take down his sign, stop sending out circulars and dispatching salesmen to sell his wares, for all this is advertising.—Dry Goods Chronicle.

1892. ❖ SPRING. ❖ 1892.
W. R. BROCK & COMPANY



Wholesale Importers of Woollens and General Dry Goods.

OUR preparations for the Spring are of the most ample character, and we were never in better shape to meet the wants of our Customers in the matter of Early Delivery, as well as in Value, Extent, and Excellency of Assortment.

In soliciting a continued and increased share of your business, we beg to assure you that no effort on our part will be spared to serve you to advantage.

W. R. BROCK & CO.,

CORNER OF BAY AND WELLINGTON STREETS,

TORONTO.

W. R. Brock.

Andrew Crawford.

T. J. Jermyn.

Evils of the Long Credit System.

BY A WHOLESALE MERCHANT.



LOOKING at the past and present of the Dry Goods trade of Canada, we are of the opinion that it is as a whole in a very unsatisfactory shape. This state of affairs will never be remedied until credits are shortened, and merchants generally have learned the lesson that they must trade within their capital. Looking over the list of failures for the past year we find that they are largely on the increase, the good crop of last year barely tided us over what might have been a most disastrous winter and spring. The question naturally arises, why are we as a whole, year after year on the ragged edge of hard times. Simply because goods are too easily obtained from the wholesale houses and credits too long. As any merchant knows, it is very easy to start a man in business with little capital and less brains, and keeping him paying nicely so long as you supply him with \$150 worth of goods for every \$100 in cash he pays you, but just so soon as you cry "hold, enough," or rather ask for your own, then comes the usual assignment. Now if credits were shortened, say to three or at the utmost four months, and the seasons not allowed to overlap in the matter of payments, the wholesale trade will find that they have done wonders in the interest of all classes of merchants. The good retail merchants should hail with delight and assist in a move of this kind, as it would keep the irresponsible failure out of business and place the trade of the country in legitimate hands, and save a vast sum annually that is now lost on the worthless class, through the lack of proper business management on the part of the wholesale trade. Why are long credits given? We know that in old times when western merchants went to Montreal twice a year to buy their six months' supplies, that they got old-fashioned long credits. Does such a state of things exist to-day; are not all merchants waited on daily by energetic travelers, and do any merchants, who expect to pay for their goods, buy six or even three months' supply at once? There is simply no excuse for the long credit system to-day, it is the curse of the trade, and until it is done away with we will have the usual list of failures to report both in the wholesale as well as the retail trade.

Look at the number of wholesale houses that have gone under in the past few years! The wonder is there has not been more of them. Their books for years past will show on the one side of the ledger, "Decreased sales and small profits;" on the other side, "Increased expenses and larger bad debts," and this will continue just so long as goods are placed over the country on the old-fashioned long credit system.

An Interesting Brochure.

BRADSTREET'S have issued a most interesting brochure entitled "A Record—not a Prospectus," which deals in an abbreviated but effective manner with the failures during last year in Canada and the United States and their causes. It states that the total number of failures in the United States and Canada in 1891 was 14,240, nearly 16 per cent. more than in 1890, but not quite 7 per cent. more than in 1889. In 1890 the total was 12,299, 8 per cent. fewer than in 1889, while in 1889 it was 13,335, 8.2 per cent. more than in 1888; the total reported in 1888, 12,317, exceeding the aggregate for 1887 by 11.4 per cent.

In 1891 the proportion of failures reporting liabilities of \$5,000 each or less was 62.2 per cent., about what it was one year ago, but less than in three preceding years. The proportion with \$20,000

liabilities each or less was 89.5 per cent., while in 1890 it was 91.3 per cent., in 1889 91.2 per cent., in 1888 89.7 per cent., and in 1887 89.8 per cent. The proportion of those with \$100,000 liabilities each, or more, in 1891 was 1.93 per cent., in 1890 it was 1.89 per cent., in 1889 it was 2.3 per cent., in 1888 1.4 per cent., and in 1887 it was 1.9 per cent. The proportion of those with \$1,000,000 liabilities or over, .09 of 1 per cent. is equal to that in 1889, but smaller than in 1890, when it amounted to .15 of 1 per cent.

The fact that beginning business without sufficient capital, or trying to do too much business for capital employed, brings increased risk of failure, is illustrated by the circumstance that it is from this class the majority of the failures are obtained, the share being 89.6 per cent. in 1891 of concerns having less than \$5,000 capital each, against 90 per cent. in 1890. The number of failed concerns with between \$5,000 and \$20,000 capital furnished less than 7 per cent. of the total number of failures for 1891, against 7 per cent. in 1890. Enterprises with \$100,000 capital or more furnished .7 of 1 per cent. only of the failures, against .56 of 1 per cent. in 1890, .46 of 1 per cent. in 1889, .43 of 1 per cent. in 1888, and .56 of 1 per cent. in 1887. When it is recognized that, out of more than 1,084,000 traders reported, about 85 per cent. of them were credited with less than \$5,000 capital, a record of 90 per cent. of the failures from that class demands attention.

After summarizing the failures and their causes the report goes on to say: Summaries of the foregoing detailed exhibits point out clearly that unfavorable features in 1891 were as conspicuous as those which were not, judging by the influences of some causes of failures compared with 1890. Thus, fewer in proportion failed in 1891 from incompetence and inexperience, outside speculation and other minor causes, than in 1890, but a larger proportionate number failed owing to lack of capital, fraudulent disposition of property and money stringency.

The proportion of liabilities of traders failing through lack of capital, or trying to expand their business unduly, was much larger in 1891 than in 1890, amounting to 32 per cent. last year, against 26.1 per cent. the year before. The proportion of liabilities lost through outside speculation was increased, as was also that due to fraudulent disposition of property. On the other hand, the proportions accounted for by failures due to special disaster, to incompetence, or to failures of others, were smaller in 1891 than in 1890. In comparing Canadian with United States percentages in the foregoing it will be noted that commercial disasters in the Dominion are to a much larger degree due to lack of capital than in the United States.

The report states that the total number of failures in Canada last year was 1846, actual assets \$6,014,000, general liabilities \$14,884,000, per centage of assets to liabilities 41; as compared with for 1890, 1626, \$6,746,000, \$12,482,000, 54 per cent; 1889, 1616, \$6,119,585, \$13,147,910, 46 per cent; 1888, 1730, \$7,178,744, \$15,498,242, 46 per cent.

In spite of covers on the counters at night they will get dusty, and though they are dusted in the morning very often the underpart is not, or the edge of the shelves show a streak, which soil the goods and offend the customer's eyes. Likewise if you have white pillars or woodwork remember that dust shows plainly on them.

Do not have scrub-women cleaning a store after 8.30 a. m., when customers will be coming in, sliding over a wet floor and dodging mops and brushes.

Have a clock in a convenient place and keep it on time, as every woman does not carry a watch and yet wants to keep track of the hours while shopping.

Every ready-made garment leaving a store should be examined before the clerk sends it to the packer and a missing button or ripped stitch repaired in the sewing room.

Remnants of ribbon thrown in a basket for sale should be folded and neatly banded with a piece of white paper upon which write the price and number of yards.—Dry Goods Economist.





A Chat About Window Dressing.

BY HARRY HARMAN.

(Written Specially for THE REVIEW.)

Do you dress your windows? If you do not, why not? This is a question which every enterprising retailer of merchandise should ask himself. Are you aware that to keep abreast of the times, it is necessary for your windows to have your utmost attention, and that the public are always manifesting their keenest interest in this style of art? Are you aware that it is one of the best paying advertisements and will surely bring returns? If you wish to sell your goods, you must interest the public by displaying what you have to sell in such a manner that it will make them purchase whether they wish to or not. But, talking of displaying goods, that is another item that should be looked into. You may have fine plate glass windows and elegant surroundings, but what is that compared to goods arranged without regard to design or color. I do not say that a merchant need employ the services of a professional draper, but he can surely find one salesman in his employ who can lay out certain designs, and allow him to arrange them at a certain day during the week. Any salesman who has grit enough to sell goods can certainly train himself to be a good window dresser. There is a constant change going on in window displays which requires a constant study, and I say to every salesman, devote all your spare time to studying this art, as the demand for dressers is increasing year by year.

Here are some hints which are useful in dressing windows. Always study beforehand the designs intended for a certain window, so you can tell, the moment you take up the goods, where they should go. Each time you dress a window it gives a suggestion for the succeeding one. By enquiring of the head salesmen of the various departments as to the line of goods they wish to display, will help you to work your plans; unless some special novelties arrive which are required to be displayed at once. Every time you change a display, do not forget to clean out the windows from top to bottom. Always start to dress your windows from the top. Then drape the side wall and fill in with such frame work as is necessary to display goods. Leave the ground work for the last, gradually working your way out toward the entrance. The surroundings should always be in keeping with the goods displayed. Each time a window is trimmed, it should be such a radical change that people would notice it. The mere changing of the position of goods is not sufficient. But, speaking of the various changes, it should be the aim of every draper to dress a window with the same end in view as wording an advertisement for the paper, and that is, of course, to attract the public eye. Taste, and not a great bulk of goods, makes an effective and striking display.

It is well for the dresser to occasionally introduce some attraction or novelty, which will relieve the monotonous style that is too often indulged in by many drapers. Stock windows look well—that is, built up of one line of goods. This style of dressing is imposing, provided it is not introduced week in and week out. I have given the novelty style of dressing my special attention, and experience has taught me that in order to command the attention of the public towards your windows, it is necessary to devise schemes that will attract. Some centre piece, for instance, reproduced from the line of goods you have displayed. This attraction will catch the eye of the passer-by, who will stop and look at it, thereby causing

others to do likewise. There are numbers of ways that a dresser may devise in arranging stock. Why not introduce a banner sale? This will enable you to have all your price tickets in the shape of banners; or “all articles in this window for 50c.” Here you may reproduce this piece of money on a large scale, made from goods. Arrange a linen display with the spinning wheel made from linens, or a display of handkerchiefs with a large wheel in the centre, made of the same articles, stating that “(Firm’s) name is the hub that holds the spokes that stretches out in every direction for the trade that they are entitled to.” I tell you, a little ingenuity and patience will produce surprising results.

If a salesman wishes to introduce the novelty, he can readily make the framework at such times when business is dull. Then trim it up when ready for window display. The dressing of windows in towns is similar to cities; in fact they require a more constant change. For example: The merchant appeals to the same trade week after week; the same trade looks at your windows week after week, consequently it is necessary for a dresser to change the style of displays more frequently, if he wishes to call attention to the goods. If too much sameness prevails, it is impossible to get that attention. If a novelty has been introduced and created a talk throughout the town, don’t follow it right up with another display of the same style, but stop right there and for several weeks merely display your goods as usual. Of course, vary the arrangement. Now make another hit with some attraction. You will find in time that your windows are giving the advertisement sought for. The public are keeping their eyes on you and anxiously looking forward as to what is coming next. You want to make your windows similar to a moving panorama—a constant change. Try this, and you will be rewarded for your efforts.

What I desire to call attention to is the simple means that may sometimes be adopted to produce window display, and at the same time give the desired effect, which will command attention. To illustrate, I have specially designed for THE REVIEW a novelty display.

Comparative heights of some of the great churches of the world by the introduction of steeples made from goods.

1. Cologne Cathedral—510 ft.
 2. Old St. Paul’s, London—508.
 3. St. Peter’s, Rome—448.
 4. Church of St. Martin, Landshut—460.
 5. St. Stephen’s Cathedral, Vienna—441.
 6. Chartres Cathedral—403.
 7. Antwerp Cathedral—403.
 8. Salisbury Cathedral—404.
 9. Church of St. Peter, Hamburg—380.
 10. Boston Church, Lincolnshire—292.
 11. Church of St. Isaac’s, St. Petersburg—336.
 12. York Cathedral—198.
 13. Friburg Cathedral—385.
 14. Bow Church, London—235.
 15. Church of St. Genevieve, Paris—274.
- Church of St. Mary, Lubeck—400.
Cathedral, Frankfort-on-Main—326.
Mechlin Cathedral—319.

The idea is this: A certain number of frameworks are constructed according to the size of window to imitate church steeples, varying in sizes, the center one especially, as it should reach the ceiling. Each steeple is draped with handkerchiefs formed in cornucopia shape. It is not really necessary that handkerchiefs should be used, but each steeple may be draped with a certain line of goods. For example: A steeple of laces, of buttons, of embroideries, etc., or each steeple may be displayed with a suitable dress pattern. The construction is merely a stout piece of lumber for the base, which may vary in size from twelve to eighteen inches square. In the center, nail an upright the desired height and brace with some thin strips. It is necessary to cover with cambric, to serve as a foundation to pin on good. This may be done by tacking cambric to top of upright and bringing lengths to base. The position of the various

steeple in the window is to place the smallest height in front and gradually increase in height towards the back, thus giving the view fronting the street as one steeple towering above the other in the heavens. It may be well to place the steeples in the back on boxes.

should read : We have reached the highest point and "out of sight" of all competitors. It may be well to have a placard displayed giving the idea. Line the entire sides and back ground with blue cambric. If a dresser desires, he may introduce a night effect by



Printed cards giving the height and price of article are displayed on each steeple. For example: No. 5, "St. Stephens Cathedral, Vienna, 441 feet. This spire of handkerchiefs, 25c."

The center steeple, being the highest in the window, is to represent "the No. 1, Cologne Cathedral, 510 feet," and a printed card

cutting out the stars and moon from the cambric and, pasting over white tissue paper a light placed at the back, and the window somewhat darkened will keep the make-up and produce a very realistic effect for a night display. The crosses on top of each steeple may be cut in shape from pasteboard and covered over with gold paper.

☉ ⊗ FOR THE RETAIL TRADE ⊗ ☉

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress-makers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

"BALED" Goods same quality but less price.

Early Closing.

BY FREDERICK W. WATKINS.

In view of the wide-spread interest being taken in the question of early closing of stores we asked Mr. Frederick W. Watkins, of Pratt & Watkins, Hamilton, Ont., to favor us with an article on his experience since his adoption of the system, which he has kindly done as follows :

THE subject of early closing is one which is agitating the minds of a good many of our merchants in the various towns and cities throughout our Dominion. As is well known, various methods have been adopted in a good many places to try and get merchants to close their places of business early. Keeping stores open until 10 or 11 o'clock on Saturday night is, without doubt, an evil which ought to be remedied. But the habit of storekeepers keeping their doors open and selling goods every night in the week until 8, 9, or 10 o'clock, is one of the relics of an antiquated method of doing business, which, in this enlightened age ought to be done away with. In older times it was looked upon as a terrible thing to be a galley slave; but I think that in these later days a person might about as well be a galley slave as to keep his store open every night in the week. I know that in many places efforts have been made tending towards shorter hours; in some places with success, while in other places with failure. So far as I can observe, in those places where merchants keep their stores open late every night in the week, the difficulty seems to be a fear on the part of those who would like to close early, that if they did so the other stores would remain open and that these latter merchants would, therefore, do the business, and the former ones, whose shops were closed, would lose the trade. If a person considers it right to close his place of business early, say 6 p.m., he is conferring a great benefit, not only upon himself, but his employes as well.

It is almost unnecessary for me to point out the evils resulting from keeping stores open every night in the week. Those who do it know full well that it means little or no time left for recreation or improvement of mind or body.

I have not had to cope with a difficulty of keeping my place of business open every night in the week, but a narration of my experience in connection with Saturday night business may perhaps be helpful to other merchants who have felt like-minded with myself.

My business (Pratt & Watkins, Hamilton),

was established in the year 1875 and for many years our firm did one of the largest businesses on Saturday night of any establishment in our city. First 11 or 10.30 p. m. was about the time we closed; then it was decided to shut at 10 o'clock sharp. Believing that that was too late to keep open, I interested myself in getting up a petition to have the dry goods merchants close at 9 p. m. Unfortunately, however, there were some who signed it who broke through their agreement, I think, the very first night. This, of course, had the effect of causing the others to do likewise. Matters ran along in this way for several years, until, being convinced of the evil of keeping open every Saturday until 10 p. m., and being also satisfied from past experience that there was no use in going around with a petition again to endeavor to get all to close, I decided that whatever other merchants did, Pratt & Watkins would stop business at 6 o'clock in the future. This decision was arrived at after considerable thought and an estimate of the fact that our sales would probably be yearly decreased by about as much trade as we did on the Saturday nights, viz., about \$15,000 per year. In announcing the fact to the public they were given to understand that, although our store would not be kept open on Saturday night, yet every effort would be put forward by us not only to keep our trade up to its then present standard but to go far beyond that, and make our establishment the largest and most desirable place in the city of Hamilton for customers to visit. Feeling that it was but right that we should make every honest effort to

keep our trade, and increase the same, we started Monday as "Bargain Day," and on that day and throughout the rest of the days of each week, we endeavor to put all the extra push and energy into our business that was formerly put into it on the Saturday nights.

Our business began to increase most wonderfully; we bought more largely; we imported more goods; we kept a better assortment in all our departments; customers were well looked after; our display windows were well and frequently redressed; goods were ticketed inside the store and in the windows; and our employes and our customers were appealed to to make our efforts a success. The best evidence of the success of our scheme is the fact that it has been in operation

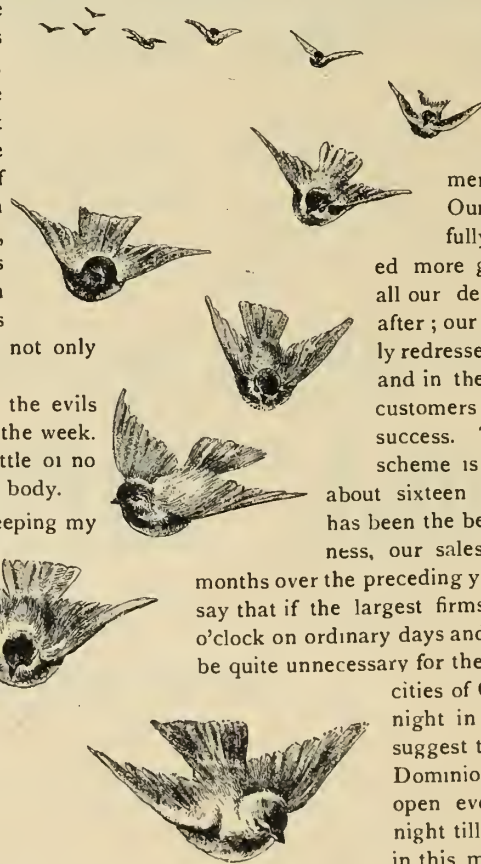
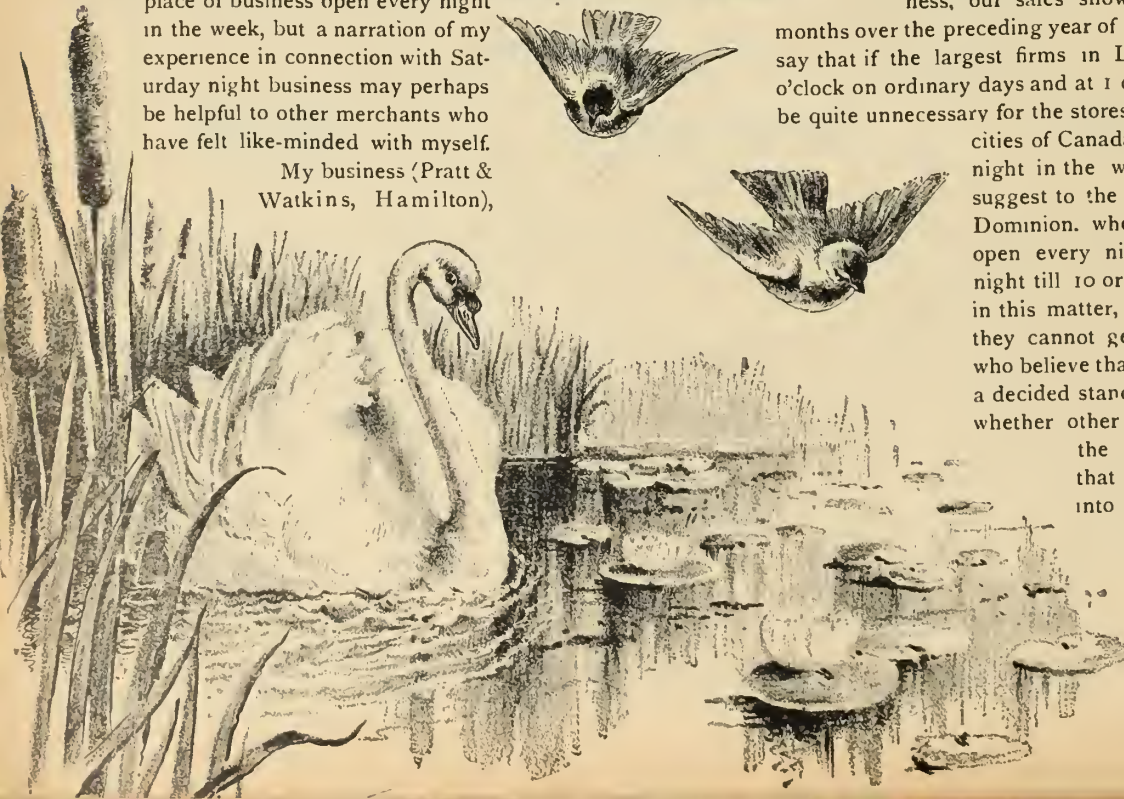
about sixteen months, and that the year just closed has been the best one in the history of our entire business, our sales showing an increase for the twelve

months over the preceding year of \$32,031.05. In conclusion I would say that if the largest firms in London, Eng., can close at 6 or 7 o'clock on ordinary days and at 1 or 2 o'clock on Saturdays, it should be quite unnecessary for the stores in the various villages, towns and

cities of Canada to keep open after 6 p.m. on any night in the week, Saturday included. I would suggest to the merchants throughout our broad Dominion, who now keep their places of business open every night in the week, or on Saturday night till 10 or 11 o'clock, that they take a stand in this matter, and in their several localities, if they cannot get all to close early, then let those who believe that early closing is a good thing take a decided stand and close their stores at 6 p.m., whether other merchants do so or not; and put the same amount of energy and push that they now put into business at night into it during the day time; and I shall

be very much disappointed indeed if anyone will report to me that his business is not equally as great, if not a greater, success under the new system than formerly under the old.

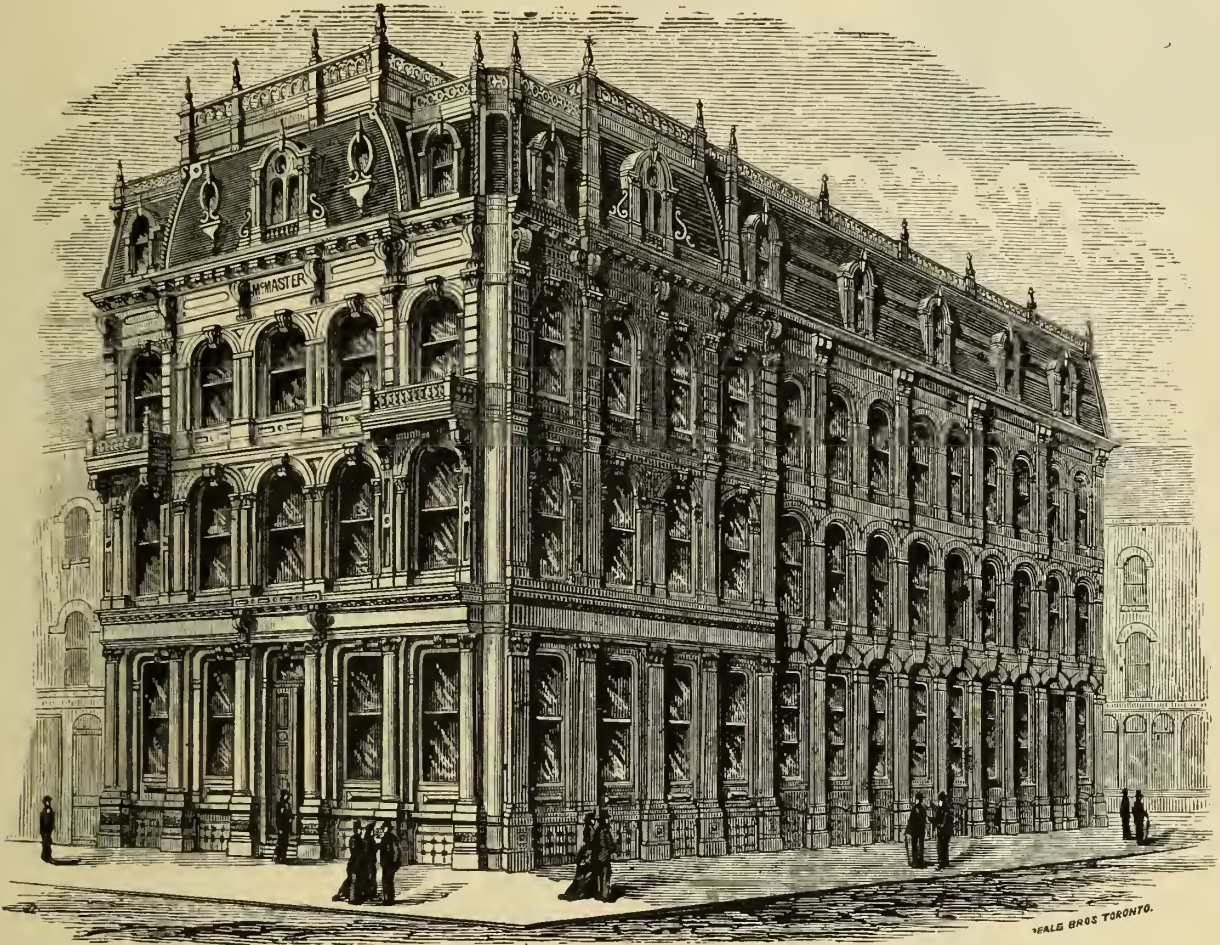
Anything which has real merit, which is needed or wanted, or for which a want can be created, can be profitably advertised in the newspapers.—Ayer



1892

SPRING

1892



◀ McMASTER & CO., ▶

Importers of Staples and Fancy Dry Goods, also Dealers
in Imported and Canadian Woollens and Cotton
Goods, Men's Furnishings, Carpets
and Oil Cloths, &c., &c.

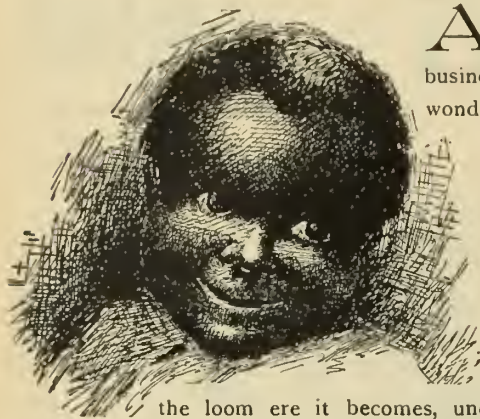
and

Agents for the Celebrated Gilbert Linings.

4 to 12 Front Street West, - TORONTO.

Calico Printing.

BY M.



the loom ere it becomes, under the hands of the modiste, that dainty and becoming costume that decks the form of one of Canada's lovely daughters.

In our description all technicalities, both of machinery and the science of chemistry will be avoided.

Our point of departure is the primary examining room where the grey cloth, fresh from the hands of the weaver is received. Here it is put through a critical examination for flaws and imperfections in weaving. The object and importance of this inspection will appear later on.

The webs of cloth that pass inspection are next handed over to a girl who stitches the ends of several together forming a required continuous length, 300 yards being the minimum run a printer cares to accept to one coloring of a pattern, and two colorings or ways are generally required for an order; this saves changing the roller and reduces the cost of printing.

Upon each printing piece, of say 300 yards, are then placed by means of gas tar certain marks for purposes of identification, and which will be visible and recognisable after printing.

The next process is singeing, the purpose of which is to remove all surface unevenness the existence of which would after printing leave a blotched and defective appearance, a completely smooth face being absolutely necessary. Singeing to the novice is probably the most perplexing process through which he sees the cloth pass; the first glimpse convinces him nothing will save it from destruction. The cloth passes over, and in passing is pressed against semi-circular platinum plates heated to almost white heat by the passing through them of electric currents. Great caution is necessary in the folding of the cloth preparatory to its going through this fiery ordeal; if any hitch should occur to prevent it running freely and smoothly its ruin is inevitable. The rate at which it is made to travel sings about 125 yards of cloth in one minute.

After passing over several drums and rails upwards and downwards for cooling purposes it is carried to a chamber above.

After singeing and cooling, the next process is bleaching, the object being to completely clear it of all impurities it may contain. These may be in the form of sizing or starch, oil, grease or dirt of any kind acquired either in its manufacture or from contact with the machinery. All foreign elements of this nature must be removed if perfect printing is to be accomplished or the cloth rendered responsive to the necessary chemical action.

The cloth next goes through the process technically known as "souring," a series of alternate and repeated acid treatments and washings. A solution of sulphuric or muriatic acid and one of chloride of lime are in turn used. None of these "souring" processes can be dispensed with, though their tendency is to weaken or rot the cloth.

ALL our readers are interested at least in a business sense in this most wonderful art science, and we will endeavor, as clearly as the circumscribed space at our disposal will permit, to convey to the mind of the uninitiated an idea of the various processes through which the grey cloth passes after leaving

The chief cause of tender printed calico is carelessness at this point, too strong a solution of acid being used or the after boiling and washing not being sufficiently thorough. Our cloth is now as free from foreign matter as it is possible to get it, and contains only the identification marks before referred to, and after being wound upon rollers is ready for printing.

Space will not permit us taking up the tracing and engraving of the design to be printed, though this is a delightfully interesting portion of our study and should form matter for a future article.

Our cloth is now ready for printing, our design selected and our rollers engraved. Colors are of two kinds, substantive and adjective. The substantive or topical colors are such as will unite immediately with the material to be dyed, and the printing of such colors direct on the cloth is called the steaming process.

Our consideration will, however, be confined in this article to the printing of adjective colors or those that will not unite with the material to be dyed without the use of a mordant. Alumina and oxide of iron are the mordants most commonly used for fixing of the color in calico printing but they are numerous and vary according to the color to be produced; suffice it to say the mordants when ready for use are liquid in form and almost colorless. As the mordant must be applied to the cloth through the medium of the engraved pattern on the roller, a quantity of fugitive color is added that the outline of the pattern may be discernible, and this is called sighting color because it enables the operator to see that his pattern is being properly produced.

It is not necessary to more than mention block printing, a process which though not yet obsolete was nearly 100 years ago almost superseded by machine roller printing.

What strikes the observer regarding a modern printing machine is that the centre of it consists of a huge drum cushioned with some soft material. Round this drum revolves an endless blanket made of some strong thick woollen fabric. Against this blanket and round the drum are arranged rollers, which are fixed in their places by mandrils running through them, the ends of which project at the side of the machine so that by counting these you can see how many colors the machine is using.

Pressing against each engraved roller is another roller of wood covered with cloth called the "tarnishing" roller which transmits the color having received it from a color box placed beneath and in which it revolves.

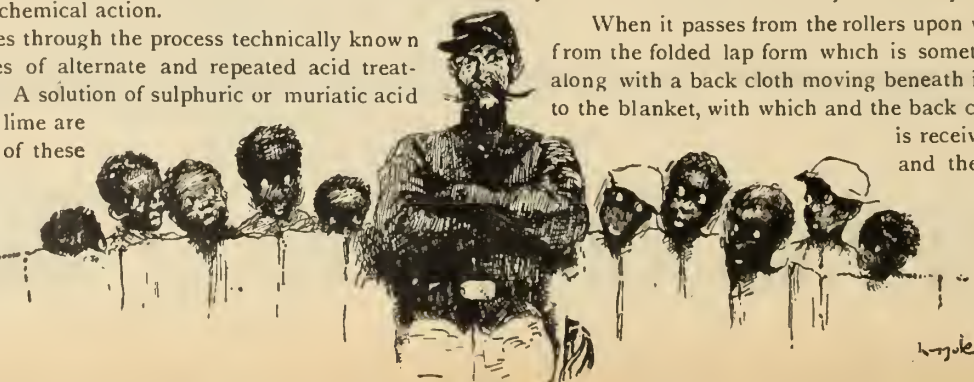
Upon the engraved roller and acting upon its surface are two sharp blades called "doctors," which move with a shaving motion, one called the color doctor removing all superfluous color from the surface and leaving only that which is to remain in the engraved parts and be transmitted to the cloth; and the other called the lint doctor, cleaning the roller before it receives the color again.

These printing machines are of various sizes according to the number of colors to be printed, some being capable of holding 16 rollers.

Our mordants having been put in the color boxes, a nice arrangement has to be made so that in fixing the engraved rollers the pattern may be exactly adjusted for the transmission of the colors to the cloth. This is done with mathematical precision and without a hairsbreadth of variation, the work being assisted by register marks on the rollers. The cloth now begins its journey entering at the rear of the machine, where it is dealt with by the back-tenter, whose duty it is to see that it is carefully and evenly delivered.

When it passes from the rollers upon which it is placed, (or from the folded lap form which is sometimes used), it travels along with a back cloth moving beneath it and so finds its way to the blanket, with which and the back cloth it moves until it

is received between the drum and the engraved roller, in this part of its progress receiving the mordant, the process of absorption being assisted by



pressure against the cushion of the drum, the blanket and the intervening cloth. When it has passed over the required rollers the cloth moves out in front of the machine in view of the printer, who watches to see that the pattern has been accurately rendered, careful arrangement being made that the color shall be so transmitted as not to run but leave the pattern clearly defined. Our cloth has now to be dried. The methods of doing this are various; the most modern is by means of a series of steam-heated cylinders. Our cloth, now in a dry condition, is subjected to a process known as "ageing" which extracts from it to a great extent the acetic acid leaving the pattern firmly fixed in the fibre of the cloth in what is called a free base or sub salt which is the true mordant stain or substructure on which the color is to be built.

The process following this is known as "dunging;" its object is to completely wash off the remainder of the acid, the sightening colors, and any other loose matter, at the same time leaving the mordant in its ultimate pure form in the fibre. The material that has been found most conducive to these ends is cow dung; its action is a subject of conjecture, and has never been defined in precise chemical terms.

The final process prior to the reception of the coloring matter is a thorough washing in soft water. This leaves but a faint, scarcely distinguishable outline of the pattern, but upon this the dyer, into whose hands it will next pass, will build up the desired color or colors.

We are now to visit the dye-beck and be introduced to a substance called alizarine which produces in its action an almost magical effect. The writer has seen a number of small pieces of cloth that have gone through the process already described, some with scarcely an outline of pattern visible, whilst on others it was more distinctly traceable. These were one and all plunged into a vessel containing alizarine, (which may be described as a yellowish brown fluid) and after immersion were brought out displaying very different effects of colored patterns, reds, pinks, heliotropes, purples etc., according to the various printings of the mordants. The alizarine, the effect of which is here described, is a coal tar product and to the uninformed ob-

server the revelation of the results of the production of coloring matters from coal tar is remarkable. We now return to the dye-beck. A bath of alizarine is formed by the dye, heated to boiling point; through this the cloth is passed, coming out of it the required color or colors.

* The next operation is called "clearing," and consists in a boiling of the cloth in soap and water; this judiciously done has the effect of brightening the colors.

When cleared the cloth is taken to undergo certain finishing operations. It is first run over a machine to open it to its full width; it is then passed between cylinders for the purpose of calendaring it; thence to the folding machine to be made up in piece form when it is ready for a final inspection. In these necessarily superficial notes the pattern we are supposed to have followed is printed on a white ground; to effect the production of a white pattern on a dark ground the mordant is made to cover the whole surface of the cloth. The pattern to be produced is printed with acid which discharges the mordant and leaves the pattern white; such styles are known as acid discharges. Into these white spaces other colors may be introduced. This process is called "padding."

One requisite in fast color printing is a plentiful supply of water as soft as possible, and free from iron and magnesia in undue proportions, which would prevent the proper action of the chemicals. In this respect the United States have, in the districts selected for calico printing, been peculiarly favored by nature. Their great, wealthy and enterprising corporations engaged in this trade, having the finest raw cotton in the world, the growth of their own soil, possessing the newest and most perfect machinery invented, and an enormous and ever increasing home market, are enabled to command the services of the most skillful operators, the most enthusiastic and devoted students of art and the most profoundly scientific investigators in the sphere of analytical and synthetical chemistry. Formerly they followed French designs very closely, but of late their styles have been distinctly their own, original, unique, strong and bold, yet tasteful and artistic.

Lancashire, with Manchester as its centre, was long regarded as the native home of the calico printer, but as is often the case the child, which has wandered to a far-off land, has eclipsed the achievements of the parent. In point of color "American" has become a synonym of perfection, and to-day America stands unrivalled in this, the art department of commerce.

The Mutual Reserve Fund Life Association

OF NEW YORK.

E. B. HARPER, President.

Business last year exceeded Fifty Million Dollars.

Grand Record for January, 1892—\$5,593,950 New Business Received, an Excess of \$488,300 over January, 1891.

Why pay \$100 per year for your Life Insurance

When the Same Amount of Insurance can be had in one of the strongest Life Insurance Companies in the world for

\$50

Why leave your family—your Wife and Children—a \$10,000 Estate, in the shape of Life Insurance, when the same yearly payment you are now paying for the \$10,000 Insurance to the Old System Companies will secure for your Estate to your Wife and Children double the amount, or \$20,000, in the Strongest and Most Successful Life Association in the World.

It has already paid to the Widows and Orphans Death Claims amounting to more than \$12,000,000.

It has more than \$3,155,000 Cash Surplus.

It has saved its members by reduction of Premiums more than \$30,000,000.

MORTALITY, EXPENSES, AND ASSETS.

As a further evidence of the care displayed in the admission of members, the economy exercised in the administration of its business, and the security offered for the protection of its contracts, the following ratios, compiled from the sworn reports to the Insurance Departments will prove most convincing arguments upon these important points in the administration of the affairs of this Association, and especially so when the attention is called to the fact that these comparisons are made with the three strongest and largest old system companies in the world.

RATIOS COMPILED FROM OFFICIAL REPORTS.

Organizations.	Mortality to Each \$1,000 in Force.	Expenses to Each \$1,000 in Force.	Net Assets to Each \$100 Liability.
Mutual Reserve..1890	\$10.85	\$ 4.19	\$234.43
Equitable.....1890	11.41	10.18	122.72
Mutual.....1890	13.45	11.30	107.25
New York Life..1890	11.10	11.74	125.23
Mutual Reserve..1891	11.14	4.46	237.71

CIRCULARS SENT IF REQUESTED.

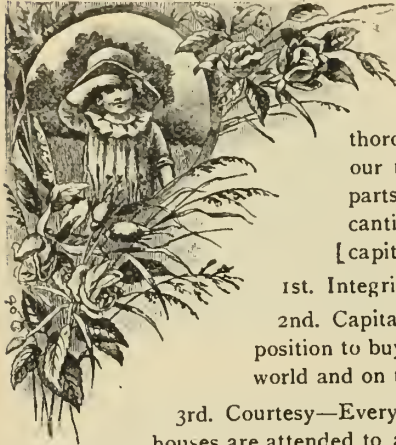
Agents wanted in all Unrepresented Districts.

W. J. McMURTRY, Manager for Ontario.

MAIL BUILDING, TORONTO.

Leading Wholesalers.

JOHN MACDONALD & CO.



SUCCESS necessarily follows the operations of a firm with a combination of thoroughly business parts. To our mind four of the principal parts supporting this great mercantile establishment are integrity, [capital, courtesy and push.

1st. Integrity—Undoubted.

2nd. Capital—Very large; always in a position to buy in the best markets of the world and on the most favorable terms.

3rd. Courtesy—Every person entering their warehouses are attended to at once in the most efficient manner and all communications receive careful consideration.

4th. Push—Having receiving and shipping facilities of the most modern method, orders are attended to with promptness and dispatch.

We have just had the pleasure of being shown through their warehouses. On entering we were asked to take the elevator to the Carpet department, where the clerks were busy filling orders and serving customers. We were particularly struck with one person, whom we supposed to be a customer driving a hard bargain with one of the clerks, and could not resist remarking to our escort: "You seem to have some keen buyers with you to-day?" "Yes," was the reply, "these customers are with us every day, and you will see them in every department in the house; they are some of the letter order department staff looking after the interests of customers, who send the firm letter orders." In this department the attention of the visitor is at once attracted by the magnificent display of Brussels, tapestry, wool and hemp carpets; lace and chenille curtains; rugs, mats, bed quilts, piano and table covers, floor oil cloths and linoleums.

Descending to the next flat or fifth floor, we were ushered into the gents' furnishings and haberdashery department. Owing to the miscellaneous character of this stock and the limited space at our disposal, we can only mention the different sections, which are as follows:—Dress buttons and trimmings; wools, in Berlin, Scotch and Canadian, fingering, etc.; spool threads, in silk, linen and cotton; smallwares; fancy goods; tailors' trimmings; neckwear; underwear; top shirts; braces; collars; cuffs; handkerchiefs; umbrellas; rubber garments; rugs and valises.

Continuing our tour and descending to the fourth floor, we find ourselves in the silk and dress department. Here the employes seemed to be in a state of excitement and we asked, "Why all this hurry?" "The millinery opening takes place in a few days," was the reply; "and having such a large stock of novelties to show, we are straining every nerve to have them opened and ready for the inspection of buyers who visit the city during the opening days." These novelties consist of the latest productions of the French and Swiss markets in plain and fancy silks, pongees, pongors, faille Francaise, bengalines, surahs, gros-grains, peau de soies, pongee faconne, ribbons in faille, fancy edge and plain, satin and reversible; Swiss embroideries and laces; chiffon laces, orientals, Edleweiss and Chantilly. Frilling and all classes of neckwear. Veilings in the newest

Paris designs. Hosiery, in cotton, cashmere, merino and wool; fast black German hose. Gloves, in kid, silk, taffeta and lisle. Dress goods, in new designs of Scotch, German, French and English manufactures. Also, all-wool henriettas, in black and leading colors.

Proceeding on our way we find ourselves on the third floor, and on entering the woollen department were struck with the largeness of their stock. Almost the entire floor space is required for the piles of suitings, trouserings and serges of both foreign and Canadian manufacture. Here also are shown worsted coatings, for which the house is famed from end to end of the C. P. R.; all the novelties in spring mantlings and costume tweeds, and tailors' linings, paddings, etc., in endless variety. The extent of business transacted in this department necessitates the carrying of a very heavy stock.

We again descend and find ourselves on the second floor, in the linen and staples department. There are few business men in Canada who have not heard of the success of this department. This year they have made a specialty of the linen section of this department. Having bought in large quantities on the most favorable terms, they are enabled to place before their customers value unsurpassed. They carry in linens—tablings, towellings, towels, hollandas, novelties in linen sets and d'oylies, glass and tea cloths, Hessians, and burlaps. Although they have shipped thousands and tens of thousands of pieces of print from this department, the stock is still well assorted. Here also are shown their Canadian cotton goods in shirtings, denims, ducks, cottonades, awning, ticking, etc.

We next find ourselves on the first or ground floor, devoted to the entering, packing and shipping departments, which are unique in their operations. Here also is the headquarters of the letter order department, and the amount of business transacted therein is something enormous and daily increasing. The present members of the firm are John K. Macdonald, Paul Campbell and James Fraser Macdonald, thorough business men, able and determined to maintain the high character of the house and to increase the volume of its business.

GORDON MACKAY & CO.

During the past two months large consignments of spring goods from the principal centres of supply—British, Continental, American and Canadian—have been daily arriving at the doors of this enterprising house.

Their stock for the approaching season is complete and is undoubtedly the largest, best selected, most varied and attractive even this great house has ever shown. More particularly does this apply to staples, the first of the numerous departments the writer was shown through. In the print section of this department the imports must have reached gigantic figures. This year the firm forsook the beaten track, and while they scoured the British and French markets selecting the cream of the productions, the great weight of their purchase went to American printers, and judging by the values offered their American contracts must have been placed under most exceptional advantages. While the prices are not only right, and we venture to say scarcely likely to be equalled, the endless variety of patterns enables them to suit any customer. American prints for beauty of design, softness of finish, and delicacy and durability of color have, it is claimed, no rival. Judging from the rapidity of their sale and the fact that print orders are enormously in excess of any preceding season, Messrs. Gordon Mackay & Co., have cause to congratulate themselves on their venture and to feel that they more than maintain the position they claim, of the "print house of the Dominion."

And what pertains to the print department applies to the whole house. No detail of this rapidly increasing business appears to be neglected. A practical enumeration of the departments will be found in their advertisement on the inside of front cover. In the interest of our readers we cannot do better than advise them when in Toronto, not to leave it without paying the warehouse of Gordon Mackay & Co. a visit.



Leading Wholesalers.

ROBINSON, LITTLE & Co.

This old established firm, the oldest west of Toronto, are shewing splendid lines of goods in all departments. They are offering special values in all lines of domestic cottons and woollens, and have an unusual variety of plain and fancy dress goods. In English, French and German cashmeres, the value is unsurpassed. Full ranges of tweeds, worsteds, and men's furnishings, carpets, oil cloths

and notions are in stock and buyers visiting London cannot do better than give this firm a call. Mr. Robinson the senior partner has been in the dry goods business for over thirty years and the present firm was established seventeen years ago. The firm does a very extensive business in the West and has a representative with headquarters in Winnipeg, who has always a full set of samples. They adopt the conservative policy of having one price, and one price only, for their goods, and make it a point of not forcing sales on the trade. They do, and have always done, a safe and increasing business.

MERCHANTS!

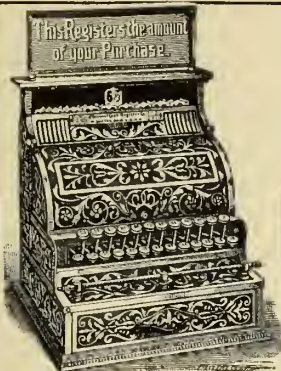
You want something that will prevent the small losses at your Cash Drawer, seemingly unavoidable in every retail business.

The National Cash Register will do this.

It keeps a correct account of all cash and credit Transactions,

All money paid out or received on account, And systematizes the different branches of retail business.

In fact it is the "Corner Stone," to a business man's success. The proof of the merits of our Cash Register is in its success. The proof of its success is in the number in use, 35,000, and the number sold monthly 1,200.



Are you getting your share of the National prosperity? If not,

A National Cash Register WILL HELP YOU.

It is the connecting link between the retailer and his profits.

You will want some extra protection during the approaching season. Get a

National Cash Register

as soon as possible, and when you have used it, you will wonder how you managed to do business without one.

We manufacture 24 different kinds of registers, including Total and Detail Adders, and Check-Device Machines, issuing consecutively-numbered checks, (for working with Cashier) giving amount of each and every purchase, date and name of store where goods were purchased, and leaving duplicate inside, all in one operation. Autographic Registers from \$20 upwards. Examine our Registers before buying any others. It will pay you. Drop a postal and one of our travellers will call on you.

Branch Offices:—Montreal, P. Q. Halifax, N. S. }
Winnipeg, Man.

Head Office for Canada, 63 King St. West.

J. A. BANFIELD, Gen'l Manager.

CASCADE ROLL BRAID



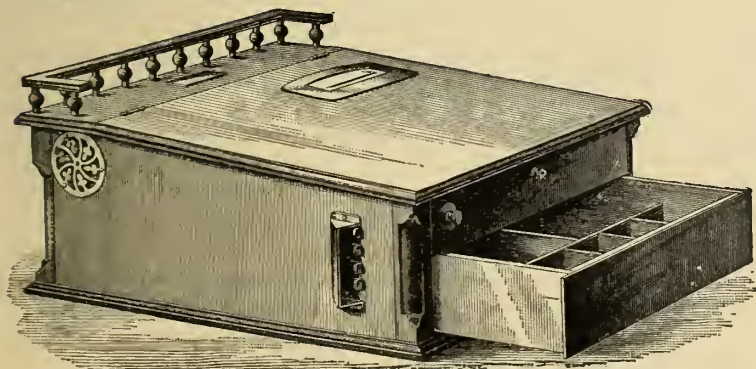
Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.



Price, \$30.

This is Just What You Want
THE STANDARD CASH REGISTER.

The Cheapest and Best Cash Register on the Market. Send for Circular.

TAYLOR, SCOTT & CO., TORONTO.
Sole Agents for Canada.

Leading Wholesalers.

W. R. BROCK & CO.

Every available space in the warehouse of W. R. Brock & Co., is taken up with their varied and attractive stock for the spring season. In every department the bustle and activity displayed in filling orders are evidences of the fact that trade with them is exceedingly brisk. They make imported woollens one of the leading features of their business and have successfully catered for this important department for a long period. They also carry a large stock of trimmings and everything necessary for the clothier and merchant tailor. In staples they have also the reputation of being one of the leading houses as they believe in the maxim of small profits and quick returns. In going through this department how they manage to keep such an extensive and varied assortment in hand considering the comparatively limited accommodation at its disposal is a puzzle. It should have over its entrance "Mulum in parvo." In the dress goods department there are full lines in all the leading and fashionable fabrics, comprising amongst others silks, henriettas, cravenettes, estamines, tweed effects, etc. They claim to have as large a turnover in this important department as any other house in the trade. In prints, satteens, cretonnes, art muslins, flannellettes, towellings and linen goods generally, also tailors' trimmings, they have for the spring season made a big jump ahead. They show one of the largest and choicest ranges of fancy prints and satteens in the trade, the buyer in this department having been convinced of the idea that for this season especially it would be doubly expedient to create a good impression in this line. From the quantity, style and prices shown in flannellettes, this house is commonly known in the trade as the flannellette house of Canada.

WYLD GRASSETT & DARLING.

The stock of dry goods, imported and Canadian woollens and tailors' trimmings in the large, airy, and well lighted warehouse of Messrs. Wyld, Grasset & Darling deserves special mention in these columns. The first floor as you enter, is devoted to staple goods, and one is struck with the immense assortment of prints, satteens, art muslins, cretonnes, etc., in newest designs, and colorings, which is the leading feature of this department. Linens of all kinds suitable for the trade as well as selections from the best Canadian mills of all classes of domestic cottons and woollens go to make up the bulk of the goods carried in this room.

The second floor contains a really magnificent variety of merchant tailors' goods, imported tweeds, worsteds, trouserings, overcoatings, etc., besides an immense variety of tailors' trimmings of all kinds, and Canadian tweeds. This department is under the personal supervision of the senior member of this enterprising firm, Mr Wyld, whose name has been so long and favorably connected with the woollen trade of this country, which fact accounts for the indications one sees in looking at the immense stock carried in these goods, of the large connection the firm enjoys with the merchant tailors of Canada.

The small-wares, and men's furnishing departments present a fine appearance as one looks over floor No. 3. We are assured that in no previous season has the stock of smallwares been so well assorted or so attractive as it is at the present time. Hosiery and gloves are perhaps the greatest specialties in this room but no lines of staple or fancy haberdashery appear to have been overlooked, including fine ranges of laces, embroideries, handkerchiefs etc. In men's furnishings orders have already been very large. Specialties are made of

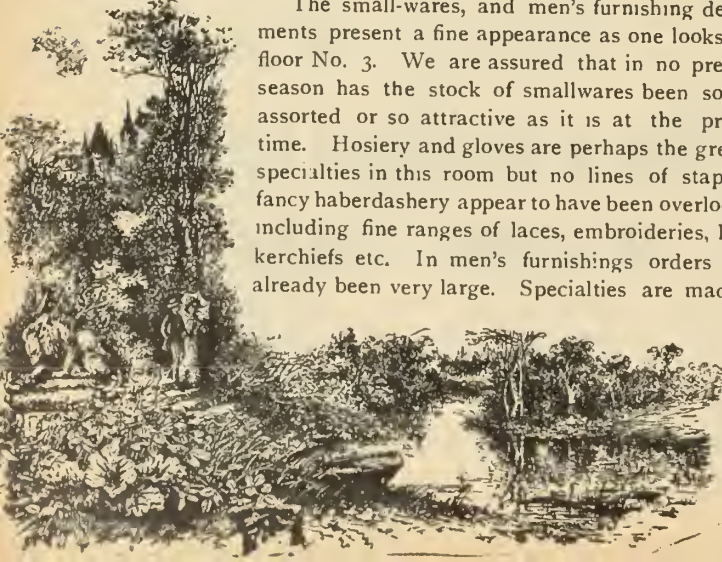
men's neckwear, waterproofs, half-hose, umbrellas and underwear, collars etc.

The fourth floor is occupied by dress goods, in which the firm profess to take a leading place. The stock is large and contains prime values in the principal plain goods in demand such as henriettas, serges, beiges etc., as well as newest designs in tweed effects and other fashionable dress materials.

The basement is principally occupied by entering and packing rooms, where a large staff is employed whereby excellent despatch is given to orders. Merchants visiting the market this spring will be well repaid by inspecting the stock of this enterprising firm which stands in the very forefront in the dry goods and woollen business of this country.

KNOX, MORGAN & CO., HAMILTON.

A visit to the warehouse of Knox, Morgan & Co., Hamilton, showed that they were fully prepared for another successful season's trade. In the basement reserved for the staple department, in which this firm has always been famed, the ranges of cottonades, shirtings, tickings, etc., are undeniable proof that the extent of business done must indeed be great, whilst the assortments seen of quilts, linen and cotton towels, towellings, Scotch and English tablings, fancy damasks and rough brown hollands, show that their popularity for imported goods is almost, if not quite, equal to that for domestic. Woollens in great variety, suitable for all classes of business, are shown on the first floor. The stock is very choice and complete, including black worsted coatings and pantings in exceptional value and of best style and finish. Carpets in tapestry, Dutch, hemp and woollen, are also shown, all of new designs, being fresh stock just opened; also, floor cloth in all widths. On the second floor an extensive range of Prints is shown, and it is evident that great taste and judgment have been exercised in its selection, comprising as it does, all the latest novelties of design and coloring. Amongst them are noticeable the new chevron effect, black ground fancies, Bedford cords, printed delaines and mohairs, now so much in favor. But whilst providing the "correct thing," staple lines have not been overlooked and the assortment of plates, shirtings, purple pads, madders, and indigos are complete. The stock of dress goods is very varied; most prominent are the tweed costume cloths, in new spring shades and effects, being the latest productions of the English, Scotch and German markets, whilst the large stock of estamine serges, in plain and figured, show that these goods are still very popular. Henriettas, cashmeres, nun's veiling and wool beiges are fully assorted in qualities and colorings. Black goods being quite a department of itself, calls for special attention and comprises, cashmeres, henriettas, lustres, figured mohairs, crape cloths, figured soliels etc. In muslins there is also a complete range of Victoria Lawns, Swiss checks, fancy and lace stripes in white and creams. The Gents Furnishing department is also on this floor. The assortment is very complete in shirts, underwear, top shirts etc. Leading styles in linen, celluloid, and ivory collars and cuffs and the latest novelties and immense variety in ties, scarfs, bows etc. are shewn; also an attractive assortment of braces, umbrellas, handkerchiefs etc. On the third flat in a separate room specially devoted to curtains there is a range that should satisfy the most fastidious, commencing at the commonest and extending to very expensive goods. The display is worthy particular attention; the designs are of the latest and show how rapid is the advance in this special make of goods. All prices are shown in white and cream, the latter being more in demand. Art muslins in varied widths and styles also form a very important addition to this department. In hosiery black hose for ladies and children are still the correct wears and having purchased extensively of these goods in "Hermsdorf dye," which is absolutely fast and stainless the volume of business done here is surprising. A large assortment of umbrellas and parasols in the leading styles is also shown, besides new and complete ranges in gloves, ribbons, buttons, corsets, embroidery, veilings, etc. There is also a large assortment and complete ranges of laces. Special attention has been given to the demi-floancing now so popular, and increased trade must be the result.



THIBAudeau BROTHERS & CO.

Wholesale Importers of



332 St. Paul St., Montreal

Dalhousie St., Quebec

Basinghall St., London, Eng.

HOUSE FOUNDED IN 1811

E. VanALLEN & CO.

Manufacturers to the Trade only of the

Celebrated Star Brand Shirts

We desire to call the attention of the Trade to our excellent range of Goods for spring and summer wear, viz :

White and Colored Shirts

Full Dress Shirts

Night Robes (both Plain and Fancy)

Neglige Shirts (including Silks, Oxfords, Flannels, Madras, Botany, etc.)

Men's Collars and Cuffs (the best made)

And we guarantee to buyers the fullest and most perfect satisfaction.

OFFICE AND FACTORY:

14 TO 16 GEORGE ST., - HAMILTON, ONT.

Leading Wholesalers, etc.

HYSLOP, CAULFEILD & CO.

The enterprising firm of Hyslop, Caulfeild & Co., who make men's furnishings their sole and only business, have succeeded in building up the largest business of the kind ever carried on in the Dominion. The growth of the business has been phenomenal, and the enterprise and care taken to place the most advanced styles in the trade before their customers is worthy of it. Their expensive warehouse on Front street west, as well as their shirt and overall factory are well worth a visit. In the warehouse will be found the latest styles in all classes of neckwear, an enormous stock of shirts, comprising all styles of dress and negligé in all materials, overalls, English linen collars and cuffs by the best makers; underwear of every description; gloves; silk and linen handkerchiefs; rubber coats; braces and an endless variety of everything pertaining to the men's furnishing trade. The shirt factory has over sixty machines running at a rate of from 1,000 to 2,000 stitches per minute; buttonhole machines each making and cutting a buttonhole every five seconds, together with the laundry machinery, including wash wheels, centrifugal whizzer, starching and ironing machines and wringers, all driven by either steam or electricity. The firm employs something like a hundred hands and the bee hive of industry will well repay a visit. The firm's name has become a household word with all merchants doing anything in men's furnishings.

MCMASTER & CO.

This old established and enterprising firm state that their stock for the coming spring season is rapidly approaching completion, and they are now in a position to invite buyers to make an early selection. They have given special attention to the following departments, viz.:—Kid gloves, in all the leading lines, including their own brand, silk and taffeta gloves and mitts, black and colored lace mitts. Cashmere and Cotton Hosiery—A full range at popular prices; their own brand, absolutely stainless. Laces—Chiffon and other new laces in great variety; also demi-flouncings, etc., etc. Gents' Furnishings—A large and choice selection of the newest styles in gents' Ties, Scarfs, Handkerchiefs, Umbrellas and Braces. Dress Goods—A large and attractive stock in the latest styles of fancy dress goods, a full line of black and colored Henriettas; also Cravenettes in plain and mixed colors, black and colored silks, Bengalines, Surahs, etc., etc. Muslins and Lawns—In endless variety. They are agents for the celebrated Gilbert linings, and the trade can rely on getting the standard numbers and shades from them

all through the season. All departments are fully supplied with all the leading lines, and the numerous customers of the firm can depend upon being properly suited at right values. Visitors to the city should not miss calling at 4 to 12 Front street west.

THIBAudeau BROTHERS & Co.

"House founded in 1811." This simple statement speaks volumes. A house that has weathered the financial storms through which this country has passed for over three-quarters of a century must unquestionably be founded on the rocks of integrity, enterprise, and stability. It stands to reason that their business must be extensive not only in the province of Quebec but in other parts of the Dominion. In their commodious warehouses in Montreal, and Quebec they have select and leading lines from the English, French, American and German markets for the spring trade, which buyers, visiting these cities, should not miss the opportunity of seeing.

BRITISH AMERICAN WATERPROOF CLOTHING CO.

This Company lately started a factory in Montreal for the manufacture of waterproof clothing, having at the head of its management a man who was almost all his business life a cutter in Manchester, England. They claim for their garments a speciality in the fact that the cloth is made thoroughly waterproofed in England. The garments are all seamed as well as cemented, besides being trapped in order to give full protection to the waterproof. They also manufacture a few lines of patent ventilation garments for ladies and gentlemen. At the head of the concern is Mr. Hermann S. Scheyer, whose name has been known, not only in this country but in Europe, as a guarantee for the proper execution of all orders in goods he imports, such as furs and dry goods specialties, during the past twelve years of the existence of the firm in Montreal.

E. VAN ALLEN & CO., HAMILTON.

This firm are the manufacturers of the celebrated "Star Brand" shirts, which are having such an extensive sale amongst the trade. They also manufacture white and colored shirts, full dress shirts, night robes, negligé shirts, men's collars and cuffs. Their business has increased wonderfully from the fact that they guarantee to buyers the fullest and most perfect satisfaction. The head of the firm is an alderman of the city, where he is very popular amongst all classes.

THE NATIONAL CASH REGISTER.

Attention is called to the advertisement of the National Cash Register Co. They have over 24 different kinds of machines, ranging in prices from \$25 upwards, and their monthly output exceeds 1,000.

WAREHOUSES:
SOUTHAMPTON ST.

FAIRE BROS. & CO.

WORKS:
ST. GEORGE'S MILLS

LONDON BRANCH:
68 ALDERMANBURY

Leicester, Eng.

MANUFACTURERS

BOOT & SHOE LACES, TAPES, WHITE, BLACK AND PINK

SKIRT WEBS, PRUSSIAN BINDINGS

Including the new Split or Double Belting for Ladies' Dresses

Galloons, Boot Webs, Cork Socks

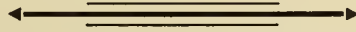
— SHOE MERCERY —

LARGEST STOCKS IN THE WORLD

Manufacturers of the Celebrated Sir Garnet, Stanley, Jumbo, Gordon and other Specialties in Boot Laces.

HYSLOP, CAULFEILD & CO.

The Wholesale Men's Furnishers of Canada



MANUFACTURERS OF THE

Celebrated "Model" Shirts and Overalls



We show by all odds the largest and best assortment of MEN'S FURNISHINGS in the Dominion. Being fully alive to the requirements of the Trade we strain every effort to secure the very latest novelties in the American, English and European Markets. :- :- :- :- :-

Realizing the fact that small profits mean quick returns, we are determined to have the returns, no matter how small the profits.

Merchants will study their own interests in giving us a call or in seeing our samples in the hands of our Travellers before buying. :- :-



HYSLOP, CAULFEILD & CO.

17 Front Street West, Toronto



A Mistaken Policy.

A KINGSTON merchant points out what he claims is a wrong policy for any wholesale house to adopt. He writes: Some months ago I purchased a line of goods from a traveler according to sample, to be delivered at once, as I urgently required them. Two or three days afterwards I received a letter from the firm expressing their regret that they were unable to fill the entire order, but they had sent on all they had, which to my annoyance consisted of only two colors out of a range of trimmings and one color out of a range of buttons. I shipped them back the next day, as they were of no use to me. Now what I want to impress upon travelers and the houses they represent is that the former are not working in the true interests of the house when they sell goods that are not in stock, on the assumption that a portion will do, and that the buyer will either do without the remainder or wait till they can be procured by his principals through repeat orders or otherwise; and the house is not acting in their own interests by allowing their travelers to solicit orders for any lines that they have not a sufficient supply of in stock to satisfactorily fill these orders. In the case I refer to the small portions received and returned were according to sample, but they were practically useless without the others. I had as a consequence to get my supplies from another house, which has led to other orders from the same house. It is not business for a traveler to take orders for more goods than the firm he represents have on hand, and should be frowned down. I have known of instances where this was done, and before the orders were filled prices were cut by the same traveler to other retail firms, as meantime it had been ascertained that large repeat orders were on the way and there was a probability of some lines being held over till the following season.

Trade Marks.

"A Manufacturer" writes: I quite agree with your article on the advantages that would be derived by manufacturers of knit goods in having a distinctive trade mark on their products. At present most of us sell all our output to a few wholesale houses, who will not allow us to put a trade-mark on the goods, even if we felt so inclined. Some manufacturers sell to the retail trade and they would, without doubt, benefit very materially by adopting the course you suggest. English manufacturers look upon a trade-mark for their goods as indispensable and watch with the utmost care for any attempt at an infringement upon the same. It may be argued that there it is more necessary, owing to the large quantities exported to various countries, but the principle is the same, and that is to make their goods known to the trade and to the consumer by some distinctive mark. Here in Canada there is a large demand for imported underwear of certain brands simply because these brands have been largely advertised, and when once worn and found satisfactory are purchased again and again by the same wearers. But I might go on for years manufacturing certain lines of knit goods, which I claim are superior in quality and workmanship to any other home manufactures, without being in the least benefitted, simply because they are bought by the consumer just as the fancy of the salesman strikes him at the time of the sale. Now if I had a certain trade-mark on each article I know quite well that the demand for my goods would be largely increased among the consumers. The knit goods men should take this question up and not rest satisfied till they find themselves at liberty to adopt a trade-mark for their manufactures if such would be to their advantage.

Judgment in Business.

COMMON sense and good judgment are too seldom possessed by men even in the present progressive and radical age. The mechanic or artisan who has learned his trade under the usual condition, obtained his knowledge of practical workings and methods from a single source, is very apt to absorb the ideas and manners of his instructors, and unless possessed of more than ordinary originality, will never succeed in getting out of the old ruts into which he has been led through following too implicitly the example of his superiors. No man has ever been found who could not, if he would, be taught something in his own special line of thought or study, but there are too many who are not willing to admit this undeniable fact, even to the extent of bigotry and insolence. No one but is willing to admit that there is a right and wrong way of controlling the accomplishments of man's productive skill and genius. But there is invariably an argument as to which is the better way when two men start out to do a certain thing, unless one or the other is willing to follow unquestioning the lead and example of the other, to admit by thus doing his lack of originality and want of ideas and thought.

As a rule, men who learn to do a thing one way rest content in the belief that this is the best and only way. This is most aptly illustrated in the history of invention. The man who has dared to think and act for himself, had ideas of his own, and shown some originality of thought and action, has been met with opposition and oppression, looked upon as an evil genius and persecuted by those whom he was seeking to aid and enlighten. What would have been the condition of the cotton and woollen industry to-day, with the increased demand and population of the world, had Arkwright, Crompton and their like been content to do as their fathers or instructors had done? What would be the condition of other industries had the same ideas prevailed? And still we find those to-day who are content to do as others are doing and have done. Having learned to do anything in a certain way, they never take the interest or trouble to find out whether it is the best, most simple and easy way or not. They work hard to accomplish but little, when, if they would call their brains into action in consultation with their hands, the same results could be accomplished much easier and better.

It is a great thing, and one which should be more generally cultivated and exercised in this progressive and enlightened age, to exercise the judgment in an effort to accomplish certain results. Main strength and ignorance are poor apologies for young men at the present time. It is a great thing to be able to see how others do, and then exercise the judgment to improve upon this, but it is nevertheless the only way in which a young man can hope to build himself up to obtain a position at the top, where there is always plenty of room, and where a crown of wealth, position and honor awaits the wearer.

The annual meeting of the Mutual Reserve Fund Life Association held in New York on January 27th, was characterized by congratulations on the part of those assembled over the results of the business of the company during the past year, and renewed congratulations over the successful showing made by President E. B. Harper in his annual report, in particular. This organization has been marked in its growth by a rare exhibition of executive energy. It has withstood all assaults, and the figures which appear in the official reports tell their own story. They are worthy of careful study by all those who are in need of, or interested in the great problem of life insurance. The attention of our readers is called to their advertisement on page 19.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

MACFARLANE & PATTERSON

Manufacturers of Suspenders

Importers and
Manufacturers of

GENTS' FURNISHINGS

14 ST. HELEN STREET



MAIL ORDERS RECEIVE

PROMPT ATTENTION

MONTREAL

R. H. GRAY & CO.

24 & 26 WELLINGTON ST. WEST, - - - - TORONTO

MANUFACTURERS OF

OVERALLS, SHIRTS, PANTS, SUMMER CLOTHING, Etc.

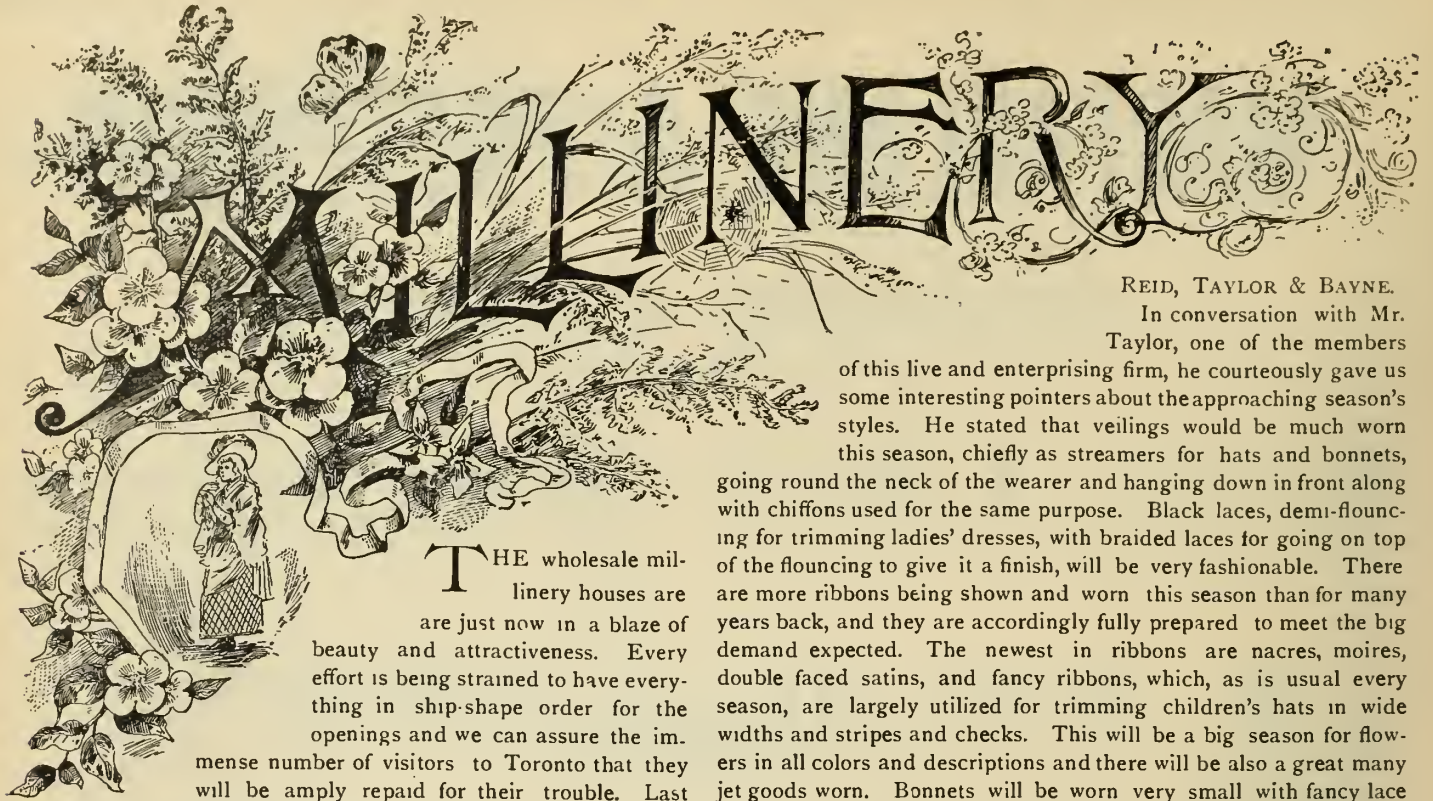
TRADE

MARK

Ladies' and Children's Whitewear, Blouses, etc. * *

* * Infants' Outfits, Cashmere Cloaks, Bonnets, etc.

ABOVE TRADE MARK ON ALL GOODS



REID, TAYLOR & BAYNE.

In conversation with Mr.

Taylor, one of the members

of this live and enterprising firm, he courteously gave us some interesting pointers about the approaching season's styles. He stated that veilings would be much worn this season, chiefly as streamers for hats and bonnets,

going round the neck of the wearer and hanging down in front along with chiffons used for the same purpose. Black laces, demi-flouncing for trimming ladies' dresses, with braided laces for going on top of the flouncing to give it a finish, will be very fashionable. There are more ribbons being shown and worn this season than for many years back, and they are accordingly fully prepared to meet the big demand expected. The newest in ribbons are nacres, moires, double faced satins, and fancy ribbons, which, as is usual every season, are largely utilized for trimming children's hats in wide widths and stripes and checks. This will be a big season for flowers in all colors and descriptions and there will be also a great many jet goods worn. Bonnets will be worn very small with fancy lace effects, the principal colors being fawns, drabs, and ecrus. Hats will be worn in medium and large sizes. They are looking forward to this season as being one of the most successful in the trade. Up to the present the orders are far ahead of any previous season and people are buying very largely in all classes of goods referred to above.

In looking over their airy and commodious warehouse we were struck with the great care and attention paid to the proper and attractive display of the great variety of lines in hats and bonnets and trimmings of every description. They were never in better shape and are fully prepared to charm all comers. They have made special efforts in their ribbon department and the best that can be said is that they have succeeded well. Another feature with them for this season is the Dominion veiling, the very latest from the French markets, an illustration of which is seen in the next page. It will be very much worn as it is very chic and becoming. They are also showing a very large and select line of ladies' and misses' mantles in long lengths, which will be very fashionable this season. The latest style is the "whole-back coat," without the seam, a very nobby garment, which this firm are showing. Visitors to Toronto on the opening days will find plenty to interest them in this establishment.

Millinery in Montreal.

(By our own correspondent.)

The millinery openings will not take place till the first week in March; the exact day is not yet fixed. But a private view of the spring stock was obtained by the courtesy of several importers, notably of John MacLean & Co. The coming season will be notably one of lace, feathers, flowers and jets. Amongst the laces Chantilly will be the favorite. There is a marked revival of narrow flouncings for dress trimmings. Jets are shown extensively on hats and on what is called in England the beaded kilts, worn like the cuirass. In hats the low crown will prevail, and it will be even smaller than last season. Bonnets also are smaller, but the taste runs more to hats. The material is plain and fancy straws and the shapes of endless variety, but all of last season's general type of low small crown. The buyers, who have been abroad, brought home the color sheet for 1892, approved by the syndicate in Paris, which meets twice a year to frame instructions for the dyers. The sheet

THE wholesale millinery houses are just now in a blaze of beauty and attractiveness. Every effort is being strained to have everything in ship-shape order for the

openings and we can assure the immense number of visitors to Toronto that they will be amply repaid for their trouble. Last

season was essentially a flower season and so will the coming one. Flowers of every variety are to be seen so perfect in their shape and color that it would be impossible to tell them from the natural flower if it were not that the perfume is wanting. The hats and bonnets are to be seen in every conceivable shape and form. There are some new styles but it would be impossible to give anything like an accurate description of them in the space at our disposal. Suffice it to say that they are in all styles to suite every taste. We may say, however, that the tendency is for small bonnets in fawns, drabs and ecrus with fancy lace effects, and some of them are most charming. Fancy ribbons will be in great favor and ostrich goods, chiefly nacre and shot effects in mounts and tips. Our illustrations will be found on page thirty.

D. McCALL & Co.

Year after year the business of this energetic and progressive firm has been increasing until it has attained the reputation of being second to none in the Dominion. Their travelers scour the country from end to end for orders with marvelous success, being evidently infused with the well-known vim and push of their principals. Their splendid warehouse, which was last year improved to a considerable extent, is full of all the choicest and leading lines in millinery goods of every description. Hats and bonnets, flowers, ribbons, laces, silks, jet goods, veilings, trimmings of all kinds, are to be seen in endless variety and they are displayed in the most attractive manner possible. There are some most exquisite bonnets and hats from Paris, London and other millinery centres on view in their show rooms. We would like to give a description of them but words would fail to convey anything like an adequate idea of their beauty and attractiveness. They must be seen to be appreciated. The orders already received by the firm for spring goods are far beyond any previous season up to the same date and they feel certain that the coming spring season will be the best they have ever had. We almost forgot to mention the magnificent range of mantles which this firm carry, and we are safe in saying that they have surpassed all their previous efforts in this department. A rare treat is in store for the visitors to this commodious warehouse at the opening on February 29th and following days. The firm have also a branch warehouse at 1831 Notre Dame street, Montreal, where extensive preparations have also been made for the reception of buyers to that city.

MILLINERY OPENING

Monday, Tuesday, Wednesday and following Days

29TH FEBRUARY, 1ST AND 2ND MARCH

* * The Trade invited to call and inspect
the largest and best assorted Stock in the
Dominion. * * * * *

D. McCALL & CO.

Wholesale Millinery Importers

1831 NOTRE DAME ST.,
MONTREAL

12 AND 14 WELLINGTON ST. EAST,
TORONTO

always opens with a new color. This year it is known as "Pompadour," and is a bluish green; the second shade being known as "Watteau." Following it come the mauves, the most delicate of which is known as "Eglantine." A large number are ambers in three shades headed by "Eljorado." Next in importance are the greys in two classes, the latter known as "beiges," of a smoky hue. The impression created by the array of sixty fine colors is that of a prevalent quietness and delicacy in pale blue, soft yellow, and clear grey.



A QUESTION OF PRIVILEGE.

Mrs. O'Hara—That's a foine way fur a man t' go dhownstairs!
Mr. O'Hara—Can't a man go dhownstairs any dom way he plazes?



The new Dominion Veiling, the latest novelty.

We have much pleasure in calling the attention of the trade to the advertisement of Perrin Freres & Cie on page 32, who are celebrated the world over for their gloves.

Millinery Illustrations.

No. 1 is of the poke style, which promises to become very familiar to us before the summer is over. The hat is of black Milan, faced and trimmed with black velvet. Several ostrich tips decorate the front and a French gilt buckle.

Nos. 2 to 5 illustrate some of the select designs for the spring season. The tendency toward poke fronts and flat crowns will be noticed.

No. 6 illustrates a flat shape bordered with an ostrich band, and trimmed with satin ribbon, jet and pompon. It will be noticed that this design partakes more of the capote shape than has been seen of late.

Nos. 7 to 11 show some advanced shapes for spring, of plain, fancy and combination straw braids. The tendency toward large front brims will be noticed.

No. 12 is a charming, round shape of jet over velvet, with satin ribbon strings and a trimming of velvet drapery and aigrettemassed toward the front.—Dry Goods Economist.



No. 1.



No. 2 to 5.



No. 6.



No. 7 to 11.



No. 12.



High Novelties

— IN —

RIBBONS

MILLINERY LACES

VEILINGS

AND MOURNING GOODS

STOCK NOW COMPLETE



First in the Field!

Leading in Style!

REID, TAYLOR & BAYNE

TORONTO

PERRIN FRERES ET CIE.


 PERRIN'S GLOVES EVERY GLOVE DEALER SHOULD STOCK 

MANUFACTURERS and IMPORTERS OF
KID GLOVES



OUR LACING GLOVES ARE THE BEST IN THE MARKET

Factory: GRENOBLE, FRANCE

Branches: PARIS, LONDON, NEW YORK

Canadian Office:

7 VICTORIA SQUARE, MONTREAL

Agents for the Dominion of Canada for the P. N. Corsets



F. GALIBERT & CO.

—IMPORTERS OF KID GLOVES—

DOESKIN, CASTOR and BUCK GLOVES

BALSAN'S best French Make Gloves

Millau (France)

SOLE MANUFACTURERS OF THE CELEBRATED BIARRITZ for Ladies and Misses in Suedes and Glaces

30 Lemoine Street,

Montreal, Canada

Montreal Fringe and Tassel Works.

MANUFACTURERS OF

Cords, Tassels, Fringes, Dress and Mantle Ornaments, Girdles, Barrel Buttons, Curtain Loups and Tassels, etc.

SPECIALTIES:

The M. F. T. W. (brand) of fine cords and barrel buttons, in Silk and Mohair.—All sizes.

MOULTON & CO.,

10 St. Peter Street, MONTREAL, P. Q.



IN THE DAYS OF OUR YOUTH.



It is quite evident from all accounts that the spring hat trade is booming. Wholesale houses have been receiving their importations for the past few weeks and have been kept exceedingly busy shipping orders to their customers. Owing to the comparatively mild winter, retailers have been able to pretty well clear their stock of stiff hats, and are open for full supplies for the spring. There is a brisk demand for colors, cubas, browns and neutrals being in the lead. The shapes are not quite so extreme as last year and the brims are a shade wider. In caps, the "Tam o' Shanter" seems to be the leading feature in cloth and tans for the younger portion of the rising generation and for young girls and ladies, the naval cap holds its own. They are to be seen in plain blues with gilt and silver linings, and in fancy tweeds.

The London Fur Sales.

We have received from Messrs. T. Dunnet & Co., the report of their London correspondent on the fur sales last month. The report states that principally on account of the mild and unfavorable weather for the fur trade during the last three months of 1891, and the stagnant state of business, which this has brought about in Europe and America, together with the gloomy view taken of trade with Russia, a general depression is prevailing at the sales, and they had to record very considerable reductions in the value of most of the goods which had been so far offered for sale. The result of the Hudson Bay Company's sales were as follows: Beaver, 56,036, (last year 63,419). There was an entire absence of speculative spirit, and the goods passed into a number of hands in small quantities. The decline on the whole collection will average about 25 per cent. Small good colored skins, however, seemed in better request, and have in some instances nearly reached last year's prices.

Musquash, 781,093 (last year 554,014). These goods have been very slow of sale during the past year, and the poor prospects in the Russian market caused additional discouragement with the result of a decline about 20 per cent. as against the prices obtained by C. M. Lampson & Co., in May, 1891, but compared with last year's Hudson Bay Company's prices the decline is 40 per cent.

Seals, 410 (last year —). Compared with the larger catalogue of this article last week, the present parcel has realized 10 per cent. higher prices.

Mexican Rabbits, 21,623 (last year 36,286), are 30 per cent. lower.

In the smaller sales preceding that of the Hudson Bay Company, there were offered:

Australian Opossums, 603,401 (last year 780,764), have sold fairly well during the past season, and there is every prospect of a steady sale at present prices during the current year, and quotations are about the same as last October.

Wombats, 22,974 (last year 17,259), are very scarce and in good demand, and have advanced 30 per cent. on the high prices of last October, the best skins realizing up to 1s. 6d.

Wallaby, Kangaroo, etc., 18,818 (last year 33,327), not in much demand, and the prices are unaltered since last sale.

Monkeys, 71,752 (last year 67,967). Through the absence of American orders, this article has now gone back to its former value, at which it can be taken in large quantities by the Continent. The

decline as compared with the last sale is 30 per cent. In the hope of an early improvement in the price, part of the present collection was withdrawn.

Thibet Coats, Crosses and Skins. Through the great demand which prevailed for this article at the latter end of last season, large quantities were brought forward for sale on this occasion, the principal portion of which were of inferior quality and for which the demand is not particularly brisk; the result of this was that most of these second-rate goods had to be withdrawn for want of competition, while the higher class goods found ready buyers at about the prices ruling last autumn.

Chinchilla are quite neglected and remain unsold.

The demand for seals since our last report, shows no improvement, for while the article in England and France sold steadily all through the past year, the same good result cannot be said in respect to America, where the unfavorable weather, together with the high price of the skins, greatly interfered with the sale, leaving dealers as well as manufacturers rather heavily stocked. These circumstances gave no encouragement for supporting the market to any extent, and the consequence was a fall of about 20 per cent. all round on the entire collection brought forward.

An announcement of some importance was made by C. M. Lampson & Co., to the effect that the Russian government had fixed the quantity of Copper Island skins to be taken during the present year at 30,000 thus reducing the quantity of what we had been receiving in former years by about one-third, and there is no doubt that with the least revival of the demand, these diminished quantities, and the regulation of the North West seal fishing—which, if it does nothing else, will do away with the present uncertainty—must tend to harden prices sooner than perhaps the existing state of the market would lead the trade to anticipate.

Copper Island, 30,680 skins (October, 1890, 42,712). A fair average parcel, and in sound condition sold very evenly at about the proportionate values for the various sizes; and about equally shared between French, English, and American buyers. The decline averaging about 20 per cent.

North West Coast. About 30,000 skins in the catalogues of C. M. Lampson & Co., and Culverwell, Brooks & Co. combined, the bulk of these skins sold 20 per cent. under last October prices, although one or two fine strings in Messrs. Lampson's catalogue do not show any material diminution in value.

Lobos, 4,807 skins (last year 7,807.) Have declined 30 per cent.

Cape Horn and Cape Hope, 1,401 skins (last year 1,556). 20 per cent. lower.

B. Levin & Co., Montreal.

Mr. C. H. Levin, the European buyer for this firm has just returned from Europe and has procured a supply of really choice skins specially selected for next season's Canadian trade. Their travelers, in the course of a few weeks, will have them on the road. Their hat business for the past year was very satisfactory and for the spring trade the output has been far in excess of their most sanguine expectations. They are agents for the Dominion of Lincoln, Bennett & Co., the world-celebrated hat manufacturers, of London, England, and do an immense trade in their goods. Owing to their largely increased business they established last year branch salerooms at 70, Bay street, Toronto, under a capable manager, and they have felt the benefit of their enterprise in this respect.

B. LEVIN & CO.

* Wholesale Manufacturers of Fine Furs *

← AND →

Importers of Hats



491 AND 493 ST. PAUL STREET

BRANCH SALEROOMS:

70 BAY STREET, TORONTO

MONTREAL



Our Staff of Travellers will shortly be on the Road with our Fur Samples for the Fall and Winter Trade of 1892. These will be found a very large and well-assorted line, and include a full assortment of Coats, Jackets and Robes.

Orders from the Trade will receive careful attention.

Wholesale Agents for the Dominion of Canada for

Lincoln, Bennett & Co., Sackville St., London, Eng.

American Styles and Colors.

THE Hatter and Furrier says : Hat manufacturers looked forward to the fifteenth of this month (January) with some degree of interest, as upon that date the Youmans Spring styles were promised. The derby was issued upon that date. It is entirely different from the Fall style, and bears out very pleasantly our prophecy in regard to wider brims. The spring style has quite a taper crown with medium set brim and round open curl. It is a spring-like hat, and a very handsome one.

The soft-crown, stiff-brim hat is meeting with a very large sale, particularly in the West. The curled brim has the preference, but a great many flat brims are selling, and will no doubt be popular in light colors ; for, with all its faults this is a very attractive style of hat to many young men, and has a rakish air that is irresistible.

It is evident that the taper round-crowned derby, similar to the Youmans and even more pronounced, is to be a popular shape. The Rossmore of some years ago, that had an acorn-shaped crown with wide brim and heavy roll, had a phenomenal run, and the present tendency of style is in that direction.

The fate of cassimeres may be easily determined in advance, when one remembers that this is a campaign year, and sees the preparations that are being made to produce campaign plugs by the million.

In soft hats, the new shapes in tourists have taken well, and in some special designs have had a boom, which still continues.

In colors, browns hold the lead, with a good prospect that mixtures, both in stiff and soft hats, will be popular. Several reddish-brown mixtures have been introduced that have sold well on early orders, and their success seems assured. In this connection a word may be apropos regarding the increase in the manufacture of stiff hats by hydraulic pressure. Many manufacturers are putting in

machinery, who ridiculed the idea a year ago, and from present indications many more are preparing to follow suit. It was argued in these columns some months ago that the most effective method of meeting English competition in stiff hatting would be by adopting English methods of manufacture. Events are bearing out the truth of the argument.

A. A. Allan & Co., Toronto.

The business of this firm has been increasing so largely that, notwithstanding the recent extension of their warehouse, they are taxed to their utmost capacity. At present they are very busy in their hat department shipping hats and caps for the spring trade, and the business in this department is booming with them. Owing to the open fall and winter they ordered their spring hats to be on hand earlier than usual in anticipation of a quick demand, and in this they have not been disappointed. Mr. J. D. Allan is at present in the European markets, looking after the interests of the fur department for the year, and has reported some very favorable purchases. Last year the turn over in this department was the largest they have had for years.

Behring Sea Arbitration.

The British and United States Governments have finally agreed to submit the questions in dispute regarding Behring Sea to arbitration. They have decided upon asking three of the foreign powers to appoint an arbitrator and each Government will be represented by two members on the board of arbitration. Meantime arrangements are being made to enforce a continuance of the close season in Behring Sea.

NEW SPRING HATS.

A. A. ALLAN & CO.,

Respectfully announce that their preparations for the Spring and Summer trade are commensurate with their large and increasing business. We are now in receipt of large arrivals of English Hats of the best value and newest styles.

Our Straw Goods Department is replete with choice and nobby lines.

Our Cap Department embraces in addition to our Popular makes, special novelties for Boys' and Children.

Give us a call or write.

A. A. ALLAN & CO.,

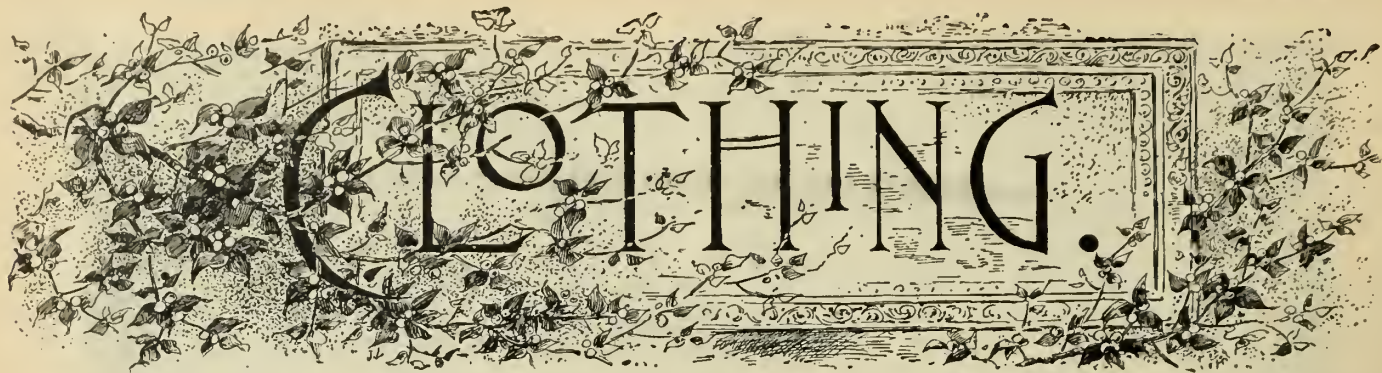
51 Bay Street, Toronto.



PHOTO BY G. W. H. K.

SHIPWRECKED.

H. M. Jordan



CLOTHING.

The wholesale clothing trade for spring is practically over and the houses report that on the whole their output has been most satisfactory, more particularly in Ontario, Manitoba and the North West Territories, but that payments are at present, rather slow. They claim that the demand for ready-made clothing is increasing largely every year and this statement is borne out by enquiries amongst retailers. Another feature is the fact that a very much better class of goods is being asked for. We visited several of the large retail stores in Toronto and were surprised to see such a superior class of goods at such low prices. Apparently if a man is physically built anything like in proportion, he can be easily and perfectly fitted. Retailers expect with confidence, a very brisk trade for the spring and everything points to a justification of their expectations. Money should be in much freer circulation as the farmers have had every chance to dispose of their produce within the past few weeks. It is a pleasing fact to chronicle that the custom tailoring trade has also been well up to the mark during the winter and that prospects for the spring are bright.

Clothing in Montreal.

(By our own correspondent.)

The clothing trade differs from its kindred industries in the division of the seasons. These are marked off by the first of April, and the first of October, and the bills in most cases are issued at six months. The travelers are well finished with their spring trips, and in the outlying provinces completely so. They are now overtaking the remnant of the business in Quebec and Ontario. Those who have returned from the Maritime provinces and British Columbia report that the orders for spring goods are quite gratifying, and in Quebec and Ontario the position is nearly as good. Actual sales, up to 1st February, are between eight and ten per cent. better than last year, and in the goods to be shipped this month there is a visible increase. Though the fourth, just passed, is not a notable settling day, the paper maturing was well cared for. In one half the cases the notes were retired; in one-half the remaining, at least, sixty per cent. was satisfactorily accounted for, and the renewals granted for the remainder, which is twenty per cent. of the whole, the demand was based in most cases on good business reasons. The class of goods demanded is better than last year and a better quality of workmanship. Within the past ten years the price of goods, and consequently the quality, has been steadily deteriorating as people were less able to buy, and at that time the prosperity in the Northwest permitted residents to buy more freely, and to wear more expensive goods. But latterly the mills have been turning out cheaper grades and at the same time imitating better patterns, so that prices have gone down. The range in values then extended from \$10 to \$15, and the majority of sales were made close to the upper price. Now the reverse is the case. The range is from \$3.50 to \$10, and the bulk of the sales are in the lower half of the scale. This necessitates a larger turnover and smaller profits. In six weeks more the travelers will be out with the fall goods, and, as country stocks were well depleted last winter, the indications for

free selling are good, though this will be in some degree offset by the lack of demand caused by the present mild season. The samples for the spring custom tailoring have arrived. The patterns are quiet and attractive, and are mostly in small checks of a low tone of color and diagonal browns of heavy weight. The qualities are excellent, and well-dressed men will wear nothing but the quietest suits. A novel feature in the clothing trade is the waterproofing of cloth. The process was discovered by an English chemist, Mr. Rigby, and it is now applied in Canada. It makes the cloth absolutely waterproof without interfering with its appearance or pliability, and may be applied to any goods. Mr. Shorey controls the process and is sending out samples.

Men's Furnishings.

A visit to the Men's Furnishings' departments of the wholesale houses at present is something to be remarkably well pleased with. The displays of scarfs and ties for spring and summer are exceedingly handsome and varied. Mr. Fisher, of Wyld, Grasett & Darling, gave us some interesting pointers on styles, etc. Stripes and checks are out of date and shawl or scroll patterns have taken their place. The self-colored or polka dot Windsors are very fashionable and stylish, as also black brocades. Scarfs with large spots, in all colors, are the latest out and they are most attractive goods. Grey effects in sprig patterns in a great variety of designs will also be popular in the spring. Derbys, 3½ inches wide, in delicate shades, are also seen for summer wear.

In collars the tendency is still high with large points, and the style for cuffs is a matter of taste. Natural cotton undershirts will likely have a run for summer wear. A fashionable style of umbrella has a unique and novel handle.

Foibles of Fashion.

The Arbiter in The Clothier and Furnisher says: It is a curious fact that while some of the fair sex this summer will wear the masculine negligé shirt without an abbreviation of the tails, so as to get the fullness about the waist over the edge of the belt or sash, the men are trying to do away with the warm weather irksomeness of suspenders by utilizing the negligé shirt-waste with the trousers of the outing regime. These, of course, will constitute but a fragment of the great mass of masculine creation, to whom suspenders are the veriest badge of comfort.

There is the usual annual flurry about fancy waistcoats, which the men of dressified inclinations welcome as a sop of amelioration for the present conventional regime. It will be found, however, that there will be but the steady usual demand forthcoming.

The generally conservative tone of the offerings in men's clothing for spring will afford but slight opportunity to err. There will be a considerable percentage that will be disappointed in the lack of marked newness in the lines, and these will go off to the cheap custom tailors, who will receive them with open arms and stripe them and plaid them all over to the fullest bent of their desperation,

How to Handle Customers.

The following is from an old and experienced salesman, says the Chicago Apparel Gazette :

First—Be ready to receive customers with a gracious, cordial and friendly address ; not too forward, but in a quiet, easy manner cause your customer to feel that he has come to the right place and in the right time. Do not be backward in introducing business, but in careful, delicately chosen words find as soon as possible, the wants wishes or requirements of your customer.

Second—Never, under any circumstances, assume to know the business of your customers better than they do ; seek in every way to build up pride in your customer as well as maintaining a dignified amount of genuine pride yourself as a salesman. It matters not how well you can judge you will many times be mistaken as to the

final result if you place much reliance on the appearance of your customer.

Third—Treat your customer with respect, in fact, honor him in every way possible, since he has honored you by calling.

Fourth—Use diligence and perseverance in showing goods and their merits in a scientific manner, also at the same time humoring your customer until you have gained so much of his confidence that he will tell you just what he wishes ; or he may allow, at this juncture, a selection to be made for him as to style, color, etc.

Fifth—Then the crowning point is to fill the bill with a true artist's eye and sober, candid judgment. Fill the bill to the very letter, or to the very best of your ability, as to quality and price, for future sales are at stake.

In conclusion—Thus with frankness, honesty and uprightness in every particular, with native ready wit to adapt itself to the wants of each individual customer, the ambitious salesman will have gained lasting customers, well satisfied, as well as the reward of having sold far more than at the commencement he had anticipated.

ESTABLISHED 1868.

W. R. JOHNSTON & CO.,

Wholesale Manufacturers,

READY-MADE CLOTHING.

Letter Orders carefully and promptly filled.

Cor. Bay and Front Sts.,
TORONTO.

CHARLES COCKSHUTT & CO.,

British and Canadian Woollens

— AND —

Clothiers' Trimmings.

59 FRONT ST. WEST, - - TORONTO.

JOHN FISHER, SON & CO.,
MONTREAL.

JOHN FISHER,
HUDDERSFIELD, ENG.

John Fisher, Son & Co.,

Fine Woollens, Worsted Coatings,

AND TAILORS' TRIMMINGS.

BALMORAL BUILDINGS, MONTREAL.



Leading Manufacturers.

MONTREAL SILK MILLS COMPANY.

WE have added to our advertising patrons, this month, a most important industry, namely:—The Montreal Silk Mills Company, who will for the year 1892 occupy half of the front page of our outside cover for their announcements to the trade. This Company are the manufacturers of the so well known Health Brand Ladies' Underwear. We had the pleasure of inspecting their Mill when last in Montreal, and nothing seems to be lacking in the way of machinery or skilled labor to enable them to produce goods equal in finish to those of any country in the world. They showed us some machinery, just arrived for making Ladies' drawers in the Health Brand, for which they tell us there has been a very good demand during the past season, and we were also shown several other entirely new and ingenious machines, with which they propose to finish their goods for next fall's trade, making, as they tell us, some very radical and beneficial changes. A handsomely framed Diploma, given by the Montreal Exposition Company, for the Health Brand Underwear, testifies to the well-recognised merits of the goods manufactured. Apropos of advertising, we learned that at the Toronto and Montreal Exhibitions, in both of which places they occupied very important positions, the attendant in charge gave away to ladies over 100,000 sample pieces of the web from which the goods are made, so that they could satisfy themselves of the quality and fineness of the wool used.

DOMINION SUSPENDER CO.

The Dominion Suspender Co., of Niagara Falls have begun building a large addition 50 x 50 to their present factory of 50 x 100. This is caused by the great demand for a new line of braces called "Hercules." Although their capacity last year was 36,000 pair per week, they were far behind in filling orders. But they now hope with the additional room to supply their many customers from the Atlantic to the Pacific more prompt.

THE NEW SCHOTT BUTTON MACHINE.

We would call the attention of our readers to the advertisement at page 43 of the new Schott Button Machine, which is specially adapted to the dry good, dress and mantle-making trade. There are now over 2,000 of the Schott machines in use by the tailors of Canada, and we do not understand how anyone using buttons in their business can get along without one. The machines are so simple that a child can handle them, and using the material of which the garment is made for covering, the old difficulty of hunting for buttons to match the garment is done away with. This little article has revolutionized the button business in Canada and the States, and has made it unnecessary for the retail trade to carry a big line of buttons as formerly.

THE C. TURNBULL CO. OF GALT.

We would call the attention of the trade to the advertisement in another column of The C. Turnbull Co. of Galt (Limited). This business was established in 1859, and was established as a Joint Stock Co. in 1890. They manufacture full-fashioned underclothing for ladies, men, and children, in all-wool, wool merino, fine natural gauze, and medium. They also make a specialty of ladies' and children's combination suits, and are in a position to furnish athletic clubs with jerseys, stockings, etc., on short notice. This firm possess special facilities for turning out underclothing equal to any imported goods, having a mill fitted with the most modern machinery for making yarns and knit goods, which is under the personal super-

vision of the Messrs. Turnbull, who have grown up with the business. They will be pleased to submit prices and samples. They are represented in Ontario, Quebec, and the Provinces by Messrs. Goulding & Co., 27 Wellington street east, Toronto, and in British Columbia and the North-West by Joseph Wey, 59 Government street, Victoria, B. C.

VROOM'S SUSPENDERS.

The attention of our readers is called to the advertisement of Mr. C. N. Vroom which appears in this issue. Mr. Vroom is well known to the boot and shoe trade of Canada as a manufacturer of specialties in foot wear, his trade extending from the Atlantic to the Pacific, and something over a year ago he added the manufacture of braces and suspenders, and has already built up a good trade in the Maritime Provinces. The steady increase in his business he attributes to the fact that he endeavors to put on the market goods of the best make and material only. Mr. Vroom is Mayor of the enterprising town of St. Stephen, his native place, and has contributed toward making its name well known in Canada.

R. H. GRAY & CO.

We call attention to the advertisement on page 27, of R. H. Gray & Co., manufacturers of men's and women's wearing apparel, such as overalls, cotton and flannel shirts, etc., and ladies' and children's underwear, also infants goods in all necessary particulars. The name of this firm, so well and favorably known in Toronto for over thirty years past, is a sufficient guarantee that any business transacted with them will be satisfactory, and now that the enquiry for ladies ready made garments, as recommended by Mrs. Jenness Miller in her recent lecture, has become so general, we consider it a real boon to the public that this firm should let the dry goods trade know through our columns where such goods can be procured. This firm has done no advertising for several years, but they look upon our venture so favorably, that they concluded to fill a space they do not feel the need of, for their business has grown wonderfully of late years, and they are even now adding to their machinery to endeavor to meet the constantly growing demand from the Atlantic to the Pacific. It requires only a glance through the busy hive at 24, 26 Wellington street west to prove what we have said is no exaggeration, and we may add that all who call are given a hearty welcome.

CHADWICK'S SPOOL COTTON.

We draw our readers' attention to the advertisement of Chadwick's Spool Cotton. Messrs. Chadwick are one of the oldest makers of spool cotton. They have extensive mills in Bolton, England, giving employment to some 2,000 hands. They also have a mill in Russia, one in the United States, and to meet their increasing trade in Canada established one in Montreal a few years ago. Chadwick's spool cotton is used and recommended by some of the leading sewing machine companies, among the number we noticed the Williams Company.

MACFARLANE & PATTERSON, MONTREAL.

This young and enterprising firm has made rapid strides within the past year, their business having extended far beyond their most sanguine expectations. Both partners are comparatively young men and are full of energy and push, working without stint, to increase their business. They are fully deserving of every encouragement from the trade. They manufacture the patent Heart Brace the sale of which has been well maintained during the past year. It adjusts itself easily and perfectly to every position of the body. They have also in stock a nice and fashionable range of gents' furnishings of every description.

Business Chance.

WANTED PARTNER IN GENERAL STORE, 1st March. Best town in Southern Manitoba. First-class stone building and good trade. Young man preferred, with good references and practical knowledge. Capital from \$4,000 to \$6,000. Address P. O. Box 83, Boissevain, Manitoba, or A. A. Allan & Co., Toronto, Ont.

CHADWICK'S SUPER 6 CORD -Spool Cotton-

—FOR—
HAND OR MACHINE USE.
HAS NO SUPERIOR.

ASK FOR "CHADWICK'S" Black, White, and Colored.

CHADWICK'S BLACK

Is considered the best of any.

CHADWICK'S=

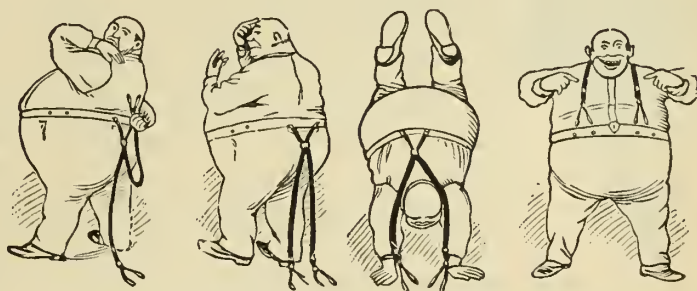
Does not curl up during use, and
It is warranted to measure
FULL LENGTH.

ASK FOR ->

=CHADWICK'S

The best Trade in America

handle U. S. Co's. Goods.



He wears Hercules Braces and can't burst 'em.

More profit for the seller.

Give customers satisfaction.

FOR SALE EVERYWHERE.

THE D. S. Co. MAKERS

NIAGARA FALLS.

GENERAL STOREKEEPERS
WHO DEAL IN GROCERIES
SHOULD SUBSCRIBE FOR

THE CANADIAN GROCER

which will
keep you informed
on all important
questions affecting the
grocery & allied trades.
Its market quotations
are full & reliable
which alone
are worth the
Subscription price.

SEND FOR SAMPLE COPIES
Subscription \$2 THE CANADIAN GROCER, TORONTO.

THE J. B. McLEAN CO., (LTD) PUBLISHERS. TORONTO ENG. CO.

THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top
Shirts in Summer and
Winter weights.

SELLING AGENTS,
The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, }
Ottawa, } Mr. Jno. F. Haskell.
Ontario, - - - Mr. J. E. Warnock.
Manitoba - - - Mr. M. H. Miller.

WHOLESALE ONLY.

THE G. TURNBULL CO., Ltd. OF GALT,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium, Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium,
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

GALT, FEBRUARY, 1st, 1892. SEND FOR PRICE LIST.

Mrs. Christie's Christmas Turkey.



RS. CHRISTIE, or as she is called by the neighbors, "Little Kitty Christie," runs The Christie House at Shingleville. It is about five years ago since Joe Christie died. Joe was a terrible hard drinker, and Mrs. Kitty had a hard life of it. She tried to reform him, but it was no use. So she just "let him have his fling," and within six months he quit drinking—in fact he quit both eating and drinking and Shingleville knew him no more.

Mrs. Kitty is a close, penurious little woman. She gets the biggest dollar's worth of sugar, and the biggest cord of wood that is "in the market." She drives a hard bargain, and since "the partnership" between her and Joe was dissolved, she has made money.

A day or so before Christmas, Mr. John Tipling, a neighboring farmer, brought half a dozen turkeys into the village. He sold five of them before Mrs. Christie caught sight of him, and as she had invited her daughter Mary Ann and her son-in-law to dinner on Christmas day she must, of course, have a turkey. Mr. Tipling asked \$1.25 for the remaining turkey. Kitty offered 75 cents. After dickering and playing at "diamond cut diamond" for half an hour the "lone widow" got the bird for 90 cents. The farmer being a good customer at the Christie House didn't at all like Kitty's sharp practice. He was conscious that she had got the best of the bargain, and as he drove home he thought of a plan to get even with her.

On Christmas morning he said to his hired man, who is a notorious big eater, and his big son Jim: "Now, boys, go light on your breakfast, for I'm going to give you a big 'blow out' for dinner. Don't spoil your appetites this morning." Mr. Tipling's wife and children went to a neighbor's for dinner. At eleven o'clock he hitched up the team and taking the hired man and Jim, who were almost famishing, they drove to the Christie House, Mr. Tipling remarking that his wife and family had gone out visiting so he and the boys had come to dinner, all the boarders being away. They were the only guests and, as Mrs. Christie wanted to have a quiet family dinner with Mary Ann and her husband, the turkey was brought in at once and the farmers lost no time in getting to work. When the widow came in fifteen minutes later to see if they were ready for plum pudding, a sight met her eyes, that "froze her blood" and she almost fainted. The turkey was gone! even the dressing had disappeared, and nothing but a pile of bones remained. She gasped out, "For mercy's sake where is the turkey? What shall I do?" Then she sobbed: "Mary Ann and her husband are waiting in the kitchen for their Christmas dinner. Oh what shall I do? You miserable wretches!" The old farmer paid her 75 cents, remarking "It was a nice tender turkey, and let me tell you Kitty you know how to cook a turkey nearly as well as you know how to buy one. We won't bother about any pudding to-day," and wiping their mouths on their coat sleeves they wished Mrs. Christie "a Merry Christmas and a Happy New Year." Mr. Tipling gave her this parting shot: "Kitty, let this be a lesson to you and learn, 'to live and let live.'" TOM SWALWELL.

How to spell Inducements.

Sampson was a clerk for one day only at the mammoth clothing establishment of William Bobson, in Dallas, Tex. Bobson, although very wealthy was very illiterate. He was writing a letter, when he looked up and asked Sampson Jennings, who was at the next desk:

"How do you spell inducement—with a 'c' or an 's'?"

"I dunno," responded the new clerk.

"All the clerks I ever had knew how to spell."

"So did all the bosses I ever had," replied Jennings.

The entente cordiale was spilled over the floor, and a new man stands at the desk formerly occupied by Sampson Jennings.—Ex.

Advice to very Young Men.

When selling a customer some mourning handkerchiefs say something funny. If he has met with a recent loss by death, your levity will cheer him up.

If your customer is a staid, venerable-looking man, show him the most rakish-looking tie in the stock, and tell him that that is the style all the other young fellows are wearing. It will flatter him to believe that you take him for a juvenile.

Supposing you are dealing with a man who has on a new suit of some dark-green shade, and he insists on picking out a sky-blue scarf to wear with the same, let him have his own way. It is not your business to give customers tips on taste.

When a customer asks for something that you have not in stock, do not say that you can get it for him in a few days. It might make him feel badly to think that you would have to go out of your way to accommodate him.

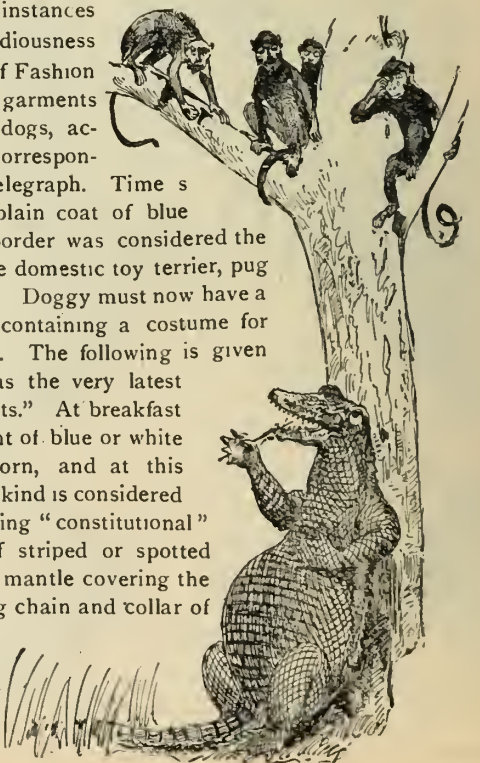
In selling a man a single collar, be sure that your fingers are soiled with dust from handling those shirt boxes, which the boy, who cleans up in the morning, forgot to go over. If you mark the collar with your dusty fingers, and the customer objects to it, the fault will not be yours, but the boy's, and the incident will give you a chance to lecture him on his carelessness.

In showing scarf-pins, sleeve-buttons, etc., throw a lot of them out at once. Don't exercise any judgment as to what design you think will be most pleasing to your customer; don't recommend this or that, or observe in a quiet but enthusiastic fashion that this or that is new and handsome. Leave all such diplomatic trickery to salesmen in big jewellery houses. Throw out the cards and let him take his pick. If he can't find anything he wants in the first batch you spread out before him, suggest as sarcastically as you know how that if he will give you an idea of what he thinks he wants you'll try to pick it out for him. Always bear in mind that your time is very valuable, and don't fritter it away trying to please a new patron and win a permanent customer for the store.

In selling hats it is foolish to tell a man that the shape and size he has selected are not what suits him. Send him away with the first thing he tries on. Your business is to sell goods swiftly, not to teach a man how to dress himself.

After showing a lot of goods, leave them right on the counter. Don't put them back in their proper places. An appearance of neglect will give the store a sans souci sort of an air, and looks like "big business."—Ex.

Among the latest instances of fin de siècle fastidiousness is an accepted Code of Fashion in relation to the garments worn by ladies' pet dogs, according to the Paris correspondent of the Daily Telegraph. Time is no longer when a plain coat of blue cloth with a yellow border was considered the acme of luxury for the domestic toy terrier, pug or Italian greyhound. Doggy must now have a complete wardrobe, containing a costume for each event of the day. The following is given by a society paper as the very latest thing in "canine outfits." At breakfast only a simple garment of blue or white flannel should be worn, and at this period a collar of any kind is considered vulgar. For the morning "constitutional" a close-fitting coat of striped or spotted English cheviot, with mantle covering the chest, and the leading chain and collar of antiquesilver. For the afternoon drive a costume of fine cloth or plush, the collar either blue, mouse or fawn.

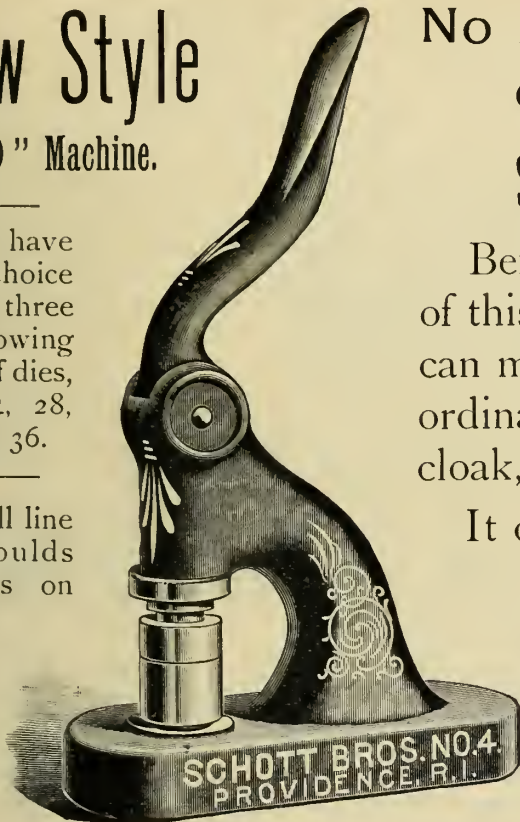


New Style

"D" Machine.

You have your choice of any three of following sizes of dies, 22, 24, 28, 30 and 36.

A full line of Moulds always on hand.



No Dry Goods Store or Tailor can do without it.

Schott Bros. "D" Button Making Machine.

Before buying covered buttons see the products of this machine, a machine by which a merchant can make a first-class button, to order, of any ordinary size, out of same material as costume, cloak, coat or jacket is made.

It cuts the cloth blanks and makes the button perfectly.

There are over 2,000 of the No. 4 Schott Machine in use in Canada.

Price of Machine complete for making three sizes of buttons, \$10.00 net Cash.

The St. Lawrence Steel and Wire Co., Ltd., Gananoque, Ont.

GENERAL AGENTS FOR THE DOMINION.

SUSPENDERS.

I am now manufacturing a full line of these goods, from

Lumbermen's Heavy Braces

TO THE FINEST QUALITY OF

Gentlemen's Braces.

BOYS' AND YOUTHS' SUSPENDERS, SHOULDER BRACES, LADIES' BELTS, AND MISSES HOSE SUPPORTERS

Are all in our line, and we are up to the times in the latest styles and attachments.

Wait for our Salesman or write us direct.

C. N. VROOM,

ST. STEPHEN, N. B.



How to Write an "Ad."



N article full of pithy, practical points on "How to write an ad." from one of the brightest advertising managers in the United States appeared in a recent number of the *Dry Goods Economist* as follows :

Every dry goods house in the world, no doubt, recognizes the importance of advertising, in some form or other, as necessary to its successful growth, if not to its very existence.

The merchants of the United States may be classed as the most wideawake of all dry goods advertisers—as far as newspapers go. Yet, with a few notable exceptions, the writer has concluded, after several years of study and practice in the writing of dry goods advertising, that the majority of dry goods merchants, in this country at least, do not recognize newspaper advertising as of such great and growing moment as it is, or can be made to them. Many seem to fail to make the most of it; do not get the utmost possible good results out of it.

The reason is, they do not give time enough to the advertising. They fail to probe the problem deep enough to develop and utilize all the means there existing that can be employed for the advancement of their interests.

Advertising is but one of many serious matters that demand the merchant's best thought from day to day. It is a feature that calls for the entire attention of any one man, however able, however large or small his business.

The seeming unlikeliness of this statement is dispelled by experience and by the very evident opportunity that exists for improvement, as is shown by a perusal of dry goods notices in the newspapers of the land.

In half of the dry goods houses where the *Economist* is read, or should be read, the writing of to-morrow's or next week's advertisement is very much a secondary matter. Other affairs, more weighty perhaps, fill out the busy merchant's day and week. He has not time to do his advertising as he would like to do it if the day was thirty hours long instead of twenty-four; even if he possessed the skill and inclination for the work—something few dry goods men have. No dealer has any business to take upon himself the task of advertising his business unless he has a relish for the work, or else is approaching a financial Niagara.

Outside the few biggest cities, a large percentage of the trade prepares its advertisements in a hurried manner, thought being given only to the instantly visible external aspect of things. As a result nothing original, striking or effective is produced; nothing above the commonest commonplace. The "ruts" are followed, and newspapers are allowed to set up the "ad." as best pleases their own convenience, entire satisfaction to the advertiser not always resulting.

No prominent wealthy merchant does his own buying; he trusts a dozen or two careful, painstaking men of less caliber to fulfil that detail. "Advertising is an art and a science" that calls for more brains, art, ability, taste, refinement, judgment and acumen in its successful students, more faithful study and earnest application from man, or men, in one large dry goods house alone than are needed to fill the position of "buyer" for any single department of a great store.

The writer asserts, fearing no contradiction from anyone who knows anything at all about dry goods advertising, that the labor of conducting the advertising department—"the heart and soul of the business"—of a concern that does a million-a-year business is sufficient to absorb the entire time and energy of any one man, however

adept. To hit upon the thing to advertise that will pull the most people is not often done without considerable hunting, let alone the telling about it after you've hit it. Turn a Thackeray, a Burns or a Mark Twain loose in one of to-day's mammoth stores; imagine how their pens would amuse, arouse, instruct, invite, persuade and convince the public, and advertise the house. What humor, wit, pathos, satire, romance and humanity lie hidden in the realm of a great dry goods establishment !

Take a "lesser light" of literary inclination, coupled with practical dry goods business training and sagacity, given a season or two in the store, and he (or she) will produce more readable, brighter, more sensible and effective advertising than the store-owner ever dreamed of doing himself.

Thousands would lose cases in court that they deserved to win but for the spokesmanship of an able attorney. A man might as well be his own lawyer as advertisement writer, for "he who pleads his own cause has a fool for a client."

Every bright, pointed, candid, confidence-inspiring, attention-commanding announcement of dry goods or clothing that pleases either the literary, artistic or business instinct of an *Economist* reader has been undoubtedly the note of some acute-minded writer who has given time to its creation.

The telling advertisements, however seemingly brief, simple or off-hand, are usually the product of patient effort; of a trained mind, that unerringly realizing the situation—the thing wanted—has desired to originate that something good, and has stuck to it until sooner or later the one idea of all for that particular need and particular moment was conceived.

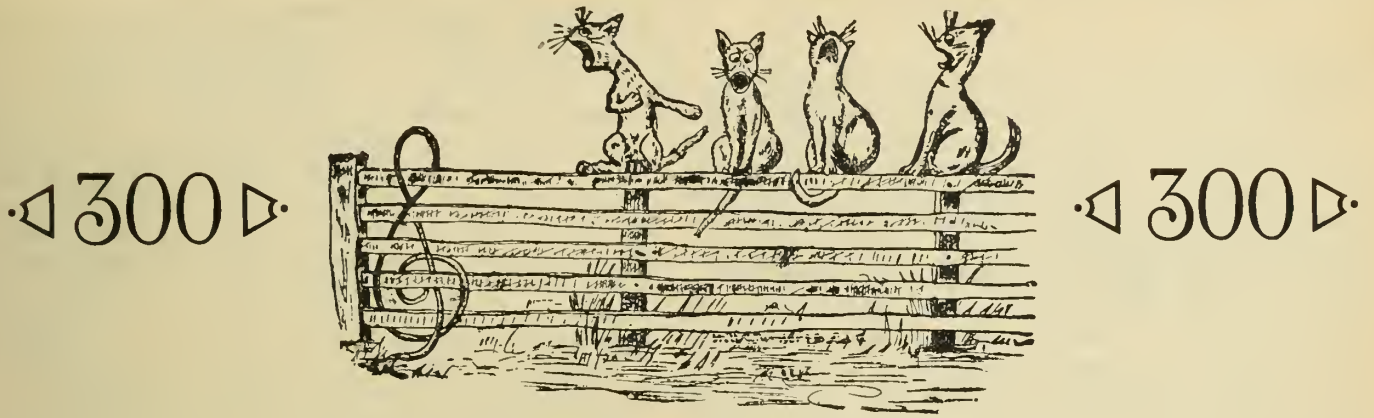
The best writers of dry goods advertising work rapidly; absorbing quickly the sense of a store transaction or store occasion, being managed by other minds; applying all their faculties in the absorption of what is transpiring or about to transpire—laying the ear of their minds close to the ground of action to catch the full and true spirit of what is going on or is being planned in the store—then it is a simple matter (to them), and the simpler told the better—to tell the "store news" to the reading public in cold type so clearly and truthfully that nothing can be mistaken, and their words convey a pleasing and convincing power that only the unvarnished truth can carry. Their eyes serve the reader at a distance nearly as well as the reader's own eyes would serve him, were he or she, in the store at the time.

The advertising of quite a number of the great retail houses of the country, whose announcements are read as eagerly by the public as the public reads the epitome of daily news, and whose styles, forms and phrases are copied the country over, is done by skillful men who have all the time that there is to do it in; who possess the happy faculty—"the knack"—to mirror in print what their eyes behold and their spirits conjure in terse and telling phrase.

The professional writer on dry goods—we might call him the store scribe—can avoid writing from the merchant's own stand point; he can see the store and its contents more as the store's patrons see them—from the outside as well as inside. He can catch the spirit of the retail buyer; then learn how to approach the public. He can come into touch and establish a line of communication with the people that will be as eagerly read as he is eager to have it read. Coming into such a close relation and harmony with the people, the advertiser sees the monumental folly of exaggeration and misrepresentation. Candor and accuracy, which he almost alone has the free and unbiassed mind to express, is the result. Following along these lines a power is developed and confidence begot with the public that cannot be attained by any other means.

Leading merchants are aware now more than ever that there exists a field between the counter and the newspaper office, that neither they nor their department chiefs can master.

Faithful advertising managers have stepped into many large houses and saved their salaries to their employers every year, by careful administration, without lessening the results by the lessened expenditures.



THESE CATS ARE SINGING OF THE

“300 WAYS TO DRESS WINDOWS” WHY ?

Well, it serves a guide to dress your windows.

Indispensable to the Draper, Merchant, or Salesman.

Neatly arranged in book form of 250 pages.

Devoted to every line of business.

Offering as well, 150 illustrations.

With miscellaneous ideas and suggestions.

Sent, post paid, for **\$1.50.**

GIVEN AWAY FREE

FOR 30 DAYS ONLY.

To every Purchaser will be given a Window Dresser's Companion. This is a 5-inch, heavily nickel-plated hammer, that may be carried in the vest pocket, for pulling and driving pins and tacks, and one of the most useful articles necessary in dressing windows. Also a twenty-five page illustrated novel window display and store decoration pamphlet, containing the latest hints on windows and for the Holidays.

A GUIDE TO WINDOW DRESSING.--For Dry Goods Only. Contents, colour, also Print, Silk, Fancy Dress, Drapery, Mourning, Costume, Mantle, Fancy, Mixed, and Trimming Windows. Price, 75c. The Dresser's Companion and Guide for \$1.00.

Originator
of
Novel Window
Displays.

HARRY HARMAN,

P. O. BOX 113,

Louisville, Ky.

Artistic
Decorator
and
Window Dresser.

Window Dressing in Paris.

THE art of window dressing has been carried to great perfection in Paris, says the London Warehouseman and Drapers' Journal, and of late years especially the marchands de nouveautes have made a great point of it, neglecting nothing to render the window-shows as attractive as possible, willingly sacrificing valuable goods to enhance their splendor. I consider the following a model of good dressing for a deep window. The flooring is raised by three steps, the first one being broad and low, and set back nearly a yard from the glass. In front there are five pieces of soft woolen shaken out into honeycomb folds; taking the colors from right to left, they are heliotrope, beige, pale lavender gray, biscuit and eau de Nil. Behind these, on the first step, are three dress lengths—twilled woolen with a broad floral border embroidered in the same tones, namely blue, gray and beige. The blue gray piece has the centre place; the beige pieces on either side are very nearly of the same shade. The three are arranged identically in a very effective manner on cylinders—or perhaps wooden stools about twenty inches high; the material is plaited flat on the top of the stools so as to fall in plaits about the sides like a skirt with the embroidery at the bottom; more of the plain tissue is puffed about the foot of the stool, flat on the step, which is thus divided into three yard-square divisions, each with its pedestal in the centre. On either side of the gray blue division is a tall stand supporting a Leghorn hat trimmed with straw color. Two dress pieces, one navy blue and the other deep heliotrope with a waved white ending, are arranged in similar fashion on the second step, so as to show between those in the foreground, and flanked by trios of sunshades set up fanwise in arched rests. Finally the back is shut in by more of the white-edged woollens—gray blue between light chocolate and cafe-au-lait—draped over high square frames, and with borders running vertically on flat folds. Two crimson sunshades in the corners, give a touch of rich coloring to the whole.

The fellow window to this also deserves minute description. Three shelving boards are placed with one end close to the glass and the other resting on the first step. On those to the right and left embroidered ecru silk is fluted in fan pleats and surmounted by folded drapery of plain silk of palest pink, embroidered China crape being treated in the same way on the central board. In each case a few folds of the material reach beyond the boards so as to rest on the flat flooring of the window. On these folds, so as to divide the pink silk dress from the ecru, stand two elegant dolls in tulle juvenile toilettes (one rose pink, the other red), and in front of the dolls two leather pointed belts, one beige, the other brown; and in front of them, again two boxes containing ivory pen, pencil, and pen-knife, one covered with moss-green plush, the other covered with electric blue. These details may perhaps appear trivial, but they have their importance nevertheless. A black satin sunshade leans in each corner of the window, while close to the glass is a row of boxes with a small doll couchant in each, and between each box is a doll standing erect. As the windows are low, this does not interfere with the view of the materials. The two shelves or steps have four pieces of flowered foulard upon each, laid lengthwise and opened so that half falls over the front of the shelf and the other half is supported from the back. These pieces are set symmetrically one row behind the other. Beginning on the right, the first row contains silks with black, mauve, navy blue, and black grounds, the patterns being mauve, or lighter tints of blue; in the second the foundations are similar, save that of a cream-white piece of silk is substituted for the mauve, and the figurings of a more florid description, as suiting the greater distance. Four pieces of rich brocade fill up the back shelf, old rose and aubergine alternating with white, brocaded with Pompadour coloring.

While I was studying the arrangement of this window an assistant entered and carried away the rose-petal crape—which had doubtless caught the fancy of a purchaser—while in its place he began arranging another dress-piece in black China crape, em-

broidered along one selvedge with white, violet and green leaves. I noticed that he commenced operations by folding the lengthwise pleats, leaving as much material on either side for the upper draperies.

Excellent effects are also to be obtained by breaking the monotony of a mass of light colored mixed woolen goods by placing a row of self-colored serges in the center. I was struck by the immense improvement a line of navy-blue serges was to a window full of fancy cloths that showed only neutrals, or neutrals interwoven with a little color. The dark materials were placed in the second row. This was at Jodon's but McDougal suggested the arrangement by placing three pieces of dark-blue cloth in the center of a large selection of light-hued stuffs applicable to summer suits, etc.

I have often suggested that a few well-chosen flowers will enliven a draper's window. The other day I noted a new application of flowers; the window contained three handsome pieces of brocade, and further back three dresses on stands; between the two stood three tall stands supporting hats, and about these stands were twined long, garlands of flowers—yellow and damask roses for the one in the center, field-flowers and honeysuckles for the other, separate sprays of the same blossoms being heaped about the foot of each stand.

Salesman's Sigh Explained.

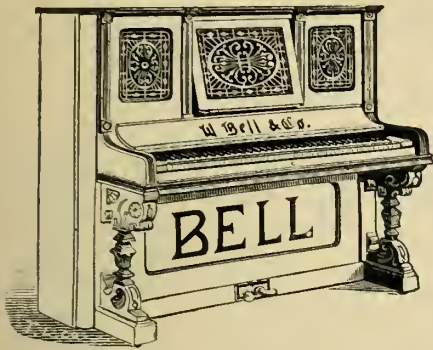
A patient young salesman in the men's underwear department in Wanamaker's Grand Depot heaved such a sigh yesterday that a reporter who stood by inquired what the trouble was. "Do you see that young lady going away there with her mother?" replied the young salesman, passing a long, thin white hand through a poetic head of hair, and then pointing to a chattering, laughing, daintily dressed young woman who was preceding an enlarged edition of herself through the crowded store. "Lately married," he added, sententiously. "How do you know that?" "See, here are forty-eight night shirts that I have had to pull down from the above, open, and stretch out and show her, and that I now have to fold up and put away. And ne'er a sale, nor even a thank you. She came to me, with her mother, and modestly blushing, asked to see some night shirts. "Boys?" I asked. "No, men's," she replied. "I brought down some fine linen ones, but she said they were too small. Then I climbed up that stepladder, and got her numbers 30 to 42. She said the latter were the size. "Have you any frilled bosoms?" she asked. I pulled down the latest styles in frills. "Haven't you any of those colored frill shirts, with little pockets," she continued. I went to the end of the counter. I climbed up the stepladder and got down three boxes of colored number forty-twos frilled. She examined each box, pronounced them sweet, priced them, and tossed them all about; then she turned to her mother and said: "Ma, which do you think he'd like best, one of these shirts or a silk handkerchief." "You know best," answered her mother. She thought for a moment, and then as she trotted off I heard her say, "I guess, ma, I will buy a silk handkerchief. He can wear that to church." "That's so, dear," ma replied, "and he can't wear a colored frill nightshirt to church." "There they go to the silk counter," added the young salesman, as he heaved another sigh from his breast, and a shirt box to the shelf overhead.

A Smart Business Man.

A South Illinois street druggist man worked a novel cigar-selling scheme a few weeks ago in the following fashion:—He found a stray nickel on the floor of his store one morning and resolved to post this notice on the window of his store:

"A sum of money found on Tuesday last in this establishment. The owner will receive same within, upon describing the money."

The scheme worked like a charm. Hundreds of citizens came in daily for over a week, while the notice was left on the window, describing their losses and bewailing their misfortune. Invariably every applicant for the lost money bought a cigar. Some were satisfied with five-cent straight whiffs, but the great majority, anxious to impress the drug man favorably with their claims, invested in two for a quarter. So great was the rush that the fortunate druggist had to order a fresh consignment of choice brands. None of the applicants ever applied for the nickel. All the claims ran up into the hundreds of dollars, one man stating that he missed his bank book with \$1,500.—Indianapolis Sentinel.



BELL PIANOS

⊗ THE BEST THAT CAN BE PRODUCED ⊗

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to

THE BELL ORGAN & PIANO CO., Ltd.,
GUELPH, ONT.

BRANCH WAREROOMS:

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT.,
44 James St. North.

P. CORRIDI,

Accountant, Auditor, Etc.,

EXPERT AUDITING, BUSINESS INVESTIGATIONS and GENERAL ACCOUNTANCY A SPECIALTY.

Accounts Adjusted, Books Opened or Audited. Books written up Trial Balances and Balance Sheets Prepared.

Office, 139 Yonge St., TORONTO.

NO LAUNDRY BILLS NECESSARY.

A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market. Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

NEW GOODS.

R. C. Eldridge, representing The Supply Co., of Niagara Falls, Ont., is showing a few specialties entirely new. We note a key chain of aluminium, and also in links of various metals intermixed, oreide, brass, nickel silver, etc., and having an ingenious puzzle snap. Also, a dog collar having the same curious intermixture of bright metals, which gives a very pleasing effect.

Mr. Eldridge is Canadian agent for the Kelley and Woolworth harness hardware, of which a very handsome, newly-patented safety check hook seems about perfect. The check rein can be instantly detached by the hand, but cannot possibly be released by the horse. It is a fit ornament for the finest harness.

Then he has a class of harness hardware entirely new to the trade, both in material and manner of making. It is made of the best rolled sheet metals, steel, brass, and nickel silver. The parts are first cut out in powerful presses, then shaped in dies under drop presses of enormous weight. It is much stronger than the ordinary ware and takes a fine polish. It is put up in all finishes.

GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

6 WELLINGTON ST., WEST, TORONTO.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, MILLINERY,
POMPONS, TASSELS, UPHOLSTERY,
and UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

JAMES HOLDSWORTH, Card Clothing Manufacturer,
Upperhead Mills, Huddersfield, England.

Cards made of English Oak-bark tanned leather, Filleting of best Linen Warp Vulcanized Cloth, Fox's Hardened and Tempered Steel and Swedish Iron Wire.

G. B. FRASER,

14 Colborne St., Toronto, Agent for Canada.



The British American Waterproof Co.

Manufacturers and Patentees of Ladies' and Gentlemen's Odorless
Steam Vulcanized

WATERPROOF GARMENTS

Special attention paid to mail orders. Perfect-Fit Guaranteed.
Hermann S. Scheyer, sole owner,

1827 Notre Dame Street, Montreal.

Import and Commission in all kinds of Furs, Silks and Dry Goods.

HERMANN S. SCHEYER,

1827 Notre Dame Street, MONTREAL.

The Scheme Worked the Wrong Way.

An attempt, by a men's furnishing goods storekeeper to institute a new method of advertising his wares, is thus detailed by the New York World:

A few weeks ago, a friend of the storekeeper, who may be designated as Brown, showed him a new advertising scheme by a Boston man, who makes a business of getting up catchy advertisements. It was a letter written in a feminine handwriting, inclosing a faded rosebud. On the first page of the note-paper, such as ladies use, the letter read:—

"I can no longer stand your neglect. You have treated me in a way that I will not submit to, and I have transferred my affections to —."

This was the end of the first page. The second contained an elaborate advertisement of the goods of Merchant So-and-So, and was signed "Emily." Brown was very much taken with the idea, and without saying anything to his friend he made up his mind he would imitate it. He employs about eleven clerks, and he got one of them to recommend a young lady of his acquaintance, who wrote a pretty hand, to come and write about three hundred letters of a similar nature. He was vain enough, however, to believe he could improve on the Boston man's letter, and instead of having on the second page a good, plain, unmistakable advertisement of his shop, he said simply that the writer had transferred her affections to Brown, the gentleman's furnishing goods man whose store was on such and such a street. In each letter he enclosed a faded flower, and the letter was signed "Maud," "Mamie," "Jessie," "Lillie," "Annie," and every other female name he could think of. One of the letters was sent to nearly every man in Roseville by mail. Then Brown rubbed his hands over the rush to buy things which he thought would ensue and waited for the result. The next day one of his best customers, a young man who had been married only a short time, came in the store in a hurry.

"Look here, Brown," he said, "I don't think that was very smart of you to send that letter to me. My wife got hold of it, and it put me in a devil of a hole. I don't mind a joke, but this is carrying it too far. My wife is packing up her things, and says she is going home to her mother, and is going to get a separation. You got me into this scrape, and now you've got to get me out of it."

Brown explained as well as he could that the letter was intended as an advertisement, and to convince the young husband, took him into his office and showed him a dozen letters like it, which he was about to have mailed. This partially satisfied the customer, and after exacting a promise that Brown would make a written explanation to his wife, he left the store. Scarcely five minutes had elapsed when the door was flung open, and in came a pretty young woman, the wife of the man who had just left.

"I want to know who that woman is who wrote that letter to my husband," she demanded in tearful anger, waving one of Brown's advertising letters in his face. "I have been to see my lawyer, and

I am going to get a separation. I won't stand it to be deceived in that dreadful way. I demand to know who that woman is. The creature says she has transferred her affections to you, sir."

By this time Brown began to feel that something had gone wrong, and that his advertisement was not having exactly the results that he had expected. He endeavored to make the same explanation to the young woman that he had to her husband, and showed her the other letters which he had been preparing to send out. He only succeeded in half convincing her, and she left the store declaring her belief that it was only a trick to deceive her still further, and that Brown and her husband had arranged it as a scheme to get out of it. She had not been gone an hour before another man, a prominent resident of the town, came in.

"That was a great joke of yours, wasn't it?" he said, sarcastically, to Brown, "sending me this letter signed 'Maud?' I like a joke as well as any other man, but I don't see what on earth induced you to send this letter to me of all men. Of course, my wife opened it and the house is upside down over it. I swore I knew nothing about it, but she would not believe me. Now, you've got to go up and explain it to her, or you and I will have trouble."

Brown rumped his hair in despair and promised to do so, and the irate husband left, denouncing Brown.

There was a lull after that until late in the afternoon. Brown began to see that he had made a bad mistake, and began to think of leaving town until the thing blew over. Towards dark they began to drop in one by one as they returned from business, and Brown went over the same explanation until his tongue was tired. He concluded he wouldn't keep his store open that evening, but just as he was about to close it up in came another young married man.

"See here, Mr. Brown," he said, "you have played me what I call a mean trick in sending me that letter signed 'Lillie.' My wife opened the letter, of course, and when I got home to-night there was no supper for me. 'Where is my supper?' I said to my wife 'There's your supper,' she said to me, pointing to the sideboard. This fool of a letter of yours was lying there. I tried to tell her I didn't know anything about it, but she wouldn't listen to me. 'Don't talk to me, you wretch,' she said. 'Go and ask your 'Lillie' to give you some supper. I am going home to my mother.'"

Brown began to make the same explanation which he had made to the others, in a feeble, tired way.

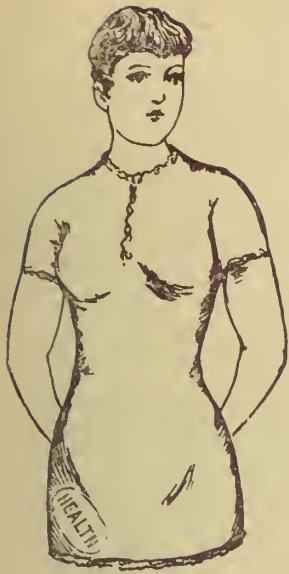
"Now, don't you think that was a very silly scheme?" asked the other in a pitying voice. "I thought it was something like that when I stopped in Jones' saloon down the street, and found seven of the boys in there, and each one of them had got one of your 'chump' letters. I should think a man of your age would have more sense than to send a letter like that to a man's house, so that his wife would get it. If I have any more trouble from this I swear I'll come back and punch your head for you."

By this time Brown was mad himself, and there came within an ace of being a fight right there, but they both finally cooled down, and Brown agreed to fix it up with the wife the next day.

THE DRY GOODS REVIEW is printed for the Publishers by
The J. B. McLean Co. (L'd), Printers and Publishers, 6 Wellington St.
West, Toronto, who make a specialty of high-class magazine printing.

YOU will be interested in this.

The past season has been productive of some important results. In some sections of the country heavier weights have been asked for in Health Vests, as also. Health Brand Drawers to match. The latter have been in keen demand. Seeing this we have equipped our Mill with the latest and best machinery to supply the same, and the consequence is to-day that



WE ARE READY

and it is no idle boast, as will be proved when you see the goods yourself, that on both Drawers and Vests for the Fall season, in every detail of the finish, as in quality, our goods will compare favorably, not merely with the multitude, but with the very pick of the European manufacturers.

The representatives of the houses you deal with will be calling upon you soon now to show "Fall Goods." Give the Health Brand Drawers and Vests your careful attention, and judge for yourselves if our statement above be not absolutely true.

Though we intend to advertise our "Health Brand" Underwear still more extensively this coming season, we believe the goods themselves, now being thoroughly known, are our best medium, as the trade has been very large, and the wearers, from all we could learn, satisfied.

It would be well for you to remember this: that it matters not who you buy the Health Brand from, but if a customer of yours returns any article of our make as being imperfect in any detail, send it to us direct at our expense, and we will replace it free to you at once. This is as much in our own interests as yours, as we are bound, at any cost, to maintain the high reputation we have gained for goods manufactured by us, and you knowing that at a moment's notice we stand here, ready to back up our own goods in this particular way, it will give you additional confidence in buying them.

THE MONTREAL SILK MILLS COMPANY.

John Macdonald & Co

We Lead
- IN -

SILKS & DRESS GOODS

LINENS

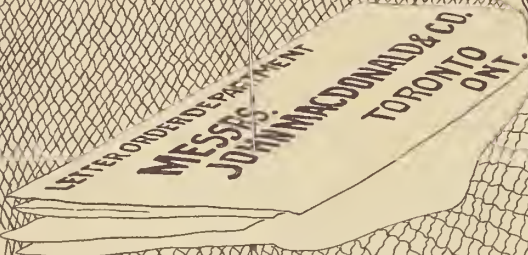
WOOLLENS

CARPETS

GENTS *
FURNISHINGS
&
HABERDASHERY

THE GREAT
ASSORTING
HOUSE

of The
DOMINION



FILLING LETTER ORDERS A SPECIALTY

THE CANADIAN

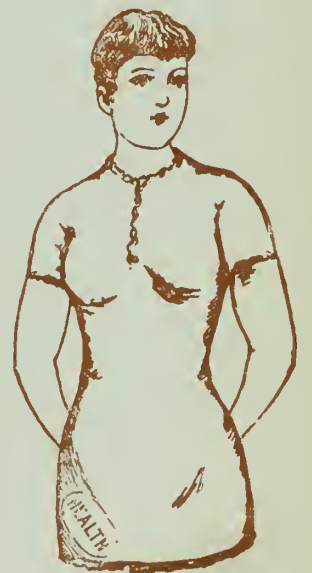
Prin Goods

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.



— THE —
HEALTH BRAND
Vests and Drawers.



Both in Special Heavy Weights and new styles for Fall '92.

No other Brand of underwear has ever enjoyed such a large sale, and popularity in the same period; for the simple reason, that the **quality** and **finish** cannot be excelled, which the public are not slow to appreciate.

Remember also: A good article well advertised is half sold.

From March 20th the Health underwear will be advertised again, from Victoria, B.C., to Halifax, N.S.

April is the month you will see our new styles for the fall trade—mark well the finish; the extra heavy weights, etc. The public will have all these points kept before them, so you can order the goods with the perfect certainty that they will not remain long on your shelves.

THE MONTREAL SILK MILLS COMPANY, MONTREAL.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

WE carry at all seasons a full assorted stock, each week's steamers adding to it new and attractive lines. We are also constantly receiving repeats of Staple and desirable Numbers which early in the season proved themselves "Sellers."

Our customers will find us well equipped for the assorting trade and their orders will have our usual prompt attention.

GORDON, MACKAY & CO, Wholesale Dry Goods.

CASCADE ROLL BRAID



Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.

TRADE MARK "UNION MAKE"

THE UNION SUSPENDER Co., Ltd.

55 and 57 Yonge Street, Toronto.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable **Belvedere Sash.** The hit of the season.

Travellers are now out with full lines of Spring Samples.

Letter Orders solicited, which will have prompt attention.

THE CANADIAN DRY GOODS REVIEW.

VOL. II.

TORONTO, MARCH, 1892.

No. 3.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

6 Wellington St. West, Toronto.

J. B. McLEAN,

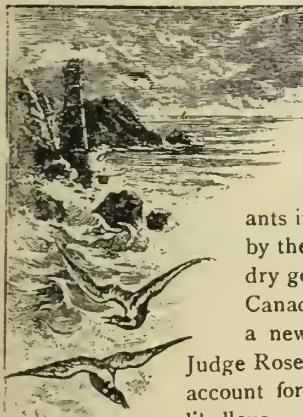
President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

ACCOUNTS ADVERTISED FOR SALE.



JUDGMENT was given on February 27th by the Queen's Bench Division on the appeal of John Green and his wife, of Kingston, Ont., to reverse the judgment of Mr. Justice Rose in favor of the defendants in the now well-known action brought by the appellants against Minnes & Burns, dry goods merchants, of Kingston, and the Canadian Collecting Agency for libel, or for a new trial. It will be remembered that Judge Rose held that the mere advertising of an account for sale by means of a poster was not libellous. The appellants contended that the advertising of an account for sale was simply a device for black-mailing them and endeavoring to coerce them into paying the debt, and that at all events the account should not have been advertised the way it was, inasmuch as the liability to the defendants, Minnes & Burns, was incurred by the first husband of Mrs. Green or by his estate, and that certainly the appellant John Green had nothing to do with it, though the publication tended to bring him as well as his wife into contempt. It was also contended for the appellants that the evidence of the gentleman who acted as junior counsel for them was improperly rejected, and also that the appellants were entitled to a new trial on the ground of surprise. The court held that the action was maintainable, that the poster was libellous, and that the poster was not justified, because the amount advertised as due was greater than that actually due. Judgment was entered for the appellants for \$50 damages and costs. The question as to whether the advertising of an account for sale by means of a poster is libellous is, in our opinion, not yet definitely settled by this judgment. In the case under notice the amount stated in the poster was, it is claimed, more than double that actually due. The Queen's Bench possibly considered that the Greens were libelled from the fact that the poster was wrong in giving their indebtedness considerably in

excess of what it actually should have been. If the correct amount had been given we are inclined to think that the judgment of Mr. Justice Rose would have been sustained. Why should the mere fact of advertising an account for sale be deemed libellous? A storekeeper advertises that he has certain goods for sale, but that is not libellous. If a person purchases a supply of these goods and positively refuses to pay for them, the storekeeper has an unquestioned right to sell the account for what it will bring. That is done every day and is a perfectly legitimate transaction. If the storekeeper finds it necessary to advertise the account for sale, after every opportunity has been afforded the debtor to pay up without effect, why should it be considered libellous? It is purely and simply a needful step in disposing of a salable article. We contend that it is right in principle and should be upheld both morally and legally for the protection of storekeepers against the army of professional "dead-beats." We are not assuming that Mr. Green and his wife are "dead-beats;" our argument is on general principles. One of the greatest curses that retailers have to contend against is "bad debts" caused, chiefly, by people who look upon the payment of an account as something beneath their notice. The threat of a summons has no terrors for them, and the fear of the law keeps storekeepers, who are physically strong, from taking satisfaction out of their hides. But here we have a sure and safe means of either making them pay up or publicly warning storekeepers against them, and why we again ask, should it be looked upon as libellous? In connection with the judgment referred to we have received the following letter from Mr. Andrews, manager of the Collecting Agency: "Allow me to offer a few remarks on the decision lately delivered by the Court of Queen's Bench, in the case of Green v. Minnes, wherein the judgment of Mr. Justice Rose was set aside and a verdict rendered in favor of plaintiffs for \$50 and costs. At first sight this might seem to imply that our method of collecting was held by this court to be illegal, but such is not the case, as the judgment in no way pronounces the advertising of an account for sale as illegal, if the account is actually and wholly due. Through an error on the part of the creditor the amount published as due by Mrs. Green was \$59.55, whereas it could not be shown, even by the creditor himself, that she was indebted to him for more than \$24.33. The court held that in order to justify the publication of the poster, it would be necessary to show that the debtor named therein was indebted as therein set forth, but it was clear in this case that Mrs. Green was indebted in the sum of \$24.33 and in no other or greater sum, and that she was not indebted in the sum of \$59.33, as the poster set forth; and that the defendants cannot complain, if they are held to the strict proof of the matters published, and failing in such proof, if they are held liable for the consequences of such errors. There is nothing in this judgment that we can consider as a restraint upon our business; in fact it concurs throughout with Judge Rose's decision, wherein it was held that such advertisements were perfectly justifiable wherever an indebtedness exists; save that the decision of the latter court holds us strictly to the proof of the actual sum named. However, we have already entered an application for appeal from Chief Justice Armour's decision to the Court of Appeal, and we see no reason why our chances are not still good, as at present it is a case of horse and horse."



OUR SPRING NUMBER.

THE encomiums passed upon our special spring number have been a source of great encouragement to us. Both advertisers and subscribers have personally and by letter expressed their appreciation of our efforts to turn out a creditable number for which we thank them most heartily. The press has also spoken highly of it as will be seen from the following:

The Globe.—“The publishers of THE CANADIAN DRY GOODS REVIEW have issued a special spring number and they have ample reason to congratulate themselves upon the success attending their efforts. It is in every particular a credit to trade journalism, being full of interesting reading matter to the trade, and made still more attractive by some excellent illustrations. The REVIEW was started in the beginning of last year and has made rapid advances in obtaining the support and approval of the trade.”

The Mail.—“The first attempt of the publishers of THE CANADIAN DRY GOODS REVIEW at issuing a special number has been a most successful one. It is their spring number, and is one of the finest issues of a trade journal in the country. It is full of interesting articles on important trade questions, and is neatly and handsomely illustrated. The REVIEW, although only a year in existence, gives ample evidence of having secured the confidence of the trades it so ably represents.”

The Empire.—“The special spring number of THE CANADIAN DRY GOODS REVIEW issued this week, shows that the publishers have gained the confidence of the trade, if the advertising patronage is to be taken as a criterion. The issue consists of 48 pages and cover, and is filled with most interesting matter to the trade, besides being handsomely illustrated. It is in every respect a most creditable production, and, being a first attempt, augurs well for the future.”

The World.—“The spring number of THE CANADIAN DRY GOODS REVIEW is to hand. It is the first attempt of the proprietors at a special number, but the handiwork looks like the work of veterans. The number is printed on toned paper, is admirably illustrated, and contains articles on timely subjects, which should be read by every dry goods man.”

This is surely sufficient proof of our contention that there is no antagonistic feeling between the daily and trade press, each having its own legitimate field of usefulness.

What is perhaps one of the most gratifying results of our “Special” is the very large addition which it has brought to our list of subscribers. Retailers are apparently becoming reconciled to the fact that THE REVIEW is published in their interests and that they can always depend upon finding something of practical use to them in its columns. We can only say that it will be our earnest endeavor to keep THE REVIEW in the forefront of trade journalism, and that its columns will be always open for the discussion of questions affecting the trades it represents.

TRADE PROSPECTS.

Wholesale houses in Toronto report trade above the average for the past month. For the first week in March the orders were considerably ahead of last year in all departments, notably in ribbons and dress goods. There is quite a feeling of firmness in colored cottons. A large number of buyers are giving orders to be held for shipment, in excess of their immediate necessities, owing to the probable heavy advance in prices. The first report from the new syndicate has been received intimating an advance from 5½ cents per yard to 7 cents, which means somewhere in the neighborhood of 25 per cent. It is expected that other colored goods will also be advanced in price and that the advance in colored cottons will not stop at 25 per cent. It would, therefore, be well for retailers to be

ahead in any pieces of colored goods for their requirements as wholesalers will, in all likelihood, be forced soon to accept orders conditionally on the goods being in stock. The capital of the syndicate has been increased to five million dollars, and it is evident that they mean business. Travelers are all out for sorting orders, and they report prospects of good trade. Although orders are plentiful there is no denying the fact that money is scarce. Farmers, who have been holding back their wheat for big prices, are now to reap the results of their usual weakness, as prices have considerably run down and there is little chance of their reaching anything like a reasonable figure. They will thus be forced to sell at a sacrifice, and the trade has incidentally to suffer for their lack of judgment. There is a hope that money will be in freer circulation during the spring, but at present the puzzle is, where is it to come from? The fourth passed over more satisfactorily than was generally expected. There have been a few failures, but not so many as was predicted. It is by this time well known that the wholesale trade have practically agreed upon shortening terms, the prime object being to abolish what is acknowledged to be a pernicious system—dating ahead. There is, we understand, no combination to effect this but a mutual understanding among the trade generally. It is felt that if this tacit agreement is lived up to there will be better times in store both for wholesalers and legitimate retailers.

SHORT MEASUREMENTS.

WE RECEIVED the following letter from W. H. Berkinshaw & Co., Trenton, Ont., just in time to be too late for our last issue:

“Being convinced that the Canadian mills are robbing the retail merchants, I thought it advisable to measure some of the Canadian goods as they came in from the wholesale house. Consequently I measured up three pieces of shirting and found them running from ¾ to 1 yard short in every piece. I then took a piece of gingham and had it measured and found it ½ yard short. These pieces I speak of were just selected from the lot. I am convinced that the retail merchants that deal largely in staple goods, particularly those manufactured at home, are robbed to a great extent by short measurement.

“We have an inspector of weights and measures. Don't you think, under the circumstances, every mill should be compelled to have their lengths guaranteed by the Government?”

“I would like you to give this publicity, making any comments upon it you feel disposed to make. Personally it is my intention to check the measurement of every piece of goods that comes in and place a claim upon the wholesale houses, although it necessitates the employment of more help, an expense which, if the retail men were honestly dealt with, we could do without.

“I have just measured a piece of goods invoiced at 41½ yards which measures 35 yards.”

We have made enquiries at the wholesale houses and find that claims for short measurement are few and far between. We have also endeavored to get an explanation from the mill owners, but have received nothing definite. We are informed, however, that they have not had any claims for shortages worth mentioning, and that some pieces may be short while others may be just as much long. We quite sympathise with our correspondents, as they seem to have been considerably on the “short” side. If the mills make it a practice to send out short measurement, it can only be characterized as barefaced robbery. But it is difficult to believe them guilty of such practices. There are, we understand, men employed at the mills whose special duty it is to measure the cloth, and if short measurements were the rule these men would have to be in collusion with the mill owners, who would scarcely be unwise enough to place themselves in such a precarious position. In the piece which was 6½ yards short there surely must have been a serious blunder on somebody's part. A yard short is bad enough, but 6½ yards in 41 is robbery with a vengeance. We fail to see how the government could be asked to guarantee the lengths, but now that syndicates have swallowed up all the mills, some remedy should most certainly be devised to protect the retailer in regard to short measurements. We confess, however, our inability to suggest a way out of the difficulty. Possibly some of our readers may be able to do so. If so we will be glad to publish any communications on the subject.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

DRESS GOODS DEPARTMENT.

Our varied range of General Dry Goods, has had new tone and character added to it, and our value to the Trade, as a market for supplies, has been greatly enhanced, by the increased energy and new life thrown into the Dress Goods Dept't this season.

Our European Buyer is an experienced Dress Goods man, and has fully met the requirements of the Trade, by his excellent taste, as shown in his purchases of Spring Dress Fabrics.

Costume Tweeds for the early Spring Trade, are selling well.

Estamine Serges are still very popular. We are showing many lines in Plain and Figured ; also all the leading lines in

Henriettas,

Cashmeres,

Nun's Veilings,

Lustres,

Fig'd Mohairs,

Crape Cloths,

Fig'd Soliels,

De Laines, &c.

For those who can handle only the cheaper lines, we have secured some very pretty effects.

Best endeavours will be put forth, to make this Dept't a factor in the building up of our well-established Business, and we trust our many friends, will second our efforts, by increasing their orders with us for Dress Goods.

Letter Orders and Samples have careful and prompt attention.

KNOX, MORGAN & CO.

≡⊗ FOR THE RETAIL TRADE ⊗≡

" PATENT ROLL " COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress makers' Purposes, etc., etc

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

" BALED " Goods same quality but less price.

MEN OF THE TIMES.

JAMES P. CLEGHORN,

(Of J. G. Mackenzie & Co., Montreal.)

There is an innate light in every man, discovering to him the first lines of duty in the common notions of good and evil.

—SOUTHEY.

There are some men specially favored by nature in such a way as to, almost unconsciously, attract and charm others by the agreeableness of their manners. There is something about them which cannot be acquired by experience; it is inborn. It is with them always, both in their social and business relations. While talking with them the caller is at once relieved from any feeling of embarrassment and leaves them with a desire to know them better. It is not, therefore, to be wondered at that such men are successful in business and have a large circle of friends and admirers.

Such an one is Mr. J. P. Cleghorn, managing partner of the wholesale dry goods house of J. G. Mackenzie & Co., 381-3 St. Paul street, Montreal. Mr. Cleghorn was born in Montreal in 1830. He has been connected with the firm of J. G. Mackenzie & Co. since 1853 and was admitted a partner in 1864. The firm was established in 1829 by the late J. G. Mackenzie and is, therefore, one of the oldest wholesale houses in the Dominion. The present members of the firm are Mr. Hector Mackenzie and Mr. Cleghorn, public-spirited men and worthy successors of the original founder of the house, and the high personal esteem in which they are held by the community is evidenced by the many positions of trust they are called upon to fill.

The wholesale trade of Montreal has passed through many vicissitudes during the past sixty three years but this old house has kept steadily onward, always maintaining its position in the foremost rank and upholding its wide-spread reputation for just and honorable dealing. They have a branch house in England, the establishment of which is indicative of the enterprise that has characterized the house from the outset.

Mr. Cleghorn is a gentleman whose administrative ability and public spirit are continually being recognized and few men can boast of being held in greater esteem by the business community than he. He has been closely identified with most of the movements having for their object the advancement of the material and mercantile interests of his native city, and although he has had the supervision of the extensive business of the firm to attend to, that has not prevented him from giving his time and counsel freely and ungrudgingly to these outside matters. He has occupied what is, without doubt looked upon as the highest honor that business men can con-

fer upon each other viz. : the position of President of the Board of Trade for the years 1889 and 1890. He took a prominent part in the establishment of the Wholesale Dry Goods Section of the Board and filled the position of President for the first two years of its existence. He has always taken great interest in the proceedings of the Board of Trade, and the Dry Goods Section, where his ripe experience, keen judgment and rare ability are fully appreciated. This is borne out by the following resolution carried by acclamation at the annual meeting of the Board in 1891: "That the thanks of the Montreal Board of Trade, in annual meeting assembled, are hereby tendered to Mr. Jas. P. Cleghorn its retiring President for the ability and zeal displayed by him in the discharge of the duties of the presidency, during the two years he has filled that office, a period rendered specially notable by the successful issue of the effort of the Board to procure the adoption of a plan for the improvement of the

harbour, and by the selection, and purchase of a site for the Board's new building:—

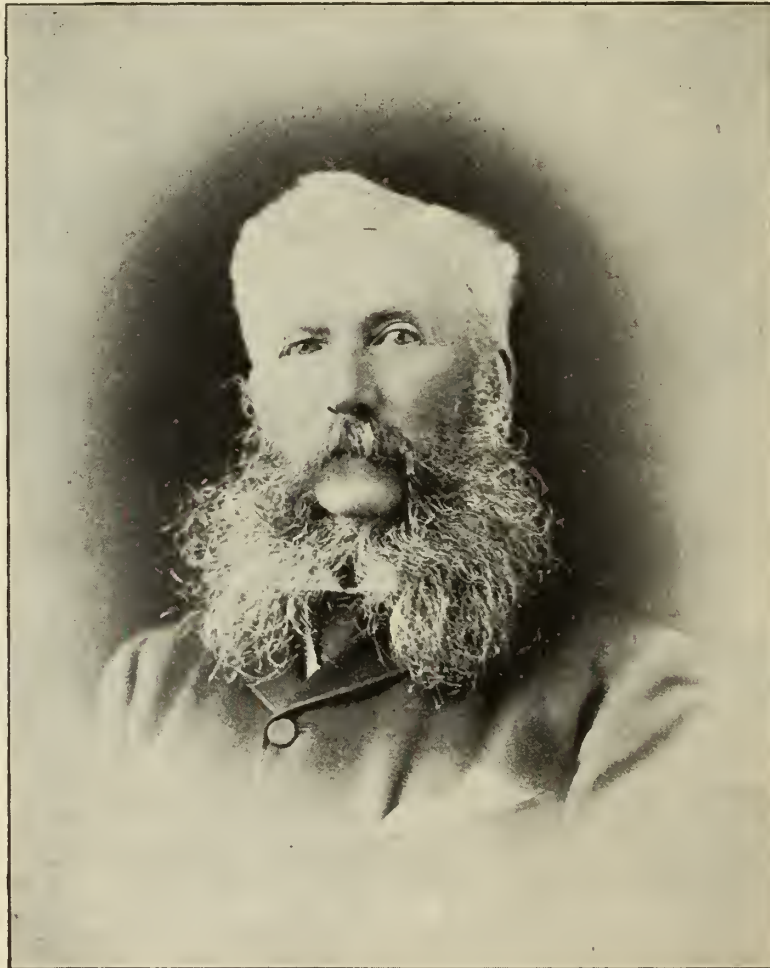
That Mr. Cleghorn is assured that he carries into his well-earned retirement from office the sincere respect and regard of the members of the Board who hereby voice their earnest wishes that he may long be spared to enjoy the same."

Mr. Cleghorn is President of the International Coal Company; director of the Sun Life Assurance Company and the Merchants' Manufacturing Company; while in all benevolent enterprises he takes an active part, having been for many years a Governor and member of the Management Committee of the Montreal General Hospital; one of the Trustees of Mount Royal Cemetery, and likewise an active promoter of the Society for the Prevention of Cruelty to Animals and other philanthropic projects.

Mr. Cleghorn is essentially a business man and has not shown any inclination to enter the field of politics, or even to seek municipal honors.

Had he done so, we feel sure, in view of the popular esteem in which he is held, he would not have sought in vain. The progress and welfare of a community largely depend upon the labors of such men as Mr. Cleghorn and it is often a matter of regret that they are not more fully represented in the councils of the nation, where the same characteristics that have made them successful business men could be turned to profitable account.

The firm has always done an extensive business from the Atlantic to the Pacific and has representatives in all the principal centres. The substantial warehouse on St. Paul street consists of five flats, each 100x50 feet, having all the modern facilities for the quick despatch of business. For business integrity and ample capital the firm ranks second to none in the Dominion, and its members have every reason to feel proud of the universal respect in which they are held by the trade, both wholesale and retail.



JAMES P. CLEGHORN.

AN APPRECIATIVE SUBSCRIBER.

MR. J. CAMERON, who has been forty-two years in the dry goods and grocery trade, writes us as follows: Allow me to congratulate you on your spring number. It is in every way a credit to the trade, and should be supported by every dry goods merchant and general storekeeper in the country. The articles are all timely and of practical benefit to the retailer, and I can truthfully say that personally I have found them of great use to me. I was particularly struck with the article on the need of a bankruptcy law. THE REVIEW will yet be found a friend indeed to legitimate traders. It cuts both ways like a two-edged sword. It is in one word an excellent detective and is greatly needed in our day, seeing we have no insolvency act. It is a great boon to salesmen; its instructions on how to dress a window are admirable. How thankful I would have been for such hints thirty years ago, when I had to dress a window in one of the best retail stores on King street, Toronto. But alas! no such paper could be found. I had to do my best, and got the credit of being one of the best window dressers on King street, east or west. I would strongly recommend the article on window dressing in the spring number of THE REVIEW to all window dressers.

It is my candid opinion that if the instructions given in those trade papers were more widely known among wholesale and retail merchants throughout the whole Dominion, and not only known, but practically carried out, the number of failures in Canada would not be as many in the year 1892 as in the year 1891. By perusing their trade paper, the wise may become wiser, and to those who are entering business it may become eyes; and prove to such a source of wealth, and teach them to steer clear of the shoals and rocks in business on which so many have made shipwreck, and gone down unwept and unsung.

It is invaluable to milliners as THE REVIEW gives two pages in every issue to the interests of their trade. It has direct communica-

tion with the leading houses in the central cities of Canada, America, Great Britain and France, giving cuts of the latest fashions in bonnets and hats. It gives also two pages in the interest of the clothing trade and gives correct diagrams of the latest styles of hats, caps etc., in that line. The impression of the writer is that these trade journals will prove indispensable to each department of the trade they advocate. This inference I draw from the eagerness with which retail merchants in the cities, towns and villages, that I have visited, look for the coming of THE REVIEW. These are the days of progress. To dwell on the progress made in art and sciences for the past thirty years one might write volumes. In common with other departments in which strides of progress have recently been made the most marked is that made in trade journalism. I have recently been perusing some of those papers published by The J. B. McLean Co., Limited, but specially the Spring Number of THE REVIEW, and I must say again that I admire it exceedingly. The quality of the paper is good, the printing excellent, the illustrations are well executed and would do credit to Punch or Bough. The articles are well written and show much taste and convey the much needed information to all parties, to the merchants, wholesale and retail; also to the buyer. Indeed it is invaluable to the family. It will guide the wholesale merchant to put his finger on the dead beat among the retailers and the retailer to lay his hand on the dead beat among his customers. It will also help the latter to select the most trustworthy wholesale house. Country merchants in Western Ontario long for the mail that brings them the organ of their trade. I speak, Mr. Editor, from experience of what I have seen.

R. E. Scott, formerly of Scott & Partners, Mount Forest, Ont., writes: I think my year's subscription is nearly run out. I regret that being out of business I do not require your bright, spicy, helpful paper any longer. I have always read it with pleasure, and wish you success in the future.

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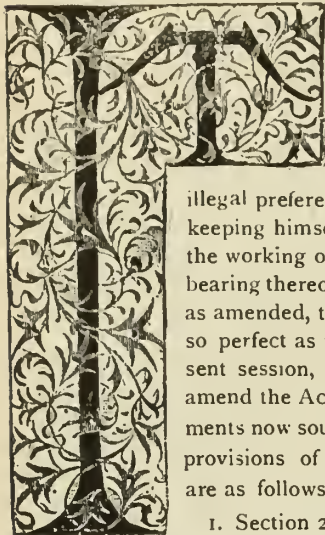
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IMPORTANT LEGISLATION.



WILL be remembered that at the last session of the Ontario Legislature, Mr. G. B. Smith, member for West York, introduced a bill and successfully carried it through its various stages dealing with illegal preferences. Since then Mr. Smith has been keeping himself thoroughly versed in regard to the working of the Act and decisions of the courts bearing thereon. This satisfied him that the Act as amended, through his instrumentality, was not so perfect as was desired and he has, at the present session, introduced another bill to further amend the Act. To clearly understand the amendments now sought it will be necessary to give the provisions of the bill passed last session. They are as follows :

1. Section 2 of the Act respecting Assignments and Preferences by Insolvent persons is repealed, and the following substituted therefor :

2.—(1) Subject to the provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes or securities, or of shares, dividends, premiums, or bonus in any bank, company or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or is unable to pay his debts in full, or knows that he is on the eve of insolvency with intent to defeat, hinder, delay or prejudice his creditors, or any one or more of them, shall as against the creditor or creditors injured, delayed or prejudiced, be utterly void.

(2) Subject also to the said provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes, or securities, or of shares, dividends, premiums, or bonus in any bank, company, or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or is unable to pay his debts in full, or knows that he is on the eve of insolvency, to or for a creditor with intent to give such creditor an unjust preference over his other creditors or over any one or more of them, shall, as against the creditor or creditors injured, delayed, prejudiced or postponed, be utterly void.

(a) Subject to the provisions of section 3 aforesaid, if such transaction with or for a creditor has the effect of giving that creditor a preference over the other creditors of the debtor or over any one or more of them, it shall in and with respect to any action or proceeding which, within sixty days thereafter, is brought, had or taken to impeach or set aside such transaction, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntarily or under pressure.

(b) Subject to the provisions of section 3 aforesaid, if such transaction with or for a creditor has the effect of giving that creditor a preference over the other creditors of the debtor or over any one or more of them, it shall, if the debtor within sixty days after the transaction makes an assignment for the benefit of his creditors, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntarily or under pressure.

The amended bill now introduced reads as follows :—

1. Section 2 of the Act Respecting Assignments and Preferences by Insolvent Persons, as the said Act is amended by the Act passed in the 54th year of Her Majesty's reign chaptered 20 is amended by inserting therein before the word "presumed" where it occurs in clauses (a) and (b) of sub-section (2) of the said section, the word "conclusively."

2. Where the word "creditors" occurs in the ninth line of sub-

section (2) of the said section 2, and in the second and third lines of clause (a) of said sub-section and in the second and third lines of clause (b) of said sub-section, the same shall be deemed to include any surety and the indorser of any promissory note or bill of exchange, who would upon payment by him of the debt, promissory note or bill of exchange, in respect of which such suretyship was entered into or such endorsement given become a creditor of the person giving the preference within the meaning of said sub-section 2.

3. This Act shall not affect any action, suit or proceeding now pending, but the same shall be adjudicated upon and determined as if this Act had not been passed.

These proposed amendments further safeguard the rights of creditors, and it would now appear utterly impossible for the Courts to find an opening for the exercise of their peculiar faculty of rendering judgments to perplex and harass the trade of the country. In regard to section 2, it will be seen that it places the surety or indorser of a note in the same position as other creditors after the debt or note has been paid by such surety or indorser. That is to say that a surety or indorser cannot rank on the estate unless he has paid the debt or note and must take his chances along with the other creditors and not as a preferred creditor.

Another important measure, introduced by the Attorney-General, is "An Act to further amend the law respecting mortgages and sales of personal property." It is as follows :—

1. The provisions of the Act respecting Mortgages and Sales of Personal Property shall extend to mortgages and sales of goods and chattels, notwithstanding that such goods and chattels may not be the property of, or may not be in the possession, custody or control of, the mortgagor or bargainor or any one on his behalf at the time of the making of such mortgage or sale, and notwithstanding that such goods or chattels may be intended to be delivered at some future time, or that the same may not at the time of the making of said mortgage or sale be actually procured or provided, or fit or ready for delivery, and notwithstanding that some act may be required for the making or completing of such goods and chattels, or rendering the same fit for delivery.

2. The words "void as against creditors" in said Act shall extend to simple contract creditors of the mortgagor or bargainor suing on behalf of themselves and other creditors, and to any assignee for the general benefit of creditors within the meaning of the Act respecting Assignments and Preferences by Insolvent Persons and amendments thereto, as well as to creditors having executions against the goods and chattels of the mortgagor or bargainor in the hands of the sheriff or other officer.

3. The "actual and continued change of possession" in said Act mentioned shall be taken to be such change of possession as is open notorious and reasonably sufficient to afford public notice thereof.

4. A mortgage or sale declared by said Act to be void as against creditors and subsequent purchasers or mortgagees shall be incapable of being made good or valid as against such creditors and purchasers by the subsequent taking of possession of the things mortgaged or sold by or on behalf of the mortgagee or bargainee.

We draw special attention to section 3 which speaks for itself.

A clause has also been added to the Act respecting liens which in effect is that all liens on stocks of goods for sale in stores on which it is intended to retain the ownership to the vendor, while they give over possession to the vendee, must be registered with the clerk of the County Court the same as chattel mortgages.

Mr. Tait, one of the Toronto members, has introduced a bill to amend the Assessment Act as follows :

1. Section 7 of The Assessment Act is amended by inserting the following after sub-section 17 :

17a. The capital of any person which is invested or employed in any wholesale or retail mercantile business in this Province, and the stock-in-trade, book debts and other assets held for the purposes of or in connection with said business ; but the income or profits derived from such capital shall be liable to be assessed.

2. Section 1 of The Assessment Amendment Act, 1891, is repealed.

We have advocated the passage of such a measure on the ground of justice and fair play and we will be very much surprised if the bill is not adopted by the Legislature. The agitation has been ably kept up by the special committee of the dry goods section of the Toronto Board of Trade and success should crown their efforts. The Attorney General will receive a deputation of those favoring the measure on the 22nd of this month and then the bill will come on for its second reading. If the Attorney General is favorably impressed with the arguments of the deputation, as there is every reason to be believe that he will, then the success of the measure is assured and a long standing and iniquitous burden upon merchants and manufacturers will be removed.



BUSINESS CHANGES AND TROUBLES.

SINCE our last issue the failures and business changes are as follows:—

- Estate of A. J. Wilson, Chatham, Ont., dry goods, stock sold.
 Estate of C. Koelln, Kingsville, Ont., dry goods, etc., stock sold.
 J. R. Berry & Co, Lambton Mills, Ont., woollen manufacturers, succeeded by Edward Leadley & Co.
 Kilbourn, Bishop & Co., Owen Sound, Ont., dry goods and millinery, assigned, with liabilities \$15,000, assets \$19,000.
 Page & Page, Toronto, manufacturers white goods, retiring from business.
 Mrs. Chrysler, Welland, Ont., millinery, stock damaged by fire and water; insured.
 F. Nation & Co., Brandon, Man., dry goods, etc., sold out to A. D. Rankin.
 Blair & Rogers, Carberry, Man., dry goods, etc., stock sold.
 Labelle & Co., Montreal, dry goods, offering to compromise.
 Nap. La Fortune, Montreal, dry goods, assigned.
 Frank A. Wilson, Amherst, N.S., dry goods, offering to compromise.
 Sutherland & Creaghan, Chatham, N.B., dry goods, assigned.
 Sutherland & Creghan, Newcastle, N.B., dry goods, style changed to John D. Creghan.
 D. McIntosh & Co., Almonte, Ont., woollen manufacturers, assigned.
 L. E. Lane, Barrie, Ont., tailor and clothing, compromised.
 R. Raney, Cardinal, Ont., tailor, assigned.
 A. J. Taylor, Hamilton, Ont., men's furnishings and American Suspenders Co., assigned.
 Thomas Woodhouse, Toronto, dry goods, etc., assigned; stock sold.
 A. H. Van Norman & Co., Trenton, Ont., dry goods, assigned; stock sold.
 J. B. Gass & Co., Amherst, N.S., stock, etc., advertised for sale by tender.
 Fortune & Co., Halifax, N.S., dry goods; stock taken possession of under bill of sale.
 Edward C. Palmer, Dorchester, N.B., merchant tailor, assigned.
 M. Gaglietto & Co., Kamloops, B.C., dry goods, etc., dissolved; M. G. succeeds.
 William McCall, New Westminster, B. C., dry goods, etc., advertising to sell out.
 M. M. Hackett, Cornwall, Ont., dry goods, assigned with \$9,000 liabilities.
 Estate of C. Lynde & Co., Mitchell, Ont., dry goods, etc., stock advertised for sale by tender.
 Kenny Bros., Ottawa, Ont., tailors, etc., stock damaged by fire and water, insured.
 R. McGiffin, Ottawa, Ont., men's furnishings, stock damaged by fire and water, insured.
 Pigeon, Pigeon & Co., Ont., dry goods, dissolved, J. B. A. Pigeon retires, H. H. Pigeon continues, style unchanged.
 S. A. Hoover, Port Arthur, Ont., dry goods, burnt out.
 H. S. Rose, Strathroy, Ont., dry goods, assigned with \$15,000 liabilities.
 L. J. Applegath, Toronto, hats, etc., assigned.
 R. J. Keating, Toronto, merchant tailor, assigned; stock sold.
 McKeown & Co., Toronto, dry goods, assigned; stock sold.
 Martin & Labelle, Montreal, dry goods, dissolved.
 Frederick Shipton, Montreal, dry goods, offering to compromise.

Dodds & Jolly, Yarmouth, N. S. wholesale and retail dry goods, dissolved; Thomas R. Jolly registered as sole owner.

D. C. Sullivan, Moncton, N. B., dry goods, assigned.

Blackwood & Blair, St. Johns, Nfld., dry goods, dissolved, Henry Blair continues in his own name, Andrew Blackwood retires.

James V. Miller & Co., Brockville, Ont., dry goods, dissolved, succeeded by E. A. Bigg & Co.

John Kerrigan, Hamilton, Ont., merchant tailor, assigned.

Estate of R. Harper, Morrisburg, Ont., dry goods, assigned.

James Foy & Co., Port Hope, Ont., dry goods, removing to Brighton.

D. Grant & Co., Toronto, millinery and mantles, dissolved.

R. & J. Campbell, Whitby, Ont., dry goods, retiring from business.

Roy & Beaudoin, Montreal, dry goods, assigned.

Yarmouth Hosiery Manufacturing Co., Yarmouth, N. S., copartnership registered, Charles Dodds and Edward M. Viets.

George Clark, Brantford, Ont., dry goods, assigned.

Jacob J. Phillips, Brockville, Ont., clothier, assigned.

R. A. Miller, Galt, Ont., tailor, sold out to J. A. Wendell.

Mills Bros., Ottawa, Ont., hats and furs, dissolved, W. H. Mills, continues, style unchanged.

C. E. Yates, Preston, Ont., men's furnishings, assigned.

Miss Frances M. Thompson, Sarnia, Ont., merchant tailoring, assigned.

J. Rippon & Son, Woodstock, Ont., dry goods, assigned with \$18,000 liabilities.

Elizabeth Clark, Moose Jaw, N.W.T., millinery, building and stock burnt.

Beliveau & Quevillon, Montreal, men's furnishings, assigned.

Alex. Adams, Halifax, N.S., dry goods, assigned.

Wm. Doherty & Co., St. John, N.B., tailors, dissolved.

Mollison Bros, St. John, N.B., dry goods, offering to compromise.

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THE PATRONS OF INDUSTRY.

A FEW days ago the Grand Lodge of the Patrons of Industry met in Toronto in secret session. The reports of the proceedings, supplied to the press, were very meagre and gave only a superficial idea of what transpired. One of the resolutions passed was to the effect that, in the opinion of the Patrons, the Government should enact a law making it a penal offence on the part of any citizen or firm to unduly raise the price of necessaries. It would have been more to the point if they had adopted a resolution asking the Government to enact a law making it a penal offence for any body of men to combine to prohibit merchants from charging a just and equitable price for their goods, enabling them to meet their bills and leaving enough to keep themselves and their families in reasonable comfort. The Patrons seem to take a pleasure in showing by resolutions that they are down on combines but they are careful to overlook the fact that in doing so they are simply making fools of themselves. For what is their organization but one of the worst possible combines that could be conceived. It is a restraint upon legitimate trade and we believe that if the question on this point were brought into court it would be declared illegal. One of the States (we forget which) last year passed a law enacting that all combines shall be declared illegal and imposing a severe penalty upon the combinesters. We do not suppose that our Provincial Governments would adopt a similar course, as there are too many farmers in the Legislatures, but there is no reason why the Dominion Government should not step in and protect merchants from the greed and rapacity of such organizations as the Patrons of Industry. In the Winnipeg Commercial of last week a letter appeared from a "Country Merchant," which is well worth the careful consideration of both wholesale and retail merchants. It is as follows: As I am living in a part of this province where the organization known as the Patrons of Industry have been at work lately, and as they are making such outrageous demands upon the country retailer with threats of boycotting unless their demands are complied with, I write this to see if it is not time for the wholesale and retail trade to come to some understanding for the purpose of protecting themselves against the unjust demands made by this organization. The demands they are making on the retailer here is to come under contract with them, and on that contract you agree to sell them goods at an advance of 12½ per cent. on invoice price, and you also agree to produce your invoice for their inspection whenever called upon by any of their members to do so. After signing this contract they issue a charter to you, making your store a charter one, for which you pay them \$13. Now, any merchant that knows anything about his business, is well aware that he cannot supply them with goods at the above advance on invoice price and have his balance come out on the right side at the end of the year, for it takes on an average about one-half of the above percentage to lay the goods down in his store from the wholesale warehouse and on the balance of the percentage allowed he has to pay for fuel, light, taxes, insurance, dead stock, hired help, rent, interest on money invested, and make his living besides, which is simply impossible, and the country merchant that attempts it will certainly come to a disastrous end, which will inflict loss upon the wholesaler that supplies him with goods, as well as injury to the honest retailer who is trying to pay his hundred cents on the dollar. I have heard of some retail merchants that are agreeing to the above terms. Now, all I have to say about them is this, that they are either knaves or fools, and if they are the former the wholesaler will likely be called upon to assist them in the fraud by making out duplicate invoices with an advance on actual prices, and if he is the latter, the wholesaler is sure to suffer in the end, which is not far distant. Now, what I would like to see the wholesale trade do, is this, to refuse to sell goods to merchants that agree to such terms, unless their cash accompanies the order, and, also, refuse to be a party to the above fraud of making out duplicate invoices, and what I expect of the retail trade is, to refuse to buy goods from the wholesaler that supplies goods to the above merchants, unless he is satisfied that the above

merchant is compelled to pay spot cash for his supplies. Hoping to hear the opinion of other merchants on the above subject, through the medium of your valuable journal, I remain &c.

THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

THE present condition of the dry goods trade in the district of which Montreal is the centre, bears out what was said a month ago, that this branch of business is in a better position than many other industries. It is now possible to survey the winter's trade and a careful scrutiny shows that not only has the amount been greater than that of the last two seasons, but the volume of business transacted constitutes a normal turnover for the amount of capital involved, and the population to be supplied. If, on the whole, the profits are not yet up to the standard, it is due to causes antedating the season under review: namely, an accumulation of debts from the past few years, the pressing demands for payment made by money lenders and manufacturers of agricultural machinery, and a hesitancy to buy arising out of the experience of the past.

The fourth of March was a notable settling day, and if the payments were no better than the corresponding fourth of last year they were certainly no worse. The paper, as a rule, was well taken care of; the demands for renewals were only for partial amounts and the general experience went to show an ability and willingness on the part of retailers to pay. The feeling is one of increased confidence all through the country and it is accentuated by the results of the Quebec Provincial elections. The results of the Federal bye-elections, whatever one may think of them, have caused a belief in the stability of the present government and policy in force in Canada. Merchants, and the public generally, are adjusting themselves to this state of affairs and are prepared to make the best of everything.

Several travelers, who had just returned from the Maritime Provinces, the far West, Ontario and Quebec, were met the morning they arrived, and they confirm the view that the feeling throughout the country is better; that retailers are more hopeful, more willing to buy, and that they see their way clear to selling and being paid for the goods.

The present occupation in the wholesale houses, now that the travelers are all in, is hurrying forward the spring shipments ordered in January and February. They are also preparing samples for the sorting trip, and travelers will again be ready for the road the first week in April. The prospect of an early spring is causing an urgent demand for goods to go forward, and the sales have prompted a number of repeat orders for special lines, such as fine blacks, mournings, and half-mournings. It is a curious fact that the high mortality of the winter has caused an actual demand for this class of goods. The stocks of woollens throughout the country are much reduced and in many cases the shelves are bare. The hint may be taken that the orders for next fall will be unprecedentedly large. The city jobbing trade is only moderate and quietness is to be expected till Easter is at hand. The action of a Toronto house, advertising largely here, is having its effect and is drawing business westward which usually belongs here.

The month has been entirely free from failures, and it is quite unlikely that any will be heard of for some time.

The demand is active for foreign dress goods' specialties, and for fabrics in the new colors there is marked steadiness. Such staples as Cashmeres and Henriettas are in excellent request for high grades, and in the low grades, at about 50c to 55c., the supply is insufficient.

Cottons are quietly advancing in value due to the association of manufacturers, though it has not yet become apparent to outsiders.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

DOMINION INSOLVENCY ACT.



OUR last issue we referred to the fact that the Board of Trade of Victoria, B.C., had decided to petition the Dominion Government, through the city members, to pass an Insolvency Act. Since then the Council of the Board of Trade of St. John, N.B., has adopted a resolution that Parliament be requested to re-enact the insolvency law of 1875, as amended in the subsequent year, with certain changes. The changes suggested are the addition of provisions for settlement by composition as in Eng-

land; that an official assignee be always appointed, and that the release of the debtor be made more difficult than formerly, where the amount paid is less than 50 cents on the dollar. And now the Montreal Board of Trade has gone a step further by preparing a proposed Bill and sending out printed copies to other Boards for their consideration and approval. The Hamilton Board has referred the draft Bill to a special committee, and the Council of the Toronto Board will consider its provisions on March 21st. As far as we can gather the bill is favorably looked upon and there is no insuperable difficulty in the way of preventing a united petition being laid before Parliament praying for the passage of the bill during the present session.

We have persistently advocated the passage of such an Act for the credit of the Dominion and in justice to foreign merchants and manufacturers trading with us. We know that there is a bitter feeling against the Dominion in commercial circles in Great Britain owing to the discreditable state of our insolvency laws, which we have dwelt upon from time to time, and if the proposed Act is carried through at the present session of Parliament it will restore confidence in the minds of foreign traders and lead to enlarged and more cordial trade relations with the Dominion. We feel justified in attributing to our efforts no small share of the credit for bringing matters to such a forward stage, and can only hope that the agitation will not stop until the Act is placed upon our Statute books.

WOOLLENS FOR THE FALL.

Messrs. Millichamp, Coyle & Co., report that they have about placed all orders with the wholesale houses for the next fall trade. Samples of the new goods from the Waterloo mills show large checks and diagonals for suitings and overcoatings. Some really superior goods of first-class material are shown of double and twist warp and fillings in checks and snowflakes and plain diagonals. They are almost as tough and durable as leather. There has been a brisk demand for these goods and it is evident that the products of this mill are very popular with the trade.

They also show an infinite variety of samples of dress goods, mantlings and tweeds from Brodie's mills. There are many charming designs in checks, stripes and snowflakes in fawns and greys for mantlings and ladies' costumes. It would seem as if blue serges in herringbones and heavy wide wales will be the prevailing fashion for ladies' costumes. The trade has long since recognized the fact that the products of this mill are fully equal in texture and beauty of design to any of the imported article.

Mr. G. B. Fraser, who has recently removed to larger and more commodious premises at 42 Scott Street, Toronto, has some excellent samples for the fall season of Irish friezes for overcoatings from the Montreal Woollen Mills Co. Plain, light fawn is the leading color. They are fine goods and there has been a big demand for them. He also shows a large variety of samples for suitings from

the same mills in large and medium checks and diagonals in browns and fawns. There has been a brisk demand for a brownish brick-red shade.

Mr. Fraser also shows samples of Irish friezes in fawns from Van Egmond's mills and etoffes in large and decided checks. These etoffes from this mill take well every season and the demand is constantly increasing for them.

EDWARD McKEOWN'S ARREST.

THE arrest on March 12th of Edward McKeown, the well-known retail dry goods merchant of Toronto, at the instance of Gault Bros. & Co., of Montreal, has caused a good deal of talk among the trade. He was taken to Montreal, and is now in gaol awaiting the result of the investigation into his case. The charge against him is obtaining goods on false pretences. From the evidence of Mr. Robert L. Gault it appears that McKeown, a few weeks before his failure, called upon Mr. Gault's firm and gave an order for \$1,200 worth of goods. He produced a statement giving his indebtedness as follows: Gault Bros., \$6,000; James Johnston & Co., \$3,200; E. Delaunay, \$2,200; Mr. McGillivray, \$2,400; McLaughlin Bros., \$2,520; John Macdonald & Co., \$1,520; S. F. McKinnon & Co., \$2,200; D. McCall & Co., \$550; Samson, Kennedy & Co., \$850; others, \$2,200; total, \$23,400. Mr. Gault states that McKeown gave him to understand that his total liabilities amounted to about \$28,000, while his assets would reach \$38,700, leaving a clear surplus of \$10,700. He was assured that McKeown's business was in first-class condition, and that he was doing well, while in fact he was then hopelessly bankrupt. James Johnston & Co. are precisely in the same position as Gault Bros., and have also given instructions to their solicitor to take similar proceedings against McKeown.

Just before his failure, McKeown gave C. P. Archibald and W. T. Kiely, of Toronto, a chattel mortgage, thereby absorbing his whole assets. When McKeown failed some time ago Messrs. Archibald & Kiely supplied him with the necessary capital to start again, and it was to secure them that he gave them the chattel mortgage.

The statement of McKeown's affairs as filed in Court is as follows:—

LIABILITIES.	
Direct, unsecured.....	\$28,831 22
Direct, part secured.....	25,938 24
Ferguson's claim, not in assignee's statement..	2,200 00
<hr/>	
Total.....	\$56,969 46
Indirect.....	1,497 79
Preferred.....	2,411 20
<hr/>	
	\$60,878 45
ASSETS.	
Stock.....	\$21,093 91
Debts.....	2,538 15
<hr/>	
	\$23,632 06

These appear to be the facts of the case that have so far come to light, but as the matter is still sub judice it would be unfair for us to make any comments.

At the instance of the dry goods merchants of Petrolea, Ont., Mr. D. W. Dulmage was summoned before the magistrate the other day and fined \$50 and costs for refusing to pay the license of \$50 imposed upon transient traders.

We call the attention of our readers to the advertisement of Mr. Harry Harman, window dresser, etc., who has just completed a new pamphlet called "Catching Ideas," and which will, we feel sure, be found of great service to merchants in dressing their windows. Mr. Harman's book on "300 ways to dress windows" has had an extensive sale throughout the Dominion.

PERSONAL AND GENERAL NOTES.

A. F. BANFIELD, of Winnipeg, Man., favored THE REVIEW with a call on his way south. He is taking a month's holiday in Florida.

T. Elliott, of Cookstown, Ont., while in Toronto making his spring purchases called and renewed his subscription, expressing at the same time his high appreciation of our spring number.

F. Galibert & Co., 30 Lemoine street, Montreal, advertised in our last issue their specialties as glove importers. The company is a new one, who hope soon to have the pleasure of calling on all the retail trade with a beautiful line of samples.

R. Waldron, dry goods merchant, has been elected President of the Early Closing Association of Kingston, Ont.

The capital stock of the Canadian Colored Cotton Mills Company, limited, has been increased from \$100,000 to \$5,000,000.

A. F. Hamilton, late of the firm of Macnair, Hamilton & Co., Stratford, Ont., and F. Coates have purchased the dry goods business of Keenleyside Bros., Sarnia, Ont.

In the re-arrangement of the business of Stanley, Robertson & Co., dry goods merchants, Brantford, Ont., Mr. Stanley takes the clothing store, and Mr. R. W. Robertson will continue the dry goods business.

Boisseau Freres, dry goods merchants, St. Lawrence street, Montreal, have effected a compromise with their creditors at 50 cents on the dollar, in three, six, nine and twelve months, the notes endorsed by D. McCall & Co., of Toronto.

Mr. Caldecott, of Caldecott, Burton & Spence, Toronto, has to mourn the loss of his mother, who died at the residence of her son-in-law, Mr. P. H. Burton, on February 26th. Mrs. Caldecott had reached the advanced age of 81 years.

We extend our congratulations to Mr. Arthur Boyle, of Dunnville, Ont., one of our subscribers, on his brilliant victory at the bye-election on March 12th, in Monck, for member of the House of Commons, his majority over his opponent being 323.

Ernest Delaunay, wholesale dry goods, Montreal, has sold out his entire business for \$128,000 to W. G. Pullen & Co. The management of the business has been in the hands of Mr. Pullen for some time past, and it will be carried on in the same premises.

The insolvent estate of C. Q. Morrow, retail dry goods merchant, London, Ont., which was placed in the hands of John McClung, of Toronto, has been sold for an amount realizing 65 cents on the dollar for the goods. The estimated liabilities amounted to \$13,000, with assets considerably below that sum.

On April 1 a syndicate of American and English capitalists will take over the Ontario Cotton Mills, Hamilton, Ont., and run them. The old stockholders will have nothing to do with the new company. The purchase price is not known, but the mills are valued as a running concern at from \$600,000 to \$700,000.

The Williams, Greene & Rome Co., Ltd, shirt manufacturers, etc., Toronto, have issued a beautiful souvenir to the trade. It is in the shape of a charming picture in a glass front and framed and hung with an imitation gold chain. It bears the well-known trade mark of the firm and is altogether a most attractive design.

J. Sutcliffe & Son, Brampton, Ont., have purchased the bankrupt stock of E. McKeown, dry goods, Toronto, invoiced at \$31,000, at 68c. on the dollar, and a parcel of the bankrupt stock of Thomas Woodhouse, dry goods, Toronto, invoiced at \$14,125.69, at 61 1/2c. on the dollar. The other parcel of Woodhouse's stock, invoiced at \$32,479.27, was purchased by Holhnrake Sons & Co., Milton, Ont., at 69 1/2c. on the dollar.

The annex and improvements to Mr. J. M. Garland's wholesale store, Ottawa, have been completed. The annex is bright, airy and extensive and makes the floor area one of the finest of the kind in the city. The offices have been moved back to the annex. The

damage to Mr. Garland's dry goods stock has been assessed at \$14,500. The assessment was made by arbitrators appointed by the underwriters' association. They were Messrs. C. Bryson, Ottawa; Gerard, Montreal, and Gowanlock, Hamilton.

S. Thorne, who has carried on the dry goods business for so many years in Hamilton, Ont., has associated himself with A. R. Kerr & Co., and will have charge of the ground floor of their fine establishment. Mr. Thorne is noted as one of the best posted dry goods men in Canada, and his many old friends in Hamilton will be glad to do business with him again.

The affairs of John Rippon & Son, dry goods retailers, Woodstock, Ont., are being wound up by Henry Barber & Co., Toronto. The business is an old-established one, and the elder Mr. Rippon is one of the best-known retail merchants in Woodstock. His business, however, has not been sufficiently progressive to warrant its continuance, largely in consequence of Mr. Rippon's protracted illness.

A pleasant event occurred in the warehouse of John Macdonald & Co., Toronto, a few days ago, when the employes of the firm presented Mr. James Blackey with a handsome marble clock on the occasion of his becoming a benedict. The presentation was made by Mr. Macdonald on behalf of the boys. In making it he spoke very highly of the recipient's abilities and the good-will that was held towards him by all the employes. Mr. Blackey, in reply, thanked the boys for their kindness, saying that he was sure if ever he required a friend he would find one among those present.

The Drapers' Record, of London, England says: The death of Dr. Donald Fraser, the well-known preacher of the Presbyterian Church, removes another very popular man from our midst. Dr. Fraser, who was, of course, a Scotchman, when quite a young man left his native country and entered the services of one of the well-known Canadian houses of those days, in which his brother was the senior partner. The dry goods trade, however, was uncongenial to the young man's tastes, and he retired from it and entered the Church in connection with which he became one of the greatest preachers of the present century. Dr. Fraser always referred to his early Canadian experiences as having been of great advantage to him in after life.

WANTED.

A First-Class Dress Goods Retail Salesman for a large retail store in Warrensburg, Missouri. Must be of good moral character. Apply at the DRY GOODS REVIEW Office, 6 Wellington Street West, Toronto.

CATCHY IDEAS FOR WINDOW DISPLAYS.

Harry Harman's Novelty Pamphlet—A new and useful illustrated Pamphlet comprising useful suggestions adapted to meet the wants of all lines of business, and devoted especially to the latest and best ideas on Window Dressing and Store Decorating fully explained. In fact, it is full of valuable information. On receipt of 75 cents (no Canadian currency) the novelty Pamphlet will be sent pre-paid including a box of Harman's window Pane cleaner, a 32-page catalogue of window dressing supplies sent to any address. Harry Harman, Window Dresser and Decorator, P. O. Box 113, Louisville, Ky.

We Please Them All.

We deduct from prices the cost of travelling men, and all allowances for bad debts. We sell Shears, Scissors, Pocket and Table Cutlery, Silver Plated Flat and Hollow Ware, Gold Pens, Watches, Clocks, Jewelry, and a great variety of Show Case Goods. Send for Catalogue.

THE SUPPLY CO., Niagara Falls, Ontario.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

THOSE FASHIONABLE CANES.



CITY VS. COUNTRY CLERKS.

CLERKS with city experience. You read this quite often in advertisements of city concerns. The clerk who has served an apprenticeship in a country store has better knowledge of human nature; better general knowledge of goods; can adapt himself to varying wishes of customer; has more ambition; less of the dude about him; has more of the real, in earnest air about him; will more readily follow out instructions and methods; can be relied upon to do his detail work, because he has had to do the work of two men all the time; has decided to make it a matter of life work; knows no reason why he cannot reach the top.

Now, against this the city clerk who has had experience, in most instances (exceptions in this as in all), knows it all; is dissatisfied; sees no future; thinks more of dress than anything else; knows how mean the house is (anyway, whether it be so or not; he thinks so); can't be fooled by promises if he does thus and so the house will do thus and so by him; in fact, the clerk with the city experience is apt to be one whom you have to change over from his own way to yours, from his own conceit to a realization that he must know how little he knows, and be watched to see that he does not try to injure you while in your employ by talking to his fellow clerks against you.

Remember that the clerk without the city experience is often the one through whom you can accomplish most good. He is willing to start on even terms with you without any thought but to try hard. You hold out the inducements if thus and so; he takes you at your word and strives for the goal. How about the "city experience clerk?" He wants more pay, perhaps, than he is getting; that's all he will change for. He knows your promises, he says, are not worth anything. He simply wants the cold, hard \$12 per week, or two dollars more than Marley & Co. are paying him. He comes into your department, "shoots off" that he came for more pay, and falls right in with the boys in, "Oh, yes, I knew this house was a hard-fisted one to work for, and just squeeze you till the juice is all out, then fire you; but I will play them a hold-off at \$12 and run my risk of getting another job at \$10 anyway, and, you see, the \$2 extra while I am here is clean gain." I could go on at some length in proving that this last material is spoiled, and hence unfitted for accomplishing great and good things for the department.

As proof, all we need do is add up the results of those who came from country experiences and those who clerked it around in city, and find the sum total of the successful merchants of the day and men who are on same level as they were twenty years ago. By city experience I mean experience in such cities as New York, Boston and Philadelphia, where the clerk was city-born and started in as clerk at \$6 a week, because he did not want to be so low down, you know, as the fellow who started in at \$100 a year and pegged right along through. By comparing experiences I mean a case like this: A merchant wishes a dress goods salesman to serve first-class trade. James Prince, from Fitchburg, applies, and Henry Sagan, from store across the way in New York city, applies. James has sold dress goods of medium and good qualities to fair trade, and was

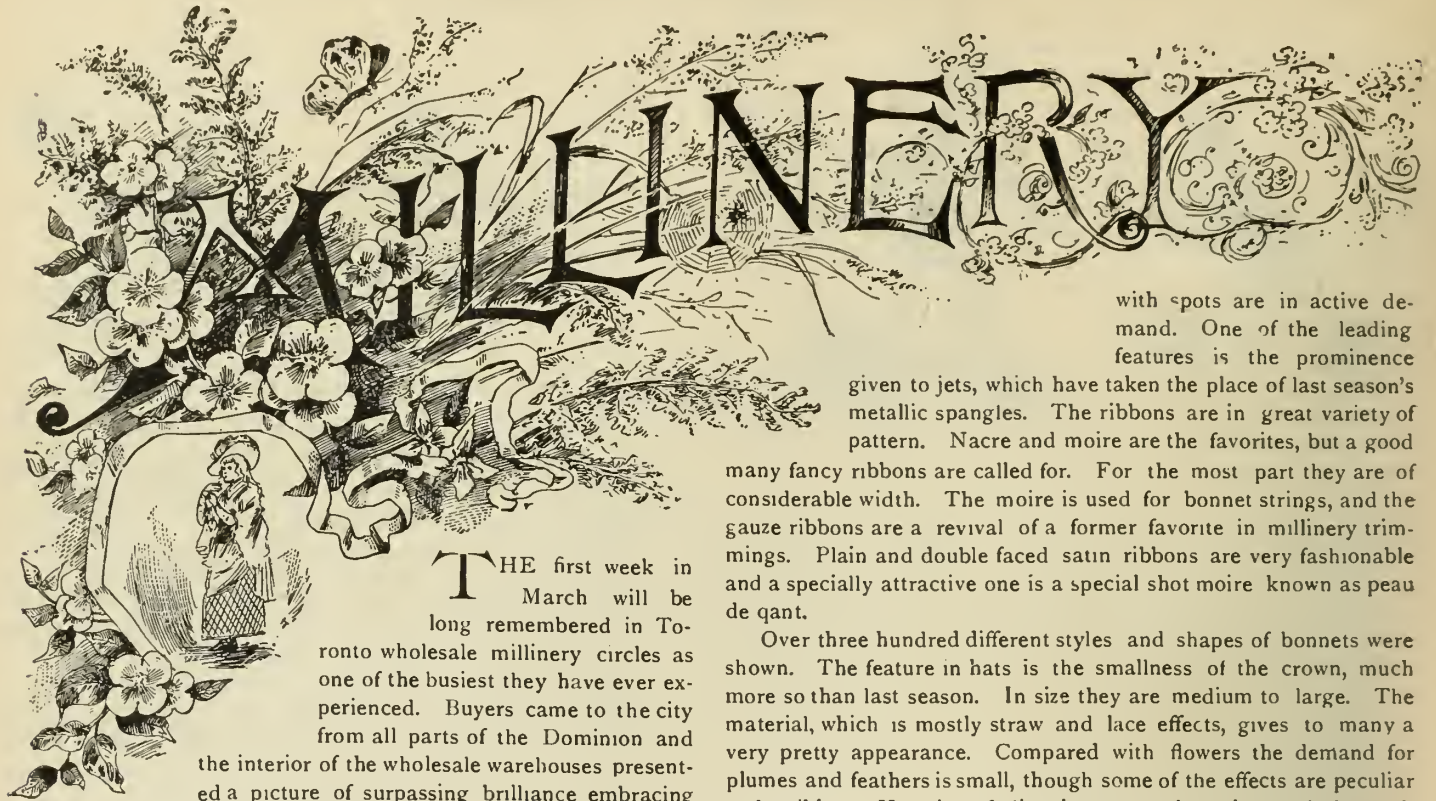
brought up in the store from sweeper to salesman in charge of dress goods, yet selling all over the store. Henry has been in city store for twelve years, ever since he left the grammar school in the city. He started into it because he could start at \$1 a day. He has worked along until he is getting \$10 a week. James, by the way, gets \$10 a week, but feels that he will have greater opportunities in city, so is anxious for the job. Henry likes well enough where he is, but wants to get \$12 a week. He seems to be unable to get it with present employers. Both get good recommendations. Now, the question is, if both are of fair address, fair appearance, which will prove the best investment as a clerk? I say James will work for a peg way up, while Henry will be more than likely to think the \$12 is his high water-mark.—Dry Goods Economist.

CHARACTER, CAPITAL, CREDIT.

"Toronto Retailer" writes: I read with a good deal of interest Mr. Jones' able article in your last issue. He brings forth strong arguments in favor of the position he takes, but I cannot agree with him. It seems to me that if a young man is unable to compete with others in view of the shortened credits now prevailing, he had better try something else. No one appreciates character and experience more than I do, but in this hustling age capital is what is wanted. As an old retailer, I can say that more injury has been done to my trade through the bankrupt stocks of men who commenced with little or no capital being thrown upon the market than from anything else. Let Mr. Jones look at the causes of failure in the dry goods and kindred trades last year, recorded in your special number, where he will find 117 out of 181 from lack of capital, and he will confess that his arguments lose considerable force. I will perhaps refer to this again; meantime I am very busy.

A NEW SUSPENDER COMPANY.

The Union Suspender Co. of Toronto, Limited, have commenced business in the commodious premises, 55 and 57 Yonge street, and have had the factory fitted up with the latest and most approved machinery, enabling them to manufacture all classes of suspenders, belts, sashes, etc., in the best and latest fashions. They are carrying lines of very choice patterns which it would be difficult to excel, and their show rooms are well worthy a visit. The company has secured the whole right to manufacture the now celebrated and favorite Belvedere sash for ladies and gentlemen. Nothing to our mind completes the tennis and boating costumes so well as this sash, and from the orders already placed with the company it would seem as if no store would be considered able to furnish a complete outfit for the summer without these goods. The company are carrying all the novelties of the season and are determined to supply the trade with goods which, while giving every satisfaction to the public, will at the same time secure for them the confidence of the trade. The manager, Mr. H. J. Dennis, has had many years' practical experience in the business and is supported by an experienced and efficient staff.



THE first week in March will be long remembered in Toronto wholesale millinery circles as one of the busiest they have ever experienced. Buyers came to the city from all parts of the Dominion and the interior of the wholesale warehouses presented a picture of surpassing brilliance embracing arrays of beautiful flowers, feathers, ribbons, and other ornaments, hats and bonnets in infinite variety of design and trimming, coupled with so many charming ladies moving to and fro. The travelers were all on hand to greet their customers and a busy time they had of it. All the wholesale houses report a brisker trade even than last year, the orders before and at the opening being in excess of their most sanguine expectations. The craze at present is for flowers and it is likely to continue, although Dame Fashion is a fickle being. There was a good demand for the new Domino veiling and it is likely to hit the popular fancy. Travelers are again on the road for sorting orders and these promise to be liberal.

MILLINERY IN MONTREAL.

(By Our Own Correspondent.)

March is the milliner's month. The spring openings attracted buyers from all quarters and they found much to please and stimulate them. They came to buy, and the first day many of the special lines were picked up. The display was unusually fine and the stocks large, as wholesalers felt that with the improvement in the country there would be a natural demand for such business. The houses, which took so much pains making a tempting display of costly fabrics and adornments, reaped their reward and they showed the best they could get in the markets of England, Germany and Paris.

The millinery trade complain of the refusal of the railway companies to give special rates for the spring openings. In the autumn, when the boats are running, reduced rates are granted, but not when there is no boat competition. The trade think that they should get the rate always, and it is understood that for the next spring openings they are to make a special effort to obtain a trade excursion.

The display this year was larger than hitherto and the importations were unusually heavy. In variety, richness and quantity they have not hitherto been excelled. A general view gives the impression of delicacy in color and a prevalent quietness in pale blue, soft yellow and clear grey, as was foretold a month ago.

The leading idea in millinery finds expression in lace, flowers and jets. Chantilly lace is very abundant and the quality admirable. Flowers promise to supplant ribbons and plumes in the decoration of hats and bonnets, and this year unusual skill is displayed in the manufacture. Black veilings of Russian effects with mostly black

with spots are in active demand. One of the leading features is the prominence given to jets, which have taken the place of last season's metallic spangles. The ribbons are in great variety of pattern. Nacre and moire are the favorites, but a good many fancy ribbons are called for. For the most part they are of considerable width. The moire is used for bonnet strings, and the gauze ribbons are a revival of a former favorite in millinery trimmings. Plain and double faced satin ribbons are very fashionable and a specially attractive one is a special shot moire known as peau de qant.

Over three hundred different styles and shapes of bonnets were shown. The feature in hats is the smallness of the crown, much more so than last season. In size they are medium to large. The material, which is mostly straw and lace effects, gives to many a very pretty appearance. Compared with flowers the demand for plumes and feathers is small, though some of the effects are peculiar and striking. Hat pins of glittering material are in much demand. Parasols are of all colors trimmed with chiffon and lace.

PARIS FASHIONS.

The Paris correspondent of the Drapers' Record says:—We are beginning to hear whisperings of spring fashions. Short skirts are to be adopted once more—thank goodness! The change will be most welcome to all, and the sooner it comes the better.

Dark straw hats are coming into fashion, trimmed with flowers, feathers and velvet. Most of the foundations of both capotes and hats are of gold network, or dainty little points of ribbon and velvet, curled chenille, feathers and flowers.

An early spring bonnet is of grey, fancy straw scalloped round the edge with silver cord; round the flat crown, bow, and narrow velvet ribbon strings, the same coming from the back of the bonnet tie under the chin in a loose bow in front; silver and pink osprey in the centre of bonnet.

The capotes are very small, and are made with soft velvet crowns and white lace, or cone-shaped crowns of cloth of gold with pink, green or beige velvet edge; straight aigrette or mushroom-shaped feathers placed in the centre.

I wonder what we shall do next! At the opera the other evening a lady wore a tiny capote formed of a crown of diamonds, through which the chignon appears, and a coil of blue velvet. Another capote was of gold, trimmed with fancy stones.

Here is a simple walking dress of that supple woollen material so much in vogue—a kind of vicuna. The skirt is adjusted with darts around the figure, and closed behind with a seam. The jacket of habit cloth, fawn color, like the skirt. It is a sort of blouse, drawn into the figure by a belt, and trimmed in the front with embroidery in application; leg-of-mutton sleeves.

The Figaro still holds its own, and we see it in day dresses and evening toilettes. And many of the reception toilettes have the bodices cut and trimmed to simulate a Figaro. Sleeves in two parts are one of the principal features of the women'.

The \$69,185 stock in the wholesale millinery of John A. Paterson & Co., Montreal, insolvents, has been knocked down to Mr. Caverhill, of Caverhill, Learmont & Co., for a client, at 40½ cents on the dollar.

MILLINERY ILLUSTRATIONS.



No. 1.

No. 1 illustrates a bonnet of French manufacture, composed of a full double bias ruffle of black velvet, with a soft crown of pale lavender or mauve crepe overlaid with jet on either side, and jet picquets in front. Long strings of mauve satin ribbon No. 16.



No. 2.

No. 2 represents one of the demi-season toques of velvet that many cling to until April suns have ousted the showers, and then lace replaces the velvet crown, which is amply full, as is the ruffle around. Closely massed violets trim the back and left of the front, with three narrow ostrich tips from the latter. Long black satin or moire ties of No. 16 or 22 ribbon.



No. 3.

No. 3 illustrates a small peak shape of fancy straw bordered with a ruche of narrow No. 3 ribbon loops that resemble a mossy trimming. Toward the back are upright loops of wider ribbon of the same or a harmonizing color.—Dry Goods Economist.

MILLINERY JOTTINGS.

The English milliners are using a quantity of very fine straws with wide brims, that they twist into all sorts of shapes to suit the wearer's face. The French people on the contrary are taking to the small toques and half-sized hats.

Tiny tufts of ostrich feathers are placed upon the flower trimmed hats. Judging from the fine milliners' windows, flower hats are to be what is commonly called "the rage," especially those of violets, small yellow flowers and pink roses.

It will be noticed that a quantity of foliage shows in flower hats. The large hats composed of wreaths and flowers are made as light looking as possible, the flowers resting directly on the wire frame, thus doing away with any lace, except for the facing.

Satin straw brims are to be very popular.

Openwork or lace toques are already shown among the cheaper hats.

Black, tan, gray and blue hats will be worn as named.

Bell crowns of jet will be worn, with brims of lace, ribbon, net or straw.

Entire hats of jet have the openwork brim mounted upon a flexible wire, which is bent to form scallops in imitation of a ruffle of lace.

Jet bands and flat crowns are placed over colored ribbon or silk.

White and ecru lace are set under jet crowns, and frilled to form the brim; or with such a crown a fan of lace forms part of the decorations.

Some of the very Frenchy jet bonnets look like Greek bands or bandalettes, connected with a little frill of lace, and the front and back bands trimmed with a fan of lace, aigrette, or upright sprays of flowers. To this little creation are added the immense strings now worn.

Among the jet ornaments are combs, aigrettes, crowns, bands, brims, long pins, buckles, and side pieces shaped like long wings. Aigrettes of jet, feathers and flowers are shown.—Dry Goods Economist.



Wholesale houses are still kept busy shipping supplies of spring hats to their customers. Orders have been most satisfactory and the utmost confidence is felt in a brisk spring and summer trade being done by retailers who already report good business. Straws are being pushed forward. They are in all varieties and sizes in plain, mixed and fancy. There has been a big demand for the finer grades.

Travelers will soon be on the road with samples of furs for the fall and winter, but it is too early yet to say anything of styles, etc.

NEW YORK FASHIONS.

The Sartorial Art Journal says: Naturally the silk hat receives our first consideration. It will be of a decided bell-shape with a slightly lower crown, in sympathy with the Paris craze, which is a very squat affair. The brim will have a free, rolling curl, drooping front and back, imparting a rather pointed appearance. The silk band will be wider than that worn at present, and may perhaps supplant the cloth band of about two inches width. At all events, the cloth band will not be worn by good dressers, and it seems highly probable that the wide silk band at present much worn in London will become popular.

The derby will run to a somewhat sugar-loaf crown with the full brim inclining to a flat set, but not markedly so. The color for early spring will be a rich brown, shading later to a tan, and when June has come with its roses we should not be at all surprised to see the pearl greys, particularly those of rough finish, topping the silver grey suitings of the season, as they very properly should.

In straws the low crown and broad flat brim of last season will come out very strong, and will be the hat of the season in its class. No fancy colors, however, will be indulged in, and the band will be of deep overshot silk and finished with a full flat bow, while the materials mostly favored will be the English splits and sennet braids.

Of course, the tourist shape in soft hats will be the only one of its kind that will be favored to any extent, though it seems probable that certain manufacturers will endeavor once more to bring the soft derby to the front.

A hint which we offer the fashioners of men's headgear is the want of a crush hat for summer wear with white silk lining and white kid sweat band. Such an innovation would certainly meet with favor from those who have involuntarily appeared at receptions, or what not, during the dog days with stained foreheads due to black sweat bands.

THE PRICE OF RAW FURS.

The depressing effect of the unfavorable reports from the London January sales has subsided to a considerable extent, says the Fur Trade Review, and the prices quoted for raw furs of most descriptions are as high to-day as at any time during the present year. Muskrat, it is true, is very much lower, and as at prevailing prices the article proves attractive to many, we hear of large sales; at the same time low values for muskrat must have a depressing effect on furs that are at times used as substitutes, noticeably such as sheared and half sheared, black, brown, French and Belgian coney; it is strange, in view of this fact, that the largest manufacturer of Belgian

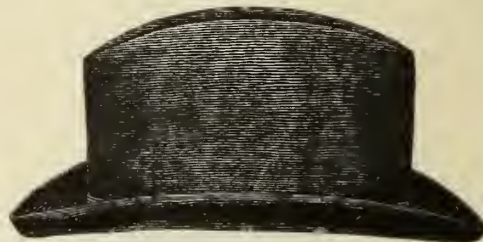
coney has advanced his tariff for half-sheared black skins. There is a good local demand for skunk, opossum, gray fox, lynx, bears and well furred coon. In imported furs the articles heretofore used will be in favor again; other fancy articles will find some favor. We advise great caution in handling fancy articles that depend almost wholly upon the whims of fashion.

POPULAR HATS.

Messrs A. A. Allan & Co. report that that there is an unusually brisk demand for the "Fedora" and "Columbia" hats, cuts of which are given below, and that they can scarcely get enough of them to fill orders.



"THE FEDORA."



"THE COLUMBIA."

THE LEIPZIG FUR TRADE.

The Leipzig correspondent of the Hatter and Furrier says:—The Winter season, which is practically concluded, has been one of the mildest in the memory of the generation, and was not, therefore advantageous for our furriers. Reports from all northern countries indicate the same state of things; while curiously enough, the countries with moderate climates—such as England and France—have had an unusual allotment of snow and ice. It seems now as if the Russian furriers were not in the market for many American furs. One very important Moscow firm, manufacturers of medium grade goods, has been forced to assign, and rumors are afloat of other houses being in a shaky condition. The present outlook for American furs for this market is therefore not very encouraging.

The feeling for muskrats has somewhat improved of late, especially as the decline in London has made holders a great deal more tractable. With lower prices, this article can be utilized for lining purposes, and a large quantity can thus be taken from the market. A return to last year's high figures is thereby indicated.

Nutria will be quite a factor in next year's business, but as the new crop will not arrive, for dressing purposes, before October next, last year's goods will naturally appreciate in value, especially as this

fur is in growing demand for fur cutters. Good Persian lambs are in as good a request as last year, and will be quite popular this season. Large lots of blue and brown moufflon have been engaged for your side. Astrakhan will be quite extensively used in the United States, but will be sold about 30 per cent. cheaper. Krimmer is moving slowly, and only the very choicest skins have been selected by retail houses.

White fox and lynx have somewhat improved within the last few days, and are used both natural and dyed black. Of murmel, which had been taken up last year by one of the New York furriers, there will be plenty in the market, and therefore nobody need be afraid of handling it for fear the supply should fall short. Guanaco, on which there was such a run last year in Paris, will be plentiful, but considerably higher in price. This beautiful skin will, in the near future, be quite a feature in the fur market. Thibet is very popular and much sought for by prospecting American buyers.

Angora rules considerably higher than last year, and little of it is in the market. Squirrel, for lining purposes, has been bought here for your side, and is now in the dressers' hands.

The tendency of the market is strong and steady for all Russian goods.

NOTES.

Mr. Robert Reilly, the hatter and furrier, of 632 Queen street west, Toronto, is now running two stores, and is doing excellent business in both. He purchased the bankrupt stock of the late Dennis O'Connor, 160 Yonge street, one of the best stands in the city, and has already secured a large share of the trade in that busy section. He is a thoroughly wideawake man and full of business energy.

Retailers would do well to study the advertisement of Mr. John Allan, the popular hatter of Montreal, on pages 16 and 17. It is unique, original and striking, and cannot fail to draw customers.

Mr. K. F. MacNab, formerly manager of the fur manufacturing department of A. A. Allan & Co., has started a retail hat and fur store at 274 Yonge street, Toronto, where his genial manner and practical experience will stand him in good stead in drawing custom.

A. A. ALLAN & CO.,

WHOLESALE.

Felt Hat Department.

A full range of fine fur and wool Felt Hats in Black and Brown and Neutral Colors.

Just received cable repeats of the Popular FEDORA Hat so much in request this season.

Cap Department.

Our productions are famous for style and value.

Children's Fancy Caps, Boys' Club Caps, Ladies' Boating Caps, Men's Travelling Caps.

Straw Goods Department.

Buyers' attention is requested to our large assortment occupying two flats.

English, American and Canadian manufacture. Inspection invited.

A. A. ALLAN & CO.,
51 Bay St., Toronto.

B. LEVIN & CO.,

Wholesale Manufacturers of Fine Furs

—AND—

IMPORTERS OF HATS

491 & 493 St. Paul Street,

MONTREAL.

BRANCH SALEROOMS :

70 Bay Street, Toronto.

Our staff of Travellers will shortly be on the Road with our Fur Samples for the Fall and Winter Trade of 1892. These will be found a very large and well-assorted line, and include a full assortment of Coats, Jackets and Robes.

Orders from the Trade will receive careful attention.

Wholesale Agents for the Dominion of Canada for

LINCOLN, BENNETT & CO., SACKVILLE ST., LONDON, ENG.

THIS IS
THE PLACE



AND HERE
WE ARE

Eleven of Us, All at Your Service !

Our House has apparently become well known as always carrying the largest assortment of Men's Hats and Furnishings in Montreal.

Allow us to introduce ourselves to you by our Photos below, showing Ten of our New Styles of Spring Felt Hats. Our Spring Line surpasses in extent, variety and attractiveness anything we have heretofore offered.

The above announcement, substantially, has been made at the commencement of previous seasons ; but, if somewhat trite and familiar, it states a fact no less important than before. Indeed, it could hardly be otherwise, for a business whose rapid development during little more than four years is entirely without precedent must of necessity show marked progress from season to season.

NOW, LOOK AT US !

All young and strong ; all hustlers. No Drones in our house. Having made satisfactory re-engagements, we are determined to make things boom this year by doing our very best to serve our Customers well, and, by giving them A1 value, hope to increase our trade more than ever.



This is MR. JOHN REID, our General Manager. He is a native of Nairn, Scotland, and came here from Johnnie Anderson, Royal Polytechnic, of Glasgow. You can trust him to sell you all you want and a little more if he can. The style of Hat, as shown, is a very neat medium shape, with Black Satin Lining, which we sell at \$2.25 each.



This is MR. SIDNEY PHILIPS, late of our Sporting Goods Department, such as Tennis Jackets, Light Summer Coats and Vests, Fancy Outing Shirts, etc. Style of Hat needs no explanation, as it is one of the neatest Silk Hats in the market this season. Our prices are: \$3.50, \$5.00 and \$7.50 each. And all candidates for office will double their chances of election by wearing one of them.



This is MR. D. SNEALL, assistant in our Hat and Cap Department. David always tries to sell his customer the hat which he thinks is the most becoming and likely to give satisfaction in wear. Style of Hat, Heavy Corded Ribbon, with full round curled Rim ; in all colors.



MR. CHARLES BUDD has taken charge of our Hosiery and Underwear Department. Charlie knows his stock well and knows just what will suit the boys, and is always willing to give them the benefits of his experience by telling them honestly what the goods are. Style of Hat is the latest American, and promises to be a favorite among the young men this season, as we have already sold quite a lot of them.



MR. JOHN BIRRELL is in our White Dress Shirt and Collar Department. We carry the largest range of White Dress Shirts and Collars to be found in Montreal, and they are all the well known make of W. G. & R. Try one and be satisfied of their fit and value. Style of Hat, Straight Set Rim, with Deep Ribbon, at \$1.50 each, Satin Lined.



This is MR. WILLIAM MURRAY, who is a practical shoemaker, and comes from James Mull's, of Leith Walk, Edinburgh. He looks after our Repairing Department, and sees that all jobbing goes out satisfactory. Style of Hat, Square Crown. We have some very small shapes in the Square Crown styles this spring, both in Stiff and Soft Felt, from \$1.25 to \$2.50 each.



This is MR. KENNETH MACKAY, Manager of our Hat and Cap Department. Has been in this department for about two years and knows it well. He comes from Stornoway, in the north of Scotland, and he can speak Gaelic to you if you wish. Style of Hat, as shown, is a very neat, small rim, and a big seller. Come in and see it.



This is MR. MURDOCH MACKENZIE, our Bookkeeper; he is from Ross-shire, Scotland. Scotchmen and Curlers know what a "Tam o' Shanter" Cap is, of which we carry a full range; also a full assortment of Boating, Lacrosse, Tennis and Cricket Caps always in stock.



This is MR. J. GORE, who runs our City Express Delivery, wearing one of our Cowboy's styles of Felt Hats. We have also a full range of Soft Hats, Nobbys, etc. from 50c each upwards.

We lastly present to your notice MR. JOHN ALLAN.



MR. D. ALLAN, manager of our Boot and Shoe Department, is better posted in the Boot trade, and can tell you more about Boots than Hats. He has everything well arranged in the Boot Store for the convenience of customers, and our trade is steadily increasing in this Department. We carry a full range of Ladies' and Misses' Boots, as well as Men's, and our Rubber trade is rushing, as we retail those goods at very small prices. Style of Hat as shown above is the "Evening Sun" Hat. This is a very comfortable and becoming Hat for a great many. Our prices are from \$1.25 to \$2.25 each.

This is the fellow who is waking up the public of Montreal with his advertisements, which he backs up by selling the Goods as advertised, giving his customers A 1 value for their money.

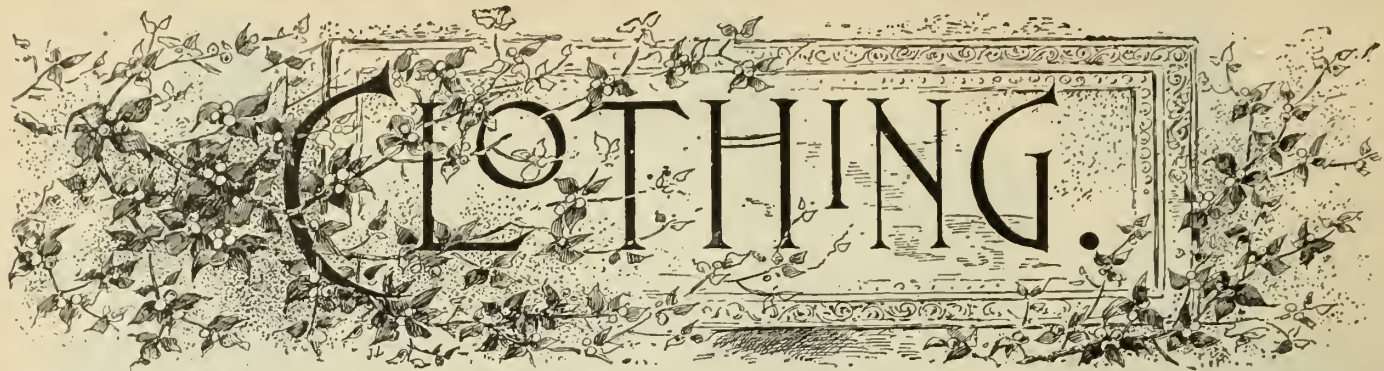


Mr. J. Allan would take this opportunity of thanking his friends and customers for their past patronage, and hopes to be able to supply them with everything in the Men's Furnishing line this spring.

Hoping to be favored with your patronage and recommendation, I wish to remain, yours truly,

John Allan

659 to 665 CRAIG STREET, MONTREAL.



Beyond filling some sorting orders for spring goods the wholesale clothing houses are doing practically nothing at present. In a week or two, however, travelers will be on the road with fall samples, and a brisk business is expected. So far as the volume of business for spring is concerned no complaint can be made as it has been fully up to expectations, but money has not been coming in as satisfactorily as could be wished. Retailers in the country bought largely for the fall and winter trade in the hope, which was warranted by the bountiful harvest, that farmers would have plenty of spare cash to pay their clothing accounts and purchase fresh supplies, but the reverse has been the case. The retailers are not to blame, and the wholesalers, whether willing or unwilling, are made to bear the burden in the shape of renewals. And they live in the hope that a good spring trade for the retailer will even matters up. The weather so far has not been favorable for the sale of spring stock. We have had a slight taste of spring weather followed by severe cold, and at present it is a case of betwixt-and-between. This naturally has had a depressing effect also upon the custom tailoring trade, and merchant tailors in the cities report business as quiet. But they have every confidence that trade will be very brisk as soon as spring is really with us again.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

Within the past eighteen months there have been five failures in the wholesale clothing trade. The stock these houses held has been all disposed of; others did not push business and now the field is free for legitimate trade. Travelers are all in and assisting in sending forward the spring goods. The demand for these is urgent due to the sudden break-up of winter and the small stocks on hand. The sales up to date show a decent increase over last year, and in one case the shipments are \$16,000 ahead of those for the first three months of 1891. It is shipments that count, for these allow of no cancelling or repudiation. In a few days more travelers will be on the road with fall goods. In view of the limited buying last spring and the improved condition of the country they look, with reason, for a successful journey. There is a desire in the clothing trade, as well as in the other allied industries, to do away with this rushing of the seasons. Travelers are handicapped in selling for needs that are yet far in the future. Long credits are yet complained of. In this respect the clothiers are worse off than those in the regular dry goods business. Their terms as a rule are six months and in many cases nine, and to increase the evil the practice of dating ahead is far too common. Payments in this trade are inferior. The Northwest is particularly backward and retailers there have not yet paid for one half of their fall goods. The cash receipts are small but this is believed to be due to causes that will pass away. A special staff of travelers has been sent out handling the Rigby waterproof goods, which are being made up into spring and fall overcoats as well as ulsters and macintoshes with cape.

The customs tailoring is now having its turn. The spring goods are in, all wonderfully quiet in color and pattern, and substantial in texture.

GENERAL REVIEW OF STYLES.

Fashion during the past few years, says the Sartorial Art Journal, changed only with light and delicate touches the forms and proportions of men's garments, as though so well pleased with what they were, as to be reluctant to change them at all, until last fall it suddenly added inches to the length of coats.

This unexpected elongation of skirts was, perhaps, the most sudden and remarkable of all the sudden and remarkable changes fashion has ever effected, at least in men's costumes, since that which occurred at the outbreak of and during the French Revolution, when, ultra-Republicanism coming to the social surface, titles were abolished, and with the affectation of extreme simplicity breeches gave way to pantaloons.

The sudden and pronounced change of last fall, coming as it did almost without warning, smote the recently-made wardrobes of many masculine votaries of fashion like the Hand of Sorrow, and the votaries mourned with the deep sincerity that is born of financial loss the departed usefulness for "swell" dress, of the bob-tailed double-breasted frock and the angular, narrow-skirted evening coat.

But, except in the matter of coat skirts, Fashion has but slightly changed the styles that prevailed last season. It has completed the straightening of the collar crease of the vest, and it now shows no sign of its former curve, and lengthened the roll of coats, but it has left trousers about as they were, has not meddled with shoulder widths, nor affected sleeves, and has not molested the softness of finish that has so long pleasingly characterised the making of coats.

More styles of vests will be worn during the current season than during any other for several years. This is because of the varying length of the roll of coats, and also because of the continued popularity of fancy vestings which, as they are dark or light, quiet or pronounced in effect, may appropriate a longer or shorter length of collar and nicks of different angles or curves.

SUMMARY OF SPECIAL FEATURES.

Shoulders are moderately wide.

Shoulder-seams are cut low.

Side-seams are well curved over the blade.

Sleeves are cut half-and-half, are of moderate size, and are not much hollowed on the inside-seam.

All single-breasted frocks roll lower than they did last year.

Edges are generally stitched, though cord for day or evening dress is quite popular, but binding is seldom used and is always put on narrow.

Double-breasted frocks are from one to four inches longer than at the commencement of last season.

Cutaway frocks and sacks are a trifle longer than heretofore, and the tendency of the former is to still greater length.

Overcoats are generally shapely except the coverts, which are cut half-box; they roll lower and are from one to four inches longer than they were last spring.

The curved crease for vests, except for evening dress, is defunct, and for this purpose it is quite moderate.

Trousers are still cut loose at the knee and rather small at the bottom. They incline toward the "peg-top" style, but it is quite possible that they will show no increase in knee width during the coming season.

OUTING TOGGERY.

The following is taken from the Clothier and Furnisher regarding the outing togger for the coming season: The special outing coats of the year, as well as the suitings for out-of-town wear, are conceived upon lines which attract but do not offend the eye. They have none of the garishness of the whilom "blazers." They are—as if to indicate the tone of repression that exists—in gray and blue striped and check combinations in a great variety, and there are a few examples in solid colorings of brown with narrow red lines wide spaced, and light shades of heliotrope and blue, that clearly belong to the country rather than the town.

Upon the outing shirts the collars and cuffs are almost invariably attached, and serve to demonstrate just how far the element of negligé is to be carried. The collars, conforming to the demand of comfort, continue to be of the turn-down species, and in the cotton materials, such as madras cheviots, percale and other popular weaves, are usually starched, the bosom and the body of the shirt being in greater proportion soft-laundered. These shirts will not only be worn as part of the distinctly outing costume, but also with the regulation lightweight suiting of summer, by dressed men in and out of town. For the active sports, however, and real knock-about service the soft finish shirts of flannel and silk and wool will yet be regarded as the most feasible.

Not until the men's waist, which is a possibility of the coming season, is launched, will the sash or belt be worn with any degree of reliance. It buttons, as does a boy's waist, to the trousers or knee breeches; and the sash and waistbelt may then be worn, giving additional comfort and finish to the make-up.

Another new idea in negligé waists for men, that is promised, has the collar and cuffs made ample in size and roomy in fit, laundered straight out to be turned back after the shirt is put on, thus getting an effect that looks as comfortable as it feels.

The sailor knot is the tie to go under the soft-finish collar of the yachtman's shirt, while the Windsor tie, the dominant scarf of the outing regime, done in a graceful butterfly bow, is the most appropriate accompaniment when the flannel or silk and wool negligé shirt is worn.

With the cheviot or percale shirts the cravat will be a favorite, and there will be a goodly quantum of four-in-hand in crepes, and various other gauze-like textures, in demand, while the ascots, in soft, delicate surah gauze will win approval, for they can be tied in rich, cool folds. There will be a fine range in selection, moreover, to draw upon, for in summer, neckwear has become quite as much a special feature as in the other seasons.

For the implacable adherents thereof, a light-weight suspender invention responds to their loyalty in a most comprehensive manner. These braces are feather-weight, and at the same time strong and durable. They are in the field to hold their own—which literally is the trousers—against all competition in the shape of sash or waistbelt. They will be in as great a variety of patterns as are the percale and cheviot outing shirts; of similar lightsome treatment of design and in unelastic web.

The leather belts in the natural color will be favored by the outing swells. These, for the more conservative of the followers of summer regime, are in the straightforward looking plain buckle effects; and there is a more decorative effect in what is known as the ring waistbelt for those wishing a touch of the fanciful.

The sash, too, is still bidding for recognition, and will no doubt find many votaries—more particularly when coupled with its dressiness is an appliance for firmly holding the trousers in place.

RENEW STOCKS OFTEN.

"There is no better experience for the future merchant than that gained as a commercial traveler," according to a western trade contemporary. "An illustration of this, as related to us by a veteran on the road, is a trade peculiarity, that of hesitancy in renewing stock, which could be observed only by contact with retail

merchants in the course of their daily business. Whether this custom comes from reluctance to increase stock, or from force of habit, can hardly be determined, but in some instances, no doubt, habit has much to do with the practice as it has in other matters of business routine. Many retail traders, especially those in remote sections, steadily refuse to order supplies of any article of merchandise until their stock of this particular commodity is entirely exhausted; a circumstance which often leads to no little inconvenience and sometimes to permanent loss of trade.

"There is nothing which gives greater dissatisfaction to a customer, when placing orders with the retail merchants, than to be told in reference to an article of which he has pressing need, 'We are just out, but expect a supply to-morrow,' etc. It is far better to be prepared for trade than to be found wanting, and the shrewd merchant who aims to hold his trade will never let a customer seek elsewhere for any article of ordinary demand."

HOW TO ARRANGE GOODS FOR SALE.

The best order of arrangement of collars and cuffs, in fact any boxed goods known by names or brands, is in alphabetical order, from left to right, horizontally.

Classify hosiery by colors, the solids, the fancys, etc., and arrange by sizes in the alphabetical order, but graduate prices from highest at top down to lowest prices, which should be on the bottom shelf, always.

The same order should be observed in underwear and in shirts, dress or negligé.

Gloves should be classified by materials and also by colors, as far as practicable, and arranged on shelves, if kept on them, in alphabetical order as to size. If kept in showcases, regular order is hardly practicable, or necessary, as the boxes are usually kept open to show colors and strengthen the effect of the ensemble.

Handkerchiefs are best kept and more effectively displayed in boxes housed in showcases. The nature of their borders, whether self or fancy colored, can be seen through the glass, and when the customer desires to acquaint himself with their texture, the boxes may be taken out for inspection and easily replaced.

The most convenient way to handle neckwear is to keep it displayed in show cases and, if the trade is large enough to warrant it, to fill the cases with all one-priced goods regardless of shape, color, or previous condition. Of course, if it be an immense stock and includes all popular shapes, these may be classified and kept so that each showcase may present only one shape, which may be of all colors and figure designs.—Chicago Apparel Gazette.

MEN'S FURNISHINGS.

In speaking of men's furnishings, the Sartorial Art Journal says:—Altogether, furnishings in the way of neck dressings seem for the nonce to be in harmony with the seasons' colorings in woollens, and this being an exception is worthy of special note. Heretofore colorings in scarfs, etc., seem to have been selected by manufacturers haphazard and without due regard for the colorings in suitings, and we have persistently advocated a change in this respect. It is a pleasure, therefore, to be able to chronicle the fact that at last the change has taken place, and with a sigh of relief we can say "better late than never." Now when the spring and summer young man dons his silver-gray suit he will find at hand a scarf of the same coloring, likewise the same in tan. But should he prefer a contrasting shade, then the deep verbena cannot fail to please his fancy, for it may be appropriately worn with almost any color in suitings. Of course he will also have the usual run of soft and lustreless creams and whites, with or without dark or self figurings to select from, and as an odd fancy the solid black. Fruits and flowers and the summer sea seem to have run riot in the colorings of European novelties; we have crushed strawberry, the verbena, the crocus, the chestnut, the tulip, the prune and the neptune. And in shapes the Culros, which is a small knot with full flowing Windsor ends, 6½ inches in width; the Minhead, an irregular crossed medium size puff, and the Garrick puff. All beautiful and all elegant in texture.



Some very pretty albums, with oxidized silver letters of large size and striking designs, together with beautiful silver corner ornaments, are seen in this season's importations.

Baskets in fancy designs and for fancy purposes are on the down grade of popularity. They have run three seasons and have now lost favor along with many lines of bric-a-brac, which are also being tabooed by the ladies.

The combination photo frame and stand will be a feature of this year's fancy goods. Brass and silver floral designs predominate, and are shown in great variety. The designs are various, and these articles should find a ready sale.

A neat little wall-ornament will shortly be placed before the trade. It consists of a very pretty winter scene, with a glass cover and a chain frame and hanger. These are designed and manufactured by C. M. Taylor & Co. This firm is also selling a very artistic line of oil painting studies, floral sketches, and pencil designs, which are very useful to amateur artists and students of the æsthetic art.

A very nice line of albums is shown by Copp, Clark & Co. Plain leather bindings seem to be numerous and are neat in their simplicity. A very pretty line, the Victoria, narrower than the ordinary album and about the same length, is a new and suitable size, and is shown in several very pretty varieties. A double album of this style, opening from the centre both ways, makes a very neat article, and it is well fastened with two clasps, one at the top and one below. An oblong variety with two photos to the page, and an "Imperial" variety with four to the page, are among the new styles. These albums show what can be accomplished by varying the size and still retaining the former bindings of plush and leather, with celluloid and oxidized ornamentations.

GENIAL SALESMEN.

We hold that a good clerk or salesman feels a sincere interest in the prosperity and welfare of his employers, says the Criterion, and he must be zealous in whatever he does. Unless he is, he can never expect to please the patrons of the store or the proprietor who employed him. If he acquires habits of indifference or inattention, he will never become a prosperous business man, even if he should engage in trade on his own account, for indifference and incivility become habits after a time, extremely difficult, if not impossible to break off.

The personality of a salesman has very much to do with his success in that capacity. He should present a neat and cleanly appear-

ance; should strive to please the people with whom he comes in contact, and should try from the commencement of his career to make friends of his customers if he expects in the future to have friends to patronize him when he sets up in business for himself.

BOB BURDETTE ON THE DRUMMER.

Genial Bob Burdette, the prince of humorists, whose writings, always full of kind thoughts, never hurt any man's feelings, is a traveler, a minister, a humorist and a lecturer. He knows the drummer from constant contact, and in his happy way describes him. If all men were like Robert J. Burdette there would be less sin in this world. This is what he says of the commercial traveler: "He looks over my shoulders as I register after him, and hands me his card with a shout of recognition; he peeps over the register again and watches the clerk assign me to ninety-three. 'Ninety-nothing!' he shouts. 'Who's in fifteen?' The clerk says he is saving fifteen for Judge Dryasdust. 'Well, he be blowed?' says my cheery friend. 'Give him the attic and put this gentleman in fifteen.' And if the clerk hesitates he seizes the pen and gives me fifteen himself, and then he calls the porter and orders him to carry up my baggage and put a fire in fifteen, and in the same breath adds, 'What time will you be down to supper, Mr. Burdette?' And he waits for me; and, seeing I am a stranger in town, he sees that I am cared for; that the waiters do not neglect me; he tells me about the town, the people and the business; he is breezy, sociable, full of good stories, always good-natured; he frisks with cigars and overflows with 1,000 mile tickets; he knows all the best rooms in the hotels; he always has a key for the car seats, and turns a seat for himself and friends without troubling the brakeman; but he will ride on the wood-box or stand outside to accommodate a lady, and he will give up his seat to an old man. I know him pretty well. For three years I have been traveling with him, and I have seen the worst and I know the best far outweighs the worst. I could hardly get along without him. I am glad he is so numerous."—Chicago Apparel Gazette.

BEGINNING BUSINESS BRISKLY.

Mr. Billings—John, did you get the lease signed for the store?

John—Yes, father.

Mr. Billings—And has all the stock of goods come?

John—Yes, father.

Mr. Billings—Very well, then, hire a painter to paint some signs: Ruinous Sacrifice to Close Stock. Sweeping Reductions Before Removal. Foreclosure Sale. Great Bargains in Remnants. Store Must Be Vacated in Fifteen Days, and a few others like them, and let's start right in on business.

THROUGH THE REGULAR CHANNELS.

Manager—The latest general order says we should economize in every possible way. Hereafter you must pick up all the waste paper and send it to me.

Chief Check—If I must do this extra work I want a raise of salary.

Manager—All right; put your application in with the waste paper—Telegraphic Age.

HE DID HIS DUTY WELL.

The Clothier and Furnisher is responsible for the following: A story not only with a point, but suggesting one of the most dramatic situations that ever took anecdotal form, tells of the experience of the traveling man who wished to be "put off at Syracuse." Every one in the clothing realm knows the raconteur for it was himself who, hurrying from a club dinner in his dress suit, boarded the night train at the Grand Central depot valise in hand.

"Now, see here, porter," said he briskly, "I want you to put me off at Syracuse. You know we get in there about 6 o'clock in the morning, and I may oversteep myself. But it is important that I should get out. Here's a five dollar gold piece. Now, I may wake up hard, for I've been dining to-night and will probably feel rocky. Don't mind if I kick. Pay no attention if I'm ugly. I want you to put me off at Syracuse."

"Yes, sah," answered the sturdy Nubian, ramming the bright coin into his trousers pocket. "It shall be did sah!"

The next morning the coin-giver was awakened by a stentorian voice calling: "Rochestere! Thirty minutes for refreshments!"

"Rochester?" he exclaimed, sitting up. "Where is that damn coon?"

Hastily slipping on his trousers, he went in search of the object of his wrath and found him in the porter's closet, huddled up with his head in bandage, his clothes torn and his arm in a sling.

"Well," says the drummer, "you are a sight. Been in an accident? Why didn't you put me off at Syracuse?"

"Wha-at!" ejaculated the porter jumping to his feet, as his eyes bulged from his head. "Was you de gen'man what guff ter me a five-dollah gold piece?"

"Of course I was, you idiot!"

"Well den, befoah de Lawd, who was dat gemman I put off at Syracuse?"

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (L'd), Printers and Publishers, 6 Wellington St West, Toronto, who make a specialty of high-class magazine printing.

Perrin Freres & Cie,

MANUFACTURERS AND IMPORTERS

—OF—

KID GLOVES.

The Glove House of Canada.

ALWAYS IN STOCK A COMPLETE ASSORTMENT OF OUR LEADING LINES.



We make a specialty of our LACING GLOVES which are without exception the best offered in the market.

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Canadian Office : 7 Victoria Square, Montreal.

Agents for the Dominion of Canada for the
P. N. Corsets.

1492.

1892.

= = THE = = COLUMBIA

Is the name of a new and most exquisite Suspender and bound to be the hit this Season in a nice Summer article for gentlemen's wear.

They are made from French Sateen with Elastic Ends, Light and Dark elegant shades, Stripes and Figures. Packed in Single Boxes and sold direct to the Retail Trade at \$4.00, to be retailed at 50c. per pair.

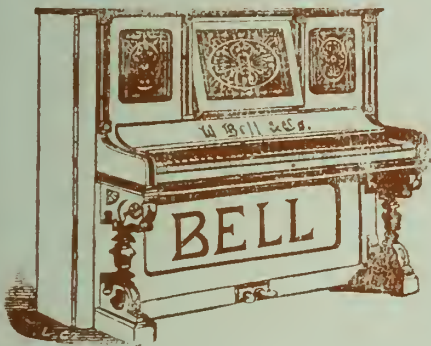
Send for one dozen assorted, and if they won't sell at sight don't hesitate to return them, but you will certainly order more.

D. S. CO. NIAGARA FALLS.

The Large, Old, Reliable Makers of the **BEST** and most **SALABLE** Braces in the World.
NO EXCEPTION.



Our "HERCULES" Still
Stands Supreme.



BELL -- -- PIANOS

≡⊗ THE BEST THAT CAN BE PRODUCED ⊗≡

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

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HAMILTON, ONT.
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John Macdonald & Co

ASSORTING SEASON: SPRING 1892.

By daily shipments our stock is always fully assorted.

DEPARTMENTS:

- SILK AND DRESS GOODS:—The assortment is very extensive. Every buyer in his own interest should inspect our stock.
- LINENS:—Merchants handling our linens are convinced that it is to their advantage to place their orders with us.
- WOOLLENS:—The largest woollen department in Canada. Just now we are clearing seven different lines in Tweed Pantings and Suitings at surprising figures.
- CARPETS:—We show each season a larger range of goods than the preceding, embracing the newest colorings and latest designs.
- STAPLES:—All leading lines in Cotton and Woollen Canadian manufactured goods.
- PRINTS:—We are renowned for our showings in English Prints.
- GENTS' FURNISHINGS:—We spare no effort in making the stock in this department complete.
- HABERDASHERY:—Each section of this department is fully assorted with staple lines and choice novelties.
- LETTER ORDERS:—We make the filling of Letter Orders a specialty. We have an efficient staff devoting their whole attention and ability to the interest of customers sending us their letter orders.

ORDERS SOLICITED.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.,

Wellington and Front Sts., E., TORONTO.

ESTABLISHED 1868.

W. R. JOHNSTON & CO.,

Wholesale Manufacturers,

READY-MADE CLOTHING.

Letter Orders carefully and promptly filled.

Cor. Bay and Front Sts.,
TORONTO.

WYLD, GRASETT & DARLING.

Our Mr. Grasett, (Staple Buyer), and Mr. Lillie, (Dress Goods Buyer), are again in the European Markets.

SELECTING NOVELTIES FOR THE ASSORTING SEASON,

As well as placing contracts for next Fall. Our Customers may rely upon having a fine assortment to choose from during the Spring season, in all Departments of **STAPLE** and **FANCY DRY GOODS** and **MERCHANT TAILORS' WOOLLENS** and **TRIMMINGS.**

WYLD, GRASETT & DARLING.

THE CANADIAN

Prin Goods

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

— THE —

HEALTH

BRAND

Vests and Drawers.

BOTH IN SPECIAL
Heavy Weights and New Styles
FOR FALL '92.



No other Brand of underwear has ever enjoyed such a large sale, and popularity in the same period; for the simple reason, that the quality and finish cannot be excelled, which the public now recognize.

Remember also. A good article well advertised is half sold.

From March 20th the Health underwear will be advertised again, from Victoria, B.C., to Halifax, N.S.

Now is the time you will see our new styles for the fall trade—mark well the new finish; the extra heavy weights, etc. The public will have all these points kept before them, so you can order the goods with the perfect certainty that they will not remain on your shelves.

THE MONTREAL SILK MILLS COMPANY, MONTREAL.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

DRESS GOODS DEPARTMENT

Is at present very complete and well assorted in fashionable goods suited to the season. VALUE UNSURPASSED.

We shall also offer during the month a number of clearing lines at special prices, which must commend them to the attention of the Trade.

GORDON, MACKAY & CO., Wholesale Dry Goods.

CASCADE ROLL BRAID



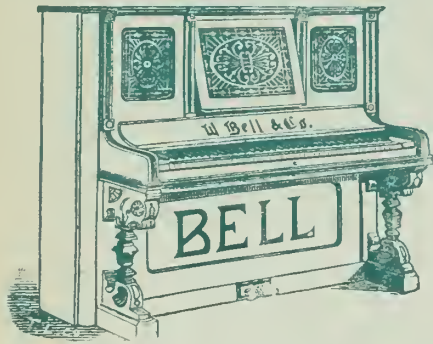
Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.



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THE CANADIAN GOODS DRY REVIEW.

Vol. II.

TORONTO, APRIL, 1892.

No. 4.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

6 Wellington St. West, Toronto.

J. B. McLEAN,

President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

AN UNJUST BURDEN REMAINS.

THE bill to amend the Assessment Act, introduced into the Ontario Legislature with the object of doing justice to wholesale and retail merchants by taxing their income or profits instead of their capital, has been withdrawn. A deputation composed of the leading wholesale and retail merchants of Toronto waited upon Hon. Mr. Hardy, on March 22nd, and gave ample reasons why the amendment should be adopted. The principal speakers were Messrs. Paul Campbell, Hugh Blain, T. O. Anderson, J. Short McMaster, James Scott, A. M. Smith and Warring Kennedy. The bill came before the Municipal Committee of the House on April 1st, when the arguments pro and con were threshed out at considerable length. The speakers favoring the bill were Messrs. Paul Campbell and Stapleton Caldecott, Toronto, and John Knox and Thomas C. Watkins, Hamilton, and those opposed to it were Dr. Barnick, J. K.

Kerr, Q.C., Alexander Manning and Robert Jaffray. The supporters of the bill pointed out that in no other country in the world was capital subject to local taxation as it is here. It was a gross outrage to tax active capital employed in manufacture and commerce fifteen times as much as the wealth of retired capitalists who had their money invested in bank stocks, etc. A striking illustration of this anomaly was given. Two brothers start out with \$100,000 each. A. invests his money in business and B. in bank stock. A. is assessed on the full \$100,000 invested in his business, while B. escapes with a tax on the dividends accruing from his bank stock. Another striking example of the manifest injustice of the present mode of assessment, in so far as it affects country merchants or manufacturers, was given. The merchant or manufacturer erects a building for say \$20,000. This absorbs the whole of his available funds, and to enable him to stock his store if he is a merchant, or to provide

the necessary machinery if he is a manufacturer, he mortgages the building to the extent of \$10,000. He is accordingly taxed on \$20,000, the value of the building, and on \$10,000, the capital invested in his stock or machinery. Practically he is only worth \$20,000, but he is actually taxed on \$30,000. It was also pointed out that by the present mode of assessment wholesale merchants were considerably handicapped in the race for business. The capital of merchants in Montreal is not taxed, and as these merchants enter into competition with the wholesale merchants of Ontario, the latter are at a disadvantage owing to the excessive burden of taxation which they have to bear. They have also to contend against the competition of foreign merchants who pay no taxes whatever. It was bluntly stated by one of the speakers that unless justice was meted out to them, the wholesalers of Toronto and other cities in Ontario would be forced to transfer their headquarters to Montreal or other cities where their capital would be relieved from taxation.

The chief, and in fact the only, argument, brought forward by the opponents of the bill was that if the capital of merchants and manufacturers was relieved from taxation and only their profits taxed the difference would be thrown upon realty, which they claimed was too heavily taxed already. In answer to this it was contended that the tenant practically paid the taxes and not the owner. That is to say that the owner in leasing a store makes the rent such a figure that it will cover the taxes. It was also shewn that merchants and manufacturers occupied and paid taxes on the highest assessed property in the municipality. The speakers from Hamilton stated that a careful analysis of the assessment roll of that city shewed that merchants and manufacturers occupied and paid taxes on forty-two per cent. of the whole realty. The learned Q.C. who opposed the bill drew a red herring across the scent with marked effect. He argued that if the bill was passed it would be unjust to those who had invested their money in municipal debentures on the understanding that there would be no radical change in the basis of assessment, as the proposed change would militate against the value of their securities. Such an argument is unreasonable. If a municipality is committing an admittedly grievous wrong in the matter of taxation it is its duty to right that wrong and place the burden elsewhere. All that the merchants and manufacturers ask for is justice, and when they obtain that then it is the duty of the municipality to see that their creditors are protected by making up the difference in taxation caused by the removal of the oppression by taxing other property either personal or real. The value of the securities held by investors could not possibly be in the least imperilled by transferring a portion of the taxation from one class of taxable property, which is intangible, to another class.

The members of the committee, while expressing their sympathy with the supporters of the bill, were against doing anything until the whole assessment law was considered de novo. They admitted that there were gross inequalities and anomalies in the present law, and thought that a special session of the Legislature should be held for the purpose of placing the law upon a just, equitable and workable basis. Whether or not this will be done remains to be seen. Mean-time merchants and manufacturers in Ontario will have to "grin and bear" this most monstrous injustice, but we are safe in saying that the agitation will not be allowed to lapse till justice is done in the premises.

DOMINION INSOLVENCY ACT.

THE Toronto Board of Trade being dissatisfied with the draft Insolvency Act prepared by the Montreal Board, as they considered it defective in several important particulars, have appointed a special committee charged with the duty of framing an Act which will, it is hoped, meet all possible objections. This committee is composed of representatives from the principal trades and has a leading lawyer and accountant to guide its deliberations. The Act will contain over one hundred clauses and it will take some time yet before they are all disposed of and even then they will be revised and any alteration made that might be deemed advisable. It would, therefore, be premature to refer at length to any special points. But we are in a position to state generally that the principal features in the Act will be that a debtor can make an assignment only by consent of his creditors: he shall assign to an assignee appointed by his creditors; that the debtor will get a discharge through the medium of a judge specially appointed for the purpose upon proving that he has not been guilty of recklessness, extravagance, or dishonesty. We understand that a proposed clause to sell bankrupt stocks by auction in lots not less in value than \$100, or more than \$300, was thrown out.

The Montreal Act has been before all the leading Boards of Trade and if it has not met with universal approval it has at least had the effect of creating a general desire to have a Dominion Act passed. We referred in our two last issues to the views expressed by several Boards on the subject. On April 7th the Halifax Board discussed the Montreal Act and Mr. Fyshe, cashier of the Bank of Nova Scotia, expressed the opinion that it was probably not as good as the old Act, and to adopt it would simply be to settle ourselves down with our eyes open to wait for a repetition of our former unenviable experience, probably in an exaggerated form. His views were embodied in the following resolution which, together with the draft Act of the Montreal Board, was referred to a special committee to report back: "That in the opinion of this board, it is desirable that we should have an Insolvency Act, applicable to the whole country, under which assets of the bankrupt estates can be equitably distributed, among creditors with the utmost possible economy and despatch, providing also that the question of the bankrupt's discharge be left entirely with the court, but that the chief feature of this Act be the necessary liquidation by the assignee or liquidator of every bankrupt estate, and the complete disallowance, under any circumstances, of any compromise, directly or indirectly, between the creditors and the bankrupt."

It is scarcely probable that any Act can be framed to prove acceptable to everybody but as Premier Abbott framed the first Insolvency Act and therefore thoroughly understands the question it is unlikely that any of the objectionable features of the previous Acts will find a place in the new Act. In the present complicated state of affairs, the questions naturally arise, will a draft Act be agreed upon in time to be introduced at the present session of Parliament and if so will it pass, or will it be thrown over till next session? It certainly would be a blessing to the trade and commerce of the country if it could be introduced and passed this session.

THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

Since last writing winter has given place to spring, and though navigation at this port is not open the nearness of it has inspired a wide degree of confidence in the present, and hope for the future. The position of business justifies this, for the enquiries have been numerous and the volume of business shows a substantial increase. With the advent of summer rates there was a rush of traffic, as shown by the increased returns for the two roads, and the goods that were held back are now in circulation. As the lake and river waterways open up the distribution will become more rapid and more

general. The rates are not as low as last year, and points not accessible by boats will likely find ground for complaint the coming summer. There is general evidence of careful buying. The wholesalers have learned their lesson and have taught it pretty thoroughly in turn to the retailers.

Remittances, as usual, are complained of, and the Fourth of April was not so satisfactory as the condition of trade would have led one to expect. But a marked improvement in this direction is looked for as soon as navigation opens.

The dry goods travellers are now out on their sorting trip, and orders are coming in at a gratifying rate. Prices are very firm and concessions on values are not to be looked for. The previous advance on white cottons is still in force and colored goods now range $7\frac{1}{2}$ to 20 per cent higher. No orders will be accepted for either class of goods at the old rates, and all round there is an advance over the values holding last year.

The disturbing effect of the operations of the Patrons of Industry is felt here, but for the most part their advances have been withstood. Merchants believe in the freedom of trade and look upon combinations for lowering prices much the same as the public look upon combinations for raising them. For these and other reasons they have refused to grant an association of people more favorable terms than they would grant to an individual having the same buying capacity. If they did business on the basis of charging a uniform percentage, one of the chief incentives to careful and judicious buying, would be removed, as a uniform percentage added to the cost of all classes of goods would lead merchants to buy in the dearest markets, as thereby their profits would be enhanced. Besides any system of coercion will tend to dishonesty and fraud, and rather than discriminate against individuals they will increase the prices to all alike.

WHAT NEXT?

The United States authorities apparently never do anything by halves, but they go "the whole hog or none." In the enforcement of the alien labor law they seem determined to stick at nothing. It seems that the proprietors of dry goods stores in Springfield, Ohio, have been in the habit of advertising in Canadian papers for clerks, and if the parties answering to the advertisement could prove themselves good men they would be engaged. Many of them by their superiority speedily worked themselves up to positions of trust and responsibility to the chagrin of the American clerks. The local Salesmen's Union became so exasperated that they decided to bring the strong arm of the law to get rid of the competition of their Canadian fellows. Accordingly a suit has been filed in the United States court at Cincinnati, against John Wren, proprietor of one of the largest dry goods stores in Springfield, in the sum of \$2,000. He is charged with having advertised for clerks in Toronto, and with having engaged two to go to Springfield to work in direct violation of the Foreign Contract Labor law, the penalty for violation of which is \$1,000 for each man imported. It is stated other similar suits will be filed against other dry goods men who are guilty of a similar offence. Canadian dry goods merchants need not complain. It is a fact that many of Canada's brightest young men have been drawn to the United States by the prospect of a better and more rapid chance of advancement, who have proven valuable additions to the Republic, and if this law is enforced, the merchants of the States will be the ones to regret it most. It looks like carrying the law to an absurd length, when a clergyman of the Church of England, who had been called to a church in New York, had to appeal to the Supreme Court before the right to preach the gospel in the land of freedom and liberty was accorded him.

In our last issue, page four, "Men of the Times," among the different positions held by Mr. J. P. Cleghorn, we have him down as President of the International Coal Company, which should have been the Intercolonial Coal Mining Company.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

COTTONADES.

Before the consolidation of the colored cotton mills, we purchased the most desirable patterns and stock of the Hamilton and Ontario Mills' Cottonades, and now offer them to the Trade, **while they last**, at Special Terms. **Select now for present or future shipment what you expect to require.**

A considerable increase in prices of all colored cottons may be expected.

Flannelettes, Shirtings and Tickings have been advanced from ten to fifteen per cent. already, but no prices have been fixed by the new company for other goods yet.

Let us know by mail should you want us to select an assortment for you, or we will send you samples.

1500 Pieces IN THE LOT

At 10, 12 1-2, 13 1-2, 14 1-2, 15, 15 3-4, 17, 18 3-4, 19 1-2, 21 1-2 c.

≡⊗ FOR THE RETAIL TRADE ⊗≡

“PATENT ROLL” COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress makers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

“BALED” Goods same quality but less price.

MEN OF THE TIMES.

STAPLETON CALDECOTT.

(Of Caldecott, Burton & Spence, Toronto.)

We know your Grace to be a man, just and upright.

—SHAKESPEARE.

Mr. Stapleton Caldecott, head of the wholesale house of Caldecott, Burton & Spence, Toronto, was born at Chester, England, in 1836, his father being Robert Caldecott, merchant, of that ancient city. A freeman of that city by reason of birth he is fully qualified as such to vote in all parliamentary elections there. He was educated at Charlton Hall School, Manchester, and commenced his business career in 1850. After serving his apprenticeship he went to Liverpool, Glasgow, and London to complete his business education. Mr. Groucock, founder of the firm of Groucock, Copestake, Moore & Co. (being the firm of which Geo. Moore, the famous philanthropist, was a member), was Mr. Caldecott's godfather, and when that gentleman died his godson made up his mind to seek his fortune in other fields. He was offered and accepted a position in a wholesale dry goods house in Montreal as buyer. This was in 1858, which marked the commencement of his business career in Canada. For some years he travelled all over the Dominion representing first the firm of J. M. Ross & Co., then Thomson, Claxton & Co., and ultimately T. Jas. Claxton & Co. In this latter firm he acquired an interest which, however, he gave up with the object of coming to Toronto with Messrs. Burton, Harris & Spence. He entered into partnership with these gentlemen in 1878, founding the present business of Caldecott, Burton & Spence.

An Englishman of note, who practised what he preached, once wrote: "Education is not to be confounded with the mere teaching of reading, writing, and arithmetic, nor with what goes by the name of history and geography. It means the teaching of the condition of well-being, and the training of youth to an observance of these conditions." Mr. Caldecott is evidently imbued with the same belief, and ever since coming to this country he has been a zealous friend of young men and has made their well-being his special and thoughtful care. When in Montreal he was one of the moving spirits in the Mercantile Library Association, the Mercantile Literary Society and the Young Men's Christian Association. He was honored by being made President of the Library Association, and was for several years vice-president of the Y. M. C. A. He is a member of the Church of England and also took an active part in church affairs while in that city, having been a churchwarden, delegate to the Synod, and Sunday school superintendent.

When he moved to Toronto he continued his active interest in young men and Christian work generally. He is at present a delegate to the Synod for St. Paul's church, where he worships; teacher of a large adult Bible class, which meets in the North End Church Hall; treasurer of Wychffe College, and has held the office of President of the Young Men's Christian Association, and is now one of its trustees. He is a director of the Sanatorium for helping the victims of narco-mania, a director of the Bible Society, and in the business world is a member of the Council of the Board of Trade and chairman of the Dry Goods Section of the Board. He has always taken a lively interest in business legislation, and is now one of the committee charged with the difficult duty of framing an Insolvency Act for the whole Dominion. He was one of the founders of the Commercial Travellers' Association of Canada and of the Dominion Commercial Travellers' Association, and held the office of director in both associations.

Mr. Caldecott has been a frequent contributor to the press, writing chiefly upon religious subjects and questions of social economy. He is a strong advocate of temperance principles, and frequently attends anniversary meetings of Young Men's Christian Associations in different parts of the country to give voice to his views on this all-important question. Politically he is a Liberal, holding freetrade views, yet a strong supporter of British connection. In this latter respect he is loyal to the core. As an evidence of his patriotism, at the time of the Fenian raid he joined the volunteers and served as a private in the field. When the battle of Ridgeway was fought he was with his company all that day and the following night guarding Victoria Bridge, Montreal, against a probable attack by the enemy.

The leading thought of Mr. Caldecott's life has been that success ever waits upon the man who aims in the right manner, in the right direction for the right purpose; that integrity, capacity and determination will create opportunity;

that true success in life consists not merely in making a large and prosperous business—which many accomplish whose life has been a sad failure—but on heaping every energy to the greater and higher purpose of the development of a high and lofty character, and that when business is conducted upon correct principles it can be made not only to yield profitable results, but assist in the building up of that righteousness which is alike the glory and the safety of nations. Guided by these principles it is not surprising that his firm has been successful in building up a lucrative trade extending from the Atlantic to the Pacific, and in earning for itself an enviable reputation for just and upright dealing in all its business relations.

The warehouse, which is a model of its kind, is situated at 46 and 48 Bay street, and has within its walls a thoroughly efficient and energetic staff who appreciate to the full extent the fact that the



MR. STAPLETON CALDECOTT.

head of the firm makes their interest his special study and encourages them, both by precept and example, to tread the path that leads to honor and success.

It may not be out of place to mention that the staff of Caldecott, Burton & Spence won THE DRY GOODS REVIEW Challenge Shield presented to the Wholesale Dry Goods Football League, which now adorns the walls of the warehouse, and that at the final match for the championship Mr. Caldecott inspired the "boys" on to victory by his presence.

THE PATRONS OF INDUSTRY.

To the Editor of THE DRY GOODS REVIEW.

SIR,—Your recent articles on the methods, aims and principles of the above Institution have been timely, and it seems as if some measures should be taken by the dry goods trade to prevent the P. of I. demanding and obtaining goods at 12½ per cent. profit. Of course no first-class reliable house will sell goods at such a profit and if done it will be by merchants who, probably, have failed once or twice, are again "hard up," and grasp at anything which promises help. With them expediency is everything, principle nothing. As sure as dynamite is a destructive agent, so too is the theory these P. of I. are trying to work destructive, and no sane business man will fool around either. Now the remedy, I think, lies with the wholesalers, who should for their own interests as well as for the interests of the trade at large, refuse goods on credit to any retailer who enters into such an absurd agreement with the P. of I. I would suggest the Toronto Board of Trade take up this matter and adopt some such agreement.

Yours, etc.,

BUSINESS.

Belleville, April 7th.

We quite concur with our correspondent in the suggestion that the Boards of Trade should take this matter up. It is clearly the duty of the wholesalers to adopt every measure for the protection of

their customers from the evils and dangers resulting from the competition of those who enter into the agreement with the Patrons of Industry. Will they do so? We know that many wholesale dry goods merchants are bitterly opposed to this outrageous and vicious combination, and we feel sure that it only requires some one to take the matter up for it to be brought to a satisfactory conclusion. Some drastic measure such as outlined by our correspondent would speedily bring those retailers who dicker with the Patrons to their senses, and put an end to this gross interference with the liberty of the trader in regard to the profits on the sale of his goods.

The only effective way for other retailers to strike a blow at the Patron merchant is to combine to sell their goods at a smaller profit even than 12½ per cent. As soon as the Patrons became aware of this fact there would be an upheaval. The Patron merchant would be either compelled to reduce his prices to a corresponding figure or throw up the agreement, and as he could not very likely withstand the strain he would be forced to adopt the latter course. The struggle would be short, sharp and decisive. Indications, however, are all pointing in the one direction, and that is that the year 1892 will see the utter collapse of the organization.

THE DRESS GOODS DEPARTMENT.

Dress goods salesmen must be good colorists. Have some taste as to results obtained from fabrics and the becoming combination for the various complexions, sizes, etc.

If there is any department where the customer is inclined to prefer the salesman should express an opinion, it is in dress goods. Be sure to give an opinion which will make your customers satisfied, the store popular: an intelligent, practical opinion.

It seems as if a regular examination should be made for velvet, silk, ribbon, dress goods, and every stock where matching is done to see if the salesman is color blind. Some of the combinations we see would indicate a great prevalence of this trouble.—Dry Goods Economist.

Perrin Freres & Cie,

MANUFACTURERS AND IMPORTERS

—OF—

KID GLOVES.

The Glove House of Canada.

ALWAYS IN STOCK A COMPLETE ASSORTMENT OF OUR LEADING LINES.



We make a specialty of our LACING GLOVES which are without exception the best offered in the market.

FACTORY : GRENOBLE, FRANCE.

Canadian Office : 7 Victoria Square, Montreal.

Agents for the Dominion of Canada for the
P. N. Corsets.

QUESTION?

1. Why is it that D. S. Co's HERCULES Braces sell better than any others?
2. Why is it that the retailer can make more profit out of them than any others?
3. Why is it that they give the wearer better satisfaction than any others?
4. Why is it that D. S. Co. make the nicest and best braces in the World, without exception?

Answered by the travellers or at the Dominion Suspender Co., Canada. Niagara Falls, U. S.

The Largest and Oldest Makers.

THE MONTH'S BUSINESS TROUBLES.

ESTATE of George Clark, dry goods, Brantford, Ont., stock sold.

Fraser Bros, tailors, Windsor, N. S., assigned.
 Alexander Ross, dry goods, Kingston, Ont., suspended.
 E. C. Jackson, merchant tailor, Toronto, assigned.
 W. B. Thomas, hats and caps, Halifax, N. S., assigned.
 Mrs. M. Haslem, millinery, Orangeville, Ont., assigned.
 J. C. Best, dry goods, Peterboro, Ont., assigned.
 H. F. Bedard, dry goods, Hull, Que., assigned.
 R. Levi, dry goods, etc., St. John's, Que., assigned.
 H. D. Goyette, dry goods, Cornwall, Ont., compromised.
 R. Stanley Murray, dry goods, Truro, N. S., assigned.
 Mary Shaw McTaggart, millinery, Kingston, Ont., assigned.
 Gordon & Halliday, woolen mill, Athens, Ont., assigned.
 Fortune & Co., dry goods, Halifax, N.S., stock advertised for sale by tender.

H. G. Taylor, dry goods, etc., Windsor, Ont., stock advertised for sale by tender.

Estate of Charles Richardson, merchant tailor and men's furnishings, Owen Sound, Ont., stock sold.

CHANGES.

Barette & Frere, tailors, Montreal, dissolved.
 Misses Grimer, millinery, St. Stephen, N.B., sold out.
 Grace & Eva Young, millinery, Fredericton, N.B., dissolved.
 E. Larson, tailor, Vancouver, B.C., succeeded by Mather & Larson.
 Macrault & Parker, dry goods and clothing, Strathroy, Ont., dissolved.

G. B. Layton & Co., dry goods, New Glasgow, N.S., style changed to Layton & Rennie.

L. Sterns & Son, dry goods, Dartmouth, N.S., James E. Sterns registered as sole partner.

Turner, Beeton & Co., wholesale dry goods, etc., Victoria, B.C., dissolved, Beeton retires.

Sauriol & Cavanagh, merchant tailors, Cornwall, Ont., dissolved. Joseph Sauriol continues.

Weeks & Beer, wholesale dry goods, Charlottetown, P.E.I., dissolved. W. A. Weeks continues under style W. A. Weeks & Co.

LOSSES BY FIRE.

Robert Mann, woolen mill, Peterboro, Ont., burnt out.

George W. Scott, dry goods, Point Edward, Ont., burnt out.

T. E. Vanstone, dry goods, Owen Sound, Ont., partially burnt out.

Logan Bros, woolen manufacturers, Renfrew, Ont., burnt out, partially insured.

McKelvie & Dunwoodie, dry goods, Brandon, Man., sustained a loss of \$4,000 on April 8th, insured.

La Generale de Bazar Compagnie, dry goods etc, Montreal, stock partially damaged by smoke and water, insured.

Thibaudeau Bros & Co., wholesale dry goods, Montreal, sustained a loss of \$20,000 on March 22nd, which is covered by insurance.

The Paris Manufacturing Co., Paris, Ont., suffered a severe loss on April 11th by the total destruction of their plant. The damage is estimated at \$100,000, partially covered by insurance.

TRADE PROSPECTS.

The dry goods trade generally is tolerably fair, the cold snap so far keeping back anything like a rush but it is as good as can be expected. There has been a brisk demand for dress goods, tweed effects in greys, fawns and blues being one of the leading features. Buyers are now in the British markets looking for novelties for the fall trade and their judgment in selection will be put to the test as there has been really no strikingly preferred demand for any particular style. In staples retailers are buying more colored goods than they absolutely require for present use in anticipation of further advance in prices. The advance in colored shirtings ranges from ten to twenty per cent. Greys and whites are fairly active but there is no special rush for them. In cottonades, although the mill prices have advanced there will be no special advance to retailers for some

weeks yet as the mills have been clearing out their stocks prior to their transference to the syndicate and wholesalers have accordingly good supplies on hand. There is no denying the fact that although the volume of business done by the wholesale houses is satisfactory there is a scarcity of money in circulation. Looking at the increased deposits in the savings banks it would appear as if people had become seized with the desire to lay up their surplus cash for something or other. That something does not, however, appear to be the fulfilling of their moral responsibility to pay their long standing indebtedness to the storekeeper. The abolition of long credits to the retailer should be followed as much as possible by the total abolition of credit to the consumer, and if retailers are just to themselves they will insist upon it.

COLORED COTTON SYNDICATE.

IF IT be true that competition is the life of trade it is but natural to infer that combination is the death of trade. In this struggling young country any combination which would have the effect of unduly increasing the price of staple articles to the consumer would be necessarily hurtful to its progress and general prosperity. The trouble lies in what may be termed "unduly," and what is at present agitating the dry goods trade is whether the absorption of all the colored cotton mills of the Dominion by a syndicate will eventuate in this most undesirable result. Practically all the cotton mills of the country, grey and colored, with one exception, are now in the hands of one body of men, and the immediate effect has been a jump in prices, although possibly not as yet to an undue degree. There is nothing however to prevent them, if they feel so inclined, continuing to advance prices, so long as they keep within the cost of the imported article, as the high tariff on the latter protects them from competition. Are there not many ways in which such a gigantic concern may operate injuriously not only to the interests of the trade but to the consumer? For instance, the wholesale and retail trade are entirely at their mercy, and by refusing to supply any house with their products it would result in that house being forced out of the trade. Besides both wholesalers and retailers will require to carry more stock in the combination with a corresponding loss of interest, as certain lines are to be made by particular mills, and wholesalers and retailers must wait until these mills choose to ship, besides which there will be every chance of great delay in transit. Should there be failure on the part of any mill through oversight not to anticipate and provide for the wants of the country its whole trade in cotton goods might be impaired or harassed and no end of trouble and annoyance caused.

The peculiarity of the Dominion is that the greatest consumption of cotton goods takes place during the spring months. The mills require to be operated from July and during the fall with comparatively small shipments. At this period of the year they are required to lay in the stock of raw cotton, to provide wages, dye-stuffs, and other manufacturing charges, and the amount of banking capital required to tide the mills over from year to year must be very considerable and be a heavy load for any one bank to carry.

Amalgamation or combination, having for its object the cheapening of the cost of production with a corresponding benefit to the consumer, is to be commended, but when it is effected for the purpose of stiffening prices to the consumer the reverse applies. How will it be with the colored cotton syndicate? Time alone can tell. Meantime it seems somewhat peculiar that while the price of raw cotton is declining the price of manufactured cotton goods is advancing.

The subject was brought up in Parliament the other day, when the Minister of Justice stated that there would be a market for any producer who was able to put his goods upon the market at a lower price. That is very true, but we do not think it would be possible to find any capitalist insane enough to throw his money away by starting mills to enter into competition with this powerful syndicate. Another statement of the Minister of Justice was to the effect that if it were established that the tariff was responsible it would not be long standing in the way. That is right, as it is clearly the duty of the Government not only to devise means for the protection of the trade of the country, but of the consumer as well.

WYLD, GRASETT & DARLING.

Our Mr. Grasett, (Staple Buyer), and Mr. Lillie, (Dress Goods Buyer), are again in the European Markets,

SELECTING NOVELTIES FOR THE ASSORTING SEASON,

As well as placing contracts for next Fall. Our Customers may rely upon having a fine assortment to choose from during the Spring season, in all Departments of **STAPLE** and **FANCY DRY GOODS** and **MERCHANT TAILORS' WOOLLENS** and **TRIMMINGS**.

WYLD, GRASETT & DARLING.

IMPORTED WOOLLENS FOR THE FALL.

WE are indebted to Mr. Johnston, the popular buyer of Wyld, Grasett & Darling, for the following particulars of woollens for the Fall trade. There is a larger variety of patterns than ever before, and most of the goods are exceedingly fine, both in texture and design. Scotch tweeds for suitings are in stripes and plaids but subdued, and the principal colors are tans and silver greys. The proper thing for trouserings is worsted in small neat effects and herringbone pattern. There is a tendency for coatings in chevots, vicunas, and Tibets in black and blue. In overcoatings there will be a big demand for Irish friezes for ulsters and double-breasted sacks, the popular colors being drabs, fawns, and claret. Another addition to ulsterings are six-quarter tweeds diagonal with oveicheck. For ordinary overcoatings there is an immense variety of stuff, but the principal features will be beavers with a run on browns. There are some beautiful things in wool linings for overcoatings, noticeable among them being plaids in very pretty designs. Taken altogether, the imported goods for the fall season are really first-class in every particular. Every taste is cared for from the most fastidious to the least exacting.

USEFUL HINTS ON WINDOW DRESSING.

Harry Harman, Louisville, Kentucky, in his Novelty Pamphlet issued this month, gives the following useful hints on window dressing: Change your display weekly, clean out your windows from top to bottom each time you change display; always study beforehand the designs intended for a certain window, so you can tell the moment you take up the goods where they should go; when arranging a display it gives a suggestion for the succeeding one; the surroundings should always be in keeping with the goods displayed; the mere changing of the position of goods is not sufficient; always start to drape your windows from the top, then the side wall, and fill in the interior with such foundations as required to display the goods. Leave the groundwork for the last, gradually working your way out toward the entrance. Taste, not a great bulk of goods, makes an effective and striking display. Continual mixing of merchandise creates only passing notice; it fails in its influence upon the passerby. Too much confuses the eye. It is this consistency for the solid windows and the tasteful schemes of arrangement that makes the showings by all odds the finest. One thing and that at one price. Arrange your window displays to accord with certain events that occur by the use of merchandise by some central or special object, and this calls for **NOVELTY DISPLAYS**, which serve a purpose in arresting the attention to the store that always makes a point to have some attraction, consequently inducing a person to purchase. This style of display should only be occasionally introduced, relieved by usual dressing, only the draper should not confine himself to arranging the goods in one certain way; use some special design in showing up the articles. To this special item and to show what I term catchy displays I have scattered through this Pamphlet a number of illustrations.

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ERRORS IN APPRAISEMENT.

One of the most vexatious evils that the trade has been troubled with has arisen from the difference in appraisement by customs appraisers, chiefly outside of the large cities, which has worked to the great disadvantage of merchants in the larger centres. Some days ago an influential deputation from the Montreal Board of Trade headed by Mr. Cleghorn, ex-President, waited upon the Acting Minister of Customs and presented a petition signed by five hundred merchants doing business in various parts of the Dominion, praying to have uniformity established, and inequalities done away with in the mode of appraisement of goods in order to secure some practical interpretation of the tariff everywhere in Canada. The petition suggested the appointment of an officer whose duty should be specially to investigate all cases reported to him of wrongful appraisement of goods. The Acting Minister promised that their request should be considered by the Government at once.

TRADE MARKS.

WE have received another letter from a manufacturer of knit goods endorsing the views already expressed by others in THE REVIEW on the advisability of trade-marking their productions. He suggests that the manufacturers should hold a conference at some central point to discuss the question and endeavor to arrive at some definite decision and understanding thereon.

We do not think it would be possible to get such a conference together. It is scarcely a matter for combined action but rather for individual action. If a certain manufacturer honestly believes that by adopting a trade mark for his products he would reap considerable advantage by increased sales amongst the consumers he should not hesitate to be the first to start the innovation. It entirely rests with the manufacturers themselves. If it is found to be profitable in one country there is no reason why it should not be so in another.

The question has been referred to by trade papers in the United States. One of them—The Dry Goods Economist—says: In an article we published recently, attention was drawn to a controversy going on in the Canadian dry goodstrade over the question of manufacturers trade-marking their goods. This practice was objected to by some jobbers and dealers, on the ground that it gave the manufacturer too much individual reputation and created a demand for a particular production, making it difficult to substitute other goods when occasion required or the opportunity occurred. Since the publication of that article we have received many communications from American manufacturers endorsing the practice, and claiming that it is not only desirable, but that it is the only method whereby they can be sure of receiving an adequate return for their expenditure in thought and labor.

There is no doubt whatever that merchandise put on the market with a well advertised name or trade-mark attached to it, bears on its face the impress of honesty; because it is understood generally that where a name or trade mark is thus associated with any article, it is because sterling value or merit is offered of which the sellers need not be ashamed. For such goods people will pay a higher price without hesitation, because they look upon the name or trade-mark as a guarantee, while there is uncertainty attached to merchandise produced indiscriminately. It will make little difference that such unknown merchandise is actually of better value than that which is known by name or trade-mark.

Nor should there be any objection to trade-marked goods on the part of distributors, as articles of well-known reputation can always be protected by the makers in such a manner as will compel a fair margin of profit to the seller. By all means, let the manufacturers trade-mark their products. It will help their profits and remove many lines out of the overdone competition of the day.

COMMERCIAL IMPERIAL FEDERATION.

In his recent budget speech Hon. G. E. Foster, Minister of Finance, hinted at the possibility of Canada adopting a discriminating tariff in favor of British imports. That the question of Commercial Imperial Federation is being seriously thought of in Great Britain is apparent from the following article in the Textile Mercury, of Manchester:

We firmly entertain the belief that the future prosperity of this country and of our colonies and dependencies is to a large extent bound up in the question of a close federation, both political and commercial. All these countries are to a large extent capable of greatly increasing their supplies to us of the raw materials we require in the conduct of our manufactures, and in turn of taking from us a very great increase of manufactured goods. Potentially our colonies and dependencies are far and away our best customers, because so many other countries, especially if they have any competing industries of their own, have done everything possible to preclude us from trading with them, so far as supplying them with any of our productions goes. This they do oblivious of the fact that

they have free entry to the markets of England, its colonies, and dependencies. Seeing, therefore, a tendency of modern sentiment in other countries setting strongly in the direction of so-called protection, which has been so marked and strong for the past 25 years, and which we have not been able to check either by influence or example, does it not become our bounden duty to conform to these facts, and turn them to the best advantage? We think it does. We do not mean by this that we shall slavishly imitate either the United States or our Continental competitors by imposing prohibitive tariffs upon their productions. Rather would we devote all our commercial energy to the extension of our trade with the countries politically connected with us, and such others as do or will permit commercial intercourse on the same or equivalent terms. If necessary, we would give the countries entering into such agreement with us, wherever possible, such preferential treatment as would ensure them a preponderant advantage in our markets. It would be well in the interests of our manufactures that, in all these various countries disposed to such favorable intercourse with us, we should originate a series of exhibitions of English manufactures, to be held in the leading commercial centres of each country, and that our manufacturers should make it a point of honor to contribute exhibits thereto. In return there ought to be an Indian and Colonial Exhibition in Manchester, as the most accessible and most important commercial centre in England. The exhibits for this should come from every land under the British flag, and thus shew the millions of people, who could easily gather here, what India and our Colonial empire can do for us. We need also to send such an exhibition, at least on a smaller scale, as that at Old Trafford, abroad, in order to bring before Indian and Colonial populations the productions of our manufacturing districts. This would be infinitely preferable to helping the Americans to do a lot of self-glorification and trumpet-blowing at Chicago, and then confiscating all the resultant advantages. On this question of commercial federation the President of the Association of Chambers of Commerce, Col. E. S. Hill, C. B., M. P., in his address to the representatives attending the annual meeting on the 8th inst., said:—"Viewing the injurious and sometimes exclusive nature of the tariffs which protection is setting up on the Continent and in America, it is but natural that our thoughts should turn more eagerly to our great colonies, extending as they do all over the globe, to seek, if it be possible, to tighten the bonds of our commercial intercourse, to the general advantage of the empire. Our colonies are our best customers, and with their varied climates are capable of furnishing us with all the food and raw material we require. Were it possible to develop their resources in this direction, they would be able to buy more largely from us, and be glad to receive, in much larger numbers, that surplus population the future of which causes so much anxiety to thoughtful statesmen. I am sure we all look with a sympathetic eye to the Conference summoned by the London Chamber of Commerce, and will be prepared to give most attentive consideration to any feasible scheme which may be proposed with a view to the attainment of so great an object." It is clear from this that the necessity of a move in a direction that will yield more satisfactory results than the one in which we have for a long time been travelling is becoming an impression of the leading commercial minds.

WHEN TO ADVERTISE.

It is a common expression of merchants "that business is so dull it will not pay to advertise." What would we think of the workman who, when work is scarce, would not try all the harder to find it?

The duty of the merchant or manufacturer at such times is to create business by offering new and attractive styles, by seeking new customers and pushing beyond usual neighborhood limits. He should not sit down and wait for trade to come to him, but seek it on every side and through the use of every lawful instrumentality. When trade is dull a more active exertion must be made to secure it than when business is brisk.—Hosier and Glovers' Gazette.

SECRETS OF THE BARGAIN COUNTER.

A SALESMAN for one of the large auction houses in Chicago, who knows intimately the leading bargain house managers, says :

I happened into a State street establishment the other day and was being shown some of the special bargains offered to the public. Among other things was a considerable quantity of black gros grain silk, which would have retailed for not less than \$1.50 per yard, and which was being sold all over the counter at sixty-five cents. It was cut up into patterns of twenty yards each, and not more than one pattern was sold to any purchaser. The writer noticed among the shoppers who stood about the counter a number of young women he knew belonged in another place further down the street.

A little later I dropped in on a friend at the rival establishment and mentioned the fact that I had seen some of his girl clerks buying at the other place, and commented on the fact that they must be paid pretty fair salaries to enable them to sport gros grain silk dresses. The friend winked in an expressive way and remarked as he led the way to the rear of the store : "We know our business." Then he pointed out a stock of gros grain silk which was being rapidly increased by young women, each of whom brought in a package, which was carefully unrolled and added to the pile. A salesman was busily engaged in preparing a placard which read :

"As advertised, seventy-five cents a yard, worth two dollars."

"You see how nice and easy it is," said my acquaintance. "Blank & Co. advertise a specialty, and we send our girls down there to buy all they can get hold of at their price, put it into our stock and sell it at an advance of about 15 per cent."

"Great scheme. Do you work it often?"

"Oh, yes, we work it right along, and I suppose the other fellows work us. We shall advertise this lot of silk in the papers to-morrow

and make a great spread on it. They may come and buy it back from us to use in some future sale at another advance, but there is a profit in it to us, and we find the same tactics in all lines, whether it be silks, underclothing, notions or sundries, pay us very well."—Ex.

PUSH IN BUSINESS.

It is an assured fact now-a-days that if you intend to make money, you must, says Finance, take hold of something, you must devote your work, your skill, your experience, and whatever money you have to something.

Caution is, indeed, a great thing in investment ; but, as in everything else, there can be too much of it. The man who is too cautious in his business policy runs a greater risk of being ruined by missing golden opportunities than one who is seemingly reckless in his undertakings. Conservatism of the genuine sort should be the characteristic of every legitimate business man ; aggressiveness, however, in every line of commerce, enlarges to a thousand-fold the possibilities of success, while at the same time permitting of the employment of conservative methods.

The genuine business man is a speculator ; he is no gambler. He takes risks, but they are warranted by the necessities of his enterprises. He, also, often comes to grief, but his ruin only emphasizes the mistakes that should be avoided by others.

Any man who wishes to invest has lots of good chances. But he must act : and by rightly acting he will win.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

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We Please Them All.

We deduct from prices the cost of travelling men, and all allowances for bad debts. We sell Shears, Scissors, Pocket and Table Cutlery, Silver Plated Flat and Hollow Ware, Gold Pens, Watches, Clocks, Jewelry, and a great variety of Show Case Goods. Send for Catalogue.

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JAMES HOLDSWORTH, Card Clothing Manufacturer,
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Cards made of English Oak-bark tanned leather, Filleting of best Linen Warp Vulcanized Cloth, Fox's Hardened and Tempered Steel and Swedish Iron Wire.

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14 Colborne St., Toronto, Agent for Canada.

GENERAL AND PERSONAL NOTES.

MR. ROBERT CUTHBERT, the recently appointed assistant dry goods appraiser at the port of Montreal, has assumed his new duties. Mr. Cuthbert takes Mr. Davidson's place, the latter going to Toronto as appraiser in the post rendered vacant by the retirement of Mr. Sergeant. Up to recently Mr. Cuthbert was one of the best known jewellers of the Queen City and a prominent member of the choir of St. James' cathedral.

Mr. Edward McKeown, the Toronto dry goods merchant, who was arrested at the instance of Gault Bros. & Co., charged with fraud and misrepresentation, has been committed for trial at Montreal and has elected to be tried by a jury.

Mr. Peddie, dry goods merchant, of Berlin, Ont., has removed to Toronto where he has gone into partnership with his brother. Before his departure from Berlin a number of young people called at his house and presented Mrs. Peddie with a beautifully-worded and flattering address and valuable present.

Owing to depression in the cotton trade and demands of operatives, the English master spinners have declared a lockout in all the mills except those of Egyptian cotton spinners. The decision includes Oldham, Rochdale, Ashton, Bury, Stalybridge, Stockport and other centres. Altogether 17,500,000 spindles will cease, representing wages of \$250,000. The lockout will cause widespread distress.

The Supply Company of Niagara Falls, Ont., employ no travellers but send out their Price List instead. By this means they claim that they are enabled to sell goods at the lowest possible cost, and anyone who examines their Price List can readily believe that such must be the case. If any of our readers who deal in their goods have not received one of these lists, it would pay them to send for one.

The property of the Canada Cotton Manufacturing Company, Montreal, has been acquired by the Canada Colored Mills Company. At a meeting of the share holders of the former company to discuss the matter, a resolution was unanimously adopted handing over to the Canada Colored Mills Company the plant, assets, etc., of the Canada Cotton Manufacturing Company. The Company was represented by 7,500 shares and \$300,000 worth of bonds. The agreement is that the shareholders of the Canada Cotton Company receive \$400,000 in bonds and \$165,000 in cash and notes, and the Canada Colored Mills Company also assume the \$300,000 worth of bonds.

The Golden Lion of Guelph has been undergoing extensive alterations, and is now one of the most complete dry goods stores in the Dominion. A year ago new fronts were put into both stores, and more handsome fronts it will be impossible to find anywhere. This spring new alterations are being made by the proprietors, J. D. Williamson & Co., whereby they have been able to consolidate their business, having opened a large millinery and mantle show-room on the second flat and put the cloths and men's furnishings into the department formerly occupied by the former branches. They have been able to save two thirds of one of their stores, which has been leased as a boot and shoe store to Mr. Neil, and the back of Mr. Neil's store is retained by them as a ready-made clothing department. The Lion's show-room is pronounced by travellers to be one of the finest west of Toronto. They have introduced the latest and most improved cash carrier system in existence.

An influential deputation from the council of the Montreal Board of Trade, headed by the president, Mr. E. B. Greenshields, waited on March 28th upon Provincial Treasurer Hall, and asked for the repeal of the taxes upon commercial corporations. The deputation represented that the commercial corporation tax had the effect of driving business away from the province and of causing a discrimination between corporations and private firms, to the advantage of the latter. The council would accordingly be very glad, while fully recognizing the difficult position in which the new Administration was placed, if something could be done, consistently with revenue requirements, to reduce or abolish the tax. Mr. Hall, in reply, stated

that he would like to see the commercial corporation tax repealed, but in view of the heavy expenditure to which the province was committed he did not see his way clear to it at present. After what the deputation had said, however, he thought he might possibly be able to recommend some modification.

The Whiting cash and parcel carrier manufactured by Mr. W. H. E. Whiting, of London, Ont., has scored a great success everywhere it has been used, and Mr. Whiting has received many gratifying testimonials. He claims for his system the following points of excellence: It is neat in outline, a station being simply an ornamental bracket; it obstructs the view less than any other system in use; it is brass, nickel-plated, and adds to rather than detracts from the appearance of a store; it is very rapid, requiring but a few seconds for the longest line; it is the most noiseless system in use; it can be recalled as well as dispatched from either end; it is the strongest and most simple system in use; it is not dependent on a spring of any kind for power; it has not got a cord or spring of any kind about it; it permits the lines to run level or up grade; it has a brass car and brass cash box, not liable to breakage; it has nothing to get out of repair; it is the most expensively finished, yet most reasonable in price; it is the only system invented and manufactured in Canada by a Canadian.

A pleasing event took place in the warehouse of Gordon, Mackay & Co., Toronto, on April 16th. Mr. W. J. McMaster, on behalf of the employes of the firm, who had all assembled in the woolen department, expressed the gratification felt by one and all in the interest taken in them and the business of the house by Mr. A. G. Malcolm, the firm's head bookkeeper, and that, having heard of his approaching marriage, they desired to show their appreciation by asking him to accept as a token of their regard a cabinet of cutlery. The recipient was more than astonished, and found it difficult to express his gratitude and pleasure at the kind, opportune and most considerate gift. The cabinet, which is of black walnut, elegantly inlaid with satin wood and lined with blue satin, contained four dozen dinner, dessert, tea and fruit spoons; two dozen white ivory handled knives, with forks to match; two sets of carvers, sugar spoon, tongs and butter knife, all of solid silver. On the cover was a silver plate with this inscription: "Presented to Augustus Grant Malcolm by the employes of Gordon, Mackay & Co., on the occasion of his marriage, Toronto, 20th April, 1892."

TIME WORKS MANY CHANGES.

The flourishing condition of the wholesale grocery trade has been for some time back a source of envy to the wholesale dry goods men, but time works many remarkable changes. At present it seems singular that all the reports regarding sales from the wholesale dry goods trade this spring are favorable, and from the grocery trade the reverse. To account for this it may be that the grocers, not content with the agreement on prices on many lines of goods, took up sugars also, and afterwards shortened time sales and discounts. Theoretically this may be all right, but practically the result seems to be that many small wholesale houses, with a capital of \$20,000 or \$30,000, have got into the trade, and by cheaper working expenses and easy banking facilities, have curtailed the volume of trade done by other houses with ample capital and ability. Many of the dry goods houses on the other hand have disappeared into oblivion thereby clearing the atmosphere and enabling the large houses to do an increased volume of business. Besides in late years the Ontario dry goods houses, who have remained in the field, have got a grip on the trade of the province, which has not shrunk from depopulation as has been the case with the trade in Quebec province and from which the Montreal houses have suffered in their own territory. Again Toronto and Montreal houses are both getting their share of the North-West trade and this combination of circumstances has helped the volume of trade in Ontario warehouses in a gratifying way this season, perhaps more than the bountiful harvest. But there is still room for improvement, and the "survival of the fittest" is not yet a thing of the past in the wholesale dry goods trade.

FALL STYLES.

Expert opinions concerning fall styles, says The Cloak Journal, as yet lack definiteness. It is generally believed, however, that fur-trimmed garments will be received with favor, and a fair supply of these goods has already been put in. The fur trade is in such an unsettled and unsatisfactory state that manufacturers are apt to find it difficult to fill duplicate orders at the prices they will accept early in the season, and the buyer who knows how to place his orders at the beginning of the season will have an advantage over his more slow-going competitor that may prove a very important one. Opossum will, we think, have the first call among fur trimmings. Astrakhan will be worn, but it should only be used in the best qualities. Moufflon, which was popular last year, proved to be so unsatisfactory in many ways that the demand for it will fall off materially. Last fall, much grumbling was heard from buyers who were unfortunate enough to get garments with leg astrakhan trimming. Pasted trimmings cannot stand any amount of handling and never give satisfaction. It would be more satisfactory to everybody concerned if buyers were to pay a little more for their goods and get trimming that will wear. There should be a general protest against using trashy stuff; trimming that cannot be sewed is apt to prove worthless.

ATTRACTIVE SAMPLE ROOMS.

We draw the attention of our readers to the advertisement on page three of the cover of Mr. J. T. B. Lee, Canadian agent for John Erskine & Co., New York, manufacturers of "Elbisrever" scarfs. We have seen samples of the scarfs, and have no hesitation in saying that finer goods could not be placed on the market. The colors are exceedingly rich and charming, and the paler shades are captivating in their delicacy and softness. The ties are double-faced and, therefore reversible, many of the styles having one face entirely different from the other, thus affording two distinct ties in one, and as the tie is woven in one piece there are no seams in the tie portion whatever. The goods will stand on their merits and should meet with a ready and increasing sale among the trade. Mr. Lee has also the agency for several other leading New York manufacturers including Cheney Brothers, the largest silk manufacturers of the world; M. Heminway & Sons Silk Co, spool, knitting, crochet and art needlework silks; Sacks & Bro, dress trimmings etc.; C. E. Bentley, fancy goods, novelties etc.; The Castle Braid Co., braids, buttons, novelties etc.; W. T. Mersereau & Co., brass goods, etc., and many others of equally well-known repute. He has in his sample rooms the finest novelties to be seen anywhere, and visitors to the city should not miss the opportunity of calling there as the time spent will be amply repaid.

FINANCIAL ROTTENNESS.

One of the worst failures in the wholesale dry goods trade of the country is that of Pierre Hudon, St. Paul Street, Montreal. The unfortunate creditors will receive a first dividend of 1½ cents on the dollar. The total liabilities are \$75,180.21, and the dividend amounts altogether to \$1,127.70. This leads The Trade Bulletin to remark: "Talk of Love's heart aches in our young days, why they were pleasures compared to the rankling pangs created by such financial stabs as the above. It seems to us that it would have been far better had the whole thing been wiped out, for it would at least have saved the issuing of the dividend sheet among about 100 creditors, which must have been the very quintessence of cruelty. Now, the fact that such exhibitions of financial rottenness are not only possible, but are even becoming fashionable in the arena of bankruptcy shows that some prompt and severe legislative measure is needed to check these terrible evils which appear to be obtaining alarming proportions. We hope the Boards of Trade throughout the Dominion will continue to impress upon the present Parliament the urgency of passing a bankruptcy law that will afford better protection to the solvent traders of the country."

CHANGES OF FASHION.

The changes of fashion affect the dry goods and kindred trades more largely than most people imagine. They frequently involve a change in design, weave, style, finish or coloring, and often in widths necessitating in the first place a large expenditure on the part of the mill or factory for machinery, engraving, etc. Then, again, the jobber and the retailer are liable to be left with goods on his hand that have been good sellers, but have gone out of fashion. Such changes, while their occurrence is expected, are not always provided for, more especially by the retail dealer. The mills close out their surplus stock to the jobber, who in turn disposes of it to the retailer, and the latter, if he is not careful and does not take the proper means to get rid of the goods that are passing out of fashion, will have to carry them over. At this particular season of the year, every line that is suitable for spring and summer should be brought to the front and kept there until sold, for if one price won't sell another will. It is better to have the shelves cleaned in the spring and early summer months than to pack away the goods for another season when quite different styles may prevail. For the last few years novelties and specialties have had such a run that there is keen competition among manufacturers and importers to put on the market the most striking and attractive designs, so as to eclipse all previous productions in the same lines. Hence, the goods turned out by them are often radically different from those of former seasons, and the retailer should make a point of clearing out each season's novelties during the season. If any particular lines show a tendency to move slowly they should be reduced in price until they reach a saleable point, so that the money may be used in other directions. —Dry Goods Chronicle.

WEAK-KNEED DOCTRINE.



Fiery Orator—Yaw, shentlemens, der time vas ripe for making an end to der so-called righds of private property, und—

Auditor—Lend me your pipe, Hans; you can't smoke und talk, too.

Fiery Orator (bridling)—Mine friendt, dot vas my pipe. I bought it, don'd you see!

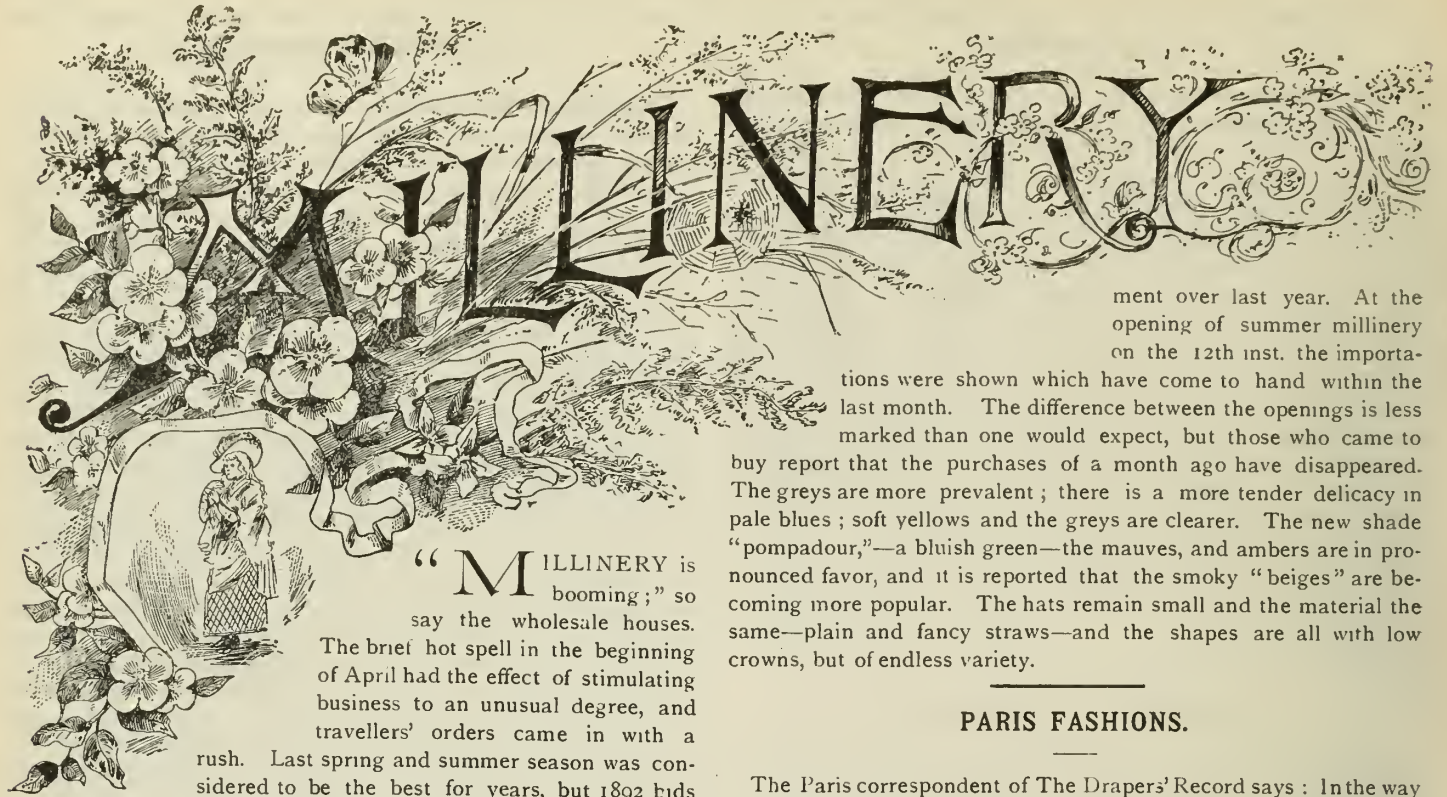
THE DRY GOODS REVIEW.

HEAD OFFICE—6 Wellington Street West, Toronto.

MONTREAL OFFICE—115 St. Francois Xavier Street—A. J. Ritchie, manager.

NEW YORK OFFICE—Room 105, Times Building—Roy V. Somerville, manager.

EUROPEAN BRANCH—Canadian Government offices, 17 Victoria Street, London, S. W.—R. Hargreaves, manager.



“MILLINERY is booming;” so say the wholesale houses. The brief hot spell in the beginning of April had the effect of stimulating business to an unusual degree, and travellers' orders came in with a rush. Last spring and summer season was considered to be the best for years, but 1892 bids fair to surpass it. The markets are being scoured to secure the latest things in hats and bonnets, and new patterns are constantly coming to hand. There is no diminution in the popular demand for flowers as hat adornments, and ribbons of all kinds are in high favor. Nacre and Nacre effects are being much used, particularly in the wider widths on the larger hats. Satin and velvet ribbons are being preferred for bonnet strings and for the bow of long hoops. Jets continue also in favor. The Toronto wholesale houses announce supplementary openings from the 18th to 21st April, when all the latest novelties will be shewn. In a circular to the trade one of the houses, in announcing the supplementary opening, says:—“In our early spring circular we gave our reasons for believing that we might reasonably expect, and at the same time make liberal provision for, a good spring and summer trade. As time advanced, our view of the situation was such as to leave no doubt on our minds as to the certainty of a great millinery season being before us. Supporting our decision by action, we despatched our buyer to the British markets on the 7th March, he having then been only ten days home. One month has been devoted by him entirely to securing suitable goods for the present assorting season. Latest advices from him bring the encouraging news that his early arrival in the foreign markets, enabled him to secure large quantities of seasonable goods, entirely new in character. Many lines so secured are now arriving almost daily.” At the openings of the leading retail houses in Toronto there were great gatherings of the gentle sex, who had their tastes fully gratified by the beautiful displays upon which their eyes feasted. There will be a grand display of head-gear on Easter Sunday if the immense business done in hats and bonnets is any criterion.

MILLINERY IN MONTREAL.

(By Our Own Correspondent.)

The millinery openings for the spring season were held on the first of March, and on Tuesday, the twelfth of April, there were openings of summer goods. During the month that has elapsed since the first opening attention has been fully occupied in filling the orders which came with a rush the first few days in receiving new importations and attending to the ordinary business that is always passing. Hats, flowers, ribbons and laces form the staple of the spring trade, and in volume the business shows a marked improve-

ment over last year. At the opening of summer millinery on the 12th inst. the importations were shown which have come to hand within the last month. The difference between the openings is less marked than one would expect, but those who came to buy report that the purchases of a month ago have disappeared. The greys are more prevalent; there is a more tender delicacy in pale blues; soft yellows and the greys are clearer. The new shade “pompadour,”—a bluish green—the mauves, and ambers are in pronounced favor, and it is reported that the smoky “beiges” are becoming more popular. The hats remain small and the material the same—plain and fancy straws—and the shapes are all with low crowns, but of endless variety.

PARIS FASHIONS.

The Paris correspondent of *The Drapers' Record* says: In the way of head-gear, the following have just sprung up. The “Bianca,” made of mordore straw, lined with velvet, and trimmed with ivory-lace draped round the crown, with a garland of Parma violets and mimosa. The “Minerva” is a hat covered over with veiled pink crepon and black lace. The whole of the front of the hat and sides is trimmed with a bunch of roses and an owl of jet. A curious novelty is the “Chapeau Byzantine.” It is a capote, the crown of which is in three pieces of tissue of gold, embroidered with many colored stones. The front is formed with a volant of pleated Chantilly lace, which is slightly vaseshaped at the front. It is held in by several pleats above the ear at the sides, and falls behind carelessly over the chignon, which should be raised high. Two feathers, red and black, are placed in the middle of the front.

The bonnets remain small and flat, and the trimming is placed in the middle or towards the back. Sometimes two small curled feathers are put back to back; laced flowers and ribbons are much used. Shot and watered ribbons seem favorites. The Marescot bonnet has a soft velvet crown, with fluted brim in nasturtium velvet and black lace. Bow in the front of satin soleil and an aigrette; narrow satin strings.

The following are latest novelties:—La Parisienne, capote toque composed entirely of small wings changeants mother-o'-pearl; the crown is composed of a chiffone of tulle and velvet, the velvet laid on in stripes narrow like the strings. C'est un rien! Le Moliere is a large round hat, with a passe slightly waved in black straw; large bow lined with black moire held down with a Moliere buckle, and a similar bow at the back of the crown.

Le Printemps is a capote composed of rosebuds, which appear to shoot out of a chiffonne in moss tulle; butterfly bow in moss velvet, strings to match.

The Stuart is a capote in black rice straw, wings in black embroidery, large chou in anemone velvet, with black aigrette; strings in light anemone moire.

For driving, black rice straw hats, the crown composed of lace reappliquee; slight draping of lace on the passe, a jet ornament placed between two black feathers.

Lace is more popular than ever, and is worn on everything and in every possible way. Light elastic cloths will be worn. Tailor-made dresses also, and the long basques which threaten to die out have taken a new direction, and form swallow-tails. They call them the redingote bodices.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

No. 1 represents a slightly flared hat of black net, shirred upon wires and worn with black satin ribbon strings. This same ribbon decorates the back of the crown, which is surrounded by a wreath of yellow chrysanthemums, and trimmed with an ostrich feather pompon and aigrette on top.

No. 2 is of heavy white lace, after the style of Point de Genes, which is cunningly manipulated into a tiny evening bonnet, having strings of white satin ribbon, with a front trimming of lace fans, aigrette, flower and pearl ornaments in the shape of a diamond over the crown of the bonnet.—Dry Goods Economist.

ENGLISH FASHIONS.

"Miss Mantahni" in the Pall Mall Budget says: Women are in a flutter of excitement over the new fashions. Never have the windows looked more tempting. It is impossible to resist the fascinations of the bonnet shops. Everybody is saying how wonderfully lovely the new colors are—especially the pale shades of green and pink. Some of the smartest bonnets are trimmed with two shades of one color—light and dark green for example. The most remarkable bonnet to be seen anywhere is called the Victoria, and is a copy of the bonnet that was fashionable in 1841. Many women would be glad to buy such a thing to make a sensation with at one of the private views. It is the largest bonnet I have ever seen—the brim is about ten inches wide—and is made of black net, with an edging of jet and a bow of ribbon and three black tips for trimming. The strings are black ribbon. I saw the bonnet tried on by a fair young lady, and it suited her better than I should have thought. It is worn with a lace veil, long enough to reach the waist, mounted on elastic. If the wearer wished to have her face uncovered she would draw her veil to the side instead of turning it up. A large black hat with the new jam-pot crown was trimmed with a bunch of



No. 1.

yellow orchids, pale green ribbon, and a soft drapery of lace. It had a wide lace string, intended to be allowed to fall in folds about the neck, and fastened coquettishly with a green ribbon bow near the shoulder. Some of the French straw bonnets are quite as chic as those that are made of lace and flowers. I rather admired a

poke bonnet of brown and fawn straw decorated with a bunch of banksia roses and small bows of pink and fawn. It had pink moire strings. Virot is using beautiful ribbons with crepe stripes for trimming hats. Never has the choice of ribbons been so great as it is this season. There are charming wide-brimmed hats for wearing with cotton dresses. A pretty one in three shades of fancy straw—moss-green, eau-de-nil, and fawn—slightly curved



No. 2.

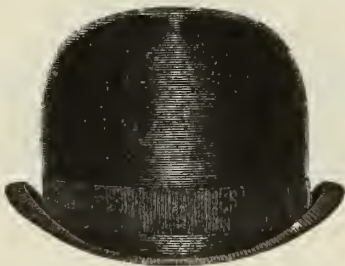
at the back, was lightly trimmed with rosettes and loops of bebe ribbon in two shades of green. If one knew how to make those wonderful French bows one could have a smart hat for a mere song. Flower-trimmed bonnets are very much like they were last summer—trifles in the matter of size. A cheap and becoming bonnet with the Marie Stuart front is made of black lace and primulas or lilies of the valley. It has a narrow quilling of lace round the edge, and narrow velvet strings. There are some delightful summer hats for little girls made of art silk, flowered muslin, Venetian satin and crepon. They have full crowns and shady brims, lined with silk of a delicate color. There is no mixture that looks so fresh and dainty as white and apple-green, and one of the hats that took my fancy was of soft silk in these two shades. Ladies with an æsthetic taste in millinery will find their own taste provided for. There are light hats, turned up at different angles, made of velvet or art silk in extraordinary shades of green, terra cotta, and blue. One æsthetic hat—it was pretty for a wonder—was made of pearl-gray Venetian satin lined, with pale pink crepe, and trimmed with rosettes of the same material. The bonnets of this spring are distinctly prettier than those of last. There is less of tinsel about them, and the colors are much more beautiful than they have been hitherto. I saw a lovely snow of French bonnets. Colored strings of broad moire ribbons are one of the latest innovations, and in peach color and faint shades of pink and green, they are very becoming. Last year strings were generally made of inch-wide ribbon when not of lace. Among the new bonnet ornaments are claws of paste and flies with mother-of-pearl wings. The milliners told me they are putting flowers on everything. Bows of plaited straw are a new trimming. A good deal of guipure lace is used on hats and bonnets mixed with ribbons, but not often with flowers.



Travellers are now on the road for sorting orders, and it is apparent from the orders already received that good business will be done. Repeat orders are also coming in freely for popular lines of hats. Browns are quite a favorite color this season both in softs and stiff, and it would be advisable for retailers to place their orders for this color as early as possible, as these goods are bound to be scarce as the season advances. The retailers report splendid business during March and bright prospects for the season. Shipments of straws are up to the average. The season is not yet advanced enough to show if repeats will be as large as last year, but if the weather is at all seasonable there is no reason to doubt that it will be otherwise. It seems as if wide-leafed boaters in fancy plats will be very popular.

POPULAR HATS AND CAPS.

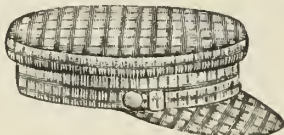
Å. A. Allan & Co. report that there is a brisk demand for the following styles :



Fashionable round crown hat for young men.



'Varsity cap made in fancy and plain tweeds and silks.



Ladies' yachting cap in plain and fancy checked tweed, subdued colors, which will be very popular for the seaside, boating, etc.

NEW YORK STYLES.

The Hatter and Furrier says : Now that all the styles are issued, there seems to have fallen upon the trade the quietness of a reaction, and it would be very hard to specify just what styles are most in popular favor. Each special style has its special adherents and advocates, and as business generally is very quiet, the public are left to follow their own sweet fancy. There are certainly styles

enough from which to select, and even the most finicky buyer can ponder to his finicky ideas and still be in the swim. The stiff, flat brim, with soft crown, seems to be dead, as it deserves to be. The narrow brim derbys, are selling well in some sections. The shapes of the leading New York introducers of styles are neat and unobtrusive, and sell when anything does. In colors, the various shades of brown, in solid colors and mixtures, are still the most popular. There is some talk of a pearl or pearl mixture, but as yet it has met with no demand.

Tourist shapes continue to sell well, and will be good for months to come.

There is every indication of a strong revival of cloth caps in fine grades. This is as pronounced in England as here, and the cloth-cap makers are preparing for it in good earnest.

HUDSON'S BAY CO'S MARCH SALES.

We have received from T. Dunnet & Co., the following report of Phillips, Politzer & Co., on the Hudson's Bay Co.'s March sale : Although the fur market was unusually inactive at the commencement of the present year, the Spring Sales of the Hudson's Bay Co. disclosed quite a confident tone. The general heavy decline which was looked for, has not taken place, a few articles only giving way to the extent of 10 to 15 per cent., while many have brought prices equaling those of last year, and others even a substantial advance. Considering the mild winter and the heavy losses resulting from the Russian trade, the present firmness can only be attributed to an increasing demand for furs, against a stationary, if not decreasing supply.

The following are the results compared with the March sales of 1891 :—

OTTERS—(9,748 skins—last year 8,171)—Firsts declined 10 per cent, Seconds and Thirds 15 per cent.

FISHER—(5,169 skins—last year 5,658)—Average 10 per cent lower, the fall on Seconds being heavier.

FOX SILVER, have declined 20 per cent.

FOX, CROSS—(2,740 skins—last year 2,457)—Firsts declined 5 per cent, Seconds 12½ per cent, Thirds 7½ per cent.

MARTENS—(73,439 skins—last year 64,689)—Have met with very good demand, more especially the good coloured Skins. Firsts have advanced 30 per cent, the best marks even as much as 100 per cent. Seconds and Thirds 15 per cent, Pale being in less request were only 5 to 10 per cent higher.

FOX, RED—11,104 skins—last year 13,948)—Firsts and Seconds advanced about 10 per cent, Thirds 5 per cent.

FOX, WHITE—(9,390 skins—last year 3,704)—Have declined 25 per cent.

FOX, KITT.—Advanced 20 per cent.

MINK.—(42,094 skins—last year 29,363)—Have advanced 25 per cent.

BEAR, BLACK—(11,414 skins—last year 8,960)—Continue in good demand, and prices remain about the same as last March, ex-

cepting Thirds and Fourths, which being very low this time, declined 35 per cent.

BEAR BROWN.—(1,875 skins—last year 1,411)—Show on the average a rise of 5 per cent.

BEAR, GREY.—(253 skins—last year 175)—Are 50 per cent higher.

MUSK OX.—(1,935 skins—last year 1,358)—Have declined 25 per cent, excepting damaged and Thirds which average 20 per cent more than last year.

LYNX.—(8,294 skins—last year 11,445)—The short supply brought about very heavy advances ; Firsts being 35 per cent, Seconds and Thirds 45 per cent higher than last March ; the greater portion was purchased for American account.

WOLF.—(1,684 skins—last year 4,237)—Sold at an advance of 15 per cent.

WOLVERINE.—(1,140 skins—last year 1,388)—Have advanced 40 per cent.

SKUNKS.—(10,642 skins—last year 12,583)—Firsts, which sold last year out of proportion to their value are now 15 per cent lower, Seconds remain unaltered.

BEAVER.—Realized the same prices as in January.

MUSQUASH.—Firsts and Seconds advanced 7½ per cent ; Thirds and Fourths 25 per cent.

FUR SEAL.—Advanced 12½ per cent on January prices.

BADGER.—Firsts advanced 60 per cent ; Seconds doubled last year's figure.

HAIR SEALS.—The large and middling sizes are 30 per cent lower, while small Skins declined only 10 per cent.

In the smaller sales preceding the Hudson's Bay Co's., there were offered by the various Brokers :

MONKEYS.—(50,980—last year, 54,139)—Which were sold readily at an advance of 25 per cent on January prices.

AUSTRALIAN OPOSSUM.—(178,671—last year, 458,436).—The fresh supplies of this article are much smaller than in former years, and the advance on last January prices is fully 20 per cent.

WOMBATS.—(11,461—last year, 13,245)—Maintained the high values of the last Sale.

A. A. ALLAN & CO., WHOLESALE.

Felt Hat Department.

A full range of fine fur and wool Felt Hats in Black and Brown and Neutria Colors.

Just received cable repeats of the Popular FEDORA Hat so much in request this season.

Cap Department.

Our productions are famous for style and value.

Children's Fancy Caps, Boys' Club Caps, Ladies' Boating Caps, Men's Travelling Caps.

Straw Goods Department.

Buyers' attention is requested to our large assortment occupying two flats.

English, American and Canadian manufacture. Inspection invited.

A. A. ALLAN & Co.,
51 Bay St., Toronto.

B. LEVIN & CO.,

Wholesale Manufacturers of Fine Furs

—AND—

IMPORTERS OF HATS

491 & 493 St. Paul Street,

MONTREAL.

BRANCH SALEROOMS :

70 Bay Street, Toronto.

Our staff of Travellers are now on the Road with our Fur Samples for the Fall and Winter Trade of 1892. These will be found a very large and well-assorted line, and include a full assortment of Coats, Jackets and Robes.

Orders from the Trade will receive careful attention.

Wholesale Agents for the Dominion of Canada for

LINCOLN, BENNETT & CO., SACKVILLE ST., LONDON, ENG.

DRY GOODS ADVERTISING.

THE following practical hints to retailers by one of the most successful advertising managers in the States are given in the Dry Goods Economist:—

It is not an easy matter to "advertise judiciously."

It is still less easy to give good advice upon the subject.

As in science, so in advertising: there are problems that lie ahead which keep pace with the accumulated knowledge and the growth and increased power and insight of the individual student.

An advertisement that reads like a common business card does not take hold of the public. It lacks both pith and point, and strikes the reader as a sort of casual, general statement.

Advertising, generally, should be done as if you were shooting at a mark. Find the mark and aim direct for the bull's-eye; not as if there were a dozen bull's-eyes and your shot was sure to hit one. There are many dozens of bull's-eyes, but hitting one produces little or no effect upon the others. Hit every one, if that is possible. Make direct, far-reaching, penetrating statements. Go right into the facts of the case and keep at the subject until you get to the end of it. Print all of the story at once, if necessary, or state the general or distinct conditions that relate to the goods for sale separately, covering a period of days.

Advertisements should impress every reader; to do so and arrest attention they should be full of true meaning, explicit and complete.

Advertisements can be made to take right hold of the public, and the simple truth gets a firmer grip than the most skilfully devised misrepresentations of the trickiest advertiser.

Dipping into details and all the bearings of the case gives suggestions about goods, their possible uses and adaptations, which may never have occurred to retail buyers until told by the advertiser.

A fixed location of an advertisement in a newspaper is more valuable for the dry goods advertiser than a shifting position.

Newspapers should not be allowed to set up an advertisement as they please. It is better that a style of heading, signature, type and arrangement be originated or selected and continually used, because this gives the advertising of a firm character and peculiarity that is an advertisement in itself, and that becomes a recognized feature of the paper, growing more effective as it grows familiar, if the matter be kept fresh and inviting. Newspapers will protect an advertiser whose announcements are cast in an original mold exhibiting an exclusive feature, by their not admitting other firms' notices, should such be proposed, in close imitation.

Well-directed advertising exerts a beneficial power that is difficult to measure. A large dry goods house recently advertised a certain well-known make of goods. By taking up the merits and possibilities of this particular line sensibly and thoroughly this house has, within three months, tripled its sales of these goods. It was a line kept by every other dealer in the place, each of whom had a good share of the trade for it, prices and qualities being the same all round. But the advertising told, and while the manufacturers reported only a small increase in the total business in the city for his specialty, he showed by his books that the advertiser of his (the manufacturer's) goods tripled his trade at the cost of the other local dealers.

Buying newspaper space by the inch is generally better for the merchant than being confined to a fixed space for a stated time, such as a quarter, a half, or a whole column for a year or six months. Pay so much per inch, taking whatever space is needed, and have the advertisement set uniform each day in some plain, fair-sized reading type. By this system there is never any crowding of space to get so much matter in, nor spreading out in order to fix more space than is necessary. Payment is thereby made for just what space is needed and no more.

The handbill as an advertisement is becoming a thing of the past in most all of the leading stores of the country. John Wanamaker, than whom there is, perhaps, no more successful dry goods advertiser in the land, says: "I never in my life used such a thing as a poster, or dodger, or handbill. My plan for fifteen years has

been to buy so much space in a newspaper, and fix it up with what I wanted. I would not give an advertisement in a newspaper of 500 circulation for 5,000 dodgers or posters."

Novelties, cards, pin-cushions, etc., do not amount to much as gifts, and they amount to very much less as advertisements. What anyone can get for nothing, without making any other effort than asking for it, nobody cares much about. Gifts, however, have been made of great value, when rightly given, though such cases are not common. Gifts should never be offered as a direct inducement for people to purchase goods. Price and quality should be inducement enough.

Gifts can be made to fit in gracefully on store occasions, such as a beautiful souvenir on a store birthday, or flowering plants, gifts of roses on May-Day to those who purchase. But it is a delicate job to give away anything with goods gracefully.

Street-car advertising for dry goods stores is of doubtful value. If, in addition to signs, arrangements can be made to have conductors stop cars before a store and announce the name of it, street-car advertising may be worth while.

Theater programs can be but seldom used with much benefit.

Issue a leaflet or booklet on opening a new department, if such department is of the nature of Japanese goods, or holiday wares. Have it unique, original and characteristic of the department—a souvenir of the occasion. There must be nothing commonplace about it.

Cards printed in close imitation of fine engraving which is now done to perfection by many printers, make very tasteful invitations to openings of millinery or similar merchandise.

DO CIRCULARS PAY?

"We send circulars, instead of advertising in papers. When we have special offerings to make, we send out a circular to the trade," was the remark of the gentleman in charge of the advertising department of a Broadway house. There is no doubt but that when a firm has a special offering below value to make, by sending out a certain number of circulars to those who trade with them they get results. To reach even 20,000 merchants engaged in the dry goods and kindred lines of trade the expense of sending out circulars would be very heavy. The postage alone on such a number would be \$200, to say nothing of the cost of the circulars and the expense of preparing them for the mail. The chances are that of these 20,000 circulars under a 1-cent stamp three-quarters would be thrown into the waste basket, while 50 per cent. of the remaining quarter would not be received in time for buyers at a distance to take advantage of the offer even if they wished. Do these circulars bring new trade? We say no. It is the experience of every merchant that a single advertisement, excepting for a special offering, does not pay, and a circular is obviously but a single advertisement. The only way for the merchant to make his name widely known is to keep it constantly before the public through the press, changing the reading matter whenever a special offering indicates that it is judicious. There are few, if any merchants, who can afford to do without advertising.—Dry Goods Chronicle.

MONTREAL'S OLDEST MERCHANT.

Thomas Mussen, the oldest business man in Montreal, died on April 5th. He was born at Barton Pidsey, near Hull, England, in March, 1804, and with his parents sailed from Hull for Quebec in the spring of 1818. He commenced business for himself in the dry goods line in 1827, and up to eighteen months ago continued in the active management of his extensive establishment. He was a fervent admirer of British institutions all his life and served as a volunteer during the troubles of 1837-38. He acquired a great deal of property and was considered to be one of the wealthiest men in the city. A very large number of Montreal's present business men were at one time clerks in his employ, as well as many others scattered over the continent, and he was widely known and as widely esteemed. He was known as a man of great business capacity and of a kindly, unassuming disposition.

AN ELEGY IN A COUNTRY STORE.

SIT down a minit, Mister, an' write a line or two,
 An' let me tell my story—you'll say it's sad though true ;
 But some things hez their bright sides as well as darkest shades,
 An' clouds are never brighter than when the sunlight fades.
 There's trouble, disappointment an' trials all through life,
 An' tho' yer peaceful-minded yer bound ter hev some strife ;
 But settle at four cross-roads an' keep a country store,
 An' ye'll find yer troubles greater than e'er they were before.
 But, 'scuse me, I'm a wanderin' a little off my text,
 An' if ye'll tell yer paper when yer a writin' next,
 How old Hank Smith of Johnsville was hooked an' done up brown,
 Ye'll do a wondrous kindness to every country town.
 I've kep' a store in Johnsville nigh onto twenty year,
 An' every man an' woman to my old heart is dear,
 I've paid what's due of taxes an' helped ter make the town,
 An' many a totterin' farmer I've kep from breakin' down.
 My bizness was progressin', an' though my wants were few,
 I couldn't lay a surplus by, as some I know well do—
 Like old Ben Jones, the Deacon, down on the township line,
 Who owns three hundred acres, the finest of the fine.
 One day a deputation of farmers came to town,
 An' called on me to offer their trade an' spot cash down ;
 They'd writin's, papers, letters, rules, by-laws an' the like,
 Just like the honest workmen, preparin' for a strike.
 An' Deacon Jones was leader an' read the rules to me,
 An' Rodd of Township Logan, he of Concession Three,
 Got up and painted to me the glories of the deal,
 An' like a fool I signed it—they stamped it with a seal.
 I was to get the business of a hundred farmers sure,
 On only ONE condition—'twas simple an' secure—
 That I should sell them freely, for cash, you understand,
 Their goods, an' only charge them—a twelve per cent demand.
 They said they'd buy all goods from me and pay me down the cash,
 An' that the other merchants here would all go plunk to smash,
 That I would do a roarin' trade an' make my money fast,
 An' all my neighbors would get left for robbin' in the past.

I signed the paper as I said—they stamped an' sealed it too—
 An' smilin' left my little store—that day I'll always rue.
 At first they swarmed into the place an' ordered goodly lots,
 Looked at my bills, put down the cash, an' grinned like idiots.
 But Roberts 'cross the road from me, who'd kicked the whole gang out,
 Cut sugar down below my cost, which raised a deuced shout,
 An' Brown, up near the market, sent out a card to say,
 That "Patrons or no Patrons," who had the cash to pay,
 Could get what goods they wanted at less than Patron price—
 He put his prices lower than for living would suffice.
 An' every store around me, both in our town an' out,
 Was cuttin' things below me, of that there was no doubt.
 I kinder felt uneasy to see such tricks be made,
 An' knew that I was losin' each blessed day more trade,
 The Patrons seemed to vanish and leave no trail behind—
 My neighbors was a smilin'—Tney didn't seem to mind.
 An' then my trade in town got mad an' passed my store each day,
 An' bought their goods from "Hustler" Brown or Roberts cross the way.
 They wouldn't deal, they told me so, with any man who sold
 To greedy men of wealth like Jones, for twelve per cent. of gold.
 The Patrons didn't seem to come like once they used to do,
 An' I began to see that things was gettin' mighty blue,
 My business got into a mess, my bills could not be paid,
 The wholesale house got dunnin' me—said "payments must be made."
 I wondered what the matter was, an' couldn't make it out,
 Until one night I met old Jones ('twas him without a doubt),
 Aloadin' up his democrat in front of Brown's old stand.
 I tumbled to the racket then—I saw the rascal's hand.
 That night when I got home again I read the writin's through
 To see just what the bargain was, an' what we had to do.
 'Twas clear as daylight now to me—I'D BOUND MYSELF TO SELL,
 While they had not agreed to BUY, except it suited well.
 An' when my prices seemed too high, though I was sellin' straight
 They either went to other towns or came at night quite late,
 An' bought what goods they wanted from Roberts or from Brown,
 Who worked together, strange to say, to beat my prices down.

I knew then just how things would go. I knew it, though too late,
 That I was bound to clean bust up as sure as fate is fate.
 I couldn't buck agin Old Brown, an' Roberts too was rich.
 While they were making money, I was nearly in the ditch.
 Next mornin' I hung out a card, with letters large an' red,
 An'told the public—as I thought the Patrons was all dead,
 An' that, though I was near the same, I'd drop the whole gang hot
 An' sell my goods like honest men—I'd do it or be shot.
 An' Mister, say, when you reach town, jest tell yer printer-man
 To write an' show the merchants how they work their little plan.
 An' if you'll only tell 'em straight, I'm sure you'll have success
 An' many a trustin' brother will pause, an' think an' bless—

HEC. SECORD.

THE DRUMMER.

First in the crowded car is he to offer—
 This traveling man, unhonored and unsung
 The seat he paid for, to some woman young
 Or old and wrinkled. He is first to proffer
 Something, a trifle from his 'samples,' maybe,
 To please the fancy of the baby.
 He lifts the window and drops the curtain
 For unaccustomed hands. He lends his case
 To make a bolster for a child, not certain
 But its mamma will frown him in the face,
 So anxiously some women seek for danger
 In every courteous act of every stranger.
 Well versed is he in all the ways conducive
 To comfort where least comfort can be found.
 His little deeds of thoughtfulness abound,
 He turns the seat unasked, yet unobtrusive ;
 Is glad to please you, or have you please him—
 Yet takes it very calmly if you freeze him.
 He smoothes the Jove-like frown of the official
 By paying the fare of one who cannot pay ;
 True modesty he knows from artificial ;
 Will flirt, of course, if you're inclined that way,
 And if you are, be sure that he detects you,
 And if you're not, be sure that he respects you.
 The sorrows of the moving world distress him ;
 He never fails to lend what aid he can.
 A thousand hearts have cause to bless him,
 This much abused, misused commercial man.
 I do not strive to cast a halo round him,
 But I speak of him precisely as I've found him.
 —Ella Wheeler.

THE GOOD IT DID HIM.

He exercised with clubs and weights,
 Although it was no play ;
 He walked and rowed and puffed and blowed,
 And never missed a day.
 And after six long months, what was
 The outcome of it all ?
 He found, alas ! to his despair,
 His dress suit was too small.
 —The Clothier and Furnisher,



Wholesale houses have been exceedingly busy in preparing their fall samples and travellers have just started out to push for orders in the Maritime provinces and British Columbia. It is too early yet to form an idea of what the trade will be, but there is every reason to hope that it will be satisfactory. Payments are not up to the mark in the clothing trades, particularly in the North-West. This can be accounted for from the fact that many farmers in the North-West have not been able to realise on their wheat, some of it not having been threshed before the winter season set in, and others holding back for higher prices that never came. But when the money for this wheat is in circulation, even though it will not be as much as was looked for, things will brighten up. Retailers in Toronto report that their business for March was exceptionally good, far ahead of March last year, and April is showing up well. There is an increasing demand for the finer grades of goods which is a hopeful sign. The custom tailoring trade has also been very brisk, some of the merchant tailors reporting that they have had more orders for Spring suitings than for some years back.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

The clothing trade is in a satisfactory condition, in respect of sales and payment for goods. The season opens 1st December and closes 1st April. In this time the sales of one house show an increase of \$41,000 over last year, and for the month of March an increase of \$15,000 over those of the corresponding month of 1891. It is not quite certain that this represents such an actual gain in business, since this year, the spring being earlier, the goods were sent forward with greater despatch. Besides, this represents only the result of travellers' orders and does not include warehouse business. But there are yet in hand orders for April shipment, which will keep up the output, and the warehouse sales are about of the average volume. The fall payments are now falling due, the bulk of them however in May, though nearly half of the bills matured in April and they were for the most part well cared for. Long credits still prevail, and it is quite remarkable that the effects upon this branch of industry are not more disastrous than they are.

The travellers have just left carrying fall samples, though some houses have not sent theirs out yet, as they find fault with the prevailing plan of forcing the seasons and the consequent dating ahead. They have as yet sent in no reports, and it is too early to speculate upon the prospects for next season, though a few scattered orders are coming in. The spring orders are not all filled, and there is some activity in the warehouses getting this business out of hand. About the 25th of April the travelers will leave on the sorting trip in Ontario and Quebec, but no attempt will be made to sort in the Maritime provinces or Manitoba, as they have bought well and the expense of such a trip would be too great. The clothing trade generally has grounds for hopefulness, and appears to share, in common with other industries, the increased prosperity of the country.

LONDON FASHIONS FOR SPRING AND SUMMER.

The London correspondent of the Clothier and Furnisher says: Interviews with leading fashion authorities result in the following prognostications, which I think will prove useful to many readers of this journal: The Prince Albert coat is again to be a prime favorite for ordinary dress among men of leisure, and as such has been subjected to several important modifications. In the first place, the skirt is again shorter, and lighter colors will be freely used. A wide liberty of selection in materials will be allowed, so that such as Shetland cloths or rough cheviots will be largely worn, as will some of the finer makes of Harris tweeds, llamas, and vicuna cloths. Black frock-coats will be worn with cashmere or cheviot trousers, as will also some of the darker shades of the foregoing materials. In the fashionable garment silk facings to edge of button-holes will be employed, and vests will be double-breasted. Many frock-coats of gray and brown mixtures will be seen. I have had shown me within the past day or two a novel frock-coat made for a noted London swell, who is an undoubted leader. It is a surprise, and no mistake, being of fine black cheviot, with a collar very narrow at back, and dead-silk facings all around collar and down revers to bottom. It had silk basket buttons and cuffs buttoning on. Morning suits will be mostly of rough cheviots and Shetlands, as far as the coat is concerned; trousers of either cashmere or light cheviot and waistcoats of marcella or any light washing material. Both coat and vest will be cut much more open, with the effect of summer lightness and elegance. The former will only button two, and the trousers average an inch smaller at bottom than at knee. Morning coats, buttoning three and higher, will also be in ample demand. Dress suits for summer wear will, of course, be of the lightest possible make, fine twills and llamas being the most favored. Dead black corded-silk facings will be employed, and vests of marcella, pique or white or black ribbed silk much worn in place of cloth. Moire antique will be a great favorite for this purpose. I have seen a recently made dress suit, the coat collar and vest of which were both elaborately embroidered with black silk, giving a somewhat ambassador-like effect to the wearer. Lounge suits of Donegal tweeds, Harris homespuns, cheviots and diagonals will have their usual popular run, and in connection with the first-mentioned material I would caution American manufacturers to make their purchases as much as possible from Irish houses, as in that way they benefit the native producer much more directly. This being essentially a mixed-suit year in almost every variety of costume, suits of "dittoes" will have to have a special character. One of the best examples I have seen lately was a morning suit of light gray or drab cheviot, had ~~the~~ shoulder seams especially elevated and the back size quite broad. Chesterfields will be of the "whole back" order as of late. No development of special garments during late years has been so great as that of sporting and tennis suits. The lines of flannels offered for these usages are almost bewildering in their extent, and many of the styles of cut gotten out in advance in order to show customers the most attractive. The most popular material for a very swell tennis suit this summer will be coat or "blazer" of cream or white flannel, with silk-woven stripes, patch pockets furnished with buttons, and cuffs finished with one button. Trousers will be cut very easy,

and will, where the material is not too loud, be the same as jacket. Before closing this month I must not fail to allude to the almost complete metamorphosis of the style of garments once thought racy and loud into the correct gentlemanly thing, and the adoption by the gambling, betting and bookmaking fraternity of the most refined class of outward habiliments. The popular overcoat this summer everywhere will be a "whole-backed" racing coat of drab or tawny brown covert coatings, gray cheviot or llama cloth, similar in style to a fly-fronted Chesterfield. Inwardly lapped seams and crescent-shaped diagonal pockets will be special features of these attractive garments, and by most London houses they will be thoroughly waterproofed by special process before delivery to customers.

BOYS' CLOTHING.

In an article combatting the views of certain feminine writers that youngsters should be taken abruptly out of their swaddling clothes and put into breeches, the Clothier and Furnisher says: Until within a very short time there was no special effort on the part of retailers beyond the providing of a few staple things for the boys, the stock being kept in some far away corner of the showrooms. Now, however, a regular department is conducted under special buyers in all the big general stores, and a majority of the clothing stores have important boys' and youths' stocks. Then there are lilliputian bazaars and stores devoted exclusively to boys' and youths' attire. The range has been greatly broadened as a result of this inclination. There are now special boys' clothing manufacturing concerns that must needs bestow as much forethought upon their products as the clothing manufacturers. There are now dress suits, cape coats, Coverts, special waistcoats, and all manner of summer clothing following directly in the footsteps of their elders. The manufacture of boys' and youths' clothing has indeed become very much a separate and special branch of clothing manufacture, requiring exclusive and undivided attention of the makers to insure success amid the competition. This has naturally tended to the betterment of the output in every way, just as summer clothing was actually made a specialty because of the opportunity to achieve pre-eminence in its construction to those who should undeviatingly give their attention to its manufacture. Do not take away from the youngster, therefore, any of the privileges nor endeavor to curtail his repertory of customs. It is to this freedom which the boy has been accorded that is largely due the strides forward the boys' clothing makers have made.

HOW HE GOT THE SUIT.

A Baltimore street clothing store proprietor tells the story of how a smart young man once swindled him out of a fine suit of clothes. "He was a brisk young fellow," the clothier says, "and when he came into my store, he told me, he was a Yankee drummer. It was a sweltering day. The thermometer was up in the nineties and everybody was asking 'is it hot enough for you?'"

Well, the drummer came in and said he wished to get a light suit of clothes of the best quality in the establishment. I showed him a fine suit. He went into the dressing-box and put it on. He examined himself critically in the glass, seemed very particular about the fit, and finally said it would do.

"Suddenly a thought seemed to strike him. 'Have you any very heavy ulsters?' he inquired, remarking that he expected to make a long trip and wanted to get up into the northern part of Canada before he returned home. I was glad of a chance to get rid of a last winter's coat and soon had a heavy garment on the counter. 'Just the thing,' he said. Then he asked me to put it on so that he could get an idea of how it would look when worn. Of course I put it on and he buttoned it up tightly upon me, apologizing meanwhile for troubling me and explaining that he would have tried it on himself for the fact that he did not want to crush his new summer suit.

"Now will you walk down the store?" he requested, "so that I can get a good look at it." I walked. When I reached the end of the store I turned. My customer was gone and the new suit with

him. Realizing then that I had been worked by a smart thief, I forgot all about the ulster, which by the way, was intended for a man several inches taller than myself, and I made a wild dash for the street. Reaching the sidewalk my feet became entangled in the ends of the garment and I rolled on the sidewalk.

"A crowd collected and a policeman appeared. Covered with dust, and with perspiration pouring down my face, I rose to my feet. The officer gazed at me with mingled curiosity and astonishment. I had a great deal of difficulty in convincing him that I was not insane. I don't wonder that he thought me crazy, with a heavy ulster closely buttoned about my form on that hot day and my face smeared with dirt. Meanwhile, the thief got away and never was heard from afterwards. After I had recovered my temper, I did not begrudge him the suit. His method was so ingenious that I felt as if he had earned all he got."—Baltimore News.

BILL AGAINST "SWEATING."

Senator Hoar's bill, introduced into the United States Senate "to prevent the manufacture of clothing in unhealthy places, and the sale of clothing so manufactured," is causing the greatest excitement among the clothing manufacturers, who are exerting all their influence against the passage of the bill. The bill reads as follows:—

Sec. 1. That all articles of wearing apparel manufactured in one state to be sold in another, or sold in one state to be delivered in another, or sold or manufactured in one state to be delivered or sold in a foreign country, or transported from one state to another or to a foreign country, designed for sale, shall be identified by a tag or label not less than two inches in length or one in width which shall show the place or places, including the street and number of any house or building, where each article of clothing was made. The tag or label shall be placed on a conspicuous part of the article.

Sec. 2. That whosoever shall sell or expose for sale any one of said articles of wearing apparel, without a tag or label as aforesaid affixed thereto, or shall sell or expose for sale any one of said articles with a tag or label, in any particular false or fraudulent, affixed thereto, or shall wilfully remove, alter or destroy any such tag or label upon any one of said articles when exposed for sale, shall forfeit for each offense not less than fifty dollars nor more than one hundred dollars.

Sec. 3. That no person, firm or corporation shall sell or expose for sale, outside of the state where it is made, any article of wearing apparel that has been made, or worked upon, in any room occupied by any person ill with contagious or infectious disease, or in any room which contained less than three hundred feet of air space for each person occupying it while work was being done upon said wearing apparel, or in any room in any dwelling house occupied by two or more families, or in any room containing vermin or filth, or foul stench, or in any room where the factory laws of the state are violated.

Sec. 4. That no wearing apparel which has been manufactured in part or wholly as described in section three shall be sold in one state to be delivered in another, or sold or manufactured in one state to be sold in another, or sold or manufactured in one state to be delivered in a foreign country, or transported from one state to another or to a foreign country designed for sale or exchange.

Sec. 5. That whosoever shall violate any of the provisions of this act, or any clause thereof, shall forfeit for each offense not less than fifty dollars nor more than one hundred dollars.

Sec. 6. That the Secretary of the Treasury shall appoint an inspector for each state whose duty it shall be to enforce this law under such regulations and restrictions as the secretary shall provide. The secretary shall also in his discretion appoint for any state where it may seem necessary an assistant inspector, who shall be subject to the lawful order of the inspector in the discharge of his duties. The inspector and his assistant shall receive compensation at a rate not exceeding — per month to be fixed by the secretary, for the time they are actually employed in the discharge of their duties.



The celluloid novelties are still "in design," but there are some surprises for the trade in this direction.

In leather goods the most noticeable were fine solid leather travelling cases which reminded one of trips in England where the storekeepers always push forward their English sole leather.

The display of horn goods is extensive and interesting. The beautiful polish obtained and variety of grains in the horns are quite a study, and for wall or table ornaments they are very appropriate.

In toilet cases the polished wood boxes excite admiration. They are both handsome and serviceable, and being made in Canada they will stand the climate without warping. When combined with engraved silver ornaments and sides they are truly handsome. They are also becoming popular as presents for wooden weddings. Unique chamois covered cases meet with a constantly increasing sale, but the plush goods still hold their own against all innovations and will continue to do so, so long as the best quality of materials is used and proper care exercised in finishing the goods. The ornamentations both in and outside the cases are very pretty and the brushes, combs, mirrors and little manicure pieces are wonderfully ornamental. Perhaps the greatest novelties were a number of photo boxes gotten up in different shapes and styles for holding loose photos. The ingenious contrivances of some of these were very pleasing, and seemingly the album has at last met with a worthy rival.

A SKIN GAME IN SOCKS.

Customer—"Give me a dozen shirts."

Shopkeeper—"Here you are, sir, the best quality."

Customer—"How much?"

Shopkeeper—"One dollar and fifty cents each."

Customer—"All right; wrap them up. Now how much are these socks?"

Shopkeeper—"Fifty cents a pair."

Customer—"Well, I'll take three dozen pairs instead of the shirts."

The socks are done up and the customer starts for the door with the bundle.

Shopkeeper—"Hold on, there; you haven't paid for those socks."

Customer—"Certainly not; I took them in exchange for the shirts."

Shopkeeper—"Yes, but you didn't pay for the shirts."

Customer—"Certainly not, because I didn't take them."

Shopkeeper—"That's a fact." And he spends the next half hour trying to make his cash balance.—New York Herald,

"MUSTARD AND CRESS."

Tales told by travellers.

WHAT! MORE!

Last week two old travellers sat down to dinner at a village hotel on the Northern railway. It happened that the landlord and his wife were away. The girl, who waited on table, had only arrived the day before from off "a back fifty lot"; it was the first time she had been away from home. Everything went agreeably until she came to change the plates. She said "apple pie or rice pudding." "I'll take a little of each, please," said Robert. "No you won't; you can't have both. Ma wouldn't allow us to have pie and pudding, at home, and you can't have both. Which will you have?" This was a poser; but when Mr. Heron also said he would take a little of each she exclaimed: "Did you ever! If you had been raised where I was you wouldn't dare ask for both pudding and pie, not much you wouldn't; you would have got a good spanking if you did." The two travellers haven't enjoyed such a hearty laugh at the dinner table for a long time. They have both received letters of apology from the landlady since.

AN OLD MAN'S BLESSING.

Old squire Dudgeon was about the first white settler in the wild and unorganized district of Nipissing. He acted as doctor, lawyer, magistrate, preacher, and judge, and gave advice on matters temporal and matters scriptural. On one occasion after joining together a young English couple in the holy bonds of matrimony he felt like saying a few words of cheer and congratulation, which he did as follows: "My dear young friends, I now pronounce you man and wife according to the laws of this district and may the Lord have mercy on your souls."

SOMETHING LIKE AN APPETISER.

There were about fifteen commercial men on the first boat up to Parry Sound last season. The boat is conducted on strict temperance principles. As it was a cold stormy day several of them expressed a wish for something to "give 'em an appetite" before dinner. As the bell was about to ring a grocery traveller called each one of his friends into the wash room and handed them a flask, requesting them at the same time to keep it quiet as that one bottle was all he had. About half a dozen assorted travellers sat down to dinner coughing and sneezing with tears in their eyes, each one crying out for cold water. That bottle contained cold tea and cayenne pepper.

QUITE A DIFFERENCE.

A short time ago Mr. Gamon, who is proprietor and editor of The Morning Glory Banner, wrote the following item for the local column: "Mrs. Murchison has by all odds the largest, prettiest and most brilliant array of plants in the village." The boy in setting up the item left the letter "1" out of the word plants. The whole village was in an uproar. Mrs. Murchison took after the editor with a gun but he got out the back way and skipped. The Banner is now in the market.

TOM SWALWELL.

CLIPPINGS.

The first "ad" is good, but the one hundredth is worth more than five hundred times as much as the first.

Time and tide wait for no man; neither does the public wait for the "ad" which is to appear next year.

Quitting advertising in dull times is like tearing out a dam because the water is low.

As it is known that the most successful business men are the greatest advertisers, so it is a fact that all successful advertisers are firm believers in the newspaper—believers not only in its effectiveness but its cheapness.

The man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.

The man who for a year lives in one community and leads a reputable life, even though he be of moderate ability, will grow in the confidence and esteem of his fellows. On the same principle a newspaper advertisement becomes familiar, and its presence in the columns of a paper inspires confidence in the stability of his enterprise.

COLORS OF STUFFS THAT ARE SUITABLE TO THE COMPLEXION.

An artist's rule as to color is: Choose carefully only those tints of which a duplicate may be found in the hair, the eyes, or the complexion. A woman with blue-gray eyes and a thin, neutral tinted complexion is never more becomingly dressed than in the blue shades in which gray is mixed, for in these complexions there is a certain delicate blueness. A brunette is never so exquisite as in cream color, for she has reproduced the tinting of her skin in her dress. Put the same dress on a colorless blonde and she will be far from charming, while in gray she would be quite the reverse. The reason is plain—in the blonde's sallowness there are tints of gray, and in the dark woman's pallor there are always yellowish tones, the same as predominate in the cream-colored dress. Women who have rather florid complexions look well in various shades of plum and heliotrope, also in certain shades of dove-gray, for to a trained eye this color has a tinge of pink which harmonizes with the flesh of the face. Blondes look fairer and younger in dead black like that of wool goods or velvet, while brunettes require the sheen of satin or gloss of silk in order to wear black to advantage.—Fancy Goods Graphic.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing country seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (Ltd), Printers and Publishers, 6 Wellington St West, Toronto, who make a specialty of high-class magazine printing.

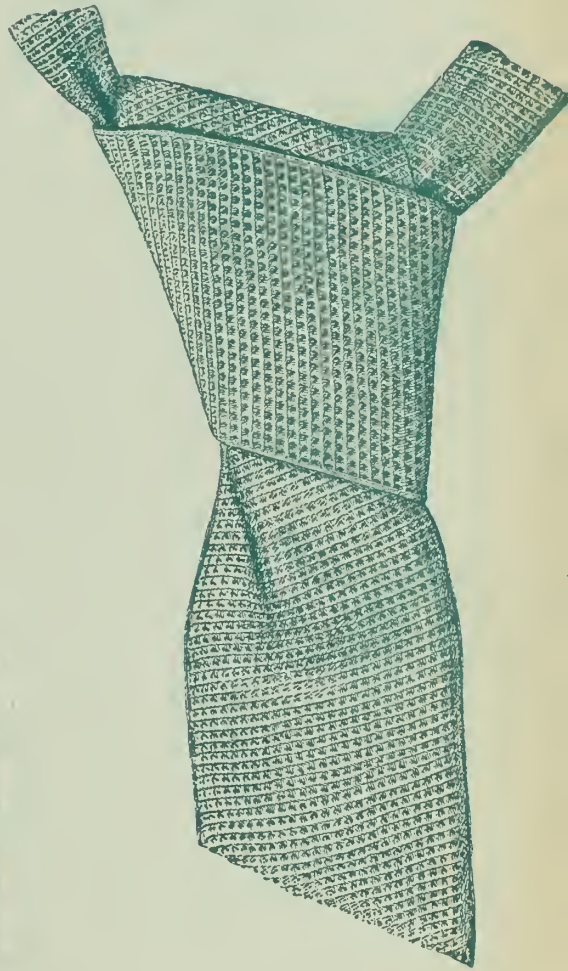


SPECIALTIES
FOR
SPRING, 1892.



THE "TOUR-ANGLAIS" SILK SCARF.

THE "CROCHET" SILK SCARF.



NOVEL FABRICS
BEYOND IMITATION.

WOVEN ON THE LOOMS
OF

JOHN ERSKINE & CO.

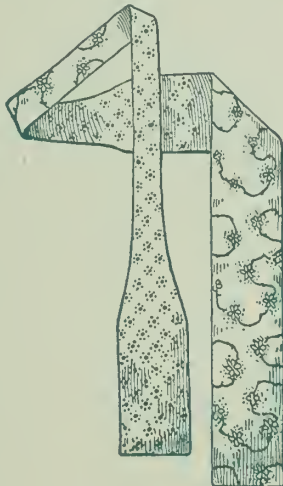
476 & 478 BROOME ST.,

NEW YORK.

MANUFACTURERS OF

"ELBISREVER" SCARFS.

A
NOVELTY
IN
NECKWEAR.



A
Four-in-Hand,
Seamless in
tie portion,
woven in one
piece.

REVERSIBLE.

The three styles illustrated above are of open fabric, soft and effective in the tying. We offer them in an extensive line of delicate colorings. Write for prices and color list.

THE SUMMER CROCHET (pattern 98) is a cotton four-in-hand scarf in solid white, also in mixtures. Send for sample and color card from which to make up order.

We invite the attention of the Gents' Furnishing Trade to our Double-Faced, Reversible Four-in-Hand Scarf, in which we are offering attractive lines.

This Scarf has been received by the trade as an article of pronounced merit. It has commanded attention and a ready sale wherever placed before the public thus far.

It is Doubled-faced and, therefore, is reversible. In many of the styles one face is a different effect from the other, thus affording **TWO DISTINCTLY DIFFERENT** Ties in **ONE**. The scarf is woven in one piece, presenting no seams in the Tie portion w herever.

We are continually adding to our styles and patterns. The prices for these goods range from \$2.25 per dozen upward.

We solicit an early call from your representative when in Toronto, purchasing new stock, to whom we shall be pleased to have an opportunity to show the lines we are offering.

By placing your order with me, you are dealing direct with the manufacturer and saving the middleman's profit.

J. T. B. LEE, CANADIAN AGENT.

60 YONGE ST., TORONTO.

JOHN MACDONALD & CO.,

Wellington and Front Streets E., Toronto.

TO THE TRADE

Are showing in Silk and Dress Goods Department, an excellent range of light weight DRESS FABRICS, suitable for mid-summer trade, in Nun's Veilings, DeBeiges, Serges, etc., etc. Also a great variety of odd lines in fashionable DRESS GOODS, at clearing prices.

In Hosiery Department, their stock of Ladies', Misses, and Children's Hose is fully assorted.

In Glove Department, they show Ladies', Misses, and Children's Gloves in the following lines: Lisle Thread and Taffeta in Black and Tans, Silk in Black, Cream, Greys and Tans.

ORDERS SOLICITED. FILLING LETTER ORDERS A SPECIALTY.

THE GREAT ASSORTING HOUSE OF THE DOMINION.

WHITING CASH AND PARCEL CARRIER.



SIMPLICITY SIMPLIFIED.

The most perfect system on the market, no cords or springs to get out of order. Can recall as well as despatch the car from either end, neat in appearance, silent and swift in action, moderate in price. Can be leased or bought outright. Send for descriptive circular, price list and testimonials to

W. H. E. WHITING, Patentee and Manufacturer, London, Ont.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armllets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season

Travellers are now out with full lines of Spring Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.

THE CANADIAN

WINTER GOODS

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.



A SOCIAL DEPARTURE
Aptly expresses the action of nearly every lady this season when buying their underwear. The now celebrated Health Brand Vests will be worn exclusively. The ladies of this country learned their value last fall and winter.

ANY LADY WHO
Wears the "Health" Brand undervests will be free from cold—cool and comfortable and wear the best finished article of the kind made. For sale by every good Dry Goods House in Canada.

EVERY PRETTY GIRL
who wants to be well dressed and delightfully comfortable during the spring and summer months will wear the "HEALTH BRAND" Undervests, made in special light weights and beautiful new styles for this season.

AFTER CAREFUL COMPARISON
with all foreign goods we pronounce them better in point of quality and excelling them in finish. We have taken up the manufacturers claim for it!

FOR SALE BY
Every FIRST-CLASS Dry Goods store in Canada.

For sale by every first-class Dry Goods house in the Dominion.

THESE and SIMILAR advertisements represent an aggregate NEWSPAPER CIRCULATION monthly of 2,746,228 copies—THROUGHOUT THE DOMINION, from HALIFAX, N.S. to VICTORIA, B.C. DON'T YOU THINK IT PAYS YOU to handle goods ADVERTISED AS THOROUGHLY AS THIS? Which nearly every customer WHO COMES INTO YOUR STORE KNOWS about, and which are also THE BEST VALUE IN THE MARKET.

THE MONTREAL SILK MILLS COMPANY
MONTREAL

See page 17 of this journal for papers referred to above. Particulars there.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

Our Staple Department is the center of attraction in the Dry Goods Trade. The new system, of a fractional advance on Manufacturers' prices and short credit is approved by all sound buyers.

Our Travellers are now on the road with samples of Home Goods in every desirable style and make.

Our British, French and German samples will be in their hands, by the 10th June.

STYLES EXQUISITE! VALUES FAULTLESS!!

MAY, 1892.

GORDON, MACKAY & CO., Wholesale Dry Goods

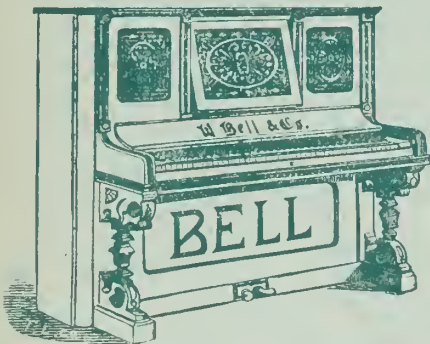
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W. H. E. WHITING, Patentee and Manufacturer, London, Ont.



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⊗ THE BEST THAT CAN BE PRODUCED ⊗

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

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THE BELL ORGAN & PIANO CO., Ltd.,
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TORONTO, ONT.,
70 King St. West.

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211 Dundas St.

HAMILTON, ONT.
44 James St. North.

THE CANADIAN DRY GOODS REVIEW.

VOL. II.

TORONTO, MAY, 1892.

No. 5.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

Toronto.

J. B. McLEAN,

President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

We beg to advise readers of a change in our premises, made last week. Our office and place of publication is now at No. 10 Front St East, next door to the Board of Trade building. This removal, itself an improvement, enables us to add many other features that former limitations of space would not allow. Correspondents or visitors will please remember the change.

COLORED COTTON SYNDICATE.

THE two syndicates known as the Dominion Cotton Mills Company and the Canadian Colored Cotton Mills Company, being controlled by the same body of men, are virtually one concern, all but in name, and are known to the trade simply as the Cotton Syndicate. Any Act of Parliament passed for the purpose of regulating combines can have no power over it, for the mills have been actually purchased; therefore it is nothing more nor less than a huge joint stock company. This Syndicate is probably the most powerful that has yet been organized in Canada, having to a very large extent the control of the whole dry goods trade of the country.

This, to say the least, is rather a dangerous power to have placed in the hands of a small body of men, putting them in a position to exact large profits from the purchasers of their goods, who will have to pay the price demanded or give up the

trade. They can boycott any wholesale house whenever they see fit to do so; they can fill orders more promptly when certain lines of goods are scarce for houses who are favorites, thereby benefitting immensely the trade of these houses, to the detriment of others probably just as enterprising but not so fortunate in their mode of keep-

ing in touch with the powers that be. They can drive entirely out of the trade any wholesale houses of limited means by refusing to give them credit sufficient for the requirements of their trade, thereby throwing all the trade into the hands of the large and wealthy houses.

Credit in the dry goods business has without doubt been too cheap in this country, and if the Cotton Syndicate exercises the power placed in its hands in this respect judiciously, it may accomplish an immense amount of good, but such a power used in an arbitrary manner can only do evil.

It would certainly be of advantage to the trade to have some men of very limited means driven out of it, men whose establishments are little better than offices, who give very small placing orders so that they may get samples to put on the road, from which they take orders, at a very small margin of profit, for goods they do not carry in stock, ordering from the mills after the goods are sold, trading in fact on the capital of the mills, who carry the stock for them.

Doubtless the Cotton Syndicate can produce goods at a paying profit cheaper than these goods could heretofore be produced without a profit, by running one mill entirely on one line of goods in place of manufacturing a variety of lines in one mill. Will a paying profit satisfy these men?

The question also arises: How is this large monopoly going to affect the operatives in its employ? And this question is just as serious a one as how will it affect the consumer by the price it chooses to put on the goods. The operatives will be completely at the mercy of the Syndicate as there are no other mills to employ them should they not get reasonable wages for their work. It would be useless for the operatives to strike, for the Syndicate in such a case would shut up the mills and starve them into submission.

Monopolies seem to be the order of the day on this continent. In the United States the distance between the poor man and the rich seems to be widening more and more every year, and is becoming the most important problem for the statesmen of that country to solve, a problem that may not be solved without bloodshed and a temporary state of anarchism, and here in this country we are apparently drifting into the monopoly system also.

It would be well for our Government and Parliament to be watchful in this matter. The general welfare of the people is their special charge, and although it is difficult to legislate to prevent the existence of large joint stock companies, nor perhaps prudent to attempt to do so, the tariff can be lowered whenever these monopolists overstep the mark and attempt to benefit themselves at the expense of the consumers.

The voters who enabled our legislators to increase the tariff to protect our struggling manufacturers from the onslaughts of foreign foes will uphold them in pulling down the tariff, if necessary, to protect the consumers from foes within our borders.

Meantime it is right and proper to give the Cotton Syndicate time to show its policy and not condemn it until it deserves condemnation.

THE NEW INSOLVENCY ACT.

HASTY legislation makes endless litigation, so it is perhaps better for all concerned that the proposed Dominion Insolvent Act should be laid over for another session of Parliament to give the business men of the whole Dominion an opportunity of expressing their views upon it. With the exception of Acts relating to the tariff there is no other Act of Parliament more important to the mercantile community, or that should have embodied in it more of the common sense ideas of practical business men.

It was the business men of the Dominion who clamored for the repeal of the Insolvent Act of 1875, because they considered it failed in effecting the purpose for which it was passed, and as this Act is framed to a very considerable extent after the manner of, and in almost the same words, as the Act of 1875 it may perhaps prove as ineffectual in accomplishing its intended purpose.

The committee appointed by the Toronto Board of Trade to frame this Act was composed of representatives of the wholesale trade and professional men, the former being the majority and the latter the minority. The retail trade does not appear to have been represented at all, although its interests are largely conserved in this matter.

After perusing the bill almost any ordinary layman will come to the conclusion that the professional minority had more to do with the language in which it is clothed than the lay majority. In this case the tail seems to have wagged the dog. The shell is apparently much larger than the kernel, and if passed in its present shape may prove a very hard nut to crack.

In this last decade of this progressive nineteenth century, it is about time that our Acts of Parliament should be written in language so plain that he who runs may read, without being fenced around with such an amount of legal verbosity in which the true meaning is so obscurely hid, that it puzzles not only the average layman but even our best lawyers and judges to find it.

The main features of this Act are in the right direction. Creditors have power to attach the property of insolvent debtors who refuse to assign; unjust preferences are prohibited; provision is made for the equal distribution of the assets among the creditors, and provision is also made for the discharge of insolvents. There are to be no official assignees, but, except in counties or districts containing cities with a population of more than 20,000 the sheriff of the county or district (and in the Province of Quebec the prothonotary) is to be a guardian, and in counties and districts where there is a city of over 20,000 the Board of Trade is to appoint a guardian to take charge of the insolvent estates and call meetings of creditors, and at such meetings liquidators are to be appointed by the creditors. These provisions are apparently all right, but they might have been written down in a more concise form.

Some one once said that he never saw an Act of Parliament that a coach and four could not be driven through it. If this Act is not shortened a railroad train may be easily driven through it. The fewer words used to express a meaning the less chance there will be for litigation.

The placing of a number of business men on a committee to frame an Act of Parliament such as this is, however, a move in the right direction, and a more general expression of opinion from business men, both small and great, may have the effect of producing a shorter and more easily interpreted bill that will fill the bill more effectually.

THE DRY GOODS REVIEW.

HEAD OFFICE—10 Front Street East, Toronto.

MONTREAL OFFICE—115 St. Francois Xavier Street—A. J. Ritchie, manager.

NEW YORK OFFICE—Room 105, Times Building—Roy V. Somerville, manager.

EUROPEAN BRANCH—Canadian Government offices, 17 Victoria Street, London, S. W.—R. Hargreaves, manager.

THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

There has been an active demand in the dry goods trade since our last report. Buying has been slack during the last few days, however, but all lines are very firm, and a marked improvement is noted in remittances, which are better than for some time. In the store trade there has been a fair demand for staple lines of prints and gingham and a moderate business in fair tissues. Business in woollens and worsted dress fabrics is better than a year ago, and a continued fair demand is reported. A very light printed silk has met with much favor, and will no doubt be largely worn. Wool dress suitings are much worn. They are distinguished from dress goods proper by the styles and fabrics that are very defined in all respects. They are made prominent by the introduction of mohair and novelty yarns; also bourbette and knickerbocker effects distributed at regular and irregular intervals, in fabrics made from coarse worsted wool and camelshair, or these textiles mixed with real worsteds. These offerings are very numerous, and being both serviceable and stylish, are expected to be largely worn during this and the fall seasons. The spring goods have all arrived and orders have all been filled. A few travelers are still out, and report a fair sorting-up trade.

TRADE PROSPECTS.

The dry goods trade generally for the past two weeks has been dull owing to the backward state of the weather and to the fact that quite a number of travellers had come in to take out their fall samples. The prospects for further sorting orders are, however, believed to be good as the weather appears to be settled now, consequently retailers will want more stuff soon. So far very little has been done in placing orders for the fall trade. The cotton syndicate has shewn no disposition to make any further advance than that previously announced. Wholesale houses have not as yet benefited by that advance, but in the new deliveries on and after June 1st they will have to get it in every case. One of the striking features of the month's business has been the sharp revival in the ribbon trade. Ribbons in desirable lines have been in great demand, so much so that wholesale houses find it exceedingly difficult to get orders filled. There seems to be divergent opinions as to money. Some houses complain that there is a marked scarcity of money in circulation, and retailers in several country places report that they cannot get those of their customers who are farmers to settle their long outstanding accounts. On the other hand several houses state that they have every reason to feel gratified at the way in which payments have been met. One house reports that for the week ending May 14th their payments were twenty-five per cent. better than the corresponding week of last year. When it is considered that, according to the bulletin of the Ontario Department of Agriculture, there are still in the barns of farmers throughout the province two-thirds of last year's wheat crop, this increase in payments is, to say the least, remarkable. What would have been the result if farmers had adopted common sense methods and sold their wheat when they could have obtained a paying price for it? There would have been an abundance of money in circulation and business would have been booming. It is a shame that the whole business of the country should be almost stagnated by the avariciousness of the farming community. The loss to themselves and to the trade of the country by thus holding on to their wheat for fancy prices that never come must be very great. It is perhaps an absurd proposition to put forward but, for the benefit of all concerned, we think it would be a wise action on the part of the government to exact a tax on all produce in the hands of farmers, after allowing them a reasonable time in which to dispose of it. Something of the kind is required to bring them to their senses. Taking everything into consideration it is a matter for congratulation that there are fewer failures than last year at this time and that none are of an exceedingly bad nature.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

FALL STAPLES.

Travellers are now on the Road, with full lines of the best productions of Canadian mills for Fall, 1892 :

TWEEDS,	FLANNELS,
TOP SHIRTS,	FLANNELETTES,
SHIRTS and DRAWERS,	HOSIERY and GLOVES.

TWEED DRESS GOODS.

Our values and styles in Canadian Woollens for the coming season, will excel all previous showings.

Merchants will find it to their interest to look through our samples before placing orders.

Our Range is second to none in the Dominion.

We are clearing some lines of Fancy Dress Goods at sacrifice prices.

SEND FOR SAMPLES AT ONCE.

FALL DRESS GOODS.

Buyers for the wholesale houses are returning from making their purchases of fall goods in the British markets. In dress goods it is evident that fancy tweed effects in a little darker colors will be the principal feature for the fall trade. In view of the fact that a lot of domestic tweeds of superior quality, principally in light colors, are being sold considerable care has now to be exercised in regard to the supplies of the imported article. In England and the United States Bedford cords have been, and will continue, very popular but in Canada the demand for them has been so unsettled, except perhaps in fawns and blacks, that supplies for the fall will be limited. Serges and repps, it is expected, will be in good demand. For the spring season there was not the demand for Henriettas that was expected but as there is nothing like them for the country trade purchases have been liberally made of these goods. There are, of course, the usual staple articles for which there is always more or less demand.

CREDITORS' PREFERENCES.

An important decision was given by Chancellor Boyd, at Osgoode Hall, Toronto, some days ago in the case of Barber v. Brock. This was an action brought by the assignee of the estate of Jewell & Duff, Pembroke, Ont., to recover the book debts and bills receivable of the insolvent firm which had been assigned in February, 1891, to W. R. Brock & Co. as security for their account, the assignment for the benefit of the creditors having been made to Mr. Barber in October, 1891. After hearing the evidence and the addresses of counsel the Chancellor dismissed the action because there was no knowledge on the part of the defendants of Jewell & Duff's insolvency at the time the security was given, and that it was also under pressure brought to bear upon them by the agent of the defendants. This case is somewhat similar to cases previously decided by the courts, such as Johnson v. Hope, and Molson's Bank v. Halter.

JUDGMENT AS A BUSINESS FACTOR.

It is always well for a man in business to cultivate a capacity to look at everyday events from a practical and thoroughly sound standpoint. A lack of good judgment is in all cases bound to bring about disaster and failure. There are many men to-day who would have been examples of successful business men if they had possessed to any degree a capacity to look matters squarely in the face, and consequently been endowed with an ordinary share of sound judgment. One mistake in a business has many times caused its wreck. Yet there are many men to-day who pay very little attention to trivial things, and are consequently the victims of errors of judgment. Sound judgment is not alone required in dealing with the customer across the counter, but it is also a considerable factor in buying and in selling. It is an old story that a thing well bought is half sold, and in this matter of buying, the man who is influenced solely by sound judgment very rarely commits an error, whereas the man who has no reliance upon himself and who is not possessed of that happy faculty of clearly examining all the conditions which bear upon the situation, is apt to fall into errors which might result in loss, if not in bankruptcy. Carelessness is responsible for as many failures as almost anything else. To judge correctly the merchant must be well informed. He must have a capacity to take in at a glance all the bearings of the situation, and he can only do this by commencing early in life and thoroughly weighing over the various causes and effects which are daily brought to his attention. The merchant who cultivates good judgment will always have a better chance of success than one who neglects it.

OBITUARY.

Mr. Nathan Jones, the oldest merchant in Belleville, Ont., and one of the most esteemed residents of the city, died on April 23rd after an illness of about fifteen months duration. Mr. Jones was born at Mount Vernon, New Hampshire, January 12, 1816, and came to Belleville in 1831. For several years he was employed in the store of the Hon. Billa Flint, but in 1847 he started business on his own account, and successfully conducted his establishment until incapacitated by illness. Deceased was a prominent member of the Methodist church, and for many years served as organist and choir-master without salary. His wife, five daughters and two sons are left to mourn their loss.

“THE HONEST FARMER.”

BY ONE WHO KNOWS HIM.

The honest farmer, the yeoman of the country, the backbone of the country, the horny handed son of toil. These are the names by which he is known to politicians stumping for votes; to lightning rod men and shoddy peddlers vending their wares; to insurance agents canvassing for policies, and in fact to every one who has an object in taffying the cultivator of the soil.

The country merchant who has dealings with him every day in the year and who knows him best of all, is strangely reticent on the subject when behind his own counter, but when far from home has been known to indulge in a horse laugh and gaze in astonishment at the user of such appellations.

That there are some honest men among the farmers no one who knows anything of them can deny; there are some who in that respect are a credit to the country, but they are in such a small minority that their light shines all the brighter in the surrounding darkness. The term “honest farmer,” when applied to the farming community by those who have no axe to grind in the matter, is supposed to mean the reverse of the literal interpretation of the words.

The way that the honest farmer victimizes the country storekeeper is simply fearful to behold. The heathen Chinese can't hold a candle to him. His best and rosier apples somehow nearly always get to the top of the bag; the butter his wife and daughters make is well salted to make it keep and make it weigh, with two pounds or so of brine at the bottom of the keg to prevent it tasting of the wood. The eggs gathered in the harvest fields are too highly flavored for use on the farm so they are traded for groceries and dry goods; the choicest potatoes are sold to the cash buyer for export, the small ones and the scabby ones are swapped for goods, and should the unfortunate merchant want a load of hay for his horse the driver is frequently weighed with the hay. He has been known to sell lead at 10 cents per lb. inside of a turkey, and harrow teeth at 7 cents per lb. in the throat of a hog. He believes in buying in the cheapest and selling in the dearest market; nothing wrong about that provided the stuff he sells is of the right quality, but he usually gets the highest market price from the country storekeeper for rubbish that the cash buyer won't touch, and the storekeeper is liable to lose his custom if there should happen to be any sand in the currants or if the dress is not fast colors that he has bartered for the truck.

He trains up his family to follow in the footsteps of their illustrious ancestor so that when they have homes of their own they may be worthy of the name of “honest farmer.” A sample of their training may be seen during the raspberry season when the wives, daughters, and small boys go berrying. The average weight of a pail of raspberries is about 15 lbs., but many of them reach the store weighing 19 or 20 lbs., having been doctored with water in the ditch near the berry patch. These pails of berries can often be seen on express trains coming to the city in a state of ferment, frothing at the mouth as if mad at the treatment they had received, but quite good enough in the honest farmer's estimation to be made into jam for the city folks to eat.

He has been so pampered, petted, and flattered by politicians and others who wish to make use of him for their own selfish ends, that he believes himself to be not only the mainstay of the country but almost the only honest individual in the country. There is no dishonesty in his estimation in plundering those, who he believes would plunder him if they had the chance. Every combination of merchants, manufacturers and others is, according to his ideas, organized for the express purpose of plundering him, so he forms a combine of his own and petitions parliament to pass laws prohibiting all but the honest farmer from forming combinations.

Some years ago he thought he had sufficient business ability to run a combine that would do away with the middleman altogether, and open up a direct trade between the farmer and the importer, exporter or manufacturer, so he organized the Grange, and for a short time he was known as the Granger. He withdrew his trade

from respectable merchants who gave him a dollar's worth of tea or other commodities for a dollar, and paid the silvery-tongued adventurer a dollar for 80 or 90 cents worth. His eyes were gradually opened through his pocket; it was a slow process, but time will accomplish almost anything, even open the eyes of a Granger. He renounced the name of Granger and once more assumed that of the “honest farmer,” and bestowed his patronage again on the storekeeper he dealt with before he became a Granger.

Lately he seems to have forgotten his sad experience as a Granger and has allowed some fakirs to spring a new idea on him by making him a Patron of Industry. His fertile brain was at once seized with the idea of spoiling the Egyptians who for so many years had been spoiling him. Why not make the storekeepers who have been living on the fat of the land at his expense the hewers of wood and drawers of water for the honest farmer, and use their brains, their energy, their judgment and their capital to supply every article of commerce required, and give them as compensation a percentage on cost price large enough to buy one suit of clothes and one pair of boots a year, and keep the pot boiling without any pudding in it.

So the Patrons of Industry is sweeping like a vast wave over the whole Dominion, carrying the honest farmer on its crest, to leave him stranded by and by on similar shoals to those on which the Grange left him.

Bogus invoices, bankrupt Patron stores, and a peremptory demand for settlement of all outstanding accounts by solvent merchants, will soon put an end to the bright dream of the Patron of Industry, and show him up in the eyes of sensible people as the biggest fool and most unprincipled knave among the many classes of inhabitants of the Dominion.

A PERPLEXING QUESTION.

Business competition has become so keen that men now-a-days are forced, much against their judgment, to adopt measures for protecting their interests that they had never dreamt of. It is revolting to the nature of an honorable man to be obliged to descend to tricky devices to catch customers but what is he to do? He cannot tamely submit to have his trade prospects blighted by unscrupulous rivals, whose idea of business ethics is covered by the stereotyped phrase “each man for himself and the devil for us all.” Preachers delight in denouncing from the pulpit tradesmen whom they charge with resorting to lying and cheating in the conduct of their business. We once heard a reverend gentleman declare from the pulpit that dry goods men every week from Monday morning to Saturday night did nothing but lie to their customers. They sold old-fashioned goods for the newest out, very often charging a price out of all proportion to their value. The evil was not confined to the proprietor but spread over the whole establishment carrying death and destruction to business morality with it. That was a severe and exaggerated way of putting it. There is a happy medium in everything. It is not necessary and would be exceedingly imprudent for a merchant to wilfully lie because sooner or later it would be found out and the injury to his business would be irreparable. But it would be just as imprudent for him to take every customer into his confidence and tell him or her how long a certain line of goods had been lying on his shelves &c. He would be laughed at for his simplicity or rather idiocy. If a direct question were asked in regard to a specific article we believe it would be in the interest of the merchant to give an honest answer but if no question is asked and the customer appears pleased with the purchase where does the moral evil come in? In the interest of business morality it is perhaps right and proper that truth should prevail at all times but the question arises what should constitute truth in business dealings.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

THE PATRONS OF INDUSTRY.

THE gullibility of some people is simply astounding. The Patrons of Industry swallow without question the wildest and most exaggerated statements and the most fulsome praise that flow so readily from the lips of their paid lecturers and thereby make themselves the laughing stock of the country. They talk of other men combining to rob and plunder the farmer forgetting there is such a thing as "the pot calling the kettle black." Is the organization of the Patrons of Industry not a giant monopoly with the object of robbing the retailer of his just profits? Of course it is. Every retailer knows in his heart that he cannot sell his goods at 12½ per cent. advance on wholesale price and make a living profit, even if he should be in a position to pay cash for all the goods he buys. And there is the further disadvantage in the fact that he must pay the full current market price for the Patron's produce which he is bound to take in payment of the goods as per the agreement entered into with the Patrons. If the Patron merchant intends to deal honestly with his customers and live up to the strict letter of the agreement he is bound in the natural order of things to come out a loser. This could ultimately result in only one thing, viz. : An assignment and another bankrupt stock thrown upon the market to the detriment of the legitimate trade of the locality. But do the Patron merchants deal honestly with their customers? We know for a fact that some of them have asked wholesale merchants to put on 20 per cent. advance on their invoices, which would give them 32½ per cent. profit instead of 12½. We are not assuming that this device is resorted to generally, but it has been done. We are also informed that a printer was approached in a western town not long ago and asked to print blank forms of invoices of some wholesale houses. There could only be one object in such a request—to copy the original invoice with whatever percentage added that should strike the fancy of the Patron merchant. Well may the Patrons of Industry ex-

claim : "What fools we mortals be." There are other ways and means of getting even with the Patrons, and it stands to reason that everything will be done to take advantage of them. Sensible people are getting heartily sick of the senseless twaddle persistently dunned in their ears about the wrongs of the "honest farmer," and are gauging him for what he really is—a mean, selfish, avaricious humbug. There are exceptions to every rule, of course, and there are farmers who despise the methods adopted by the generality of their class just as thoroughly as the rest of the community, and refuse absolutely to join any of their fakes. And it is said that this independent section is rapidly gaining in numbers, from which it is evident that the Patron of Industry fake will very soon meet with the same fate as its predecessor, the Grange.

UNWISE CLERKS.

Personal feelings should not enter into the business actions of a clerk. A certain customer may succeed in making herself well disliked, but that does not give the clerk license to treat her with neglect or rudeness. You are engaged to sell goods, and likes and dislikes do not enter into the question. When a personal customer comes in it is the clerk's place, if busy, to call another salesman and transfer his customer so as to wait on the old patron. Never ask the latter to wait until you are through. Shoppers are generally too impatient to wait on your convenience ; they expect to be waited on at once. One of the meanest acts of a clerk is to try and take an old customer from a fellow clerk. For the sake of getting credit for the sales, they will sometimes condescend to do very small acts, but in the end a straightforward line of conduct toward employer and clerks pays. When a customer cannot be suited and asks what other store keeps the same goods, it will be well to direct her only where the prices are much higher. It would not be business to send a customer to a store of the same standing and prices, yet, for the sake of diplomacy, do not refuse her an answer.—Ex.

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

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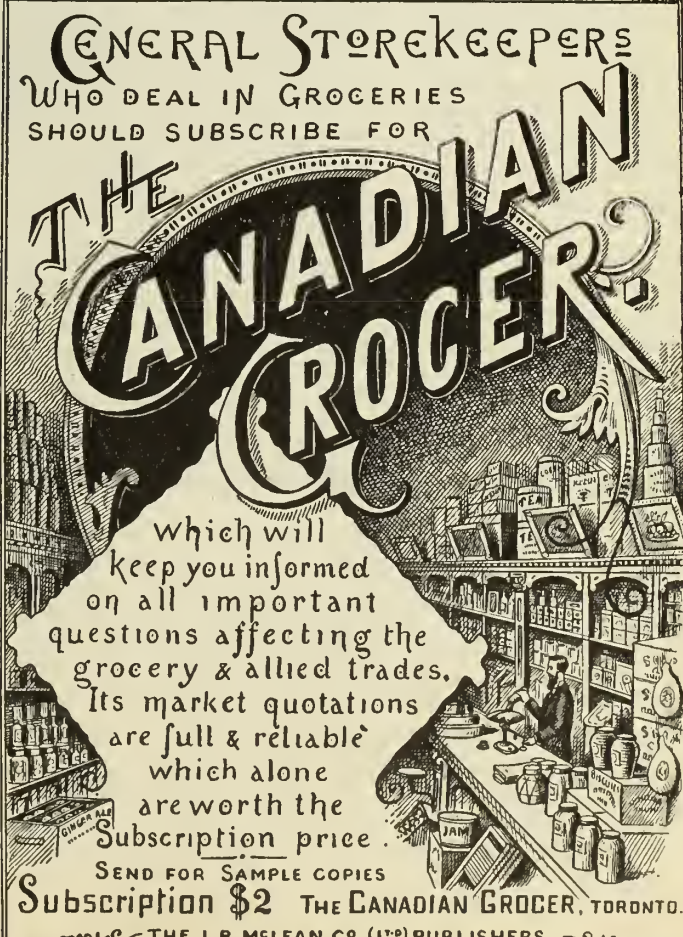
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MEN OF THE TIMES.

SIDNEY F. MCKINNON.

(Of S. F. McKinnon & Co., Toronto.)

I see men's judgments are a parcel of their fortunes.

—SHAKESPEARE.

Among men who have made a name for themselves in Canadian business circles it would be difficult to find one who from force of character, sound judgment and keen intelligence has acquired such a commanding position as Mr. Sidney Finley McKinnon, sole member of the well known wholesale millinery house of S. F. McKinnon & Co., Toronto. Mr. McKinnon is a Canadian by birth and is a true type of the men who have helped to place their native land in the proud position she holds in the world of commerce. He was born in the county of Halton, Ont., and in 1860 commenced his business career in a general store in the village of Georgetown where he remained for some years. He then went to Chicago and accepted a position in a large retail dry goods store. He returned to Canada in 1867 and started in business for himself in Wingham, Huron county, as a general store-keeper. Shortly afterwards he sold out and returned to Georgetown continuing in the general store business. He was prospering well when in 1871 his premises were completely destroyed by fire. He then came to Toronto and entered into partnership with James Brayley & William H. Ash, wholesale millinery importers, the style of the firm being Brayley, Ash & McKinnon. About a year afterwards the firm failed. A compromise was, however, effected and the firm was dissolved. The business was continued by Messrs. Brayley & McKinnon and later Mr. McKinnon started on his own account in one of the upper flats of the Iron Block on Front street. His next step was to take into partnership Messrs. W. C. Proctor & Dugald McCall and remove to larger premises on the same street. Five years afterwards Mr. McCall withdrew, and for four years more the business was carried on under the style of McKinnon, Proctor & Co., when the partnership was dissolved. Since then Mr. McKinnon has had no one associated with him in business, and almost unparalleled success has crowned his efforts.

Mr. McKinnon is an extremely able and sagacious man of business and conducts the affairs of his extensive establishment in such a way as to place the business upon the most solid basis of prosperity. He is possessed of splendid executive ability and all the essential characteristics that tend to success in life. He is in the highest sense of the term an honorable man. This was most strikingly exemplified in connection with the failure of the firm of Brayley, Ash

& McKinnon. Although a satisfactory compromise to all concerned was effected, Mr. McKinnon with an object in view which stamped him as a man of indomitable will and possessed of a keen sense of honor put his shoulders to the wheel, and at the end of fourteen years paid one half the loss sustained by his creditors at the time of the failure. This display of business honor was so unusual that the creditors marked their sense of it by presenting Mr. McKinnon with a solid silver service of plate, which the recipient justly values as one of the greatest compliments that could have been paid him.

Besides controlling his large millinery business he is prominently identified with other important concerns. He is President of the McKinnon, Dash, and Hardware Company, of Buffalo, N. Y., which ranks second of its kind in the United States; President of the Ireland National Food Company, of Toronto; President of the Canada Paint Company, of Montreal; President of the Widdifield Electric Brake Company, of Toronto; vice-president of the Manufacturers' Life and Accident Insurance Company; a director of the Traders'

Bank, of the Toronto Electric Light Company; of the Fire Insurance Exchange, and of the Dominion Safe Deposit Warehousing and Loan Company, of Toronto. He had been for years a member of the council of the Toronto Board of Trade and at the last annual meeting, in a triangular contest, was elected second Vice-President by a handsome majority.

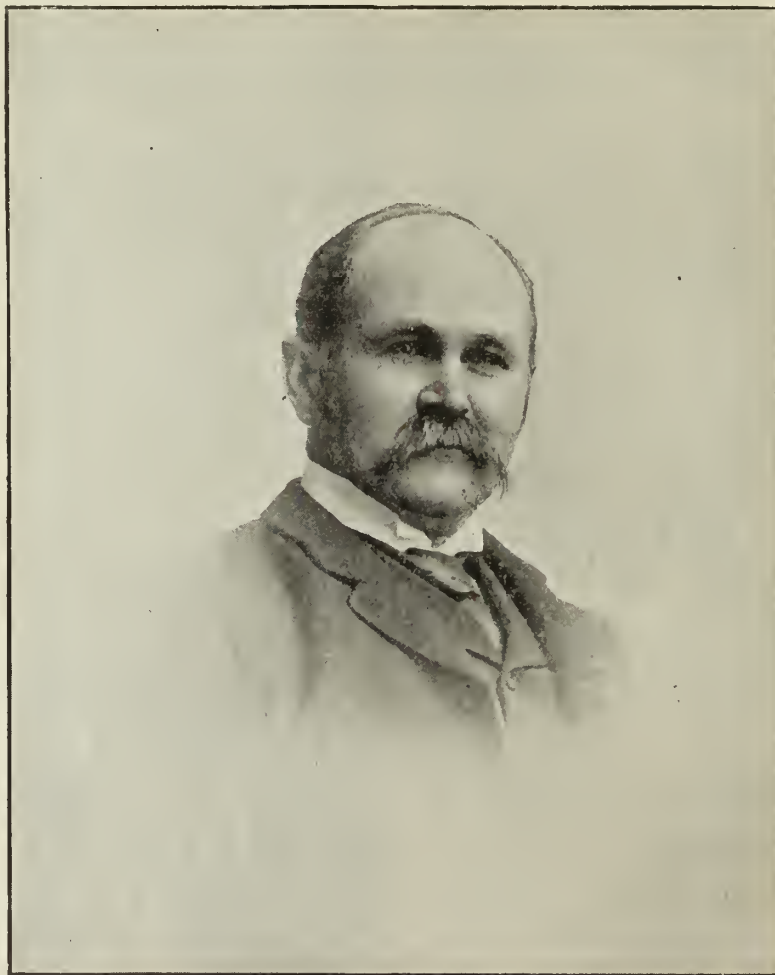
Mr. McKinnon owing to the heavy responsibilities devolving upon him in business matters has not sought for political honors, but he holds such a prominent position in the party to which he has linked himself that his early advent in the arena of politics is not one of the improbabilities. He is still a frequent visitor to the British markets where his many admirable qualities have made him universally esteemed.

The warehouse is situated at 16 and 18 Wellington street west, consisting of six flats, and is a handsome, commodious, and well lighted building. It has all the modern facilities for the convenience of buy-

ers and for the prompt despatch of business. Mr. McKinnon knowing full well the advantage of surrounding himself with all the adjuncts that are essential to success has a staff of employes that do credit to his shrewdness and soundness of judgment in this respect. The result is that the volume of business of S. F. McKinnon & Co., stands second to none in the Dominion.

It may be mentioned that besides millinery proper, the cloak department of the business is popularly known throughout Canada and the immense proportions to which it has attained is due chiefly to the fact that Mr. McKinnon gives it his personal attention.

Some idea of the extent of the business of this house can be gleaned from the fact that they employ from twelve to fifteen travellers thus bringing their stock before, and doing business with, all the leading merchants not only in Ontario but in Quebec, the Maritime Provinces, Northwest Territories and British Columbia.



SIDNEY F. MCKINNON.

WYLD, GRASETT & DARLING.

New Goods for Assorting Season.

Challies, Printed Delaines, Cashmere, Black and Coloured Surahs, Black and Coloured Failles, Coloured Sateens, Black Peau de Soie, Fancy Tinsel Silks, Victoria Lawns, Lencs, Ladies' Cashmere Hosiery, Fast Black Cotton Hosiery, Ribbed Cotton Vests, Lisle, Taffeta, and Silk Gloves, Ladies' Circulars.

MEN'S FURNISHINGS—Novelties in Derby and Four-in-Hand Scarfs; full range of Black Scarfs. English Collars in various heights. Summer Vests and Coats. Waterproof Coats, Umbrellas.

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Try our goods once and you will want them again.

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ST. STEPHEN, N. B.

THE MONTH'S BUSINESS TROUBLES.

A. J. CAMPBELL, dry goods and clothing, Brighton, Ont., assigned in trust.

Miss Annie Stevens, millinery, Toronto, offering to compromise.

Bissonette & Co., men's furnishings, Montreal, assigned.

Mrs. R. E. Kirkpatrick, millinery, Parrsboro, N.S., assigned.

Kedey & Co., dry goods, St. John N. B., assigned.

McLean & Stewart, clothing, Victoria, B. C., advertising business for sale by tender.

Miss A. Kinsella, millinery, Levis, Que., assigned.

L. H. Boisseau & Co., wholesale dry goods, Montreal, selling out stock by auction.

G. F. Hickok, merchant tailor, Toronto, assigned in trust.

Western Woollen Mills Co., St. Boniface, Man., assigned.

B. R. Heaslip, dry goods, Port Hope, Ont., assigned in trust.

Thomas Brownlow, dry goods and clothing, Winnipeg, assigned.

Lepine Bros., men's furnishings, Halifax, N.S., stock-in-trade and book debts advertised for sale by tender.

R. H. Langille, tailor, Springhill, N.S., assigned.

CHANGES.

J. F. Glanville & Co., clothing and men's furnishings, Calgary, N.W.T., dissolved; Glanville & Robertson continue.

Gareau, Marchand & Co., dry goods, Montreal, dissolved.

Doull & Gibson, wholesale clothing and men's furnishings, Halifax, N.S., co-partnership registered Francis H. Doull, Wm. M. Doull and Wm. H. Gibson.

James McPherson, dry goods, Halifax, N.S.; W. B. Freeman admitted a partner; style now McPherson & Freeman

John T. Peire, tailor and dyer, Victoria, B.C.; T. W. Peire admitted, style J. T. & T. W. Peire.

Folk & Bentson, clothing, etc., Winnipeg, Man., dissolved.

C. G. Glass & Co., clothing, Montreal, dissolved.

Miss Gordon, millinery, Montreal, out of business.

McPhee & Cook, tailors, Bridgewater, N.S., dissolved, Henry S. Cook continues.

Thos. Thompson & Son, dry goods and clothing, Toronto, dissolved; Thos. Thompson retires, business continued by Boyce Thompson & Thos. C. Thompson, style unchanged.

LOSSES BY FIRE, ETC.

S. Sauder & Co., clothing, Berlin, Ont., stock damaged.

Wm. Miller, merchant tailor, Omeme, Ont., burnt out.

W. Wingate & Johnston,

General Shipping, Forwarding and Insurance Agents, Packers, etc.

17 and 18 Aldersgate St., and

12 Falcon Avenue.,

LONDON, E. C.

European Agents of the

Lehigh Valley Railroad Co., and Immediate Transportation Co., Ltd.

Average time, London to most parts of Canada, 15 days, by new fast line of direct steamers, London to New York and London to Boston,

At Special Low Rates of Freight.

Average Time, New York to Toronto and Montreal, 3 days.

This firm have a large building specially designed inside for the convenience of Canadian and other buyers. Sample rooms, writing and reading rooms, and also Banking rooms—at disposal of all clients.

Offices can be Rented by the Year.

COMMERCIAL IMPERIAL FEDERATION.

THE London (Eng.) Times, in a leading article commenting on the resolution of Mr. McNeill, adopted in the Dominion House of Commons on April 25th, to the effect that when the Parliament of Great Britain admits Canadian products to the British market on more favorable terms than it grants to foreign products, Canada will be prepared to extend corresponding advantages of reduction of duties to British manufactured goods, says:—An important motion was carried yesterday in the House of Commons at Ottawa, pledging the Canadian Dominion to reduce the duties now levied on British manufactured goods as soon as the Imperial Parliament "admits Canadian products to the British market on terms more favorable than it grants to foreign products." The Government supported the resolution, which was moved by Mr. McNeill, on the ground that it "was a message of good will to the mother land," and their spokesman, Mr. Foster, predicted that "the obstacles at present in the way would eventually be overcome and a great inter-Imperial union effected, which would enable the British Empire to withstand the tariffs of the entire world." The Opposition put forward an amendment, which Sir John Thompson, the Ministerial leader, treated as a subterfuge in view of the Liberal policy of discrimination against the mother country, and which is, on the face of it, hollow and unmeaning. To demand that Canadian goods should be admitted free into the United Kingdom is a mere rhetorical phrase, for we tax no Canadian products except spirits, and Canadian whiskey is not likely to compete successfully with Scotch or Irish in the home market. At the same time, these Canadian free-traders would retain the right of levying duties on British products. The amendment was rejected and the motion adopted, on a strict party vote, by a majority of 98 against 64. The event is not without significance. For the first time since the great self-governing Colonies have begun to develop a protectionist policy, we have had a distinct and formal offer of an interchange of advantages between the parent and the daughter nations which might conceivably form the basis of an Imperial Customs Union. In dealing with the proposals for an arrangement tending towards that kind of union, such as Mr. Howard Vincent brought forward a few weeks ago in the debate on the address, we have more than once pointed out that in the absence of any proof of a desire on the part of the principal Colonies to enter into serious relations of reciprocity it was impossible to discuss the subject to any good purpose. We are bound, in fairness, to take note of the fact that the Parliament of the Canadian Dominion has made an offer which if backed by the other leading colonies of Australasia and South Africa, would be deserving, at any rate, of careful consideration.

We have not disguised our opinion that if the Colonies, as a whole, and without arrière-pensée, were prepared to enter into a Customs Union with the mother country on mutually advantageous terms, there would be a strong body of public opinion in favor of meeting the offer, if possible, even at the cost of some departure from the rigorous doctrines of free trade. Those doctrines were founded on the principles of political economy as it was understood when Mr. Mill's authority stood at its highest point, and when Mr. Cobden's theories of *laissez faire* were regarded as the ripest fruit of statesmanship. But in these days *laissez faire* has come to be a phrase of reproach; even professors of the "dismal science" itself pooh-pooh the teachings of Adam Smith and his school, while Parliamentary legislation and the popular cries of both parties set at naught the standard of supply and demand. In these circumstances it would be mere pedantry to insist on applying to our fiscal policy rules we enforce nowhere else. Expediency must be the measure of right in questions of imports and exports as in other things. It is certain that for the consumer generally absolute free trade is the best, but it is not certain that the interest of the consumer, as such, is the only thing that ought to be considered. If, by not too great a departure from the strict lines of free trade, it were possible to bind the great self-governing Colonies in close and permanent commer-

cial alliance with the mother country, securing not only a vast reserve of political strength, but the command of large and rapidly growing markets, it would probably be thought well worth while to incur some sacrifice. When nations like the United States, Russia and France are strengthening their exclusive systems against us, and when Central Europe is involved in a network of commercial treaties, it is not pleasant to contemplate the possibility that, under protective tariffs of increasing stringency, our Colonial trade may slip from us and the political allegiance of our Colonial fellow-subjects may be gradually broken down.

We hail, therefore, the action of the Dominion Parliament as a most encouraging sign of loyalty and good will, but we cannot pretend to ignore the immense difficulties that have to be faced if the question comes to be seriously raised. In the first place, though Canada is a most important Colony, we could not for a moment think of establishing a differential tariff for the advantage of the Canadians alone. Were Canada to be joined by the colonies of Australasia and South Africa in opening the Colonial markets freely to British goods, there would be a substantial basis for negotiation. But trade advantages, however liberal, even if a strict party vote gave a sufficient assurance of finality, would not, when offered by a single Colony, justify British statesmen in proposing to lay duties on food supplies and raw material, at present untaxed, coming from foreign countries. For that is what the Canadian proposal comes to. We cannot give the Colonies—setting aside our dependencies in the East and the West Indies—"more favorable terms" than we grant to foreign countries except by laying new burdens on the products of the latter which compete with those of Canada, Australasia and South Africa. But what are those products? Bread stuffs, meat supplies, wool, timber, hides. These have been long free from taxation in this country, and it would be a serious undertaking to frame a new tariff which would lay imposts on Norwegian timber to give an advantage to Canada, on wool and hides from South Africa for the benefit of the sheep farmers and cattle owners of New South Wales and Queensland and the Cape, on wheat from the United States and Russia to protect the growers of South Australia and Manitoba. We have no tax in existence of which we can relieve the Colonies which practically do not produce tea or tobacco, except it be the wine duty, which would affect only a comparatively small interest in South Africa and Australia. Many practical men are now convinced that it was a mistake when Mr. Lowe abandoned the shilling duty on corn, which nobody felt, in preference to the niceties of economical symmetry. That duty, if it still existed, might be waived in favor of Colonial grain producers. As matters stand, we should have to undertake a task hardly less formidable than that of the framers of the new European tariffs. Until we see much more clearly than at present what the Colonies are willing to do and how far they are agreed, we cannot reopen a question so long closed at the risk of incalculable disturbance to trade. If, however, there is a disposition on the part of the Colonists to move in the direction indicated, the lead given by Canada may be widely followed and may possibly create a new situation altogether.

POINTS FOR WINDOW DRESSERS.

Do not neglect your store windows.

People will judge your whole establishment by their appearance.

Arrange your window displays artistically if you can, but by all means make them striking in appearance.

Remember you may make a window so superlatively harmonious in arrangement and color as to cause it to escape general notice.

The best display will not last all season.

If passers-by become familiar with your window arrangement they will cease looking at it.

Frequent changes are necessary.

Before one arrangement has become common to the eye, replace it with another.

Put only such goods in the window as are for sale.

To do otherwise is to deceive the public and lose custom.

Do not try to put too much in a window at once.

You can make at least a hundred changes a year if you will, and that will enable you to exhibit much, even if but a little at a time be shown.

Remember a window, properly used, will add much to your bank balance annually.—St. Louis Dry Goods Reporter.

AN EXTRAORDINARY CASE.

AN action that caused the keenest interest in Toronto business circles has just been tried in the County Court, Toronto. It was a suit at the instance of Alexander & Anderson, wholesale dry goods merchants, Toronto, to recover a sum of money from W. Campbell, general merchant, Tweed, Ont., which the defendant alleged he had already met. The peculiar features of the case consisted in the evident false swearing and fraudulent intent on one side or the other. A brief review of the case will be interesting. Over a year ago the defendant opened an account with the plaintiffs and being not unfavorably known by other wholesale houses of the city, the firm had no hesitation in doing business with him, and until last November had no cause to regret it. Campbell was in the habit of paying sums on account, never, however, cleaning the slate entirely. On the 31st of October last he paid \$150 on account, for which he received a receipt. Again on the 24th of November he came to Toronto and paid a further sum of \$150, for which he also received a receipt. There still being a balance due of \$104 and interest, Alexander & Anderson wrote to him requesting a settlement and were astonished to receive a reply stating that he did not owe them anything, and in fact had already overpaid his account by some \$50, and looked to the firm to credit him with that amount, together with \$13 charged for some goods he had not received. Confident that Campbell was mistaken, Alexander & Anderson wrote to inquire where and when he had paid the money, and what had become of the receipt, to which he replied that he had himself paid the firm \$150 on the 24th of November, which the firm admitted, and that a clerk of his named Duncan Morrison had paid a like amount on the 4th of the same month, in Toronto, for which he had received a receipt signed by Mr. Miln, the bookkeeper of the firm. To substantiate his statement Campbell produced a receipt for \$150, dated the 4th of November and signed by Miln, but that of the 24th he did not produce, stating that it had been unfortunately destroyed, which subsequently was alleged to have happened during a fire next door in the beginning of February last. Miln declared positively he had not given any receipt of the kind on the 4th, that he had never even seen Morrison, and that the only receipt he had ever given was one to Campbell himself on the 24th. It will thus be seen that the case then rested between Morrison and Miln, with the odds in favor of Morrison, who produced Miln's receipt, which could only be met by a flat denial. Alexander & Anderson early in January issued a writ against Campbell, claiming \$104 and interest, and pronouncing the receipt of the 4th to be a forgery. Campbell replied by a counter action to recover \$50 odd overpaid on his account and the \$13 overcharge. When the case came on for trial Morrison declared that on November 4th he did not meet anybody in Toronto whom he knew. He remained over night and next day the only person he met whom he knew was a man by the familiar name of Smith, and on being pressed for his first name he gave the equally familiar "John." The case was decided in favor of Campbell. But Alexander & Anderson, feeling that their cause would triumph in the end, sent their cashier, Mr. Webster, to Tweed to investigate, and so successful was he that a second trial was granted on the new evidence obtained. It was now contended for Alexander & Anderson that Morrison had never paid the money, that he had not even been in Toronto on the 4th of November, and that the receipt of that date was the identical receipt given by Miln on the 24th, the figure "2" having been skilfully erased. Then the game began. Mr. Bigelow, to whom with Mr. Garvey Mr. Campbell had entrusted his defence, produced a witness named McKeon, who swore to having come with Morrison from Tweed on the 4th of November, to having gone with him to Alexander & Anderson's and to having seen Morrison pay Miln \$150 and obtain a receipt. Morrison, although declaring at the first trial that the only person he spoke to when in Toronto on November 4th was "John" Smith, now declared he met six or eight people who knew him. He produced a letter to show that he had made an appointment with a Mrs. Tongue, of Penetanguishene, to meet at the International hotel, Toronto, on the 4th. He also pro-

duced a note in his favor by Mrs. Tongue for \$200, payable at the International hotel. No satisfactory explanation was given of why the note should have been made payable at a hotel in Toronto when the grantor lived in Penetanguishene and the grantee in Tweed. On cross-examination both McKeon and Morrison admitted that they did not buy tickets at Tweed for Toronto, but each used the half of a return ticket bought on a previous occasion from Toronto to Tweed and return. Witnesses were called who swore to having seen Morrison on the train, but, strangely enough, none of them had bought tickets at Tweed station, and all had displayed a disregard for rebates. Then a woman at whose house Morrison alleged he had stopped on the night of the 4th of November was called, and she had the liveliest recollection of his visit. He was there on the 4th, the 4th was indelibly fixed in her mind, but she could not tell whether it was last November or the November before. Mrs. Campbell, the defendant's wife, related how she had herself given Morrison the money on the 3rd of November to take to Toronto the following day, and how he had brought back a receipt. It turned out, however, that though the account would have been squared if this payment had been made, Mrs. Campbell subsequently sent a small sum to Alexander & Anderson, to be credited to the account. Nothing of much further importance was adduced on the defendant's behalf, and the plaintiffs' witnesses were called. Mr. Gordon, station agent at Tweed, and his assistant Mr. Davis, produced their receipt book to show that an express parcel had been delivered to "D. M." (Duncan Morrison) on 4th November, on the authority of an order signed by Campbell. The peculiarity about this point arose from the fact that the figure "4" had been clumsily altered to a "6." This book was examined by Mr. Webster, Mr. Gordon and Mr. Davis on April 7th, and then the figure was a clean "4" On April 21st Campbell called at the office and asked to see the receipt book, when Mr. Davis noticed for the first time that the figure "4" had been tampered with, and immediately informed Mr. Gordon of the change in the date. Both Davis and Gordon swore that when Campbell examined the receipt book he was trembling like a leaf. The landlady of the Albion Hotel at Tweed and several other witnesses, swore to having seen Morrison in that hotel on the 4th. The keenest cross-examination failed to materially shake this evidence, and the case ended in a verdict for the plaintiffs, the jury finding that the money had not been paid, as alleged, and that Campbell did receive the goods for which he was charged the disputed \$13.

It is extremely improbable that the case will end here. There have been too much false swearing and a too apparent attempt at fraud by somebody or other for the matter to rest as it is.

HE WAS TOO HONEST.

One of the general merchants of a town in northern Ontario was a good deal taken aback the other day to see a man walk into his store and, throwing down a ten-dollar bill, exclaim:—"Two years ago I came into your store and stole a pair of shoes; it has haunted me ever since, and I now ask you to take your pay for them." The merchant looked upon him pityingly, and made the desired change. About an hour later he was looking for that conscience-stricken man with a club, to invite him to return the change for that finely executed ten-dollar bill.

DUTIES ON CARPETS.

On April 26th a deputation consisting of Mr. J. P. Murray, of the Toronto Carpet Manufacturing Company; Mr. Secord, of Paris; Mr. Dodds, of the Armstrong Company, Guelph; and Mr. Campbell, of Markham, waited upon the Finance Minister at Ottawa, accompanied by Messrs. Denison, Rosamond, Henderson and Coatsworth, M.P.'s. They asked that a duty be put on union and wool carpets, in order to prevent outsiders from making Canada a dumping ground for their cheap goods. Hon. Mr. Foster promised to give the matter consideration.

The dry goods section of the Montreal Board of Trade on the 29th decided to petition the Government against granting the increase in duties asked for by the deputation, on the ground that as finer classes of carpets are not made in Canada at all, an increase in the duties would practically abolish the trade in them.

PERSONAL AND GENERAL NOTES.

The Union Suspender Company, Toronto, has been awarded the contract from the Dominion Government for supplies to the North-West mounted police force. They are young but vigorous.

A pleasing event took place in the warehouse of Wyld, Grasset & Darling on the occasion of Mr. James A. Milne severing his connection with that firm to accept a position in the States. Mr. Alexander Smith, on behalf of the employes, in a few well-chosen remarks presented Mr. Milne with a well-filled purse.

A meeting of the stockholders of the Berlin Shirt and Collar Co. was held on Monday, May 2nd, most of the stockholders being present. The company has \$40,000 authorized stock, of which \$20,000 is paid up. New directors and the following officers were elected: President, H. S. Boehmer; vice-president, A. O. Boehmer; secretary-treasurer, C. B. Dunke. The factory is very busy and is working overtime in order to get out the numerous orders.

Mr. G. S. McConnell has resolved to take in a partner in his wholesale dry goods business in Vancouver, B. C., the lucky man being Mr. Harold Bushby, of Upper Norwood, London, Eng., who will arrive in a few weeks, when the stock carried by the firm will be doubled. Mr. Bushby is now working up some first-class connections in London before coming to Vancouver. The firm will then keep one man continuously on the road.

On May 4 the receiver of the Parks cotton mills, St. John, N.B., made his last payment to the Bank of Montreal on account of bills for cotton in process of manufacture and in settlement of other accounts. The receiver obtained all certificates from the bank, and is now free. It is stated that under the management of the receiver, and under the direction of the judge in equity the concern has been kept in constant operation, all current accounts have been regularly met, the indebtedness to the bank extinguished, and a surplus of \$100,000 accumulated. This is a vindication of the Parks people, who have resisted all attempts to force a sale to the cotton combine.

AN EXCITED MAN IN A DRY GOODS STORE.

The Standard, of Anaconda, Mont., relates the following: One of those who visited the dry goods store yesterday was a nervous, frightened man whose appearance indicated him to be suffering great mental pain. He priced almost every bonnet and dress pattern that he saw, but none of them seemed to be good enough for him. He was in search of a peace offering to send to his better half in order to pave the way for his own reception when he should dare to venture home. Although he looked and acted a criminal guilty of a great wrong he was really innocent—he was the victim of an unfortunate circumstance. He was in an unusual hurry yesterday morning to reach his place of business, and was dressing with the nervous haste of a man who has only a few minutes to spare. While attempting to fasten his collar a mischievous button gave way, and as he had no time to have another one sewed on, he began to look around for a pin. Of course he was unable to find one. His wife had gone out to have a chat with a neighbor, and not knowing what else to do, he rushed into the kitchen to ask the servant for a pin. This personage was busily engaged in getting out the week's baking, and her hands were deeply buried in a pan kneading dough. He asked her for a pin and she innocently straightened up and told him to take one, at the same time declining her chin in the direction of her dress where women usually carry those articles. Somewhat frightened, for he is a bashful, timid man, who has not long been married, he proceeded to help himself, and while so engaged his wife rather unexpectedly entered the kitchen. The scene that ensued had better remain undescribed. The man rushed out of the house without a collar and in five minutes afterward an unsuspecting and well-meaning servant girl was looking for another place. That's why all the bonnets and dress patterns for once struck him as being too cheap.

We Please Them All.

We deduct from prices the cost of travelling men, and all allowances for bad debts. We sell Shears, Scissors, Pocket and Table Cutlery, Silver Plated Flat and Hollow Ware, Gold Pens, Watches, Clocks, Jewelry, and a great variety of Show Case Goods. Send for Catalogue.

THE SUPPLY CO., Niagara Falls, Ontario.

Toronto Fringe and Tassel Company

Manufacturers of
FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

P. CORRIDI,

Accountant, Auditor, Receiver, Etc.,

EXPERT AUDITING AND ACCOUNTANCY A SPECIALTY.

Partnership Accounts Adjusted, Books Opened, Balance
Sheets Prepared.

Office, 139 Yonge St., TORONTO.

NO LAUNDRY BILLS NECESSARY.

A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

THE GALT KNITTING COMPANY LIMITED,
GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, - - - - - Mr. J. E. Warnock.
Manitoba, - - - - - Mr. M. H. Miller.

WHOLESALE ONLY.

GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

THE C. TURNBULL CO., Ltd.
OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

PROGRESSIVE AND POPULAR.

The second annual meeting of the Bell Organ & Piano Company, Limited, was held on April 6th at the registered offices of the Company, No. 4 Coleman street, London, England. The President, Mr. T. W. Boord, M. P. in his opening address, as reported in the Financial World, of London, England, said: "We have, as far as possible, both in the report and the accounts, endeavored to make the state of the business as clear as possible. I am sorry we cannot show quite as good a report as last year, the profits being £20, 448—5—9 compared with £24, 106—9—6 last year. The competition has been very keen and we have had in consequence to sacrifice part of the profits." He then moved the adoption of the report, which was seconded by Mr. W. H. Cummings, who said: "I am able to say from my own personal knowledge and experience that the instruments of the company stand in the front rank. They are excellent in tone and manufacture, and while they continue to be so I am confident the company will have no difficulty in maintaining its position and in meeting the public trade. There is no complaint as to the manufacture, and although this is a very trying climate the instruments show no sign of cyphering. I also expect an increased volume of business in consequence of the removal of our warerooms to New Bond street, a more aristocratic quarter, where sales of the higher grade of instruments will result." A resolution declaring a dividend of 8 per cent. on the preference and ordinary shares was carried and the retiring directors were re-elected. On motion of Ald. Hart, a vote of thanks was passed to the chairman and directors, and the Canadian committee; also the London and general manager for their successful conduct of the affairs of the company during the past year. He pointed to the fact that the directors could, if they had chosen, have declared another two per cent. on the ordinary shares out of the £3,543 5s. 3d. balance carried forward to next year, and still have £1,500 on hand, but they did not consider it expedient to do so. The chairman said he was glad the resolution had been passed not because he was personally concerned, but because it gave the board an opportunity of expressing their complete confidence in the management of the business both at Guelph and London. Guelph was of course the principal establishment, since it was there the instruments were made, but he was not divulging any secret when he said that London was a very important centre of distribution. In the managers at London and in Canada they had energetic gentlemen. A vote of thanks to the chairman terminated the proceedings.

SOMETHING WORTH SEEING.

We again draw the attention of our readers to the advertisement on page three of the cover of J. T. B. Lee, manufacturers' agent. He gives in this issue a full list of all the different lines of silk goods manufactured by the celebrated firm of Messrs. Cheney Brothers, South Manchester. Nothing can be added in these columns to the world-wide fame of this firm, whose goods THE REVIEW takes great pleasure in calling the attention of its readers to. The name of Cheney Brothers—the largest silk manufacturers in the world—stands for one of the foremost embodiments of American enterprise and ingenuity; their products reach phenomenally large amounts, and in every part of trade and the textile industry their name is the embodiment of the highest and noblest representative on this continent. Their factories at South Manchester, Conn., with another mill at Hartford, form one of the most interesting industrial organizations in America, and well worthy of a more extended description than our limited space will allow.

We would also mention the celebrated firm of Messrs. M. Hemmway & Sons, silk thread manufacturers, whose goods have a world-wide fame. Their art needlework, wash flosses, knitting and crochet silks have reached an unrivalled state of perfection in fastness of color, smoothness and lustre of thread, which must have cost years of persistent effort and study to accomplish. The fact that unprincipled

competitors try to imitate their goods since they have attained such indisputable merit must be very gratifying to the firm. Their sublime quality of spool silk and button hole twist are marvels of perfection, strongest, smoothest and purest dyed and once used are always used. Since 1849 when the firm was established they have never missed carrying off the highest awards whenever exhibited both at home and abroad. Last year at the American Institute Fair, where there were eight firms competing, they took the gold medal and were the only firm mentioned in the official list of premiums as published.

If space permitted we would like to give a short review of samples of the products of the different firms whom Mr. Lee represents. It has always been Mr. Lee's aim to secure the agency of manufacturers whose productions stand in the front rank and we think he has been particularly successful in this respect. As we cannot give details the next best thing we can do is to advise visitors to the city to call at his sample rooms and judge for themselves.

ILLUSTRATED TESTIMONIALS.



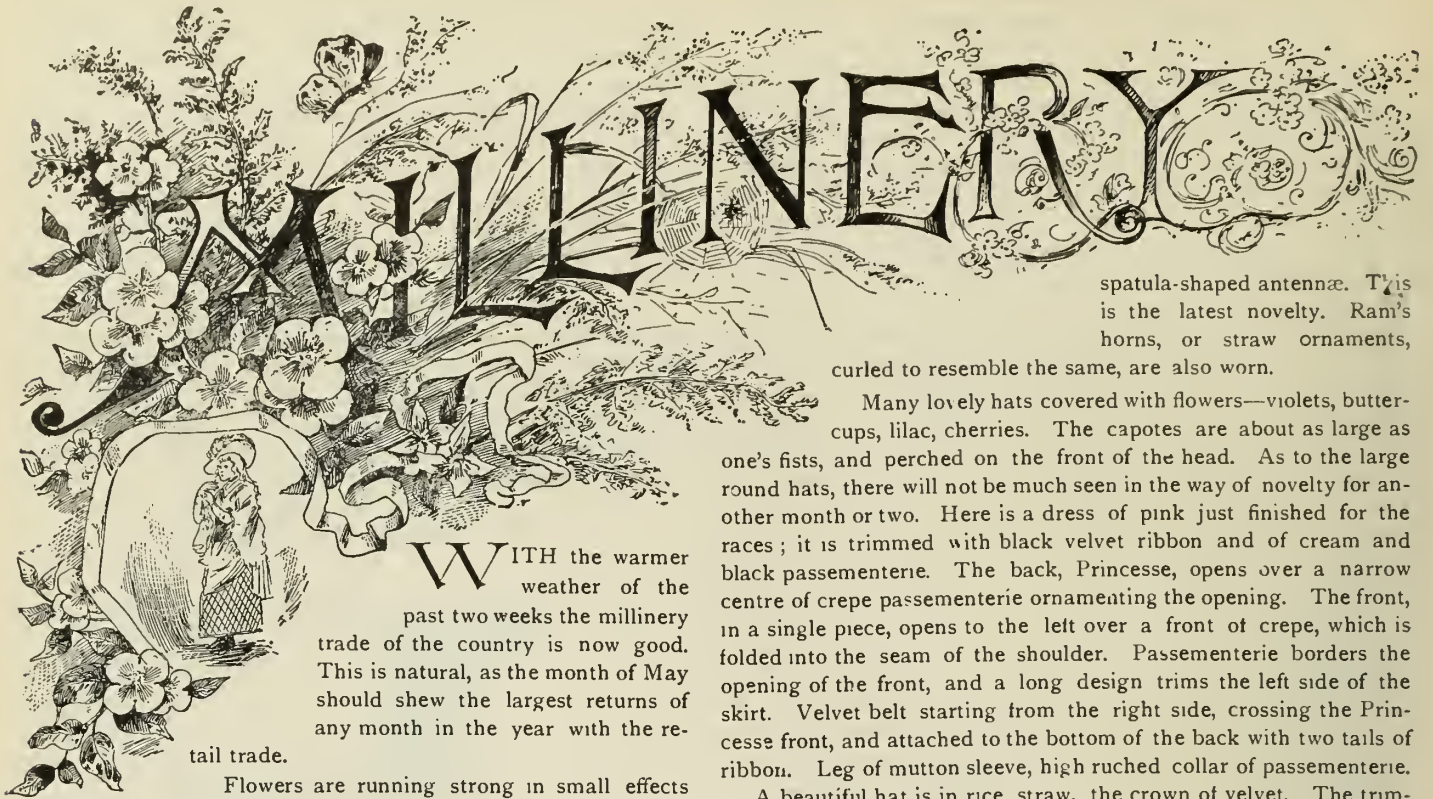
"Tokay Rope Co. Gentlemen—I was present at a trial of your new-style hemp rope. It worked admirably. Yours truly,
"LEFT HANGING."

A VALUABLE MEMORY.

To remember people's names is a great thing. I know a man in a great wholesale establishment in Chicago who gets \$7,000 a year just for remembering names. His business is to speak to everyone who comes in by name and to introduce the customer to the clerk of the department sought. If he does not introduce the person to the clerk by name, the clerk is expected to find out the name and communicate it quietly to the gentleman near the door, who bids him or her good-bye by name. This always flatters people, and they come back again.—Washington Star.

He never takes the papers, for "they're dull as all creation,"
And besides he's "up" with everything that goes.
That's why the train has left him when he gallops to the station,
And his friends are dead a year before he knows.
He never takes the papers, for he isn't a believer
In the news and sensations of the day:
That's why they've put his business in the hands of a receiver,
And his creditors are hauling him away!

—Atlanta Constitution.



Flowers are running strong in small effects and wreaths as a garniture of hats and bonnets. Irish point lace is also in high favor—in fact, laces of all kinds grow in popularity with trimmers as the season advances. Plain silk, also satin and velvet ribbons, are being used largely in the adornment of stylish millinery from No. 1 width up. The ties on the hats are tied under the chin of the wearer and reach to the bottom of the dress. They are exceedingly becoming. As the summer season advances the hats are as usual large and high in the crown, and in all sorts of shapes and forms.

MILLINERY IN MONTREAL.

(By Our Own Correspondent.)

The millinery trade is without any new feature. There is very little business doing, orders being mostly all placed at the openings, and the wholesale people have to be satisfied with the small repeats which are coming to hand. The demand is principally for trimmings—flowers, ribbons and laces being the only goods called for to any extent. The popular colors seem to be greys, pale blues, pompadour, mauve and ambers. Retailers say that the low crown small hats, which were so conspicuous at the openings, are meeting with very much favor.

PARIS FASHIONS.

The Paris correspondent of the Drapers' Record says:

The capotes are very small; a great deal of gold is used in them; when they are not made of gold passementerie or lace they are of gilt straw. Yellow flowers are mostly seen at present, and as the season progresses so will the flowers used in trimming follow the flowers in bloom. The sides of the capotes are generally trimmed with some light gauzy material or lace. A very pretty hat is of beige straw, with a satin gloss. It is slightly draped round the crown with a dark toned tulle dotted with chenille. On the front a series of horn-like ornaments of jet spread out to right and left; at the back a cache-peigne of velvet wall-flowers. A hat of black rice straw has a rather broad brim lined with lettuce-green straw; the crown encircled by a garland of crimson roses and hedgenuts in their soft green state; at the back a knot with up-standing ends of lettuce-green velvet. Nearly every new-fashioned capote, toque, or hat is furnished with the simulated horn-like protruders of insects. Some of them are in jet, and others in soft black feathers cut to resemble

spatula-shaped antennæ. This is the latest novelty. Rami's horns, or straw ornaments, curled to resemble the same, are also worn.

Many lovely hats covered with flowers—violets, buttercups, lilac, cherries. The capotes are about as large as one's fists, and perched on the front of the head. As to the large round hats, there will not be much seen in the way of novelty for another month or two. Here is a dress of pink just finished for the races; it is trimmed with black velvet ribbon and of cream and black passementerie. The back, Princesse, opens over a narrow centre of crepe passementerie ornamenting the opening. The front, in a single piece, opens to the left over a front of crepe, which is folded into the seam of the shoulder. Passementerie borders the opening of the front, and a long design trims the left side of the skirt. Velvet belt starting from the right side, crossing the Princesse front, and attached to the bottom of the back with two tails of ribbon. Leg of mutton sleeve, high ruched collar of passementerie.

A beautiful hat is in rice straw, the crown of velvet. The trimming is all brought to the front, and consists of black ostrich feather tips, black pompon of Marabout, from which passes out an aigrette in rose. There is the Louis XVI. hat in black guipure. High crown in Italian straw, round which are rolls of black velvet. Tufts of black feathers and bunches of roses placed here and there on the hat. Capote in mousseline de soie toilette de Parme, the crown slightly draped with ecru guipure. In the front violets placed here and there in the muslin. On either side butterflies in black feathers edged with jet.

The Watteau hat is a fine cream-colored straw, satin bow Louis XV. rose and broche. It is trimmed with all kinds of roses in different shades; round the crown, inside, is a garland of green leaves.

A novelty for summer bonnets is tolle avoine, or natural oats dyed to any tint required. It is generally trimmed round with narrow velvet skilfully chiffone, and surmounted by a wired butterfly or dragon fly. These oats are to be had in dull black, and are pretty for mourning or half-mourning. For instance, the velvet could be in mauve or cream for half-mourning, and the rest of the trimming in black.

A hat of Italian straw, gracefully bent and trimmed with scarabee green moire ribbon; gerbe of roses placed in front, and causing the hat to bend down to the side. Another, of plaited straw, has white guipure woven in butterfly aigrette of black ostrich feathers, held and pinched together in front with a diamond buckle.

BEAUTY'S POWER.

Beauty can lend a charm even to the most grotesque millinery. A fine open straw model hat, lately imported, showed in conjunction with the fashionable brim a high, round crown that reminded one of an unfinished water tower, around which the ivy clung, and at whose base the wood violets grew. The dainty lace brim, the green vines and the delicate flowers were all in the best of taste, and yet they did not take away the ridiculous outlines of the peculiar crown. It was prophesied that whoever was doomed to wear that hat would attract unpleasant attention and be the victim of much ridicule. But a girl, beautiful in face, with a wealth of fluffy copper gold hair, purchased the odd bit of millinery. Instantly her beauty seemed to soften the crude lines of straw and the hat which had before been severely criticised became a thing of beauty and a joy for the season.—Dry Goods Chronicle.



No. 1.



No. 2.



No: 3 to 5.

MILLINERY ILLUSTRATIONS.

No 1 represents a wire frame covered with lace, having a wreath of mauve flowers around the edge, jet surrounding the crown and flowers on the top of the crown, with a bow of mauve ribbon. A fan of lace trims the front and lace ties are fastened at the back of the hat and under the chin with the ribbon.

No. 2 shows a large poke of Milan, chip or fancy straw, having an inside fold of black or leaf green velvet matching the bunch of shaded "Jack" roses and green foliage at the back. The rest of the hat is trimmed with four ostrich tips and one half-long feather, with the roses at the right side and back. The entire hat forms a picturesque shape for young ladies' carriage and visiting wear.

No. 3 to 5 of children's hats show at the top a straw turban trimmed with a silk face puffing, satin ribbon and three ostrich tips for a baby boy. The second figure of tan colored straw is trimmed with golden brown ribbon and tan ostrich tips, as represented. The third figure is of a flexible white straw, with a full crown having a narrow band of green velvet, and a bow at the side of white ribbon mingled with the narrower velvet. The tips are of shaded green fading off to white.—Dry Goods Economist.



Wholesale houses report that sorting orders for hats have not been so good as might have been reasonably expected owing, no doubt, to the weather. Placing orders for the fall trade are now being taken by travellers, but as yet there is not much to show whether business will be brisk or not. The tendency in round crown hats is for a little lower crowns and wider brim. They are in nice colors in browns, from tobacco down to dark chocolate. The sharp square crown hat, which was in great demand last season both for old and young men, is still to the front and it will without doubt be the leading square crown hat of the fall season. They are shown in different heights of crown and widths of brim, and in both flat and low crowns. The popularity of the Fedora continues, early buyers already placing large lines of them. They are in different shapes, a new shape being the La Cigale. They are in the same colors as the stiff hats.

Straws have been in good demand, the placing orders having been all that could be desired. Sorting orders have, however, been disappointing owing to the backward state of the weather. There has been a large demand for wide brim and low crown hats in Swiss braid.

HAT TRADE IN MONTREAL.

(By Our Own Correspondent.)

The only movement in hats and caps is in straws, which are in good demand as usual at this season of the year. English felt goods are arriving and selling well, but there is still considerable to come forward, and dealers are expecting a marked improvement as soon as they can show a more complete assortment of the latest styles. The retail trade report big sales of fawn and other light lines now that the weather is favorable. Straw goods have not started to sell as yet, but will soon.

STYLES AND COLORS.

If ever the necessity was apparent for a standard style that should be the style, says the Hatter and Furrier, it is apparent at this time. Anything and everything is in fashion this season in stiff hats, and it would be impossible for a blind man to make a mistake. Taper crowns, full crowns, high crowns, low crowns, wide brims, flat set, roll and pitch, dish-brim; D'Orsay, round, Hub, Stanley or circuit curl—anything you want, in any proportion and any color. Pay your money and take your choice. Certainly a most exasperating and confusing state of affairs to manufacturer, dealer and consumer.

The same is almost as true in silk hats, and equally so in soft felts, although the tourist shape prevails.

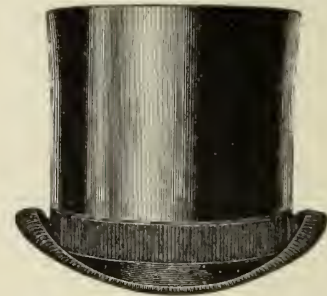
It would be vastly to the benefit of the entire hat trade if a style in stiff hats could be evolved each season that would be accepted as the standard for the season. With the present multiplicity of leaders of fashion and the establishment of agencies in every city, town and hamlet, there is no authoritative style, and, in fact, no similarity real or apparent. True, the leading New York retailers hold their individuality, and their agents are the best dealers in their respective cities. But the great public does not and can not know who is

who in this matter, and the result is a conglomeration of styles, bewildering to the eye and confusing to the manufacturer.

It is difficult to see how this state of affairs is to be remedied. Each season brings new aspirants to fame as leaders of fashion and introducers of style, and each, with true American independence, asks: "Why have I not as much right to be a leader as any one?" Why, indeed; far be it from us to say him nay. The gentle public will take care of that, and fickle Dame Fortune will smile upon favorites of her own selection, regardless at times of merit or heart's desire.

POPULAR HATS.

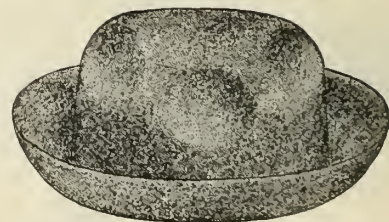
A. A. Allan & Co. report the following as popular styles:



Miller Style.



Boys' and Men's Lounge in wool and fur; colors, black, brown, blue, and Cuba.



FURS IN LONDON.

The London correspondent of the Fur Trade Review says:

We are very glad to be able to report a decided improvement in business. The result of the March sales, when prices ruled very firm, coupled with a spell of summerlike weather, has given a great impetus to trade; in fact, we have not had such a spring for at least ten or twelve years and the wholesale houses have had quite a harvest with their spring goods—in some instances orders taken on the

show-day have taken a week to execute. This, of course, has given buyers encouragement to place their orders for the autumn and winter goods.

We have it on very good authority that the most popular fur-lined garment this year will be the three-quarter cut cape, lined musquash, squirrel lock and kaluga. The price that musquash linings can be brought out at now has caused it to become popular, while for the commoner articles nothing can beat the kaluga, which has been selling here in large parcels from 5s. 3d. to 5s. 9d.

Persians.—It is rather singular that this article should be cheaper today, just on the threshold of the season, when large quantities were expected to be sold of the best grades, but yet it is a fact that they can be bought considerably cheaper than in January.

Whitecoats are still a drug in this market, and we don't hear of much demand for France or Germany. We should very much like to see a demand spring up on your side, so as to clear us out of some of these goods. Of course it is too early to compute the number of whitecoats in this year's catch of hair seals (say about 200,000 reported), but should the proportion be anything like last year we must look for a big decline on these skins.

Australian opossum, natural and dyed, black and brown, are in good request, and will again be wanted very largely as trimmings for fur-lined coats.

Skunk is in as good favor as ever, and will sell all through the season.

Gray fox are also being used for trimmings, and will continue to sell pretty freely.

Thibet Crosses and Coats.—Owing to the glut in the market at the late sales, some large parcels of these goods remained unsold, but the fine goods sold readily and are still in very good demand, and we have no doubt that a large quantity of these goods will be sold.

Moufflon.—The demand is not very good, only for good whites for dyeing, natural colors being neglected.

IMITATION SEALSKIN.

An English inventor is bringing out a new fabric in imitation of sealskin. A special machine is employed for knitting a double cloth with pile between, the latter being cut continuously, as the double pieces are being knitted, in order to separate them. Wool, cotton, or other yarns are used to form the foundation, and for the pile, silk, mohair, or combination yarns of fine fibrous materials. After the cutting operation, which separates the two pieces, has been effected, the piled face of each fabric undergoes a cutting or shearing process for taking out the unevenness of the pile, and afterwards it is scoured, or milled, and then dyed, stained, tinted, and lacquered, to produce the required color and luster.—Hatter and Furrier.

A FIVE-DOLLAR HAT FOR FIFTY CENTS.

At a recent alleged "bankrupt sale" in a western town, says the Hatter and Furrier, one of the baits held out to catch customers was a window full of hats marked, "Your choice for 50 cents." Among those who were enticed into the store was a visitor, who looked at a pile of hats on one of the counters and at last found one that suited him, all but the price. It was marked \$5, but he decided to have it for 50 cents. He accordingly took the hat and edged his way toward the window where the fifty-cent sign was displayed, and inside of ten seconds his choice lay peacefully among its cheaper relatives. A few minutes later he picked it up again out of the window and with the eagerness that is common to great discoverers he asked the price. It was in the window, so why should he not have it for fifty cents? And it was a green clerk that waited on him, so there proved to be no reason whatever. Mr. Man is now sporting a fine \$5 hat, and he has not yet wearied of telling how he got it for fifty cents.

A. A. ALLAN & CO.

JUST TO HAND

New Hats for the Summer Trade

COMPRISING IN PART

54 Cases American Straw Goods for Men, Boys and Children, embracing Novelties in Men's Canton and Manillas, at popular prices.

27 Cases English Straw Hats. Some special drives for Men's and Boys'.

18 Cases Girls' White and Fancy Galateas, all Plain and Fancy Ribbon Trimmings. The attention of close buyers requested, as they will command ready sale.

We have in constant supply all the leading lines of Felt Hats.

Opened this week, 60 doz. Men's Vamoose and Fedoras.

A. A. ALLAN & CO.,
51 Bay St., Toronto.

B. Levin & Co.

WHOLESALE MANUFACTURERS OF

FINE FURS

—AND—

IMPORTERS OF HATS,

491 and 493 ST. PAUL STREET,
MONTREAL.

A large variety of the Newest Styles in Felt and Straw Hats. Orders by mail will receive prompt and careful attention.

Wholesale Agents for the Dominion of
Canada of

LINCOLN, BENNETT & CO.,
SACKVILLE STREET,
LONDON, ENGLAND.

HOW TO RUN A DEPARTMENT.

RECENTLY the Dry Goods Economist, New York, offered valuable prizes for the best essays on "How to Run a Department." The essay which was awarded the first prize will be found interesting. It is as follows:

To run a department successfully there must be a manager or buyer who fully understands his business and attends strictly to this and nothing more; to co-operate with him there ought to be a good and competent corps of salesmen, for without the aid of well-informed salespeople a department is like a new reliable wholesale establishment minus its drummers. A person in charge of a department should be one with quick and reliable judgment and should impress on his help the fact that what he purchased was the correct thing. When making purchases he should consult the best help he has as to the wants of their customers. Then it would be policy to get the very best the markets afford within the limit of the prices the trade will be willing to pay for that article or line of goods.

Never put on sale a cheap, worthless, shoddy stock of goods, for while they may sell at first sight on account of their looking like great bargains, the purchaser will not take the second bite, consequently they go where they can get honest goods for their money; so in the end you are doing an injury to yourself as well as to the trade. A well selected assortment of reliable goods sold at a fair margin will win in the end.

One of the greatest injuries to a department is to be out of a staple and everyday selling article. This neglect should not exist in a well kept stock. Have one of your best assistants always on the alert looking after this important duty. Make it one of the fundamental principles of your business never to be out of an article that you keep in your line, for this of itself drives people from the store. Not getting the first thing inquired for, they leave the place without making any purchases. The probabilities are that they intended to buy a bill from the different departments, but, being disappointed in this one article, "which is usually kept," they seek another store, where they can buy their entire outfit. Don't let your neighbor excel you in this or any other respect.

Be up with the times, having the latest and newest novelties that will take. Right here is one place to bring forth all the judgment one possesses as to what to buy in the way of fancy stuffs. You must have them, but do not overload with fancy goods, for there will certainly be a loss to take on them if they do not sell at first, as they soon change, and something newer is always coming in to supplant them.

Managers and buyers should not confine themselves to their own city. They should visit the different markets regularly, keep posted as to how others do business and profit by their methods. Be willing to make changes when your sales can be increased by so doing, for sales and profits go hand in hand. There is no gain in goods lying on the shelves from year to year. When it becomes evident that lines of goods are not selling, put a price on them that will sell them, even though it be at half or less than half their original cost. The first loss is always certain to be the last.

Don't keep old stuff; it is no ornament to your department and has just the opposite effect, as it throws a gloomy shadow over your new and fresh goods.

Make a bargain table of all odd pieces, remnants and so forth; they will please a certain class of your customers, who will gladly pick them up because they are cheap. If they are displayed in such a way as to attract the attention of the bargain seeker they will not last long, and your stock will be clean and fresh. It is well to bear in mind that real bargains are a great drawing card to a place of business. This can be so arranged that the profits will not be decreased; on the contrary, they can be largely increased, and in this alone, "with manager and clerks being up to the standard," lies the key to the success of a department.

To bring about this increase of profits and still sell goods so cheap as to beget the reputation of a bargain center, the head of

this department will not have time to go to baseball games, as he will have all he can do to look after the interests and affairs of his stock. He must also be quick to grasp bargains and buy goods for special reduced sales. Work them so as to be cheap and clean them up in a day or two; then take a staple line and give a marked-down sale for one day, then on to some other line and give bargains there for short periods. Keep the thing going; never have any standstill in any season of the year, and have clearance sales, advance sales—any kind of a sale to bring the people in, "but don't deceive them." Have exactly what you advertise. Never offer a special inducement without advertising beforehand. Do not be content with good trade and an increase over last year, but keep on pushing; learn from past experience. Set your mark higher for next year, and by all means do not fail to reach it.

The active, wide-awake and reliable business people have the confidence of the purchasing public. There's where they go to trade, even if they have to pass half a dozen stores to reach you. This earnestness in business doubles and trebles your sales, and the small margin made on specials is more than regained in the increase of trade. It is certainly better to sell three times the amount of goods at half the usual profit than it is to stay in the old rut of turning your trade away by asking such large profits. The difference in what is gained will be a nice profit of itself after allowing something for additional expenses that might occur in the increase of business.

Incivility to customers must not be tolerated. Politeness and a smooth temper are the chief requisites of a good salesman. Firm and respectful treatment of the help in a department is of great importance. It is a good idea to impress upon all parties connected with the work of a department that the chief aim is to make a good showing for the proprietor, so that your part of the store will be earning its share of the profits. The more money you can make for your employer the more valuable you become to him. What is the result?

POINTS FOR TRAVELING MEN.

The benefit resulting from the boasting of large sales is very problematical, to say the least. The customer is not likely to be induced to buy any more than he wants by any such devices, and their only effect on the sensible man is to make the boaster ridiculous in his eyes. It does not take much power of discernment to see that his purpose in resorting to them is to add to his own importance. A good memory is said to be essential to the successful liar, and this sort of boasting is not so much unlike lying as to make the good memory unnecessary. A ludicrous illustration of this matter was related. A traveler who was given to boasting of his large sales, and who was suspected of drawing somewhat on his imagination for his facts, was indulging his propensity in the presence of a company of fellow travelers, one of whom quietly took notes of the figures as he gave them. When these figures were footed up the sum startled even the one who gave them. The result was that he not only lost the respect of his companions, but became the butt of ridicule among his customers.—The Traveling Salesman.

CULTIVATING TRADE.

The manager, the bookkeeper, the cashier, the entry clerk, the shipping clerk, the salesman, the office boy, the porter—everyone, in fact, who is in any way connected with a business establishment, says The Bookkeeper, should bear in mind that there is such a thing as cultivating trade, and that they, as well as the proprietors, are responsible for a share of the firm's success. Because a man is hired to fill a certain position there should be no excuse for his hesitating to do any other work which may require attention. A bookkeeper might soil his fingers by reason of stepping outside the office and waiting upon a customer if occasion required, but he would not lower himself in the estimation of his employer through thus signifying a willingness to make himself generally useful, and anyhow the dirt will wash off. To make a business grow and make it pay should be the main object of every employe, regardless of position or conditions. The day is gone when business can be conducted successfully without the undivided and best efforts of those who are responsible for it. In days gone by a merchant might succeed in a measure by sitting down and waiting for trade to come to him, but not now. In our day and generation the most persistent and systematic efforts are essential in bringing about a satisfactory result. A progressive spirit and a capacity for pleasing customers will work wonders in any business.

WINDOW DRESSING.

SHOW windows are a necessary adjunct of the retail trade. Window dressing has become so important that the entire fronts of modern constructed stores are occupied with plate glass. The main door entrance is utilized in the same manner. Country merchants are fast following in the wake of their city neighbors, and in almost every village North and West is found the "show window." The country sections South and Southwest have not fully waked up on this matter. The example, however, will ere long become contagious, until stores without a plate glass window will be the exception.

If possible it is better to have two or more windows, but if the store will admit of but one it should receive frequent and special attention. The merchant should dress it two or three times a week, always with different goods and arranged in a different manner. Too much sameness should be avoided, and plenty of variety the rule.

Always remember to have the centre of the window the most conspicuous in the dressing. Place there the brightest colors and the most attractive exhibits. The centre strikes the eye first, and therefore should be the most prominent.

Avoid overcrowding. A few exhibits tastefully arranged are far more attractive to the eye than a great variety of goods arranged so close to each other as to lose the effect of identity and distinctness.

Use dummies as much as possible, as in that way less goods are necessary to be taken from stock for dressing. Empty boxes and pasteboard rolled lengthwise in the form of columns are a good basis for dressing. Hooks and rings are necessary at the sides and tops, and racks made of wood or brass can be used to good advantage. They can be so arranged as to put in or take out as occasion requires.

These racks have a double set of slender rods arranged sidewise, one immediately back of the other, and about six inches apart; or the back rods, if slightly lower than the front, can be utilized to good advantage. From these rods kid gloves are suspended, and look very nice. Gents' ties and scarfs are also dressed very nicely in this way. A small catch fits the rod and holds each separate glove and scarf in a suspended position. Linen handkerchiefs dressed in point style show well on racks. Laces, wide embroideries, and jet trimmings show nicely over brass or highly polished wood rods.—Dry Goods Chronicle.

SUSPENDED SUCCESS.

Why is it that so large a percentage of business houses lose ground after having made a promising beginning?

It cannot be accidental, much less a business freak. Its very regularity proclaims the existence of an undeviating reason for it.

What can that reason be?

Once to discover it for a certainty is to learn how to avoid the fatal fault ever afterwards.

In the first place, the advertising that admittedly wrought prosperous results ceased to be systematic and continuous. Right at this point its assumed intelligence gave way. To falter or pause in the first flush of triumphant encouragement is to abandon the grounds of original confidence, and to confess it to be deceitful and illusive rather than trustworthy and substantial. If intelligent advertising is the one right and sure course at the start, the subsequent neglect of it can only be the wrong and fatal one.

In the second place, advertising is treated by its acknowledged beneficiare in a haphazard, hit-or-miss, run-for-luck way. It ought to require a great deal more courage to experiment as an advertiser even carelessly, much more with aimless recklessness, than after a digested method and with a defined purpose. Yet it oftener seems as if it did not, after all.

In the next place, individual conceit is too frequently born of the prosperity newly attained by advertising. A certain percentage of ambitious men in business only want a limited degree of external

encouragement to lead them to think they can achieve all further success without assistance. They ignore the ineradicable fact that the law of modern trade refuses to recognize any longer the solitariness of mere individualism in the vast and restless realm of traffic. It is an increasingly social age that we live in, and trade and commerce above all else have made it so.

Finally, the business houses that fall into inevitable decay from this cause leave off advertising just at the turning point of their established prosperity. Starting out right, they stopped too soon. At this critical juncture another house comes in, inspired with the requisite amount of intelligent courage, and takes up their enterprise right where they deserted it, and propels it to phenomenal success. It is the old Suez Canal story over again.

What one party abandoned because of the cost, another party stands ready to take up at its abandoned stage and carry through triumphantly.

This Egyptian Canal experience supplies as good an illustration as anything else can of the causes of failure or decadence in business enterprises from the gradual or timid abandonment of systematic advertising. If it is true, as it now stands universally confessed, that little or nothing can be accomplished in business without its all-powerful aid, then it becomes self-evident that it should never be weakened or withdrawn so long as success forms the main object of business pursuit.

One thing at a time; the concentration of available resources; slow and growing expectations—here is the advertising secret clearly revealed.—T. H. Cahill, in Advertising.

THE HEALTH BRAND.

The Health Brand is probably the best advertised article of apparel at present before the public. For the month of April striking advertisements appeared in the following well-known papers:

	Monthly Circulation.
Saturday Ledger.....	40,000
Saturday Night.....	52,500
Canada Presbyterian.....	31,250
Toronto Mail.....	702,260
Ladies' Journal.....	22,000
Montreal Star.....	834,158
Montreal Witness.....	378,560
Victoria Times.....	45,500
Ottawa Journal.....	110,500
Ottawa Free Press.....	130,000
St. Catharines Journal.....	39,000
St. John Progress.....	55,000
London Advertiser.....	221,000
Winnipeg Tribune.....	84,500

Total..... 2,746,228

It is estimated that every copy of a magazine or newspaper is read by two persons, so that the advertisement of the Health Brand Underwear comes before no less than 5,000,000 readers, or about all the population of Canada who read at all.

On the front page may be seen styles of the advertisements referred to above.

A well advertised article of real merit is more than half sold.

MORAL.—It pays the retailer to sell the Health Brand Vests and Drawers.

PASTE THIS IN YOUR HAT.

A well-known wholesaler said lately: "I heard a traveling man once say that he would not go on the road for a firm that didn't advertise, for it took too much valuable time to explain to every supposed buyer who he was, where he came from and what the merits of his goods were. He said, moreover, that if the buyer had all this information beforehand he generally received him cordially, was glad to see him and had been looking for him for some time."—Chicago Apparel Gazette.



Travellers for the wholesale clothing houses are out with their fall samples but possibly owing to the backward state of the weather there is no great cause for gratification at the extent of the orders received as yet. There are still very large stocks on the shelves of retailers, in fact too large in many instances to be looked upon as pleasant. A large retailer in Toronto is offering his stock at sixty cents on the dollar to his customers and others are offering very tempting inducements. There is either too much competition or people are not buying as many clothes as was to be expected. There is no denying the fact that in Toronto at least the retail clothing trade has not been so bad for some time as it has been for the past month. Wholesalers report that payments are poor, retailers complaining that money is exceedingly difficult to get from their customers. There is the possibility that as more seasonable weather has set in business will brighten up and it is to be hoped that such will eventuate. The custom tailoring trade has also not been up to the mark but better times are looked for soon.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

The clothing houses have been kept busy delivering goods and all orders have now been filled. Only a fair business has been done at the warehouses, but travellers who are still out continue to send in satisfactory orders for fall goods. Several houses have their representatives on the road through Ontario and Quebec, but very few will make the usual sorting trip to the maritime provinces or the far west. Remittances show a satisfactory improvement, and a generally better feeling is noticeable.

TOWN WEAR IN SUMMER.

Regarding town wear in summer, The Clothier and Furnisher says:—There should be nothing savoring of carelessness in the ensemble of the city man, hence the stiff-bosomed, stiff-collared shirt, or, at all events, the soft-finish effect in bosom with collar and cuffs in the hard-finish must prevail within urban limits.

There are now in infinite variety negligé shirts suitable equally for town and country wear. A new shirting cloth is in an effect in design of heaviness, although the fabric is exceeding light in weight, especially adaptable to both uses. Four or five weaves are utilized in instances to secure the desired ensemble. The Oxfords in solid pinks and blues, in basket weave, and chevriots in blue and white, tinted deftly with black to gain a touch of delicate shading, are chefs d'œuvres. Madras in fancy weaving, intercharged with floated stripes, is another example of textile jugglery, achieving a finesse in realization that would not have been deemed possible a twelve-month since. To these soft-bosomed shirts the stiffened collars and cuffs are attached. One of the latest wrinkles of swaggerdom for wear with the sack suiting during the work-a-day hours is the semi-negligné high-grade shirt made in the most refined patterns and of the finest quality in colored madras, with attached cuffs, but not collar. The neckband is white, so that the right effect is gained when the white collar is adjusted. The shirt is a distingue addition to the repertory of town wear at any season of the year. The white collar gives a fitting top-off to this "business" garment, and it may

be happily treated with a variety of forms of neckwear, the loose knotting being especially effective if in a harmonious color. Best of all, when it is removed at night before the dress suit is donned, one welcomes with greater heartiness the dress shirt; and certainly the abrupt change gives an additional enhancement to the plain white bosom that is calculated to put one in a more formal mood in keeping with the character of the occasion.

The waistcoat in washable material, single and double-breasted, the latter following the trend of the double-breasted revival in Spring suitings having the call with the dressified men, will fill a more important place in the category of Summer town wear than for several seasons past. There are reasons for the renaissance of the Summer waistcoat, and it, moreover, gives an enlivening touch to the quieter tints of the tropical Summer suitings.

The adventitiously decorative sash is not for the confines of the metropolis. It needs a wide, unfettered horizon for a background; the dull rows of brown-stone fronts seem to frown upon its every variety of form and feature. Besides, if the belt or sash is worn, the suspenders may not be, for in such a combination a lack of confidence is implied which verges upon the humoresque.

The leather belt in black or tan—and they come in different widths and many varieties—are preferable for town wear, but must not be worn when the waistcoat is worn, for the ensemble would then take on an overloaded appearance.

To attempt a detailed description of the various designs in suitings that may be worn in town would not be feasible. They are in a great variety under the generalization of tropical weights. While they are kept within the quieter bounds indicating a difference from the styles for outing wear, there is, nevertheless, a saving dash of pungency in the fabric that imparts the requisite touch of individualism. There are backgrounds of light grays, dark grays, blues and browns treated in lengthwise stripings in the most artistic manner, the predominance being in the medium shades of gray, with a relieving suggestion of blue in the composition.

One of the most important and common sense events of the coming season will be the renaissance of the sun umbrella. It made its reappearance last year during those insufferably hot days of the third week in June. The first impression of the bearer of the sun umbrella was one of commiseration for the conspicuous figure he cut; the better second thought was of envy for his audacity and the comfort it secured to him.

ESSENTIAL OFFICE BOOKS.

Every dealer, says the Chicago Apparel Gazette, should have in constant use and incorporated in his system of business, two books—a "want book," and an "order book." The names of these two books are explanatory. In the first he should enter every article needed in his store as soon as the supply has diminished, so that it is evident that it must shortly be replenished. With the memorandum of the articles needed, should go any items that may have been suggested by past experience with the article in question, such as some particular condition, or certain kind, or degree. For instance in neckwear. In placing a memorandum in the book as to the kind of ties wanted it might be advantageous to know what colors had sold best and been quickest disposed of. Such memo-

randa as these may prove very serviceable, preventing forgetfulness as to some detail, which might easily occur when actually making out the order. Such a book should be kept in a very handy place, where it is not alone readily got at but is a constant reminder of its existence and its use. A book such as is described as the "want book" is kept by many dealers. The majority do not have to go through their stock to see what is needed when the time comes to place an order. The second book, named the "order book," should be kept by every house, large or small, yet there are some large houses who do not use it. This book is intended to contain a duplicate of every order, with all the terms, considerations and necessary memoranda, that goes out of the house. By doing this the dealer can not only know what he has sent for and avoid placing a duplicate order, but should the goods arrive before the invoice, he can at once check them over and place them in stock without delay. It is needless to say that such a book as this is the only sure protection against a common practice with some salesmen of increasing an order to what it ought to have been in their judgment, when they think it can be done with safety.

TO REMOVE PAINT FROM CLOTHES.

Look out there, sir!" exclaimed one of the gang of painters on the Brooklyn bridge to a passenger who was walking dangerously near some fresh white paint.

The warning came too late, for when the gentleman looked at the skirt of his handsome new, blue melton, box coat he discovered that it was decorated with a big blotch of white paint.

"Why didn't you call in time?" he said angrily. "You see, I've ruined my coat?"

"It was not my fault," replied the man, "and, besides that, your coat is not injured, much less ruined."

"It will cost me \$5 to have it cleaned, anyhow."

"Not a cent," said the workman. "I'll show you the best way in the world to eradicate a paint stain." Suiting the action to the word, he grasped the skirts of the \$70 overcoat, and, to the horror of its owner, began to rub the soiled spot against a clean surface of cloth.

"Don't do that," protested the gentleman; but the painter continued, and, after a few moments more of vigorous rubbing, he displayed the once soiled surface absolutely free from any trace of the pigment.

"Where has the paint gone?" queried the man in surprise.

"I really don't know," said the painter, "but I know that is the best way in the world to remove every trace of fresh paint."

If you don't believe the truth of this story, adds the New York Herald, just dip the tail of your \$100 dress suit in a pot of red paint and try the experiment yourself.

COLLECTING FOR TAILORS.

There are now in New York about half a dozen young women who are employed as collectors by tailors. Naturally it is not a business that every young lady would care to go into, but the wages are attractive. There is one young woman employed by a Fifth avenue tailor, whose average is \$50 a week and she does not work over six hours a day.

When a pretty young woman, charmingly dressed, appears at an office and says that she wants to see Mr. Putoff, the office boy never dreams of inquiring what her business may be. He simply goes to the young man, and says that a lady wishes to see him, and he adds, with the office boy's privilege, that she is young and pretty. Mr. Putoff never dreams of demanding to know her business before he goes out. He appears with a smile as broad as a French play, and greets her with overpowering politeness. And when she looks at him shyly and timidly, and murmurs, with a little catch in her voice: "Oh, Mr. Putoff, you'll pardon me," he feels that there is nothing on earth he would not do to help the beautiful girl who is in distress. He does not notice the slip of white paper in her hand, and then

when she tells him that she has called to collect the little bill which he owes Cutten & Taylor, it dazes him. He pays the bill before he can recover from his amazement. And even if he did recover his wits in time, he would never dare put her off and run the cross-fire of the other fellows in the office.—New York World.

ENGLISH vs. AMERICAN ADVERTISING METHODS.

There is one trade in which English advertisers have a great deal to learn from their American cousins, writes T. B. Russell in *Printers' Ink*. The advertisements of ready-made clothing in American papers are usually bright, readable, well illustrated and attractive, and, in fact, they need to be in order to produce any effect. In England they are, without exception, dull, commonplace and uninteresting. It is very remarkable that this should be the case with one particular line of business, but it is an indisputable fact. A few pictures of boys and men, in wooden-looking clothes, with prices underneath ("in this style ten-and-six," like the latter in "Wonderland,") constitute the whole attraction—if we except an occasional fiction to the effect that the so-and-so Clothing Company sells its goods without profit—for the fun of the thing, presumably. No such thing as a crisp, catchy head-line ever seems to occur to people in this trade.

CONCERNING SALESMEN'S SAMPLES.

The fact that a salesman, in the nature of things, must solicit a retail merchant to buy, often makes the relations between them rather peculiar. This peculiarity is carried to a greater extent by the fact that the merchant is importuned by so many salesmen. He comes to look at the giving of orders more as a distribution of favors than as a business necessity. This feeling has the effect very often on small minds of making them feel that they possess an exaggerated importance in the business world. They put on airs and treat salesmen with disdain. This does not always or often happen, but the idea we wish to bring out is that a merchant often thinks that his position as buyer enables him to take undue advantage of a salesman and his wares. The particular point to which we desire to direct attention is concerning the misuse of samples, which is a direct result of this feeling, unless it can be attributed to thoughtlessness. But from whatever cause it is a reprehensible practise, and the loss on samples caused by such treatment is a very serious matter to a manufacturer. How often a merchant in visiting a sample-room at a hotel will pick up a handsome handkerchief by the center, let it swing out in the air, forming into creases and slip it into his pocket to see how nicely it looks. Does he ever stop to think that this operation has robbed the handkerchief of half its beauty, and that it will not be so easy to make a sale with it to the next man.

Or take a handsome scarf. Many a buyer will go along a line and pick up a new pattern (probably the finest thing a man has), and rumple it up so by tying and putting it on that it will never look the same again. It has lost its original handsome appearance.

Suspenders particularly are the objects of this individual's especially harsh treatment. He will give them a pull, a long pull, a strong pull, and a pull all together, until the elasticity is all pulled out. Good bye to that pair of suspenders!

And Gloves! If they are not tacked strongly together at the top he will have one on if he doesn't expect to buy any for six months; and so we might go on: but every salesman knows what we mean. Will the merchants themselves take heed?—Clothier and Furnisher.

MODERN FARMING.

Bunker—I see that Ducklow, who lives out of the city now, has made quite a success at farming.

Hill—Yes, I understood that he was making money from it, and I didn't know how he managed it.

Bunker—Easy enough. His farm is right off the railroad track, and he got all the clothing men in town to put their ads in his back yard.—Clothier and Furnisher.



Window figures are among the current selling lines.

This season's feature in clock work is caricature and comic effect.

Fine French goods, as ball fans, have rather more than the usual limited call.

New goods for the fall trade are now beginning to arrive. Deliveries will extend over the greater part of the present month.

Among the better class of goods which are in request all the year round may be mentioned dolls. Both fine goods and serviceable goods are benefited by the demand.

Whisks and brooms of all kinds and by most makers are artificially dyed to look nice and green; there are very few manufacturers who do without this artificial help to make their brooms look fresher.

In fancy goods trade is almost at a standstill, and unless in strictly fine goods there is no money to be made at the prices now obtainable. One healthy symptom in this branch of trade is the fewness of the failures in it. Though goods abound which apparently were made solely to serve the purposes of price-cutters, there has been a steadier attitude on the part of retail buyers against the tendency to overload than that dulness is apt to beget among travellers. Just now prices are in a state of chaos. This is owing to two causes: First, the number of jobbers in the field; second, the going out of business of one house which is now putting its stock on the market at prices very favorable to buyers. Albums seem to be completely forsaken by fickle Fashion. Buyers have been selecting their lines for fall trade in the European markets, and it is expected that some departures will be made from the tiresome sameness that has itself been one of the worst enemies to trade. Trashy goods have a wonderful faculty for remaining in stock, and in nearly every warehouse that has ever dealt in such lines may be found flimsy remains of the various very transient periods that until lately have chased each other over the horizon of fashion. A good class of fancy goods is beginning to be wanted more generally than ever, for not only do trashy goods go out of favor, but their value vanishes to zero when they are held beyond their season.

TO PREVENT BAGGING AT THE KNEE.

Customer—Will these pants bag at the knees?

Dealer—Mine friendt, no pants will bag at de knees if you treat dem right. I tell you how before you go. It ees my own invention.

Customer (delighted)—Then I'll take them. Here is the money. What is your plan?

Dealer—Neffe sit down.—New York Weekly.

THE BLOOMSBURY BOOM.

Mr. John Vickery is back again at work on one of the big Toronto dailies. About a month ago he was tendered a farewell supper on the eve of his departure to take possession of the Bloomsbury "Union Standard." After his arrival he appointed special correspondents at all the four-corner hamlets in the district; he asked for all the racy and personal items they could get together. The paper boomed its circulation from 300 to nearly a thousand in three weeks. Among "our special correspondents" was Mr. Harry Dobbs, clerk in the store at Nightingale Corners. Harry and Sandy Moody, the son of a neighboring farmer, were bitter enemies. At daggers' drawn it was "war to the knife." The old story—both madly in love with the pretty daughter of the reeve of the township.

We copy "our Nightingale correspondent's" article that caused all the trouble: "The farmers around here are through seeding.

Our new blacksmith has arrived.

The egg and butter trade is booming.

The building trade is very brisk. Mr. Prim is building a new barn and Mr. Jones is enlarging his kitchen.

There is a dude around this village who is making an ass of himself at our scientific and debating society. The other evening he tried to recite 'The Charge of the Light Brigade.' We can prove that he gave some boys on the back benches five cents each to encore his vile, miserable apology for a recitation. He hadn't sense enough to know he had made an ass of himself, and to the disgust of all present he came forward again, mumbled and jumbled Shakespeare's 'Scenes from Macbeth.' Now, Mr. Editor, what can we do with idiots like this? We have neither constable, gaol nor asylum, and he is still at large. The jay may know something about feeding hogs, but elocution, oh dear! dear!! save us!!! After the entertainment this crank had the gall to ask Miss Mary Brown, the beautiful and accomplished daughter of John Brown, Esq., reeve of the township, if he might see her home.

Oh wad some power the giftie gie us

To see oursels as ithers see us."

The Bloomsbury Standard containing the above appeared at the Nightingale Corners last Thursday afternoon. Sandy Moody and his friends came down to Bloomsbury the same night. The slogan cry was heard on the street. The editor was warned just in time to hire a rig and get away. When "the clans" found their man was gone, they tarred and feathered the poor little printers' devil who was left behind, dumped all that was left of the Bloomsbury Standard into the river and returned home singing "Tis the march of the Cameron men."

Brother Vickery got back to the city with a whole hide, but it will be a long time before he again tries to run a "live country newspaper."

TOM SWALWELL.

OF INTEREST TO WOMEN.

Reporter—What are you doing now, Jack?

Friend—Getting news of interest to women.

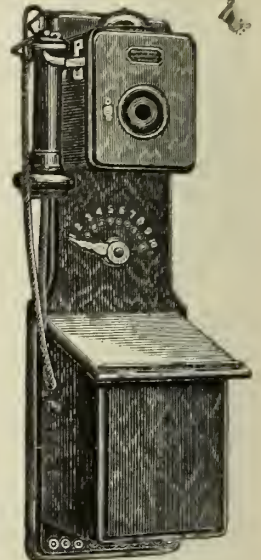
Reporter—What constitutes an item interesting to the fair sex?

Friend—O, something written by the proprietor of a big dry goods store concerning a bargain sale.—King's Jester.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 765 Craig street, Montreal.

BEAVER LINE STEAMSHIPS.

SAILING WEEKLY between Montreal and Liverpool Direct. Will be despatched as follows:

From Liverpool.	Steamships.	From Montreal.
Sat'y, April 16	Lake Huron....	Wed'y, May 4
" " 20	Lake Superior.	" " 11
" " 23	Lake Winnipeg	" " 18
" May 7	Lake Ontario...	" " 25
" " 14	Lake Nepigon..	" June 1
" " 21	Lake Huron ..	" " 8

Superior accommodation for Saloon, Intermediate and Steerage Passengers.

The Saloon Staterooms are Roomy and all outside, admitting of perfect ventilation.

Each steamer carries a duly qualified surgeon and experienced stewardess

Rates of Passage, Montreal to Liverpool.

SALOON, \$40 and \$50..... } According to Accommodation.
 ROUND TRIP, \$80 and \$90 }
 The \$40 and \$80 rates are per Lake Nepigon only.
 INTERMEDIATE, \$30. STEERAGE, \$20.

Passages and Berths can be secured on Application to the Montreal Office or any local Agent.

For further information apply to

H. E. MURRAY, Gen. Manager,
 4 Custom House Square,
 Montreal.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (L'd), Printers and Publishers, 10 Front St. East, Toronto, who make a specialty of high-class magazine printing.

J. T. B. LEE,

Manufacturers' Agent,

60 Yonge Street, = Toronto,

REPRESENTING THE FOLLOWING WELL-KNOWN MANUFACTURERS:

M. Heminway & Sons Silk Co.,

Spool, Knitting, Crochet and Art Needlework Silks.

Sacks & Bro.,

Dress Trimmings, Etc.

C. E. Bentley,

Fancy Goods, Novelties, Etc.

The Butler Hard Rubber Co.,

Combs, Stationer's and Druggist's Sundries, Etc.

The Arlington Manufacturing Co.,

Pyralin Goods, Sheeting, Specialties, Novelties, Etc.

Vanderbilt & Reynolds,

Enamelled Goods, Novelties, Specialties.

Peters & Price,

Perfumeries.

W. T. Mersereau & Co.,

Brass Goods.

The Castle Braid Co.,

Braids, Buttons, Novelties, Etc.

August Moll Manufacturing Co.,

Ribbons, Braids, Braidene, Etc.

John Erskine & Co.,

Elbisrever Scarfs.

A. H. Rice,

Finest Braid for Tailoring Trade.

I beg to notify the Trade that I have also been appointed the Canadian Agent of the celebrated firm of Messrs. Cheney Brothers, of South Manchester, Conn. and New York City, the largest silk manufacturers in the world, as well as two manufacturers in other lines, and am prepared to show the most elegant lines shown by any firm in Canada. The designs are new and are pronounced the best they have seen by those who have examined them. Among the lines which I am showing are the following:—

WASH SURAHS,
CHANGEABLE SURAHS,
PRINTED CHANGEABLE SURAHS,
FAILLE FRANCAISSE,
PRINTED TAFFETAS,
ARMURES,
PRINTED ARMURES,
CREPE DE CHINES,
CHINA PONGEE,
PRINTED CHINA PONGEE,
GRENADINES,

CURTAINS,
VELOURS,
BROCHES,
BROCATELLES,
SICILLIENNES,
LOUISINES,
SATINS,
TWILLS,
RIBBONS,
VELVETS,

TIE SILKS,
DRAPERY SILKS,
DECORATIVE BROCHES,
SATIN DAMASK,
ARMURE LININGS,
SEAL PLUSHES,
UPHOLSTERERS' PLUSHES,
PRINTED TWILLS,
PRINTED CREPES,
SLEEVE LININGS,

All the above goods are manufactured in full and attractive assortments, and when in town it will be to your advantage to call and inspect my samples which I shall deem it a great pleasure to show you and quote prices.

By placing your order with me you are dealing direct with the manufacturer and saving the middle man's profit.

J. T. B. LEE.

TO THE TRADE :

SEALETTES AND ASTRACHANS.

IMPORTANT

We would advise merchants who intend buying Sealettes and Astrachans for the fall trade of 1892 not to do so until they have seen our samples, which are now in the hands of our travellers. We are showing the finest value ever offered in these goods, many of the lines at less than cost of importation. Inspection of samples invited. Orders solicited.

JOHN MACDONALD & CO.,

WELLINGTON & FRONT STREETS EAST,
TORONTO.

PERRIN FRERES et CIE.

PERRIN'S
PERRIN'S
PERRIN'S

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or
Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.

THE CANADIAN

Drill Goods

HATS. CAPS & FURS.
Millinery & Clothing.

REVIEW.

EVERY WELL-INFORMED WOMAN

In Canada—Knows, that the **HEALTH** underwear is the **Best-finished** and **most comfortable** made.

Now is the time to place your orders for these goods. Buy a well-assorted line of various styles and you will find them sell rapidly and give **perfect satisfaction** to your customers.

Remember well—An article of recognized merit such as the **Health Brand** now is—Kept well before the Public, by advertising, is **half sold** to any one who comes into your store for **Ladies' Underwear.**

The Montreal Silk Mills Company, - Montreal.



GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

Have passed into stock **3000** pieces Job Victoria Lawns. No such value to be had in regular goods.

GORDON, MACKAY & CO.,



TRADE MARK.

THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemen's Odorless Steam Vulcanized

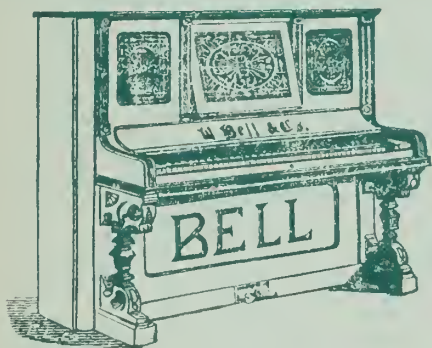
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HERMANN S. SCHEYER,

39, 41 and 43 St. Sulpice, 20 de Bresoles, 149 LeRoyeur St., Montreal.

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THE CANADIAN GOODS DRY REVIEW

VOL. II.

TORONTO, JUNE, 1892.

No. 6.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

Toronto.

J. B. McLEAN,
President.

H. C. McLEAN,
Manager.

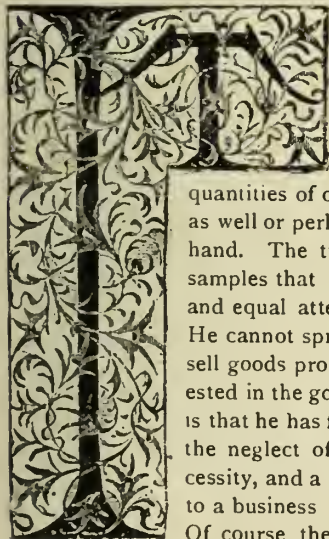
HEAD OFFICE: 10 Front St. E.

MONTREAL OFFICE: 146 St. James St.
E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building,
Roy V. Somerville, Manager.

EUROPEAN BRANCH:
Canadian Government Offices, 17 Victoria St., London, S.W.
R. Hargreaves, Manager.

COMMERCIAL TRAVELLERS AND ADVERTISING.



IS an indispensable fact that travellers in many cases do not do justice to the samples they carry.

It has often been remarked that a traveller will sell a great deal of one or two lines and only small quantities of other lines which ought to sell fully as well or perhaps better. The reason is close to hand. The traveller has such a multiplicity of samples that he cannot be expected to give fair and equal attention to all departments and lines. He cannot spread his affections so widely, and to sell goods properly a man must be deeply interested in the goods he handles. The consequence is that he has favorite lines and he pushes them, to the neglect of other lines. Travellers are a necessity, and a good traveller is a valuable adjunct to a business and an almost indispensable part.

Of course there are businesses where travellers can be dispensed with, but this is only where there is one house with an almost monopoly of the line carried and where this line of goods is necessary to, or very strongly desired by the consumers. Where these two conditions meet; the house can do without travellers and rely entirely on advertising.

But this is not the case with the dry goods trade. Travellers are necessary, and this necessity increases as competition increases. Then the question arises, how are the evils of one man selling a large number of lines of varied classes of goods to persons who are anxious to do their buying in as little time as possible, to be reme-

ried? They cannot be eradicated entirely without a very great change in our distributive system. But they can be modified and lessened by judicious advertising. This must be done by placing carefully written advertisements in trade papers and newspapers which reach all the consumers. By this means lines of goods which travellers are found to neglect may have the attention of the trade drawn to them. This of course implies that the advertisements must have specific, not general statements, a fact which is too often overlooked. If special lines are pushed in this way, there is less danger of a wholesale house being left with a class of goods which would have sold readily, if special attention had been directed to them; and the retailer will be immensely benefitted by having his attention drawn to articles and lines which he might otherwise have not heard of, or hearing of not been drawn to think sufficiently of their suitability to his needs. The traveller will be relieved, because his customers will ask for these goods, and thus he will be relieved from the fear of neglecting them. He will be relieved in another way. Besides having less talking to do, the orders will often be sent to the house direct and thus relieve him. This may lessen his orders, but not necessarily, because he is able to devote his energy and his customer's interest to other classes of goods, and by the increased vigor he can put into his display of these goods, he can sell as great an amount in the total.

The advertising will be expensive, but all good plans are expensive, and it is better to spend a little and both increase the volume of the sales and prevent a loss by the aggregation in the warehouse of unsold goods. But the great benefit will be to the over-burdened, much-sampled salesman. Another difficulty which will be avoided will be the stocking up of all merchants in a town with the same class of goods due to the preference of the traveller for that class. This loading up of all the customers in one town with the same kind of goods has been a great evil in the past. By some method it should and must be avoided in the general interest of the trade. The cheapness of postage and printer's ink are the levers by which to remove this burden, and immense benefit will accrue to the traveller, the consumer and the wholesaler by a judicious use of them.

WOOLLEN GOODS.

Woollen goods, such as underwear and blankets, are being sold at prices which will benefit the fall purchaser. Prices are extremely easy, due mainly to the low price of wool, which is from 1½ to 2c. cheaper than last season. All-wool blankets which sold at the mills last year at 42½c. can be bought in equal quality at 37½ to 40c. This should mean that woollen goods will sell well next winter, because every indication points to the fact of low prices. Knit woollen underwear is about 25 cents per dozen cheaper than last season, averaging more than 25 cents in plain goods. Southdown wool blankets are selling at 55 to 60c. this season, whereas the same quality would have cost 60 to 65c. last season. The variety of underwear this season is a huge improvement on last season in point of softness and also in regard to finish, this is especially marked in the goods made by the Canadian mills.

EDITORIAL NOTES.

THE United States congress has been considering a bill to make the postage on merchandise one cent for two ounces. The Chicago Dry Goods Reporter commenting on this, says it will go a long way towards diverting a certain class of trade from the retail stores in the country to the great retail establishments in the cities. This is a point the retailers of Canada should remember. We have not this danger from the huge retail houses yet, in any great degree, but it is coming surely and the start has been made. It is an oft repeated saying that the consumer in a rural district would sooner pay money to a city house and get his goods there, than buy from his suffering dealer whom he only pays once a year and perhaps not that often. The consumer knows no gratitude and if the Canadian rate of postage was changed from one cent per oz. on 5th class matter to one cent for two ounces, there is no telling what consumers would do to help the big city stores.

* * *

Here is a very suggestive story :

Tailor—You had your suit cleaned and pressed the other day. The bill was \$3.50, and I would like to collect it.

Stubber—But I haven't paid for the suit yet.

Tailor—That's all right, but the cleaning is done outside, and we have to pay cash for it.

Our scissors found it some where and it suggested some thoughts, as to who was losing the interest on the money which "Stubber" had not paid. It brought forward again, the old trouble of dating ahead, and long credits. Even when it is crushing them, dry goods men go on with the long credits and there is no improvement, no change for the better. Will they ever wake up?

* * *

The employees of the Toronto Street Railway Co. are donning new uniforms. These blue, brass-buttoned suits are quite neat, but the charge seems extravagant. Three and a half yards at one dollar a yard would be the cost of the cloth if one may judge by appearances, and \$7.50 for making and trimming would seem a good price for such a large quantity, thus bringing the cost to \$11, while the suit costs the men \$15. Some one is making money and it has been hinted that it is the company, but it is difficult to believe that the company would exploit its men for the purpose of making a few dollars in that way, and hence we conclude that the tailor must be reaping the gain.

* * *

Our best writers and thinkers are criticising very severely the by-law which the city council passed exempting plant, tools and machinery used in manufacture for a period of ten years from January 1st, 1893. The Montreal council is seeking to acquire authority to levy taxes on merchandise, bank shares, etc. Surely there is need of a study of municipal taxation to explain the incongruity witnessed in the plans of the two cities. Business men should look carefully into the exemption plan and be prepared to meet it fairly and learnedly. The question is: "Are exemptions ever justifiable?" Our opinion is that they are dangerous, because unfair. Montreal wholesale men have long had a boon which Toronto wholesalers have not had, in the fact that their merchandise was exempt from municipal taxation, but under financial stress this will probably be taxed in Montreal, but it will only be temporarily.

* * *

Clark's M. E. Q. spool cotton, 200 yds., 6 cord has dropped in price from \$3.80 to \$3.55. This is due to the arrangements made by the manufacturers on the establishment of the central agency. When the sales of a certain line of cotton thread falls below the par line of sales, the manufacturer has the privilege of reducing the price, so as to allow the increased sales to bring the output up again to the par line of sales. This is what has happened with the M. E. Q., and some dealers maintain that this thread has not been up to the proper

standard of quality, hence the lessening of the output as experienced by the manufacturers. It is sold very little in Canada.

* * *

It is exceedingly gratifying to notice how careful dry goods merchants are to provide their clerks with all the time for recreation during the hot months, that can conveniently be given to them. In Hamilton Messrs. Pratt and Watkins and Messrs. A. Murray & Co. have decided to give their employes a half holiday on Saturday afternoon during July and August. These firms should be benefitted in two ways; firstly in the increased carefulness and good will of their employes, and secondly in increased public favor. This consideration of employes has been observed in Toronto by many of the wholesale and retail houses for some time. But some of them have not reached it yet. In fact some of the retail dry goods stores have not yet learned that their sales would be just as great in volume, if they closed at six o'clock Saturday evening instead of ten o'clock. But then there always were people in the world who were about twenty-five years behind the times, and we shall always have them with us. Reformation is one of the slowest of movements.

* * *

A suit between John J. Eaton and J. H. New, referred to in another column, has been settled out of court. Mr. Eaton and Mr. New were formerly partners, the firm being engaged in business as manufacturers' agents. They separated, and this spring Mr. Eaton sued Mr. New for over \$4,000, and applied for an immediate judgment, saying there was no defence. But he did not secure the judgment, as a plea was entered by the defendant New. Since the court decided that the case must be tried on its merits at the Assizes, Mr. Eaton has settled for less than \$3,000. Their business, while working as partners, was not very successful, and Mr. Eaton seems to have tried to save himself by putting in an extra claim for wages, but he has been unsuccessful in supporting his claim.

OUR MONTREAL LETTER.

THE business outlook in dry goods during the immediate two weeks has wonderfully improved. It is true that in the early part of the month the indications were far from satisfactory. The weather was disagreeable and far from seasonable, with the result that the retailers did little or nothing, and their dullness, in the natural course of events, reacted on the wholesalers. Now, however, matters have brightened up. In wholesale circles the tone is not only hopeful, but present trade is brisk, all through the lower provinces and the west, according to one big house. The conservative policy pursued by the retailer has changed to an extent positively unexpected. In point of fact, the dull winter compelled country dealers to practically starve their stocks, and those who could afford to buy only bought the smallest possible quantities. This naturally resulted in a depletion of staple goods, which retailers all over the country urged on, not only by the bright weather, but by the extremely encouraging crop reports, are eager to fill. Your correspondent has interviewed four of Montreal's leading wholesale dry goods firms, and each and everyone are feeling good over the improved state of affairs.

Another point worthy of note, and one which shows the prosperous trend of trade is the fact that the number of failures reported during the past few months is much less than for the same period in previous years.

It is a fact that payments might have been better during the first three weeks of the month, but even this has improved. Contrary to general expectation prints are obtaining a large share of business. It was thought that they would be a drug on the market, but instead of this they are in good demand, and the houses which are fortunate enough to be well stocked in this line of goods are proportionately elated.

A curious circumstance in connection with the wholesale houses, and perhaps not pleasant news for the travellers, has been becoming very manifest of late years. Several wholesale men have told me,

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

Our samples for Fall will be completed next week, when our travellers will start out with a full range of Domestic and Imported Goods.

We would call the attention of the Western trade to the following suitable lines :

**Black Pantings, Black Worsteds, Blue and Black Serges,
Dress Goods, large Range Tweed Effects,
Cashmeres, at old prices, Velveteens, Sealettes,
Towlings, large range.**

FOR SORTING AND IMMEDIATE DELIVERY :

Cotton Hosiery and Kid Gloves, Art Muslins from 5 cents up,
Damasks and Towels, great variety.

and I have confirmed it by personal inquiry, that the retailers are gradually adopting the practice of visiting the wholesale houses themselves, and making their own selection instead of buying from the drummer. Dealers as far west as Peterborough are known to make this a regular duty twice every year, and if the custom grows, the dry goods traveller must look out for his laurels.

Black cashmeres and small stock are selling well, and in order to keep abreast of the times, all the houses find they have to keep well stocked up, particularly in the latter lines.

As with the wholesale so with the retail business. In the latter branch of the Guild, trade is decidedly satisfactory, at least in the city of Montreal. This is from personal observation, and I believe that the country dealers are all feeling the effect of the improved times. Among the special lines which seem to find favor with the public, are challies, Pongee silks, sourah, and other light summer silks. Several of the larger houses are making a big cut in these goods as a kind of drawing card for general custom. One firm has imported an extensive line of German goods, silk and wool mixed. The combination has a pretty effect, and has already found favor with the feminine sex.

There seems to be a growing disposition among the larger retailers to step outside of regular channels, and invade the special lines covered by other trades. One house has got sick of touching up the boot and shoe business and has thrown this aside. Nothing daunted another house has taken it up, and in addition is selling a large line of lamps, silverware, etc.

To sum up the retail dry goods situation in Montreal, it may be said that business is decidedly good.

THE DRY GOODS REVIEW.

HEAD OFFICE—10 Front Street East, Toronto.

MONTREAL OFFICE—115 St. Francois Xavier Street—A. J. Ritchie, manager.

NEW YORK OFFICE—Room 105, Times Building—Roy V. Somerville, manager.

EUROPEAN BRANCH—Canadian Government offices, 17 Victoria Street, London, S. W.—R. Hargreaves, manager.

TRADE POINTERS.

DURING the month of June which is a sort of between-season month in the dry goods trade as far as the wholesalers is concerned, each retail dry goods merchant should have his eye open for trade pointers. About this time every house has a few drives, some tag ends of lines which have sold well which they would like to clear out no matter what the price. It is here where the retailer can secure what is technically and vulgarly known as snaps. Any dealer who can possibly make it convenient should take a twenty-four hour run to the city, pick up a few of these bargains, glance at the new goods and go back home and advertise his bargains. The man who secures these little pick-ups can use them to great advantage in getting ahead of his more tardy competitors and he can more than repay himself for the outlay he has contracted by his visit to the city, by the increased profit on such lines. Besides the merchant who visits the city often goes back with new ideas, a warmer interest in his business, and a pair of wider-opened eyes. But to take proper advantage of such a visit the merchant must be shrewd and quick. If he is too slow, his visit may be a dead loss.

DYEING STRAW BRAID.

The following recipe is given by the Textile Colorist, of Philadelphia, for dyeing navy blue on straw braid, 100 pounds braid :

Lay down over night in a bath at boiling temperature containing 2 oz. sal soda per gallon of water, next morning lift and rinse. Prepare a fresh bath strongly acidulated with sulphuric acid. Enter braid at boiling temperature and boil one hour, drain, and prepare a dyebath containing 7 oz. acid green O 15, 5 oz. violet 5BX. Enter braid at 160° F., turn well, raise temperature to a boil and boil one hour, lift and enter a fresh bath cold containing ¼ oz. copperas per gallon of water, turn well, let lay four or more hours, lift, wash and dry.

TROUBLE IN THE CHURCH.

WRITTEN FOR THE REVIEW.

THE pretty little white frame church at Cowslip Valley is closed. It was a union church used by several denominations. The trouble arose in a very peculiar way. The farmers around Cowslip Valley nearly all belong to the Patrons of Industry. They have all bound themselves to purchase everything from the little one-horse Patron store at Cowslip Valley. As the stock of dry goods does not amount to more than about a hundred dollars, it can well be imagined that there is very little choice—in fact we may say the variety is extremely limited. Deacon Wiley (who is a wealthy farmer) positively refused his wife and three daughters—who are rather stylish girls, the privilege of buying a cent's worth of dry goods outside the Cowslip Valley emporium. Church-warden Culley, another well-to-do farmer and patron, also compelled his family to trade exclusively at the "little monopoly store." Messrs. Dalley and Doolittle, also Quibell and Quirk, all wealthy farmers, insisted that not one copper's worth of goods should be bought outside the Patrons store. The display of new spring dress goods at the Patrons' emporium consisted of three pieces of print and one piece of checked gingham. From this "array of novelties," the girls had to pick and choose or "go dry." Now the community around Cowslip Valley like everywhere else, comprises different classes of people. For instance, there's old Jimmy Croaker, who chores around wherever he can pick up a job; also old Bob Scrimmage, who spends most of his time around the village tavern, and several others who are more or less "looked down on" by the better class of farmers as "ne'er-do-weels." The Croaker and Scrimmage families are not connected with the Patrons of Industry, and consequently they buy where they please. The first fine warm Sunday this spring, Deacon Patron Wiley's daughters appeared in a livery of red and white chintz cotton dresses, twenty-five cent straw hats, and striped stockings. The Misses Culley wore terra-cotta and white stripes, thirty cent brown straw hats, stockings and gloves to match. The Misses Dalley and Doolittle, Quibell and Quirk's were also dressed in all the cheap finery that the Patrons store could supply. You may well imagine how indignant these farmers' daughters were, when they saw the girls of common labouring men prettily dressed in cheap fashionable costumes, while they were arrayed in all the colors of forty rainbows, like so many young squaws from the Thunder Bay or some other barbarous district. What has brought about the trouble in the "meetin house" is that the daughters of every farmer who is a patron is "on strike," and positively refuse to "go to meetin," arrayed like so many scarecrows. The farmers wives sympathize with the girls. They consider it an outrage that a whole township of intelligent, hard-working, industrious daughters of farmers should be treated in such a barbarous way. We do not know what the result will be, but we think before two weeks goes over, the Patron store will be closed and the church reopened—in fact several of the farmers have quit the Patrons already. They see it is another "hay fork deal." Anyway, the girls in Cowslip Valley at present "hold the fort."

TOM SWALWELL.

HOW TO WAIT ON TWO CUSTOMERS.

A WESTERN exchange is authority for the following rule of "How to Wait on Two Customers:" "It is always in order to impress on the first customer, if a lady, that you wish to show her everything, and fully satisfy her, and while you are doing same, the question to waiting customer, "What would you like, please?" will give you the chance to make No. 2 feel she has been recognized, and will receive attention soon. You must always return to No. 1, and if anything is wanted which you have not already shown, when you go to shelves for that, you have a good chance also to take out the box containing something for No. 2 to be looked over.

"Now, having both interested, you have a chance to settle mat-

ters with No. 1, and while making her check, speak a word of explanation of stock already shown to No. 2, and others you will show at once. Thus it is the fitting in of every move that counts.

"After No. 1 is served and waiting for change or package, always say: 'Excuse me.' The delicate touch of politeness and no show of peevishness will make your contact with 1, 2, and 3 satisfactory to all, and be fruitful of gaining time and promptly attending to all customers. It is rarely safe to go by a fellow-clerk to wait on No. 2, as it will have too much of the appearance of inattention and haste to be rid of me.

"Always bear in mind No. 1 has the strongest claim to your best service, and you only notice No. 2 to keep her from being nervous about having time to get all her things."

TENNIS COSTUMES.

OUTING suits of all kinds have undergone a most remarkable change since last summer, says a New York writer. The effort this year is to combine use with ornament, and as a result the man of fashion, when he is arrayed in all his summer glory, will look comfortable to say the least. A year ago a tennis court presented a very picturesque appearance with its loud blazers and amazingly long sashes; but, thanks to some one with progressive ideas, the time for loud and warm-looking clothes has passed. The blazer of 1892 is a neat, unobtrusive affair, and the leather belt has supplanted the sash. The blazer is cut single-breasted, closing with four buttons. The material is serge, sateen or flannel. White is the preferred color, and it is shown either plain or as a ground on which thin, hair-like stripes of another color are woven. Trousers are of white flannel, and are made loose and comfortable, and long enough to afford ample material for a turn up at the bottom. Fine duck trousers are worn this season for all outdoor sports, although flannel will continue to hold its own on the tennis court. The leather belt is in a variety of colors and leathers. The styles show the solid broad band and the narrow divided belt with rings. The buckles and trimmings are in nickel, or are covered with leather to match the belt. The tennis shirt is the negligé for hot work, and the laundered negligé for play when ladies are in the court.

The get-up of the tournament champion and that of the ordinary fashionable player are entirely different, for the former enters the field for work, the latter for recreation. Therefore, it is not necessary to ape the style of the big players. It would manifestly be the height of bad taste to step into the court with the sleeves rolled up and the costume showing the marks of rough usage. Outside of the partial formality to be observed wherever ladies are present, summer dress is based primarily upon the rules of comfort. For general everyday wear in the country there has been introduced a flannel suit, with trousers to match the coat. The suit is generally white, the stripes being small and neat.

The favorite neckwear for the tennis field and general country wear will be the bow or four-in-hand. The former, as well as the latter, should be tied by hand. These scarfs are made up in twills and other light silken and washing fabrics. The tie should always be in tone with the color of the suit.

As to headgear, the straw hat—that with low crown and wide brim—will be worn almost all the time, except upon the yacht. The fad, which was so common last year, of wearing yachting caps upon all occasions, is passed. It was never good form, and was mainly indulged in by that great mass of men who follow the dictates of popular custom rather than of good taste. Yachting caps will hereafter stay in their proper field. The shapes are set by the prominent clubs, and are generally determined by the bill of dress, rather than by any set fashion.

For wear about the yacht club, and about the yacht, the well-dressed gentleman is generally attired in such garments as the regulations of his club command. The sash has been dropped by the upper ten, but it finds favor with the masses. So far this season there is considerable demand for it, but that demand cannot be construed to mean anything with the well-dressed man, who has taken up the belt with an avidity that bespeaks its favor with fashionables for a season at least.—Chicago Age and Gazette.

WILLIAMSON RUBBER COMP'Y,
 MANUFACTURERS OF
 HIGHEST GRADE OF LADIES DRESS SHIELDS
 THESE GOODS

Handled by wide awake dealers everywhere. No stock complete without them. Ask for them; take no substitute.

ALL OUR GOODS
 ARE STAMPED
 WITH OUR



REGISTERED
 TRADE MARK
 AND NAMES.

Which are our exclusive property. Sales to jobbing trade only.

WYLD, GRASETT & DARLING.

New Goods for Assorting Season.

Challies, Printed Delaines, Cashmere, Black and Coloured Surahs, Black and Coloured Failles, Coloured Sateens, Black Peau de Soie, Fancy Tinsel Silks, Victoria Lawns, Lencs, Ladies' Cashmere Hosiery, Fast Black Cotton Hosiery, Ribbed Cotton Vests, Lisle, Taffeta, and Silk Gloves, Ladies' Circulars.

MEN'S FURNISHINGS—Novelties in Derby and Four-in-Hand Scarfs; full range of Black Scarfs. English Collars in various heights. Summer Vests and Coats. Waterproof Coats, Umbrellas.

MERCHANT TAILORS' STOCK constantly replenished with new goods.

WYLD, GRASETT & DARLING.

V SALEABLE and RELIABLE

You can safely recommend the **V** make. We manufacture a full line of Men's and Boys' Suspenders, Shoulder Braces, etc., using a fine line of Web, which is handled by no other maker in Canada. Also Ladies' Belts, Hose Supporters and Garters, and we sell the famous Duplex Spiral Spring Ventilated Garters and Armlets.

Try our goods once and you will want them again.

C. N. VROOM,

ST. STEPHEN, N. B.

GENERAL TRADE NOTES.

A GREAT many of the houses have begun to receive shipments of goods for fall delivery, such as woollen underwear and flannels, consequently the houses present a busy scene to the onlooker.

Wyld, Grasset & Darling are having a great demand for serges and light fancy worsteds.

John Macdonald & Co. have just received a large shipment of towels and towellings, which are of extra value.

Gordon McKay & Co. have made a large purchase of ladies Windsor ties and are offering exceptional value in this line.

Cashmere vests for gentlemen promise to be very fashionable this summer, and are shown in numerous styles and patterns.

Wyld, Grasett & Darling report a very fair lot of orders for fall delivery, but do not expect anything unusual in regard to the fall trade.

The travellers of A. A. Allan & Co. are out with samples of fall and winter goods. Their range of stiff hats, gloves and furs is very large.

John Macdonald & Co., have just received a large consignment of men's neckwear for immediate delivery. Their stock is unexcelled in point of variety.

The wide Windsors which ladies are wearing with blouses are having a very extensive sale. John Macdonald & Co. have had a very large trade in these.

A fresh lot of net veilings in black, cream and fawns are being shown by W. R. Brock & Co. They are also showing some beautiful lines of boating shawls and evening wraps.

Some very pretty novelties are being shown in French veilings by John McDonald & Co. The latest novelties are composition spot veilings and crepon-garuffie in the newest colors.

W. R. Brock & Co. are selling Hermsdorf's stainless hosiery and gloves in increasingly large quantities. They are exceptionally fine goods and are being sold at special prices. Each article bears a stamped guarantee.

Judging from its demand, the untearable silk glove sold by Caldecott, Burton and Spence, is becoming a universal favorite with the ladies for summer wear. Caldecott, Burton and Spence have a large stock of the famous Sonnette corsets.

Some people are complaining of the advance in colored cottons, and this in the face of a reduction of the duty on raw produce. But it is doubtful whether the Syndicate can be condemned on that score as the reduction on raw material was really trifling.

Orders are coming in for October dating, and are quite encouraging and becoming increasingly so. They will continue good, if warm weather is experienced in order to allow the retailer time and opportunity to work off his present stock.

Some people are complaining of the advance in colored cottons and this in the face of a reduction of the duty on the raw produce. But it is doubtful whether the Syndicate can be condemned on that score, as the reduction on raw material was really trifling.

A prominent dry goods man maintains that in spite of the advance in cotton goods on account of the combination of the manufacturers, the goods being placed on the market from Canadian mills can compare favorably as regards price with the American cottons, quality and pattern considered.

Some special lines of Derby and Knot scarfs are being shown by Wyld, Grasett & Darling at \$2.25 and \$4 per dozen. They are also receiving some very large orders for fall delivery in umbrellas. There are many new novelties in handles this season, mostly in natural woods, the oxidized and horn handles have been retired from active demand.

John Macdonald & Co. have had a great sale for a line of Nottingham lace curtains, imitation of Swiss goods, which they were showing this season. They were of especial value and the demand

has been so active that they ordered and expect another shipment in a few days. Their stock of Swiss lace curtains has also attracted numerous buyers, and these hand-made patterns have had an extensive sale. This firm has also introduced a new line of tapestry table covers. These are French goods and very attractive.

A large shipment of English collars in various styles, has just been received by Wyld, Grasett & Darling. The height varies from one and a half inches to three inches. Their shape is exceedingly good as regards their adaptability to fit the neck of the wearer and for this reason this class of collars is in strong demand.

We notice John McDonald & Co. show a new and improved rubber carriage rug. The improvement consists of the rubber proofing being turned over about 12 inches on the inside of the bottom of the rug, thus saving the bottom from the destruction which the feet and the wet have hitherto caused. They deal extensively in rugs of every description.

Reports from the different mills engaged in manufacturing knit underwear, such as the Granite Mills, The Beaver Mills and Riverdale Mills show that these mills are running overtime in the attempt to fill their orders for woollen underwear, and the retailer who places his orders first for this class of goods is surest of having them filled, as the demand in September will undoubtedly be heavy.

An extensive shipment of muslin and cambric flouncing embroideries has arrived this week for John Macdonald & Co. In the narrow widths the patterns are good and the variety large, while in forty and forty-five inch flouncings they have some very beautiful goods. This shipment includes also children's flouncings in various widths.

THE DRUMMER'S WIFE.

Come, boys, fill your goblets again with red wine!

I have joined in your toasts, now join me in mine!

Yes, join in this health, as I rise to a theme—

'Tis as inspiring as love and as bright as a dream!

With a cup of devotion, the vintage of life,

I drink to that angel—the trav'ling man's wife.

Yes, I drink to that creature whose lot is to wait

For the sound of a footfall, the latch on the gate;

Who welcomes the traveler home from his trips,

With joy in her heart and love on her lips;

Who nestles beside him and sweetly beguiles

His care-burdened thoughts with caresses and smiles.

Who fervently prays as she kneels down to pack,

With tear-brimming eyelids, the drummer's gripsack,

That the Lord may watch over the wandering feet;

Then bids him goodbye with a face bravely sweet;

And when through the shadows his form disappears

Gives way to her sorrows in pitiful tears.

Who turns from the door to her boy, it may be,

Who joins in her weeping, and climbs to her knee;

And kisses him fondly and tucks him to bed

When his feet have been bathed and his prayers said;

Then follows the slumber that's troubled with dreams

Of a wreck and a death by the rain-swollen streams.

Anxiety, born of a sweet, loyal life,

Gives a careworn look to the traveling man's wife;

But her voice grows softer along with the years,

Her soul grows brighter with baptism of tears;

And the woman is dearer by far to his heart

Than the maiden who faltered "Till death do us part."

They tell of a court in a country of light,

Where the wrongs of this world are at length set aright,

May the women whose smile is the light of our hearth

Receive there the peace that she knows not on earth!

This, this is my toast, and the prayer of a life

That forever is pledged to a traveling man's wife.

WILL S. SANFORD.

W. R. BROCK. ANDREW CRAWFORD. T. J. JERMYN.

W. R. BROCK & CO.

It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

**W. R. BROCK & CO.,
TORONTO.**

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: **Mehalah, London.**TELEPHONES: **London 58, 58 P;
Birmingham, 322.**

AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.**We Please Them All.**

We deduct from prices the cost of travelling men, and all allowances for bad debts. We sell Shears, Scissors, Pocket and Table Cutlery, Silver Plated Flat and Hollow Ware, Gold Pens, Watches, Clocks, Jewelry, and a great variety of Show Case Goods. Send for Catalogue.

THE SUPPLY CO., Niagara Falls, Ontario.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

P. CORRIDI,

Accountant, Auditor, Receiver, Etc.,

EXPERT AUDITING AND ACCOUNTANCY A SPECIALTY.

Partnership Accounts Adjusted, Books Opened, Balance Sheets Prepared.

Office, 139 Yonge St., TORONTO.

NO LAUNDRY BILLS NECESSARY.

A. B. MITCHELL'S**Rubberine - Waterproof - Collars - and - Cuffs**

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

**THE GALT KNITTING COMPANY LIMITED,
GALT, ONTARIO.**

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, - - - - - Mr. J. E. Warnock.
Manitoba, - - - - - Mr. M. H. Miller.

WHOLESALE ONLY.

GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

**THE C. TURNBULL CO., Ltd.
OF GALT, ONT.,**

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

ABOUT PRICE MARKS.

WHEN new goods are received into the store, after the invoice is checked off to see that they are all there, each article should at once have a price-tag securely affixed to it. It is better that tags specially designed for this purpose be used. Some dealers mark prices on the size tickets of their clothing, but the better way is to have a special ticket for the purpose. As to whether the cost of the article shall be put in characters and the selling price in the same, or in plain figures, each dealer must decide for himself, but let every individual coat, vest, pair of trousers, overcoat, or whatever the garment may be, have the price mark fastened to it. The same should be done in furnishing goods, especially on all goods sold from boxes, notably hosiery, gloves and handkerchiefs. It not only insures the salesman against perplexity as to the price, but is an absolute guaranty against mistakes in naming prices to the customer; besides, the latter can, when goods are marked in plain figures, know the price without asking it. Another and most important advantage over the old way of marking prices only on the boxes in which the goods are kept, is that when they are to be replaced in the boxes, the latter having marks on them corresponding with those on the goods taken out of them, there can be no trouble or embarrassment to the salesman in returning each article to its proper receptacle.

Of course, there is considerable labor necessary to tag every individual pair of hose, gloves, handkerchief or other article, but it saves all trouble thereafter, and is a plan that no dealer should fail to adopt and strictly adhere to.

Individual marking can be applied to every article of men's apparel, and we believe is in vogue in all the best regulated retail stores. We only know of one exception to the rule of marking each article, and that is in collars and cuffs. These are sold from boxes labeled to correspond with the name and size of the goods themselves, and the prices on the boxes are considered sufficient without marking each collar or pair of cuffs, as the case may be.—Chicago Apparel Gazette.

LACE CURTAINS.

IN spite of all the progress in interior household decoration, nothing has ever taken the place of lace curtains. They are to be seen everywhere, from the modest suburban home or the humble tenement to the stately mansion on the fashionable avenues.

There has been also a wonderful advance in the manufacture as well as use of lace curtains during the past 15 years. Formerly there was nothing made in Nottingham lace with a single border, and the use of them was not known outside the great Eastern cities. There were very few of them sold by the pair, almost all of them being sold by the yard. To-day merchants who formerly bought a few pieces to sell by the yard are now the heaviest buyers by the pair. While formerly only made with a straight edge, they now have the finished tape edge, with a single border, and in design are exact imitations of the best Brussels.

Notwithstanding the large amount of machine-made lace curtains, each season witnesses a larger amount of hand-made ones. Among the lowest priced at present are the Renaissance (Irish point); next in favor comes Tambour, and then Brussels. The Tambour is the oldest in style and very durable. The Brussels come in all prices, from \$10 and \$12 up to hundreds.

The modern style of decorating windows uses from three or four sets each. There is the lace shade, the sash, the half-sash and the long inside curtain. Sash curtains are now being brought out in all grades, and some of the finest are made by hand, of all-linen thread, and sell as high as \$100 a set. Lace curtains that were once sold exclusively by upholsterers and carpet dealers are now found in every large, well-equipped dry goods establishment.—Dry Goods Economist.

HOSIERY STOCK IN RETAIL STORES.

THE much abused stock in many stores is the hosiery department; the idea that "anybody can sell stockings," or that any kind of an inexperienced man or thoughtless girl will do to manage the department is a great mistake, a fatal mistake, fatal to the success of one of the most important lines of merchandise to be found in a retail store. The department of hosiery, if properly handled, will rival any department in the house when it comes to a showing of comparative profits; and it can be made a source of constant gratification to the dealer who will give it the attention it deserves.

It is hardly necessary to state that the goods should be carefully bought, but it is right here that we have to consider the relative merits of men and women as hosiery buyers, says the Hosiery and Knit Goods Journal. Allowing that, in ordinary business qualifications, the woman is the peer of the man, it may be said that she never masters thoroughly the minute details that are of so much importance to the successful hosiery buyer, nor can she have the acquaintance with the manufacturers and importers, nor familiarity with the methods of producing the goods. We will suppose that the goods have been purchased to the best advantage and are stored in the shipping room; before they are placed in stock every box should be marked with the cost and retail price, and every pair should be ticketed with the size and the selling price.

The department should be situated as near the entrance to the store as possible, and a liberal display should be made of the goods on the counters with an attractive "trim" overhead. Price cards in large, distinct figures should be used in abundance. The day has gone by for selling hosiery from the boxes or shelves. A tasty window display will help wonderfully to sell the goods.

We are strong advocates of the bargain counter for odd pairs and broken lines. It can certainly be made a source of revenue, in itself, aside from proving a drawing card, or bait, to bring customers to your store.

Carelessness in handling hosiery trade will bring quick penalty in the loss of custom.

Customers want to feel entire confidence in the statements of the salesman, and he should be able to answer intelligently, and at a moment's notice, any question about the goods. Another point of importance is in helping the customer to secure the proper size in all instances. A lady will avoid a house where the sales-people do not interest themselves in these little details; and the fit of a pair of hose is of no small moment to the one who must wear them. The stock should be watched constantly, and the line of sizes kept full.—Fancy Goods Graphic.

GET RID OF YOUR OLD STOCK.

ONE of the most successful merchants we have known used to say that he always kept his old stock in a place where it was handy to get it, says the Hatter and Furrier. Everything that "hung fire," as he expressed, was brought out in plain sight, so it should not be forgotten. He worked on this principle, and taught his clerks to do the same. He said it was easy enough to sell new goods, but it required an effort to dispose of those that had been in the store for some time. Working on this principle his stock was in excellent condition, and there was very little of it that could be called old. Perhaps the above should be qualified; for no wise merchant would put something old and out of style on to a customer where it would work harm. There are, however, always enough buyers who are just as well pleased with the old as the new. The new goods are always apt to please the clerks so well that they forget the old and use all their energies on the new. The result of such a method is to be left at the end of the season with an unsaleable stock. Stock decreases in value constantly. The wise merchant will have an eye on those goods that do not move lively, and he will offer every incentive for disposing of them.

BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the **Linen Trade** and have bought accordingly.

Please see our Samples and call when in the city.

BUSINESS CHANGES.

ONTARIO.

D. SCHWAITZER, manufacturer hats and caps, London, stock sold.

Geo Rooke, tailor, Ottawa, assigned.

Miss E. Meeplat, millinery, Galt, has sold out.

A. J. McMahon, dry goods, Deseronto, burnt out.

Miss M. L. Simpson, millinery, Guelph, deceased.

John T. McGuire, men's furnishings, Toronto, assigned.

Austin McMahon, men's furnishings, Toronto, assigned.

Sterling, Macredie & Co., wholesale furs, Toronto, have gone into liquidation.

Ed. O'Donohue, dry goods and men's furnishings, Midland, burnt out.

Powell & Co., dry goods and millinery, London, have sold to Peddie & Co.

McDonald Bros., men's furnishings, Ottawa have been burnt out.

Deitch & Co., dry goods, Toronto, have assigned and the stock has been sold.

Jacklen & Work, merchant tailors, Toronto, dissolved. T. H. Work continues.

O'Brien & Howland, clothing merchants, Kingston have dissolved J. P. Howland continues.

Powell & Co., dry goods, London, are offering to compromise.

John Camelford, carpet manufacturer, Paris, has made an assignment for the benefit of his creditors in favor of Joseph Bullock. A meeting of creditors is called for June 23.

QUEBEC.

Drolet & Frere, dry goods, Montreal, assigned.

A. H. Oumet, dry goods, Montreal, assigned.

Miss E. Charland, Waterloo, millinery, assigned.

F. & J. Prieur, men's furnishings, St. Henri, have dissolved.

Mrs. M. A. Houlahan, millinery, Sherbrooke, financial difficulty.

McKinnon & Liddell, commission merchants, Montreal have dissolved.

Wm. Lesprance & Co., wholesale dry goods, Montreal, have changed to Liddell, Lesperance & Co.

MARATIME PROVINCES

Robert fair, dry goods, Fairville, N.B., burnt out.

St. Clair, H. Ruggles, tailor, Halifax, burnt out.

MANITOBA AND THE WEST.

T L. Brown & Co., men's furnishings, Nanaimo, B.C., assigned.

Marymont and Smidt, men's furnishings, Victoria, B.C., dissolved.

The stock of Thomas Brownlow, dry goods, Winnipeg was sold on the 11th.

THE CARPET TRADE.

In the early part of the season there was a slight advance in the cost of making the lower class of tapestries owing to the high price of jute. But this advance affected only slightly the carpet trade in Toronto as few of the wholesale houses advanced their prices. Just now tapestries are steady in price with no prospect of an advance. In the United States some classes of Brussels have advanced about five per cent. but the price of Brussels here shows no variation. Kidderminsters also are steady in price, and some very nice patterns are shown for the fall trade.

The orders for fall delivery have been very good and dealers are well satisfied with the volume of the orders received from the travelers. The stocks are arriving and the wholesale houses will commence shipping at once. The prospects of the fall and winter trade are very good, as the retailers report a good month's sales. Oilcloths and linoleums have had a very fair sale and the demand is still active but only for fall delivery.

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

A SUCCESSFUL RETAILER.

THE successful dry goods man is he, who not only has a general policy of his own for the management of his business, but who is ever on the alert for new ideas, who is always willing to listen to suggestions, who reads with interest the story of the successes and failures of his contemporaries and profits thereby, who keeps a watchful eye on the movements of competitors, ever ready to grasp the meaning and foresee the result of an innovation introduced by them, so that he may take immediate steps to forestall them.

I have some suggestions to make concerning the management of a retail dry goods store which I think will prove of interest to progressive merchants. Within the limits of this article it will be impossible to enter into minute details. It is to be regretted, moreover, that each branch of business requires special instructions. The following suggestions and directions will apply especially to the conduct of an ordinary-sized department store, but the methods and rules that it is proposed to adopt are sufficiently elastic for almost general application in business.

A clean, bright-looking store should be insisted on at all times. Well-dressed windows, good, substantial fixtures and nicely-arranged stocks have an effect which must be considered. And it is important that there should be good accommodations for the employees. Rules should not be too strenuous; the men and women working for the house ought not to be made to feel that their employers are their enemies, but rather that the firm have a friendly interest in their welfare, and will treat them justly at all times.

* * * * *

The engagement of employees, the regulation of salaries and the advertising might be attended to by the third member of the firm. In engaging hands, the main object to be kept in view should be their efficiency. And in order to get the best results it is necessary to pay living salaries. It is impossible for a person to maintain such an appearance as is required in our great retail establishments on a mere pittance of four dollars a week. Employers should bear in mind that when their hands receive such meagre recompense for their labor, it is necessary for them to supplement their regular wages by money earned in some other way, and that other way is not always an honest one. The responsibility of forcing an employee to dishonesty by ill pay is one that few men will knowingly undertake. Besides, by paying reasonable salaries the business is advertised and the store becomes more popular because the public admires liberality, and because shoppers like to have their wants attended to by intelligent and willing salespeople.—The Cloak Journal.

PARIS PARASOLS.

The Paris correspondent of the Dry Goods Economist thus describes the parasols of the summer season :

“Really pretty and tasty novelties have appeared this year in the line of parasols; for instance, those in white lace and stretched white tulle or light pink crepe, which are, of course, only intended for use while riding in elegant equipages and with very fine toilettes. On the other hand, parasols in shot silk can be carried very well while walking out in a plain costume, and are also very fashionable. They suit the toilette easily, as they are made up in colors of all possible combinations; dark blue, white or light gray, are considered the most fashionable.

As an ornament, a border pattern of black velvet is sometimes attached to these shot color parasols, or else they are decorated by attaching flowers in black or white lace, with a flounce of gauze lace around the border. Most frequently, however, they are trimmed all around the border and at the top with a densely woven ruching of the same material as that of the parasol; this style is both pleasing and attractive. The sticks are of medium length, with very thick, heavy handles of wood, something like those well-known dudish cane heads. They are decorated with either silk ruching similar to that used for trimming the parasol, or bows of ribbon.

MONTREAL TRADE CHAT.

H. SCHEYER, of The Dominion Waterproof Clothing Co., is back from his European trip.

M. Fisher, Sons & Co's. new store, corner of Victoria Square and Craig St., is nearing completion and will be soon ready for occupancy. The old store was formerly occupied by Mills & McDougall, and was burnt down last fall. The new building is laid out differently and looks better in every way.

Mr. Robert Mackay, of Mackay Bros., and Mr. George Sumner, of Hodgson, Sumner & Co., who have been absent for about a month visiting the American Southwest, Colorado and Utah, returned home on Tuesday evening.

The Waterloo Knitting company has added a new set of machinery at an expense of several thousand dollars, making a capital investment altogether of \$13,000. Forty-five hands are employed.

Osiar Ornstein and Jacob Manolson have commenced the manufacture of braces and importing of fancy goods, under the name of Ornstein and Manolson.

Henry & N. E. Hamilton have opened a boot and shoe department in connection with their large dry goods establishment. Since the opening day, trade has been good and the firm are well satisfied with their new venture.

The retail trade say that the favorite glove with the people here is Perrin Frere's.

Messrs. Brophy, Cains & Co. are now thoroughly settled in their new and Commodious warehouse on McGill street, which was formerly occupied by McLaughlin Bros. Business with the above firm has increased to such an extent that last spring a larger warehouse had to be taken, as the old store was too small to hold the large stock the firm are now forced to carry.

Business in the mantle department of Henry and N. E. Hamilton, has been larger the past spring than it has been for years.

Since moving into their new store Henry Morgan & Co. have been doing a large and paying trade. The location of the store is up town and the ladies find it very handy to do their shopping as Morgan keeps most everything a customer needs, and thus all the business can be done in one store.

Henry and N. E. Hamilton have started a silverware and lamp goods department in connection with their dry goods store. They are now ready to supply the people in any of the above lines.

The Montreal Silk Mills under the able management of Mr. Joseph has made rapid stride of late. Within the past month the factory staff has been increased by the addition of ten skilled workmen brought out directly from England. New machinery of the latest design and embracing the latest improvements in this branch of manufacture have been added so that to-day the concern possesses one of the best equipped silk mills on the continent. Another large flat has been added to afford the accommodation by the additions already mentioned. The output of the factory has almost doubled within the last six months. Among the many new departures, the Montreal Silk Mills Co. is now manufacturing some fine lines of ladies silk drawers, which they are pushing for all they are worth. Mr. Joseph told your correspondent that up to date trade has been far in excess of the same period last year. It was true that present orders were small but that was to be expected; dealers in this particular line of goods will not place the bulk of their orders until later in the season.

Harry Harman makes a grand offer in his advertisement in this issue, and window dressers should take advantage of it. He is now located at Chicago.

A flood does not often cause destruction in Toronto, but Sunday, the 19th, will be remembered by many dry goods merchants by the way in which the rain caused floods in the basements of the stores destroying much valuable merchandise. Eaton, McKendry, Sutcliffe and others are heavy losers and some law suits may result.

LOOSE ENDS.

MACNEE & Minnes have been awarded the contract for supplying clothing to the Kingston penitentiary for the ensuing year.

John Cameron left last Tuesday morning for all points of Western Ontario, where he purposes for the next two months to push his canvas for THE DRY GOODS REVIEW, of Toronto, with his usual energy. Already he has met with the most gratifying success, and so rapidly has the circulation increased, that the firm has it under their consideration to send him across the continent to British Columbia to represent their interest there. We wish Mr. Cameron every success in his work.—Durham Review.

The Royal Carpet Co., of Guelph, finding they are unable to keep pace with their orders, have been running their factory until 10 o'clock each night for the past two weeks, and will continue to do so throughout the summer. They have a number of large orders in for the Ontario and North-west trade.

J. F. M. McFarlane, late of McFarlane McKinley & Co., has formed a joint stock company with a capital of \$100,000 for the manufacture of window shades, curtain poles and brass goods. A large brick factory is in course of erection in Toronto and by July the firm will be manufacturing. The McFarlane Shade Co. will undoubtedly receive a share of the Canadian trade.

Mr. C. S. and Mrs. Botsford and family, of Toronto, sailed last week, on the steamer Germanic for England. Mrs. Botsford and the children will spend the summer at Brighton, and in September will go to Germany, where the boys will pursue their studies. Mr. Botsford proposes to visit all the large cities, selecting new novelties in dress materials, etc., for the fall and winter. He intends to buy largely, as his business has rapidly increased during the past year.

Henry Found, a well-known tailor, of Hamilton, died last week after a short illness. He was 78 years of age.

The Port Huron Times says: The Patrons of Industry, of Grant Township, held their last meeting on Saturday night. They voted to abandon the cause, and appointed a committee to divide up the money and property of the order between the twenty members in good standing at that date. A short time ago this lodge numbered over two hundred members. The question was asked, 'Has the order benefited the members financially or morally?' And the answer was, 'No.' To they voted to let it pass into history as a thing of the past.

In compliance with a petition signed by a large majority of the business firms of Lindsay, Ont., dealing in dry goods, clothing, millinery and fancy goods, and duly presented to the town council, that body as directed by statute has passed the necessary by-law making it compulsory to close all establishments engaged in the above business at six o'clock in the evening, except on Saturdays and the day immediately preceding any public holiday. The by-law is now in force.

THE BRITISH CALICO PRINTERS' SYNDICATE.

An effort is being made to revive the project for forming a syndicate of calico printers. Both in Manchester and in Glasgow the friends of the movement have been busily engaged during the past few weeks. Thus far there appears to be no ground for believing that there has been any appreciable change in the views of those connected with the trade since the unsuccessful attempt to form a union about twelve months since. That there are firms willing to sell their business to a syndicate is certain; that there are others, large and wealthy, who will do nothing of the kind is equally beyond dispute. It does not seem probable, therefore, that all the firms in the trade will be united under one control. It is admitted, however, that there is a need for more common working in connection with many important matters affecting the trade. Many of the better class firms have ceased the indiscriminate "cutting" for shippers' orders which was prevalent some time ago.—Manchester Guardian.

THE COTTON CROP.

REGARDING the prospect in the States the Commercial Bulletin has the following:—"The fact is, that there is some degree of probability that the aggregate loss from all sources may amount to as much as 20 per cent. or 1,800,000 bales. It is further possible that causes yet in the future, or further information regarding the condition of the crop, may justify belief that the loss will reach 2,200,000 bales. In that event the crop of this year would be not far from 6,800,000 bales. Now it is necessary to bear in mind the fact hitherto repeatedly shown that the stock carried over from the present crop year, in excess of the normal stock carried over, is likely to be 1,400,000 to 1,500,000 bales. Hence the supply available for the coming crop year, on the basis of a yield as low as 6,800,000 bales, would nevertheless be from 8,200,000 to 8,300,000 bales. But the world has never yet consumed of American cotton as much as 8,000,000 bales in a single year."

But in so calculating the writer does not seem to have taken much into account the decrease in acreage this year. The unsatisfactory state of the trade during the past year has not conduced to a great acreage, and one of the best authorities places the decrease in acreage at 11.88 per cent. Whether this will have any effect on bringing about higher prices it is hard to say, but it may confidently be asserted that the cotton market will not be glutted after the crop is marketed, and prices will be at least firm and stable in comparison with what has been experienced since the last crop was marketed.

FAILURE OF M. LAMONT & CO.

The immunity from financial distress which Toronto has so enjoyed this season was varied this week by the assignment of Malcolm Lamont & Co., wholesale milliners, carrying on business at 8 Wellington street east. Rumor has been busy for some weeks past with the name of this firm, in consequence of the accruing judgments which have been issued against it, and which rendered its financial survival almost an impossibility. Heavy trade competition, unfavorable weather for millinery fashions, and insufficient capital are the principal reasons that have occasioned the present trouble. No exact idea has yet been formed of the firm's total indebtedness, but a statement is being prepared by Sherman E. Townsend, of Townsend & Stephens, to whom the assignment was made, and will be submitted by him to the meeting of creditors convened for an early date. The creditors are principally in the old country and in New York, but for a wholesale house the total business carried was by no means large, and the liabilities will not exceed \$10,000. It is probable that an offer will be made by Mr. Lamont, though it is doubtful if it will be found acceptable to the general body of creditors, who will in all probability direct the estate to be wound up, as the available assets are understood to be in an unsatisfactory state. Mr. Lamont was formerly engaged as traveller with S. F. McKinnon & Co., but left their service to engage in the wholesale trade on his own account on Yonge street. After encountering difficulty in his opening venture he subsequently removed to his present place of business, but has been handicapped right along by want of sufficient capital.

WHITING CASH AND PARCEL CARRIER.

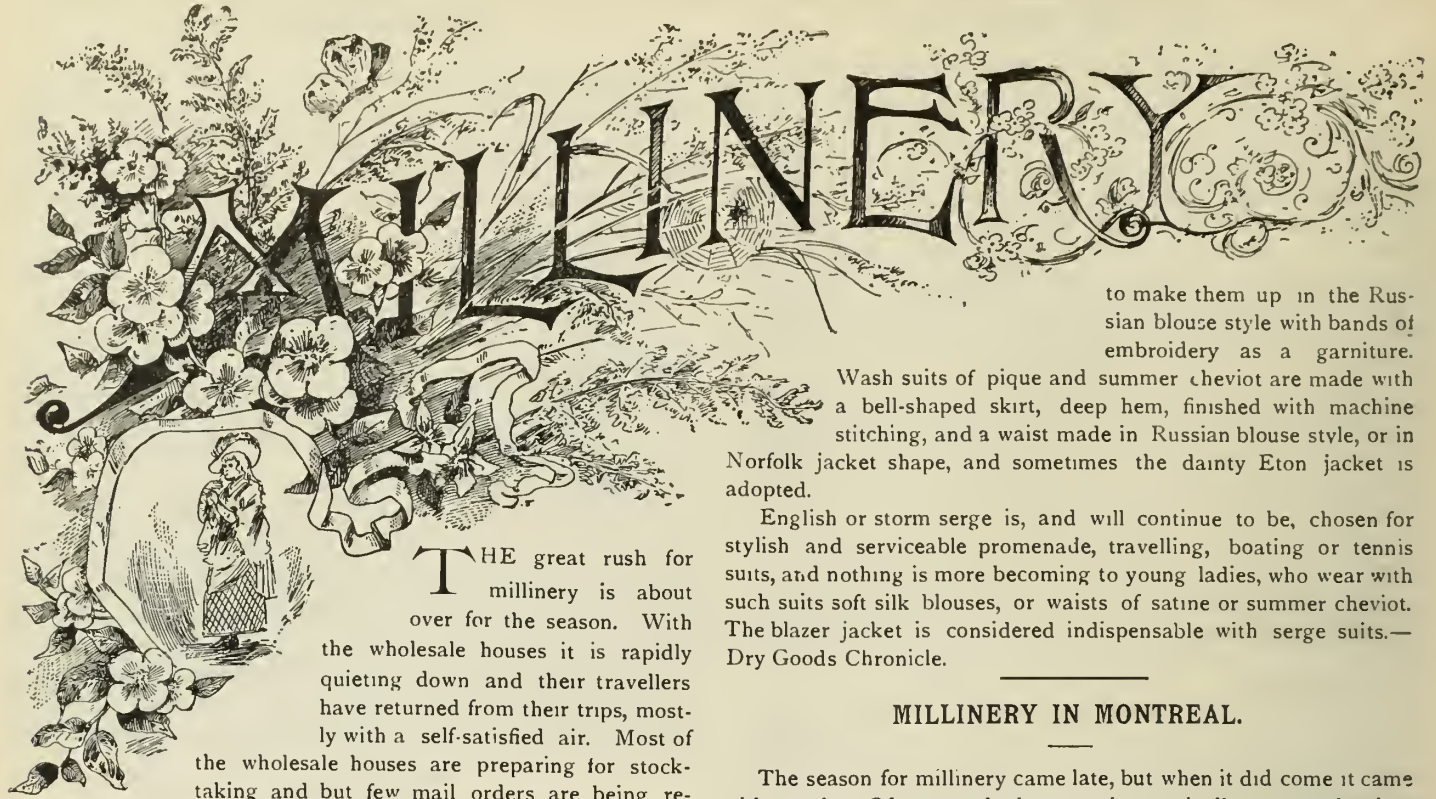
The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.

(Adv.) Yours faithfully, (Sd.) W. H. ADAMS, Manager



THE great rush for millinery is about over for the season. With the wholesale houses it is rapidly quieting down and their travellers have returned from their trips, mostly with a self-satisfied air. Most of the wholesale houses are preparing for stock-taking and but few mail orders are being received. The retail trade have had a good run, especially during the past two weeks. Taking the season altogether, the trade has only been fair, on account of the dull weather in the fore part of the season. But the beautiful weather now experienced will aid the retailers to work off their stock and prepare them for receiving their fall shipments. The failure of Malcolm, Lamont & Co. cannot be taken to indicate that the wholesale milliners have had a bad season. The trade has been very good, but nothing extra, but while an extra good season might have helped this firm to tide over their difficulties for a time, they were sorely handicapped by lack of capital.

Flowers have not been so abundantly used as the opening of the season would indicate. Those that have been used are quiet in color and mostly in small effects. Gauzy trimmings, low or small crowns, and streamers have been the prominent features. The streamers are worn pinned low down, as the bow tie beneath or at the side of the chin seems to have fallen into disfavor.

REMARKS ON FASHIONS.

From now on to September but few if any important changes in fashion will take place. There will be some slight modifications here and there, but the "bell," "umbrella" and "Watteau" skirts will undoubtedly remain in vogue during the summer.

The guipure, point de Gene, Chantilly and point d'Irlande laces will be the trimmings most often selected for the garniture of light summer silks, be they changeable effects, surah, India or China silks, French organdies, mousseline de l'Inde or the simple but lovely flowered or dotted Swiss muslins. As the season advances elaborate lace capes and mantles are more frequently seen, in many instances lavishly embellished with jet and falling loops of ribbon; there are also some light-weight cloth mantles that look cool and graceful.

In millinery the styles, or rather the shapes, are so varied that no one style is now, nor is likely, to predominate. Beautiful Leghorns are fancifully trimmed either with plumes, flowers, gauze or tulle, and they are daintily caught up in a coquettish manner, and will be worn at Newport, Saratoga, Lenox and all the fashionable summer resorts.

Blouse waists of wash silk or light-weight surah, cotton cheviot or changeable silk grow daily more popular, and there is a tendency

to make them up in the Russian blouse style with bands of embroidery as a garniture.

Wash suits of pique and summer cheviot are made with a bell-shaped skirt, deep hem, finished with machine stitching, and a waist made in Russian blouse style, or in Norfolk jacket shape, and sometimes the dainty Eton jacket is adopted.

English or storm serge is, and will continue to be, chosen for stylish and serviceable promenade, travelling, boating or tennis suits, and nothing is more becoming to young ladies, who wear with such suits soft silk blouses, or waists of satine or summer cheviot. The blazer jacket is considered indispensable with serge suits.—Dry Goods Chronicle.

MILLINERY IN MONTREAL.

The season for millinery came late, but when it did come it came with a rush. Of course, the business is practically over for the time being, but a lot of it was crowded into the two months just past. Travellers are now out sorting up, and from their reports it is gathered that the retailers have not been kept idle. They will start out with fall samples about the end of June or middle of next month. There will be a lot of new styles out, but what they are will have to be reserved for the next time. The city papers have started to publish fashion plates, and this has done not a little to help trade along. The ladies study the latest styles a la Paris, and within a week from the publication of some of the more startling triumphs of Worth, one is bound to meet them on the street.

Ribbons are becoming quite a favorite trimming for dresses, and in consequence there is a large run on this staple. The trade are promised some very new and tasty designs in this line for the fall. It may be added that payments have improved and are now very fair.

CURRENT FASHIONS IN MILLINERY.

As the season advances not many new attractions are added to the already complete and varied stocks which have been before described. The present styles differ greatly from last season if we except the sailor hats, which are a trifle higher in the crown.

Some of the newest hats are perfectly flat, but are trimmed with deep lace laid on the top, closely pleated and then gathered, so that just above the face the lace almost forms a box-pleat. On this rest loops of ribbon, and a fan-shaped erection of the same lace, quite five inches high, is placed at the back, supported by bows and encircled by roses; some seem to spring from a small wreath. Many of the sailor hats are trimmed with large bows, placed sideways and intermixed with flowers resting under the brim. Then the boat shape has a low crown, very small in circumference, encircled by a twisted rouleau of ribbon, a large bow upstanding at the back; in fact, one can hardly have too many bows or too many flowers, but they require to be placed in a certain way, and it is always well to have a good illustration to copy.

Misses and children wear the pretty sailor hats in domestic Panama, which come in black, white, brown and navy, trimmed with heavy gros grain ribbon-band, or more dressy styles.

The "Forester" is a charming hat for misses in black, white or ecru, the crowns made of point d'Irlande lace fluted and crimped into pretty effects.—Dry Goods Chronicle.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

No. 1 illustrates one of the plateau or saucer-shaped hats, which are perfectly flat and arranged with a head band by the milliner. This one in question is trimmed with a shirring of lace and has on the left side of the brim a frilling of lace edging. As illustrated a narrow edge of velvet trims the outer brim both inside and out. Se-



veral loops of moire ribbon are arranged at the back with a bunch of flowers. The head band is twined with the same ribbon fastening with a rosette on either side and carried over the back of the hair where it is held by two rosettes, and then drawn under the chin holding it there with a third rosette of ribbon.



No. 2 shows a neat round hat of Milan with a slightly rolled brim, narrow back and Tam o' Shanter crown. Ribbon loops of No. 30 moire stand erect, with lower loops of No. 9, of which width the ties are also made. A bunch of grasses and flowers ornament the left side of the front.



No. 3 illustrates an "Empire" bonnet of Leghorn, chip or fancy straw bent fantastically to become the wearer. Inside of the brim a small half wreath of flowers rests upon the hair, with a second wreath around the crown mingling with erect sprays and loops of velvet ribbon, the latter corresponding with the ties.



No. 4 illustrates a hat suitable for dressy or plain wear, depending entirely upon the materials, as the shape is universally becoming and appropriate for all occasions. The subject of illustration is made of white chip, with a band of gold and silver embroidery around the low crown; at the back a bunch of white aigrettes and short ostrich tips, with a large bow of white bengaline on the left. This was intended for a bridemaid's hat; hence this style of trimming.—Dry Goods Economist.

The popularity of the ribbon streamers is already on the wane. A woman does not like anything that makes her appear ridiculous, and a high wind and a yard or more of ribbon in harmony can do this most effectively. But they will be worn by many through the season, then they will vanish.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.



The wholesale houses had a quiet season during the last few days in May and the first days of June, but since the warm weather has arrived, the sorting up trade has been very good. Straw goods which had been very backward began to move freely, and dealers are now satisfied with the state of trade. The reed hats have been having a good sale, in fact all kinds of straws are selling well. Fall orders are about up to the average, although retailers are still wary and expectant without being too decisive. The orders for winter goods are above the average, and the prospects are very good for an extensive trade in fur and heavier goods. Military fur capes for ladies are selling well, and if the orders are a criterion, these will be the proper caper this winter. These are mostly 20 to 22 in. in depth. The prospects are that collars will be more popular than ever. In men's fur caps the styles will be the same, nothing new being shown. In men's fall hats, the most popular colors are seals, coffees and moles, both in stiff hats and Fedoras. But the tendency to lower crowns and broader rims still continues, although the retailers complain that the buying public are slow to adopt these new styles. Altogether the feeling among the trade is good and prospects are bright.

HAT TRADE IN MONTREAL.

Trade in this line has been good, and the prospects for fall trade is also fair. Straws do not seem to meet with much favor, the general demand being for fawns, browns, and drabs. The Fedora style is still in the lead, and there are quite a number worn. The helmet is completely out of fashion, scarcely one being seen on the street. Travellers report good business in the West, and North-west, and the Lower Provinces, but payments might be better.

NEW YORK HATS AND FURNISHING NOTES.

The Sartorial Art Journal says:—The Pancake wide-brim sailors will be by all odds the popular straw hat of the season. As a rule they are made of English split and Sennet braids; but to those who prefer the fancy variety the same shape is shown in the Yeddo braid.

The golden brown "tourist" in soft hats is having an exceptional run, and is of a peculiarly attractive color. The same shade is shown in Derbys, and at present writing this color seems to be coming into great favor.

The high pearl cassimere hat will be but little called for, though it is unquestionably the dressiest head-gear produced for summer wear.

In shoes the latest thing is the white duck yachting shape with rubber soles, and it is safe to predict that they will be great favorites with sojourners at the seashore, possessing the double advantage of being odd and at the same time insuring the dryness of the feet on the beach.

The negligé shirt, as we have before stated—which statement, by the way, has been adversely commented on by certain "ready-made" journals—will not be popular with good dressers, its place

being taken by the percale shirt in new and extreme effects. Some of these, aside from the popular heliotrope coloring, are of almost solid Turkey-red, only being relieved by a slight configuration in black; while the same pattern is shown in dark blue and other colorings equally approaching the solid.

In neck-dressing the four-in-hand holds its own in such an unquestionable way that there is no gainsaying the fact that it is the scarf of the season.

Band-bows, which started in with such a flourish, are already "petering" out, and should only be worn with the wide and high turn-down collars. The self-tiers, however, are in demand, and promise to be much worn.

In standing collars the Ogeechee is meeting with marked favor. It has a wide opening, with liberal points gracefully though slightly curved and turned squarely down. Another shape represents the other extreme, almost meeting in front, being rather high, with the points slightly hand-turned or, rather, rolled over the finger,

FURS.

Sealskins, sable, mink and Astrakhan are the fashionable furs this season. Sealskin retains the preference for large garments, though many are also made of mink, of Astrakhan, and of the black Persian lamb.

New sealskin jackets are mostly of three-quarter length, reaching nearly to the knee. Among the smartest looking is the basque jacket, fitted as smoothly and closely as a basque, says a writer in Harper's Bazar. It is single-breasted, with a long revers collar, and also a high standing collar. Large pocket flaps are set on the hips. The sleeves are ample at the top, and tapered below. This basque comes entirely of sealskin.

Curled black Persian lamb fur is less costly than sealskin and will be much used this winter, not only by ladies wearing mourning, but by those dressing in colors.

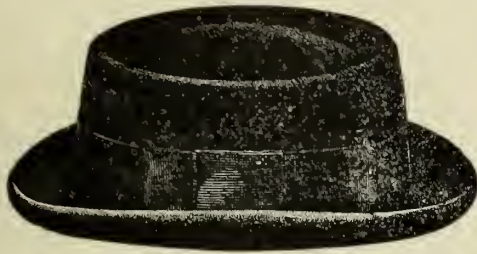
Fur capes that reach almost to the knee rival fur coats and jackets as the one wrap necessary for the coldest weather, and are preferred by many because they are so easily put on and off. The Henri Deux cape, with medium high shoulders, belted back, and straight fronts, takes its name from its very high collar rolled over in front in square corners. This is very fashionable in three-quarter length when made entirely of mink or entirely of sealskin.

A fur cravatte and a large muff constitute what used to be called "a set of fur," to wear with various wraps of cloth, velvet, etc. The cravatte is the whole skin of the animal, with head, tail and legs complete, arranged to fasten around the neck. Stylish women wear cravattes of mink or sable, Astrakhan or Persian lamb, or else of fitch, stone marten, or gray krimmer. Muffs continue to increase in size.

Fur trimmings for dresses and wraps will be more used than they have been at any previous season. They are no longer confined to out-of-door dresses, but are worn on house dresses, wrappers, tea gowns, and also on reception and ball dresses—the latter of the thinnest fabrics.

POPULAR HATS.

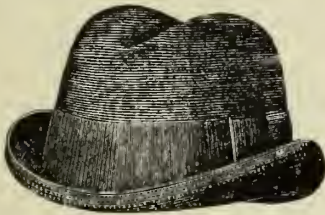
The accompanying cuts show three new styles whic Messrs. A. A. Allan & Co. are showing.



The I. X. L. is a felt hat with a flat-dented crown, a broadband, raw edge and a curl rim.



The New Alpine has a high, slightly tapering crown with a fidora brim and a broad band.



The Vamoose is a natty hat for young men, well made and serviceable. All these hats are shown in blacks, browns, and russets.

LONDON JUNE FUR SALES.

Messrs. C. M. Lampson & Co. offered the following quantities of furs on the dates given :

Monday, June 13 : Bear, 3,000; Russian sable, 5,000; chinchilla bastard, 4,000; Australian opossum, 18,000; Japanese fox, 27,000; wallaby, 3,000; wombat, 11,000; and 1,200 hair seals.

Tuesday, June 14 : Raccoon, 55,000; marten, 8,000; red fox, 13,000; white fox, 1,800; gray fox, 1,500; otter, 1,300; beaver, 250; dry seal, 200; wolf, 700.

Wednesday, June 15 : mink, 70,000; skunk, 170,000.

No salted fur seals were offered at this sale.

The following facts regarding the sale are gleaned from the cable reports to Thos. Dunnett & Co. Bears declined 15 to 20 per cent.; Russian sable declined 20 to 25 per cent., the greater part being withdrawn; wombats, Japanese foxes and Australian opossum brought March prices; raccoons advanced 20 per cent.; Martens, Muskrats, American otters, and American opossums sold at unaltered prices; beavers brought the same prices as in January; red foxes and white foxes declined 15 per cent.; dark mink declined 25 to 30 per cent., while other minks brought March prices; prime black skunk declined 15 per cent., while others brought March prices.

Thus we see that the most noticeable feature of the sale has been the decline in bears, Russian sable, foxes and minks. The decline in minks is just, as the prices were ridiculous. Racoons have advanced.

OUR PROGRESS.

THE following extracts are from Census Bulletin No. 8, just issued by the Dominion Government :—

In the manufacture of textile fabrics and dress, including cotton and woollen mills, boot and shoe factories, tailors and clothiers, dressmakers, etc., in 1891 there were 17,650 establishments and 80,662 employees. In 1881 there were 10,163 establishments and 60,617 employees. Here again will be noticed the greater increase in establishments in comparison with the increase in number of employees, the increase in establishments being 73 per cent. and in employees 33 per cent.

The development of occupations for women in Canada, as in other countries, has been one of the marked features of the past ten years. The proportion of men, women, boys and girls in every 100 wage-earners employed in our factories and workshops is as follows :—

	1881.	1891.
Men	76.07	73.67
Women.....	16.29	19.12
Boys	5.56	5.28
Girls	2.08	1.93
	100.00	100.00

It will be seen by this table that the male workers have by far the larger proportion of the work of the industrial establishments to do. Relatively, women, while they have enlarged their field of work, are still far behind the other sex.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers :

Lincoln, Bennett & Co.,
Wilkinson & Co.,
and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

B. Levin & Co.
491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.

TRADE CHAT.

MISS E. MURPHY of Wingham has sold out her millinery and mantle business to Miss Minnie Kelly of Guelph. Miss Murphy was quite successful in her business and one who appreciated THE REVIEW.

A wincey mill is to be opened in Brantford at an early date.

It is said the umbrella manufacturers of the United States have combined with a capital of \$8,000,000.

Benjamin R. Heaslip, dry goods merchant, Port Hope, has assigned to Charles Langley, of this city.

The Rastigouche Spool Company, operating at Jacquet River, N.B., has assigned to Messrs. W. G. Jones and W. A. Mott.

Among the successful tenderers for supplies for the Indian Department the W. E. Sanford Manufacturing Company, Hamilton, has a place.

Mr. Robert Clark, the clothier on Carrol street, Vancouver, B.C., was married on Monday, the 23rd ult., to Miss Frankie Gilmore, late of Chicago.

Isaac C. Gilmor, a very old resident of Toronto, who as early as 1850 had a large dry goods house on Yonge street, is very ill at his residence, 324 Jarvis Street.

The Port Elgin Woollen mills began operations again at the first of this month. William Read has been absent in the States purchasing machinery for the new mill.

The dry goods stock of J. S. Earle & Co., of Watford, was disposed of at auction to Dr. McLeay, of Watford, at 60c. on the dollar. The stock was valued at \$6,800.

Mr. T. H. Pratt has retired from the firm of McAulay, Pratt & Co., and will now be able to give more time to municipal matters, in which he takes a lively interest.

Thompson & Vahey's tailoring and gents' furnishing store, Sarnia, Ont., was damaged by fire on 22nd ult. The loss will probably run \$2,000, fully covered by insurance.

On the 22nd ult. a large fire occurred in Kingsmill's dry goods establishment, London. The loss from smoke and water amongst the millinery and fine goods is about \$30,000. Well insured.

On John J. Eaton's suit against J. H. New & Co., for judgment for \$4,062, Mr. Winchester on 7th inst., reserved judgment. It is probable that the case will have to go to the Assizes to settle the question of partnership.

The American House of Representatives has passed the Freewool Bill, the Cotton Ties Bill, and the Tariff Bill, which places on the free list bagging and machinery for its manufacture. These bills will give the manufacturers a chance to secure cheaper raw products.

Henry Barber, the Front street assignee, has been appointed by the court receiver in the estate of J. H. Multy, dry goods merchant, of Trenton. The debtor died the other day, and his widow made a composition offer of 30c. on the dollar, which was refused by the creditors. The business will now be wound up.

H. O. Bennett, of E. R. C. Clarkson's actuarial firm, announced on May 30th, that all the difficulties surrounding the administration of Ed. McKeown's insolvent estate had been satisfactorily straightened out, and being now ready for closing, the dividends would at once be paid to the general creditors. The employes of Edward McKeown have issued a writ against the assignees of the estate for wages due at the time of the failure.

A dry goods store in New York last summer tried the experiment of giving soda water to its patrons free. An enormous fountain well equipped for service, was placed in the back part of the store, and on each hot day half a dozen attendants were kept busy serving a clamorous, thirsty, and never-diminishing crowd. One day upward of seven thousand glasses of soda water were drawn from that free fountain. This year the firm charges three cents a glass for its soda water, and as a result the patronage has fallen off to a remarkable

extent. On the two very hot days a fortnight ago, although the large store was well filled with customers, the soda fountain at no time was overworked.

On the evening of May 25th a brisk and dangerous fire started in the show windows of the dry goods store of Messrs. Hebert & Bazinet, 1064 Ontario street, Montreal, and in a few seconds the whole front of the store was a mass of flame. The loss will be about \$3,000, covered by insurance, and would have been far larger only for the quick work of No. 2 salvage corps, who spread 22 covers over part of the stock, thus saving it from damage by water.

The employees of James A. Ogilvy & Sons, of Montreal, have presented Mr. John Ogilvy, the junior member of the firm, with an address and a very handsome and costly silver tea service as a token of their esteem and best wishes on the occasion of his approaching marriage. Mr. Ogilvy, though taken quite aback, replied in very suitable terms, after which the enjoyable process of "bouncing" was gone through and singing "For He's a Jolly Good Fellow."

At the time of his death Mr. W. A. Murray, Toronto, had a \$10,000 policy in the Connecticut Mutual Life Insurance Company. This amount he willed in the policy to his first wife, Mrs. Jane Murray, or, in the event of her death, to her children. One of these, Isabella Murray, was the first wife of Mr. Hugh J. Macdonald. She died leaving children, and a friendly suit has been entered in the courts to decide whether or not her children are entitled to any share of the policy.

Mr. E. Havelock Walsh, of Millichamp, Coyle & Co., was presented with a testimonial in the shape of a very handsome case of fruit knives and forks on the occasion of his severing his connection with that firm. Mr. Walsh has been with the firm for the past two years, and during that time his genial disposition has won for him the esteem and good will of his fellow employes, and with his exceptional energy and general ability has done much to further the interests of his late employers, and to cause by his departure their sincere regret.

A destructive fire took place on the 7th inst. on the premises occupied by Miss N. Tousignant, millinery and dress goods, and Joseph Lafond, tailor, corner of Mignonne and St. Lawrences main street, Montreal. The inflammable nature of the materials gave the fire a good start of the firemen, and the entire first and second floors of the building, which extend back about 130 feet, were soon a mass of blaze. The building was gutted front to rear. The fire originated by the igniting of a curtain. One of the employees, Miss Lefebvre, in trying to put out the blaze, had both her hands badly burned. The value of the stock was \$35,000, insured in the Commercial Union and the London Globe for \$15,000.

The dry goods section of the Toronto Board of Trade met last Thursday in the council-room of the Board of Trade. Mr. Stapleton Caldecott, president of the section, occupied the chair. After routine matters had been discussed Mr. Patteson, postmaster, was introduced, and held a long conference with the section about a fast mail service to New York. The dry goods section have been complaining lately of the bad service, as a letter must be posted on Monday at 10 p.m. to reach New York in time, to catch the English mail on Wednesday. Mr. Patteson explained that the delay could not be placed at the door of the postal authorities. The trouble was altogether with the railway companies, as the trains carrying the mails do not make the proper connections. He suggested that an effort should be made to arrange a direct service to New York. The section proceeded to pass a hearty vote of thanks to Sir Oliver Mowat for some much needed legislation on the chattel mortgage law introduced and passed last session. The section then adjourned till the second week of September.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

WINDOW DRESSING.

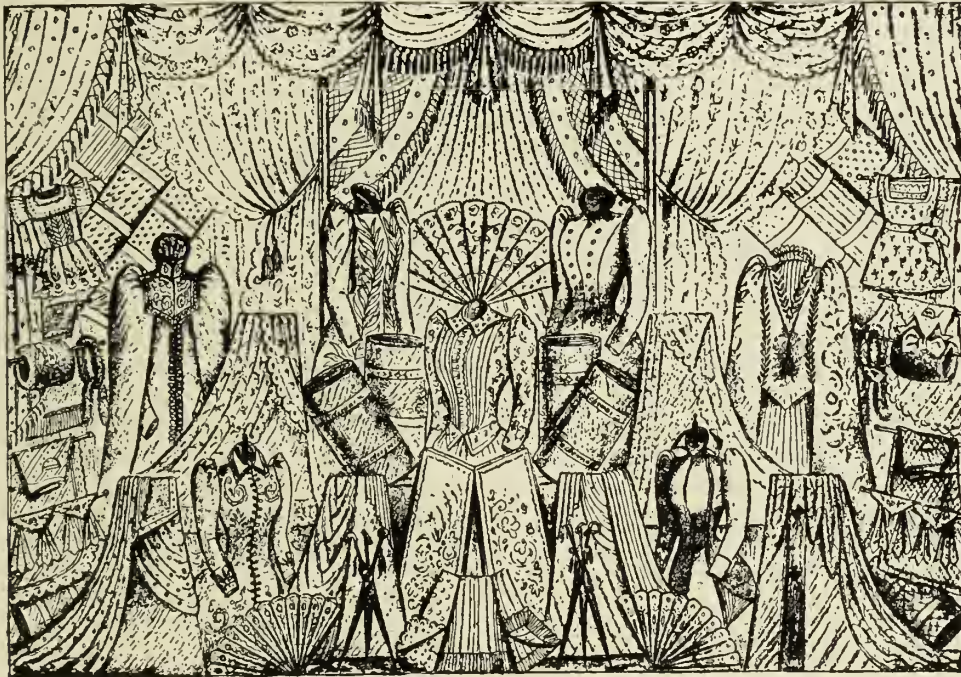
SUSPENSION BRIDGE WINDOW DESIGN.

IN speaking of the window exhibits of linens, etc., in the stores of Belfast, Ireland, the Irish Journal describes a suspension bridge design made as follows:—

"The piers are cuffs; the floor is four five-plaited shirts, which must be supported by a piece of heavy pasteboard or two slats; umbrellas or canes can be put in the cuffs (or piers) for a finish; the suspending wires are narrow black ties; the diagonal stays are narrow white ties: the cables are red or white silk pongee handkerchiefs slightly basted together and then rolled; the railing is carded cuff buttons; the shore ends are cuff boxes. Some blue silk handkerchiefs underneath would make a good finish, while other features could be introduced as might be suggested by your stock."

FOREIGN WINDOW DRESSING.

From Berlin we have received some illustrations of foreign window dressing, the accompanying illustration being characteristic of the mode of window dressing prevailing in Germany. Fans, parasols and light summery dress goods are features in these arrange-



ments which show a more heterogenous mixture than Americans are wont to use. At this season fans, parasols and gloves may be tastefully placed in the window with dress goods, underwear, etc., but care and thought should be given to the placing of colors; harmony of color rather than uniformity being best.—Dry Goods Review.

PATRIOTIC WINDOW-DISPLAYS.

Canada's anniversary of her birthday is at hand, and merchants' can take advantage of this to make a window display suitable to the occasion. The maple bough or leaf must form a leading decoration, while a beaver would be a beautiful centre piece, if procurable. A very interesting window can be made by introducing volunteer dummies in the red-coat uniform of Canada's infantry. These surrounded by bunting and national flags make a very attractive centre piece. If the window is small these are all that will be necessary, and the other window can be dressed so as to receive the benefit of the attractiveness of its mate by simply being filled with attractive goods.

If the windows are large some such patriotic display can be used as a centre piece, or bunting and flags as a background, while the remainder of the window can be used to display goods.

Window dressing can be excellent this season, as the goods have bright effects which can be taken in at a glance. But window dressing is not always to display goods, but should be used on special oc-

casions to advertise the firm-name and to attract strangers to the place of business of a firm which they know perhaps, but are not accustomed to visit. A startling window display patriotic or otherwise causes conversation and social remarks which are very effective as an advertising process.

ENGLISH WINDOW DISPLAYS.

The "toy" windows of some of the big London and provincial drapers at Christmas are instances in point, but these may be compared with the efforts of some of the enterprising dry goods stores in the United States. In one American window a great ball of dress goods, draped and clustered at the top and bottom, was made, which filled the window. The different patterns of goods were divided by dress trimmings, beaded gimps, feathers, cache points and cantille ornaments, which made pretty combinations with the fabrics. The ball appeared to rest on a cone like an inverted funnel, and revolved slowly, so that the spectators could examine the display without becoming dizzy.

In the millinery window of another establishment a flight of birds was represented flying round a tree, in and out among the productions of the modiste—a wonderfully effective scene only marred by the uniform arrangement of the flying birds. This was a fault, however, that might have been partially remedied by having

the birds fastened at irregular intervals along the wires.

What is described by an authority as perhaps one of the most effective moving window displays designed, was shown in a Boston establishment. A large window was cleared of everything. A green felt was laid with milliners' moss here and there, so that a very good representation of a field was made. At one end of the window a wooden cannon, or rather the mouth of a cannon, was placed. This warlike instrument was built so that it looked very real. At the end furthest from the cannon a frame was placed, which was covered with thin boards painted to represent armor plate. In the centre of this imitation steel plate and directly opposite the mouth of the cannon, but some distance removed, the boards were cleanly cut to represent a fracture. These cut pieces were fastened on the back by wires and a slight spring, so that when no force was applied they were closed, and to the observer there appeared to be no opening. A placard read: "Nothing can stand before our bargains. Nothing can prevent our going to and through any opposition." A boy behind the cannon and out of the sight of the public placed belts of ribbon in the breach of the cannon, and pulling the spring which held the plug, sent them across the window and through the armor plate. The ribbon was unwound about a half yard, and the effect was very pretty and novel. The window was a great success, and cost but a small sum, therein differing from the majority of mechanical displays, in which clockwork necessarily forms an important part, and generally needs the attention of a skilled hand. However, the attractiveness to the public should act as a counter-balance to the expense incurred, and the custom obtained more than repays the venture.—London Draper's Journal.



Fall orders are coming in fairly strong, and buyers seem to have more confidence now than a month ago. Ready-made clothing is not selling very well on account of the accumulated stock in retailers' stores, and on account of the great competition, especially in the cities. Lawn tennis goods and light materials have been enjoying nearly all the trade. But the backwardness of the season has prevented the full demand for these from being felt as yet. Most of the wholesale houses have been getting in their stock of worsteds, and the range this season is very extensive. Fancy summer vests in drilled goods and cashmeres are the taking thing for summer wear, and are being sold very extensively. These are quite dressy, and being also comfortable during the warm season, the strong demand is not surprising. They are shown in great variety, stripes and checks predominating. There is one point in the trade that cannot be overlooked, and that is the continued strong demand for medium and lower-grade of woollens. These tweeds are having strong repeat orders from the wholesalers to the factories, and the sale for them is quite good.

CLOTHING IN MONTREAL.

The clothing trade is much the same as it was last month, and the boom will not take place till next month. Travellers are out sorting up and sending in fair reports. The trade on the whole now is out of its season. The factories are all working hard on fall and winter goods, but very few firms in the retail trade buy so far ahead. The prospects however for a good fall trade look bright as trade all round has been good so far.

BOYS' AND CHILDRENS' CLOTHING.

Very few journals, says the Economist, pay any attention to children's clothing, and very seldom mention their styles, while ladies' and men's attire is never missed. Every season brings fresh styles and materials for the young, both boys and girls. New shades, new bindings, trimmings, etc., all these things go to make the children look pretty and feel comfortable. The market was never so full of new and original styles and designs as now. Little fellows of from two to three years can now be breeched in very pretty garments. Others with long dresses, skirts and kilts. A very striking costume is the Russian one-piece dress, which buttons down the left side, and with cords to match. The Zouave is another wonderfully boyish looking garment; although not one of the latest, it is strikingly pretty. Gingham frocks with rolled collars have been much worn, while cotton and Bedford cords have had great demand throughout the country. Just now many jacket suits of cloth are seen of pique, flannel, gingham, etc., with a round or square cut jacket, box pleated or gathered skirt, and a loose blouse shirt waist of cambric, etc. Many of these are worn by children from two to three years; and sailor waists and suits. Great allowance is now made in dressing little ones, as their age and size do not always agree, and it is noticed by many that boys are not so long in kilt suits as heretofore. There is a greater variety in kilts now than ever, and to carry a full line of these goods means an immense stock.

CHEVIOTS, GOOD AND BAD.

It is seldom that the clothing trade has developed such a craze for any particular fabric as has been seen this year for chevots. These goods have in a large measure supplanted the demand for worsteds, and have placed the woolen industry in a worse condition than it has known for many years. The demand at first seemed legitimate enough, for the public required a winter suit that would wear well and retail at from \$12 to \$15. The worthlessness of certain lines of cotton-backed worsteds had proved the inability of these goods to fill the requirement, and chevots were the only goods that would supply the need. An immense demand sprung up, and some genuine and wearable goods were sold, but imitations followed, and the very composition of the cheviot cloth opened out a very wide field for the lowering of the standard without much risk of detection. All acquainted with the nature of chevots know their peculiarity. Production is almost as unlimited as the facilities for adulteration. Woolen yarn may be made of any description of wool and its compounds.

The condition of the market to-day reflects these features. Some original grades have been lowered by the greed of the manufacturer, and a large number of cancellations has been the result. Imitations have been put on the market that possess no intrinsic value where wearing qualities are concerned, and some of these in cotton warps are selling at less than 4 cents per ounce of their weight, and in all-wool at less than 5 cents per ounce. Anyone with the best knowledge of the trade knows of what such goods can alone be composed. They look well and appear a marvel of cheapness, but an examination shows their weight to have been increased by the addition of flocking, and while professing to offer 22 ounces of warp and filling, practically contain only 16 ounces, and the other six ounces is nothing but loading. Apparently they seem strong, but a sudden pressure on any part will cause a rent, while the face will be off in a week's wear and the poverty of the goods shown.

Such a cloth has really no intrinsic value, and cannot fail to damage the reputation of every grade. The public demand cheap clothing, but they demand value as well, and the value of chevots depends more on construction than on their appearance, as few can discern from the latter the character of the former. This pandering to cheapness is a serious danger which should be no longer disregarded by either manufacturers or cutters of cheviot cloth.—Dry Goods Economist.

HOW THE NICK IN THE LAPEL OF THE COAT CAME INTO USE.

The following ingenious explanation has been offered: When Napoleon I first felt the sway of ambition he tried to implicate General Moreau in Pichegru's conspiracy. Moreau had been Bonaparte's superior and was very popular, but under the circumstances, with the "man of mystery" in power, it was not safe to express publicly and sympathy with Moreau; so his admirers and supporters quietly agreed to nick their coat lapels to show their fellowship. The outlines of the coat form an M, like this, \approx . Moreau was exiled by Napoleon and lived in Morrisville, Pa., for some years.

FIREPROOF AND WATERPROOF.

It is apparently a question of only a short time when all our garments will not only be fireproof, also. It was about a year ago that one of our great eastern manufacturers placed fireproof curtains on the market, and these goods are now becoming staple. Indeed, it is only a question of time when none other than fireproof curtains will be found in our homes. It is well known that within the last year or two most of the theatres submit their scenery to a fireproofing process, and in our opinion the law should compel every theatre to do so. If a method of fireproofing shall be devised, as now seems probable, which shall be applicable to every kind of fabric, the danger from fires in the house will be reduced in a wonderful degree.

The waterproofing of every class of fabric seems now to be an established fact. We have examined a large number of samples of dress goods of the better class which have undergone the Melissa process, and we must say that it appears to be a complete and practical solution of the problem of waterproofing, and no one can detect that there has been anything done to the fabric. Without altering the character, color, appearance, porousness or odor of the goods, the treatment enables the fabric to resist any rain or prevent its absorption.

When these two great processes shall have become of universal adoption, it will almost work a revolution in the modern dry goods business. The enormous insurance rates now paid by dry goods houses will be reduced to a minimum. Losses of life and property by fire will be greatly reduced in hotels, theatres and private dwellings. At the same time the sickness and death resulting from exposure to rain and snow should be greatly lessened. For children and persons whose duties call them near open fires, a fireproof garment would be invaluable.

There is no reason why the waterproofing process should not immediately be applied to outing garments, etc., while every woman who is searching for curtains or household goods should now give her preference to those which she knows will not be responsible for a conflagration in her house.—Chicago Dry Goods Reporter.

A SEEMING GRIEVANCE.

ONE of the members of the dry goods section of the Board of Trade has given notice of a motion that will incite considerable discussion when it is considered at the next meeting of the section, which takes place on the second week in September. The question that will be discussed is: Are the mercantile agencies treating fairly the merchants who furnish them with information by selling this information to certain foreign jobbers who come into Canada to sell goods? The dry goods men seem to think that these agencies should keep this information for the use only of Canadian men who alone are concerned in its compilation. That foreign jobbers have no right to this information on any easier terms than are given to Canadian jobbers. Equality of advantage is what they desire, and they claim that this does not exist at present, as merchants paying no municipal, provincial or federal taxes are enjoying equal advantages with them in obtaining information regarding the best retailers. In fact they claim that at present these foreign jobbers are getting this information at a cost which is much less than that paid by Canadian dealers. No doubt when the matter is discussed in the fall everything regarding this matter will be satisfactorily settled.

WINDOW DRESSING SUPPLIES. SPECIAL PREMIUM

offer for June, FOR \$1.75 I will send post paid to any address, "300 WAYS TO DRESS WINDOWS," a book of 250 pages and 150 illustrations devoted to every line of business. A NICKLE PLATED HAMMER. A 30 PAGE illustrated Pamphlet containing new ideas on Window Dressing. A COMBINED KNIFE AND PENCIL, total \$2.90 catalogue prices. Take advantage of this offer as I will fill no order after June. (Refer CANADIAN REVIEW). Harry Harman, Window Dressing Supplies, Room 1204, The Temple, Chicago, Ill.

DRESS GOODS AND TRIMMINGS.

THE trade in these goods during the latter half of May was quiet but the first half of June has been better. Most of the retailers had bought heavily, but nevertheless with the warm weather came fairly good sorting up orders. All classes have sold well and no exceptionally great run was experienced on any one line. Regatta prints and delaines have had a good demand owing to the prevalence of the fashionable blouse with its accompanying Windsor tie. Drabs and grays continue to be in greatest favor for colors. The prospect is that the retailer will dispose of his summer fabrics fairly well and be ready for a good fall stock.

NOTES.

The trimmings for fall will consist mainly of silk braids, silk cords and heavy military braid. The varieties are numerous and stylish.

Drab is the prevailing color this season. Fickle fashion has made her choice and the word has gone forth.

Regatta prints in numerous patterns are being sold in very large quantities by John McDonald & Co. They are mostly used for ladies' blouses, which promise to be strongly in fashion this season.

The "Chic" dress lifter, which has been adopted by Royalty and by the best houses in Europe is a new device for ladies, which the modern fashion of semi-train and bell skirts has necessitated. It is a device for lifting and holding the back of the skirt. The retail price is about 45 or 50c. John McDonald & Co. have the sole agency.

During the past week a number of travellers for American trimming manufacturers, have been in the city and showing some very fine novelties in trimmings, which are equal in originality of design to any produced in France and Germany.

John Macdonald & Co. have placed their prints with light grounds for sale at clearing prices. They have just received a shipment of flannelettes, art muslins and cretons.

John Macdonald & Co. are showing a beautiful line of new American crepe challies in sateen patterns, with light and dark grounds.

Among the coming lines for full trimmings are gimps and French trimming braids. Caldecott, Burton & Spence are showing some beautiful lines in these. They have also an extensive line of jet trimmings which are being so widely used at present.

In cream brown challies, all wool printed delaines and black and colored Henriettas, Wyld, Grasett & Darling are having a strong demand. They have the newest patterns and their stock is excellent.

W. R. Brock & Co. report a large demand for navy dress serges and also for cravenettes, their waterproof dress goods.

Gordon Mackay & Co. are clearing desirable lines of hot weather goods, yard wide challies, delaines, embroidered flouncings, etc., at heavy discounts.

John Macdonald & Co. are showing a very large line of men's fancy drill vests of the best English makes. These are very stylish goods.

W. R. Brock & Co. are showing some fine lines of lawn tennis flannels in spots, checks and plains, also a new worsted fabric for summer suitings which is quite taking.

Gordon, Mackay & Co. have passed into stock ten cases of their famous black worsteds, with a full range of prices.

Perhaps the finest stock of black worsted trousers ever offered to the trade is now carried by W. R. Brock & Co. They have these goods at twelve different prices, and are showing a number of patterns at each price. The range is very extensive and the value is good.

THE ADVANCE IN LININGS.

There has been an advance on skirt and waist linings and silicas. It came somewhat unexpectedly on the jobbers and the stocks were quite light. The advance varies from one-eighth to one-half cent, and was due to the Cotton Syndicate going out of the manufacture of this class of goods, and thus leaving the Montreal Cotton Co. in undisputed possession of the manufacturing field. Hence the advance. Prices are now firm at the advanced rates.



The fancy goods trade is fairly good, although not so active as some would seem to wish. The travellers are sending in orders which are very fair, but the import orders are not so bulky with most houses as they were last season.

Silver photograph frames which represent a wreath of flowers tied with a bow of delicately cut ribbon are among the latest novelties.

Handsome black satin shopping bags or reticules, hand painted, and well finished, are finding a ready sale. Copp, Clark & Co. are handling them.

Dealers requiring fans should try the Heming Bros. Co. They have a splendid assortment and claim to be making a specialty of fans from all countries.

The Methodist Book-Room expect the sale of their art calendars to run over twenty thousand. They sell some very beautiful lines, and as a souvenir they are superior to almost anything in point of price and usefulness.

Celluloid Novelties are going to be the rage this year. They deserve a degree of popularity, for they are decorative as well as useful. They are taking the place of the more expensive lines of Christmas cards which used to sell so largely.

Horn goods are also holding their own. Samples we have seen lately are better put together than last year's goods, and the polish is quite creditable. Comparing the horns in the rough with the polished ornaments one wonders how much an evolution can take place.

Fancy plush box-cards for the Christmas season are still abundant, but their sale this year will not be very extensive, despite the strenuous efforts put forth by the manufacturers and wholesalers, to keep them in fashion. Many new varieties are seen, different novelties being introduced to help their attractiveness. The flat cards are having a greater sale and they seem likely to hold their old position in public favor.

Last year Copp, Clark & Co. placed a new line of handkerchief and glove sachets on the market. These were their own manufacture. This year they have improved these and introduced some new features and are now offering several very attractive lines which are meeting with the ready appreciation of the retail trade. They are mostly satin, hand-painted and perfumed, but their attractiveness is much strengthened by the variety of beautiful shapes introduced.

A reputation for truthfulness is indispensable to permanent and satisfying success.

Credit is often too cheap and overbuying far too common. Don't be guilty of the one, and don't abuse the other.

ADVERTISING AS IT IS.

A person who picks up any Canadian local weekly will find in it a variety of methods of advertising. The man who begins his advertisement with "The Great Railroad Strike is now over, but this has not prevented us getting in two more carloads of that sugar," has not ceased to exist. He still lives. He changes his advertisement regularly twice a year, once in the Christmas season and once during some other season when he seems to have a new idea. When he sits down to write an advertisement he must first have some words about something that is happening or has happened, but which has no connection with his trade. War is a favorite topic with him. He is in the same weary class as the man who is always "selling below cost," or "at slaughter prices." The firm that always claims to be "the cheapest house on earth" still survives. Such talk must cause a loss of confidence in traders among their customers. In a certain local weekly in Western Ontario may be seen an advertisement of a photographing firm, which was dissolved some five or six years ago, but the advertisement still remains like an Egyptian obelisk as a memento of the past. Truly the editor must not read his own paper. Editors who would allow such a state of affairs in their paper cannot realize the duty they owe to their readers and their advertisers to always have all their advertisements fresh and crisp. In the issue of an Ontario weekly, dated May 27, the most conspicuous advertisement on the local page was that of a grocer whose carelessness in changing his advertisement was well marked by his latest production bearing the date February 25th.

But these are only relics of the barbarous past. Advertising has been making real advancement in the points of variety and excellence. Display advertisements are still predominant, and much ingenuity and taste are displayed both by printers and advertisers. But another kind of advertising is rapidly winning its way into favor among merchants. This is an advertisement one column wide, one-third or one-half column in length, the body of which is set up in pica type, with an appropriate display heading and firm-name. The wording for such an advertisement is generally conversational in its character, that is, it talks to the reader in a straightforward, but often natty, conversational way. The dealer speaks through it directly and pointedly to his customers. Very little bombast, very few rash assertions, but sound common sense and solid phrases, which are the opposite of meaningless—these are its characteristics. This kind of advertising was made popular by the Wanamaker firm, and now the leading retail dealers in Toronto and other Canadian cities use it either exclusively or for the greater part of their newspaper advertising. It is slowly percolating to the rural dealers, and it would seem that this is to be the future advertisement. It appeals to a matter-of-fact people, to those people who read advertisements because they are accustomed to go there for information. A great many who adopt this method embellish their advertisements with small artistic cuts, which the saving in space enables them to use without any greater outlay than in using a larger display advertisement.

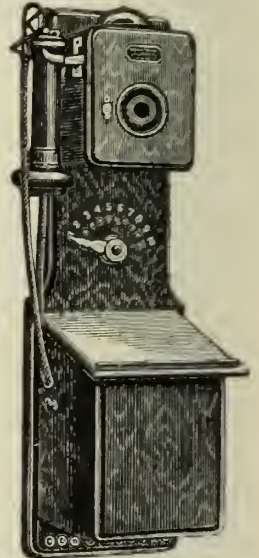
To write a suitable advertisement for this method requires a certain amount of care, thought and brains. A good plan for a retail dealer would be to have a scrap book, and from the leading dailies to clip the best

advertisements each day and paste them into this book, not for imitation, though this would not be wrong in itself, but as models or ideals, and for the purpose of suggesting like or other ideas to the advertiser. Then when an advertisement is to be written in a hurry the book suggests ready-made ideas. Some of the men who write these advertisements for leading houses are men who have long studied advertising, and their writings are worthy of study and imitation. To advertise properly, a man must know his stock thoroughly, and he must be always ready to advertise some article particularly. Advertisements are often too general; they do not speak pointedly to the reader. A good advertisement must be brisk, conversational, thoughtful, pointed and particular.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 765 Craig street, Montreal.

BEAVER LINE STEAMSHIPS.

SAILING WEEKLY between Montreal and Liverpool Direct. Will be despatched as follows:

From Liverpool.	Steamships.	From Montreal.
Sat'y. April 16	Lake Huron...	Wed'y. May 4
" " 23	Lake Superior...	" " 11
" " 30	Lake Winnipeg	" " 18
" May 7	Lake Ontario...	" " 25
" " 14	Lake Nepigon...	" June 1
" " 21	Lake Huron...	" " 8

Superior accommodation for Saloon, Intermediate and Steerage Passengers.

The Saloon Staterooms are Roomy and all outside, admitting of perfect ventilation.

Each steamer carries a duly qualified surgeon and experienced stewardess.

Rates of Passage, Montreal to Liverpool. SALOON, \$40 and \$50. According to Accommodation. ROUND TRIP, \$80 and \$90.

The \$40 and \$80 rates are per Lake Nepigon only. INTERMEDIATE, \$30. STEERAGE, \$20.

Passages and Berths can be secured on Application to the Montreal Office or any local Agent For further information apply to

H. E. MURRAY, Gen. Manager,
4 Custom House Square,
Montreal.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

J. T. B. LEE,

Manufacturers' Agent,

60 Yonge Street, = Toronto,

REPRESENTING THE FOLLOWING WELL-KNOWN MANUFACTURERS :

M. Heminway & Sons Silk Co.,

Spool, Knitting, Crochet and Art Needlework Silks.

Sacks & Bro.,

Dress Trimmings, Etc.

C. E. Bentley,

Fancy Goods, Novelties, Etc.

The Butler Hard Rubber Co.,

Combs, Stationer's and Druggist's Sundries, Etc.

The Arlington Manufacturing Co.,

Pyralin Goods, Sheeting, Specialties, Novelties, Etc.

Vanderbilt & Reynolds,

Enamelled Goods, Novelties, Specialties.

Peters & Price,

Perfumeries.

W. T. Mersereau & Co.,

Brass Goods.

The Castle Braid Co.,

Braids, Buttons, Novelties, Etc.

August Moll Manufacturing Co.,

Ribbons, Braids, Braidene, Etc.

John Erskine & Co.,

Elbisrever Scarfs.

A. H. Rice,

Finest Braid for Talloring Trade.

I beg to notify the Trade that I have also been appointed the Canadian Agent of the celebrated firm of Messrs. Cheney Brothers, of South Manchester, Conn. and New York City, the largest silk manufacturers in the world, as well as two manufacturers in other lines, and am prepared to show the most elegant lines shown by any firm in Canada. The designs are new and are pronounced the best they have seen by those who have examined them. Among the lines which I am showing are the following :—

WASH SURAHS,
CHANGEABLE SURAHS,
PRINTED CHANGEABLE SURAHS,
FAILLE FRANCAISSE,
PRINTED TAFFETAS,
ARMURES,
PRINTED ARMURES,
CREPE DE CHINES,
CHINA PONGEE,
PRINTED CHINA PONGEE,
GRENADINES,

CURTAINS,
VELOURS,
BROCHES,
BROCATELLES,
SICILLIENNES,
LOUISINES,
SATINS,
TWILLS,
RIBBONS,
VELVETS,

TIE SILKS,
DRAPERY SILKS,
DECORATIVE BROCHES,
SATIN DAMASK,
ARMURE LININGS,
SEAL PLUSHES,
UPHOLSTERERS' PLUSHES,
PRINTED TWILLS,
PRINTED CREPES,
SLEEVE LININGS,

All the above goods are manufactured in full and attractive assortments, and when in town it will be to your advantage to call and inspect my samples which I shall deem it a great pleasure to show you and quote prices.

By placing your order with me you are dealing direct with the manufacturer and saving the middle man's profit.

J. T. B. LEE.

SUMMER GOODS ! SUMMER GOODS !



WE have in stock a magnificent assortment of goods suitable for the warm weather trade. We mention a few of the most prominent lines :

MUSLINS—White Victoria Lawns, Nainsooks, Indias, Tartans, Swiss Books, Apron, Hemstitched Lawns, Fancy Stripes and Checks, Lace and Satin Checks, Open Work and Nainsook Checks, Lining Books, Wigans and Crinolines.

MUSLIN EMBROIDERIES—Narrow Widths in good patterns and large variety, 40 to 45 inch Flouncings in Hemstitched, Tucked and Fancy Edges (new designs). Children's Flouncings in 20, 22, 24, 27 inch in Muslin and Cambric. Allover Embroideries in Swiss and Cambric.

CHALLIES—The New American Crepe in Sateen patterns, dark and light grounds.

TIES—New Chiffon and Surah Ties, Embroidered Ends, in Cream, Pink, Sky, Yellow and Cardinal.

VEILING—A new shipment just received from Paris and Lyons in Composition Spots. These are the very latest in Black, Brown and New Colors.

LINENS—Tablings, Towelings, Towels, Hollands and Table Napkins.

PRINTS—Light Grounds at Clearing prices, Regattas, special lines suitable for Ladies' Blouses. Also Gingham, Flannelettes, Art Muslins and Cretonnes.

HOUSE FURNISHINGS—Lace and Cheneille Curtains, in late designs, White and Colored Quilts a large assortment, Kensington Squares in Union and All wool, Table Cloths, Floor Oil Cloths, Linoleums, Mats and Rugs. Our stock of Carpets is full-assorted.

WOOLLENS—Fine Imported Pantings, Coatings and Suitings, special Lines. Canadian and Imported Serges, Suitings, Black and Colored Italian Cloths and Fancy Silesias. Also many odd lines at Clearing Prices.

GENTS' FURNISHINGS—Fancy Drill Vests, a special line in Best English make, Stylish Goods. Cotton Neckwear in all the leading shapes, Gents' Linen Collars in various qualities, all new styles, Celluloid and Rubberine Goods, Rubber Garments, Braces and Belts, Silk, Linen and Cotton Handkerchiefs, Linen and Momie Embroidered Carriage Dusters, Traveling Rugs, Trunks and Bags.

HABERDASHERY—We are constantly adding Novelties in Trimmings, Buttons, Braids, Tailors' Trimmings, Dressmakers' Supplies, Corsets, Belts, Mirrors, Soaps and Perfumes.

JOHN MACDONALD & CO., WELLINGTON & FRONT STREETS EAST, TORONTO.

PERRIN FRERES et CIE.

PERRIN'S
PERRIN'S
PERRIN'S

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., Toronto.



EVERY WELL-INFORMED WOMAN

In Canada—Knows, that the **HEALTH** underwear is the **Best-finished** and **most comfortable** made.

Now is the time to place your orders for these goods. Buy a well-assorted line of various styles and you will find them sell rapidly and give **perfect satisfaction** to your customers.

Remember well—An article of recognized merit such as the **Health Brand** now is—Kept well before the Public, by advertising, is **half sold** to any one who comes into your store for **Ladies' Underwear.**

The Montreal Silk Mills Company, - Montreal.



GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

THE STAPLE HOUSE OF CANADA.

Flannels, Blankets, Grey Cottons, Bleached Cottons, Cottonades,
Linings, Linens, Towels, Quilts, etc., etc.

Sold on the smallest possible advance on Cost.

GORDON, MACKAY & CO.

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

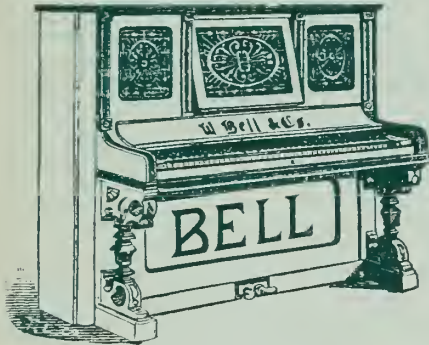
ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.



BELL

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PIANOS

⊕ THE BEST THAT CAN BE PRODUCED ⊕

Are the choice of the musical profession everywhere for Full Rich Tone,
Substantial Construction and Elegant Appearance.

Send for Catalogue to

THE BELL ORGAN & PIANO CO., Ltd.,

GUELPH, ONT.

BRANCH WAREROOMS :

TORONTO, ONT.,

70 King St. West.

LONDON, ONT.,

211 Dundas St.

HAMILTON, ONT.

44 James St. North.

THE CANADIAN GOODS DRY REVIEW.

VOL. II.

TORONTO, JULY, 1892.

No. 7.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, President. H. C. McLEAN, Manager.

HEAD OFFICE: - - 10 Front St. E.
MONTREAL OFFICE: 146 St. James St.

E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building
Roy V. Somerville, Manager.

EUROPEAN BRANCH:

Canadian Government Offices,

17 Victoria St., London, S.W.

R. Hargreaves, Manager.

EDITORIAL NOTES.

ST. John's, Nfld., has suffered severely by the recent fire, and Toronto is not behind hand in extending financial sympathy towards sufferers. Among the dry goods firms who contributed we notice: Caldecott, Burton & Spence, W. R. Brock & Co., McMaster & Co., John Macdonald & Co., Gordon Mackay & Co., \$100 each, and Wyld, Grasset & Darling, \$50. Such liberal sympathy as shown by these firms deserves hearty commendation.

The De Boucherville Government in Quebec proposed to tax all wholesale houses \$100 per year. At a meeting of the Montreal Board of Trade a short time ago a resolution was passed supporting heartily the proposed scheme of taxation, but urging that small wholesale dealers not carrying more than \$10,000 worth of stock pay \$50 instead of \$100. This change would have been quite just, but it does not seem to have been made.

Mr. B. E. Walker, of the Bank of Commerce, made a happy remark when he said, "There are too many people in business." Small stores are getting to be a thing of the past, and if a two-cent railway rate were introduced, the number of town and village stores would have to be lessened. The large retail stores in the cities are slowly but surely drawing away certain classes of trade from the towns, and the "cheap" stores in the towns are destroying the villages. Ready-made clothing is being sold in the cities in increasingly large quantities, and the town tailor is losing his trade. And it

is the same in many other branches. If people want a good carpet they go to the city for it, if they can, where they buy from an assortment that the small dealer cannot carry, and at an advance on cost, which would be no profit to a small retailer. Increased means of communication facilitate this, and the retailer must study these changes carefully and see what effect it will have on his business.

Mr. Geo. Hague, the manager of the Merchants' Bank, spoke wisely in his annual report when he said: "The day has gone by forever when almost anybody could make money or make a living by opening a store and selling goods. It can't be done. Men only waste their time and energies in carrying on the business of storekeeping without previous training. But even with this thorough knowledge of the goods he sells, the retailer often splits on the rocks of giving too much credit. After doing an apparently successful business for years, he finds himself brought to a stand because his books are full of uncollectable debts. The most successful retail merchants are those whose rule is to do business for cash, and who make credit an exception." It is the old song in a new form; the old advice in different words. We hope that retailers are learning this; perhaps they all know it, but they are afraid they will lose the sale of a dollar's worth of goods if they refused to give credit. They would sooner lose \$500 a year in bad debts than to lose the profit on \$500 worth of goods by refusing to give credit. As Mr. Hague says, credit must be the exception, not the rule, if success in business is to be the result.

Wholesale dry goods men in Toronto and Montreal have been trying to shorten their terms of credit. This system of long credits has given these merchants but small net profits during the last few years on account of the number and volume of bad debts and losses. Mr. Hague, of the Merchants' Bank, gives strange advice when he says: "The attempts made to curtail unreasonable credit are worthy of the support of all bankers. But until we have such a continued scarcity of money as to compel heavy curtailment of discounts, we can scarcely hope that anything we can do will have much effect. Such a scarcity would probably bring about a lasting reform, and put the dry goods trade on as good a footing as it is in the United States. It does seem anomalous that what can be done in New York, Detroit and St. Paul cannot be done in Montreal and Toronto. When no

paper is taken that has longer than three months to run, and every bill is expected to be paid when due, renewals being looked upon as the first symptoms of danger, the trade will be on a satisfactory basis." Surely credits can be curtailed without resorting to such extreme means as a continued scarcity of money. Canada's position as an agricultural country demands that her currency be plentiful, because about twenty per cent. more than usual is needed in the autumn in order to move the crops. A currency unexpansive and just suited to our needs at other seasons of the year, would in the autumn cause financial distress on account of the increased use for currency at this season of the year. The remedy lies only in the co-operation of the mills and the wholesalers. If these two bodies would combine and say we will not give long credits, the change would be made and good would be the result. But if wholesale dry goods men will continue to give long credits, they are punishing themselves as long as the custom lasts.

The trade question of this country is a very important one, and a subject which we would like to discuss; but if we said anything we would lay ourselves open to the disgraceful charge of mixing in politics. That is, if we were politicians we would be disgraced, and no person would read THE REVIEW unless they were politicians of the same hue as ourselves. It is very strange how many people shun new ideas or ideas which are different to the cobwebbed ones they store up in their dusty top-flat. The Imperial Trade Congress has met, and the delegates have exchanged ideas. The delegates from Toronto were there, and they voted for preferential trade. What would it mean to the dry goods trade? On the bulk of our goods it would mean lower prices, and perhaps an increased consumption. The benefit would be to the consumer both in buying and selling. But for the present the proposal is laid on the shelf, and we must wait until Gladstone leaves office before it can be broached again successfully. In the meantime, we might have free trade with Great Britain, and thus secure cheaper dry goods. But this would be a long step away from the policy we are pursuing. Again, the result of the elections in the United States next November may introduce some new probabilities and possibilities with regard to trade. In the meantime Canadians had better learn to look at all schemes carefully but distrustfully, say nothing, but watch the politicians closely and make the best of existing circumstances.

SHORT LENGTHS.

IT is the little things of life that worry. Just now a practice has grown up in some of the wholesale houses, caused perhaps by a too great inclination to please their customers, which is now bringing trouble upon the houses which inaugurated the custom. Most wholesale houses will, in certain goods, cut dress lengths from their dress goods pieces to oblige their customers. This is allowable in silk and tweeds goods and perhaps in goods which are worth above fifty cents a yard. At least, if the cutting was confined to dress goods above this price, there would be less room for grumbling, but it is difficult to see why this should be indulged in with regard to goods less than one dollar per yard.

But the practice has grown so, and with accumulating strength forced itself on the wholesale houses until a ridiculous custom is in vogue in a few of them of cutting dress lengths from goods at fifteen, twenty, and twenty-five cents per yard. The custom seems to have begun by travellers selling dress lengths to milliners and general dealers for their own consumption. Finally it has forced itself among a certain class of customers with small stocks and large ambitions. When the question is considered, we can come to but one conclusion, that is that anyone who cannot handle a piece of dress goods with thirty to thirty-six yards in it at a price less than fifty cents or one dollar had better not be in business. And no wholesale house has a right to sell less than this, because they are doing injury to their best customers who do buy full lengths.

When the working of this custom with regard to the wholesale house is considered, the costliness of the practice is seen. The traveller has a sample of a piece of dress goods which contains thirty-five yards, and he sells to each of five persons seven yards of this material. But in the cutting a half yard has been lost, and only six and a half yards are left, which are sold at a sacrifice, and a half yard is lost, which is a great deal when goods are sold at a close margin. Again, the matter is worse when the piece contains thirty yards; three lengths are sold and nine yards are left, and when the next order comes in for seven yards, the question arises, what is to be done with the extra two yards. Cut it off and it is lost. Send it to the customer and he will take it if it is a bonus, if not he cuts off his seven yards and sends the two back. Thus the houses lose very heavily by their cutting business. And who gains? No one, but a few small dealers, who do not deserve it. The genuine dry goods merchants would never want such a favor in any line of dress goods less than fifty cents in price.

But there is another phase to this question in which the interests of the retailer are more concerned. Some dealers in Canada and in the United States are contending for shorter dress lengths—that is, that no piece of dress goods should contain over twenty-five to thirty-five yards. At present the Dominion Cotton Mills Co.'s goods are put up in pieces of from thirty-nine to forty-four yards in length, while in cheaper goods from American and English houses the lengths run from fifty to seventy yards each. This is too much for the ordinary retailer, and we see a great deal of benefit

which would result to the retailer by having shorter lengths in dress goods and being enabled to carry more of the variety that the house with which he deals has in stock. He would commence the season with a greater variety and his repeat orders would be more numerous and greater in volume.

The volume of the sales by the wholesale houses and manufacturers would be increased rather than diminished, and the only sufferer would be the wholesale house, which would have considerable more labor on its hands. But just here what has been said on a previous point comes in, and it must be recognised that if shorter dress lengths were introduced by manufacturers and jobbers, the house would gain by having to do less cutting into dress lengths. The decision of both these questions rests with the wholesalers, but their decisions must necessarily be modified by the expressed opinion of the retail dry goods merchants who stand in the relation of customers to them.

A DEPARTMENTAL RULING.

As there appears to be a difference of opinion as to the proper rating of what are commonly known as "dress goods," in order to secure uniformity at all ports, in future, collectors are authorised that this class of goods may be rated under item No. 216 of the tariff, without regard to width of the goods, when costing twenty cents or less per yard. Care, however, must be taken that no flannels, serges or cloths, other than "ladies' dress goods," are entered under said item No. 216. This will have the effect of letting in meltons up to ten pence a yard at the low duty, thus decreasing the price of these goods. It also removes some doubts and secures a uniformity which was very much needed in classing certain kinds of dress goods.

AN ADVANCE IN CELLULOID.

An advance in celluloid collars and cuffs, amounting to 11c. per dozen on collars and 22c. per dozen cuffs, has taken place in New York. This advance is on the built collars in the manufacture of which there is only one company in America. This company controls the manufacture of the genuine celluloid collar which is made of three thicknesses, the outer two being pure celluloid and the central one linen or cotton. Ever since its introduction this collar has had a strong hold on the market and has had a wide and enormous sale. It is undoubtedly the best celluloid collar on the market, but the monopoly has kept up the price. It has been extensively sold in Canada, especially during the summer months. We have manufacturers in Canada who make ivory and rubberine collars and cuffs, but these goods are made from raw material imported from Scotland and England, and are made of but a single thickness. They are not built goods like the celluloid wares. Mr. A. B. Mitchell, 16 Sheppard street, Toronto, is very extensively engaged in the manufacture of these rubberine goods, and his wares have a strong sale in Canada, but they form

a class quite different to the regular celluloid collar and cuff manufactured by the American company. The rubberine goods are neatly made of one thickness of the celluloid and with an extra thickness around the button-holes, but with no intervening layer of cotton. This advance in New York prices will create an advance here, and dealers should remember that they cannot replenish their stocks at the old price and govern themselves accordingly.

TIPS ON WOLLEN GOODS.

Good all-wool blankets are worth 45c. at the wholesale house, and good unions are worth 40c. Cheaper grades are being sold, but they are dearer in comparison with the goods sold at the above prices.

The trade during the past month has placed very heavy orders for woollen underwear, and now the mills' hooks are full and orders are being refused. The July deliveries in some cases are behind, and this shows a coming scarcity of woollens. Prices are low and the demand has increased, especially in the Northwest, and about Oct. 1st woollen underwear will not be plentiful. There may be enough, but there will certainly be no superabundance. There is a probability also that medium class grey flannels may be scarce. Recently one mill at Peterboro' was burned down, and the Lambton mills have been closed up on account of the keen competition. This has lessened the supply of this class of flannels, and it will tend to stiffen prices at least.

Efforts are being made to spot the cutting by certain wholesale houses in both Montreal and Toronto which have displayed a manufacturer's invoice and offered to sell at a small commission of two and a half to five per cent. This, of course, cannot be done at a profit, as it costs more to sell the goods and is only resorted to by financially weak firms.

ADVANCE IN SILK.

This week news was received from Switzerland that an advance of from 10 to 15 per cent. had taken place in raw silk. This may be so, but it is not likely. Nevertheless there are circumstances which point to an advance in the near future, although the advance has not been sufficiently confirmed, as yet, to indicate certainty. In the cocoon markets of France and Italy there has been an upward movement of prices ever since about June 25th. Early reports from Japan announced an increase in the crop of raw silk this season, but later reports say that Japan will supply no more of the world's demands than it did last year. The Italian crop will show a deficit of from 20 to 25 per cent. These circumstances show that the present upward movement in Japan and Lyons will probably be maintained. Even if the advance amounts to 15 per cent., as reported, it will not affect the goods already ordered by Canadian jobbers and importers, and the effect will not be felt very much until orders are placed for spring silks. The immediate effect will be to make prices firm, but the advance here will not be noticeable.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

Our samples for Fall will be completed next week, when our travellers will start out with a full range of Domestic and Imported Goods.

We would call the attention of the Western trade to the following suitable lines:

**Black Pantings, Black Worsteds, Blue and Black Serges,
Dress Goods, large Range Tweed Effects,
Cashmeres, at old prices, Velveteens, Sealettes,
Towlings, large range.**

FOR SORTING AND IMMEDIATE DELIVERY:

**Cotton Hosiery and Kid Gloves, Art Muslins from 5 cents up,
Damasks and Towels, great variety.**

THE REVIEW AND ITS READERS

A LEADING dry goods merchant in the Province of Quebec asked a DRY GOODS REVIEW representative the following questions:—First, "Has the editor of your paper been a successful dry goods merchant?" Second, "Does he know anything at all about a dry goods store?" Third, "If not, do you not think that the advice he might give in the paper would be more likely to be wrong than right, and more likely to do harm than good?"

Let us consider these questions. As to the first, the editor has not been a successful dry goods merchant. If he had been he must either be possessed of godlike wisdom or else he must stand as an autocrat, having certain views and attempting to impose these views and methods on men who know probably more than he, although differing from him in regard to views and opinions. As to the second question, the editor is not too modest to admit that he would know a dry goods store from a steamboat, and that he could probably, if pushed, distinguish between a pawnshop and a properly regulated dry goods store.

THE DRY GOODS REVIEW contains news derived from all quarters: newspapers, trade papers, wholesale men, retailers and commercial men of all kinds. The editor must necessarily be a man without prejudice. He stands at one side and looks upon events, studies their course, and investigates their cause and effects. He gives, as far as he can, an unbiased opinion on all matters of trade concern, this opinion being founded upon the facts as he finds them. He studies business from both ends, from the re-

tailer's point of view and from the manufacturer's point of view. He must have a certain knowledge of business and especially of the dry goods business: but the fewer prejudices an editor has, the better he can present to his readers the circumstances of any case which require his attention.

There is no dry goods dealer who, whether retailer or wholesaler, stands at the head of this great trade and to whom alone the rest of the trade look for infallible advice. The editor of this paper must keep his views if he has any in the background, and describe matters as they are without fear or favor. He must be the passionless man of science, studying causes and effects and recording results as they appear to be, not as he thinks they should be. Every question that he is called upon to consider must be considered much as a geologist would consider a fossil found in a rock. He looks at it and studies its appearance, the likely and possible causes of its existence, and its relation to the other matter which surrounds it. He probes into and discovers its structure. He analyses its parts and discovers its composition and ascertains its probable nature. So with the editor. He studies business and its relations according to the latest methods. He is seeking after truth, not seeking to justify any circumstance, course or method. All editors are fallible, but the most fallible editor would be one who had had a long training in a retail dry goods store; as preconceived ideas would unfit him for recognizing the truth or worth of new ideas which might be laid bare by circumstance or discovery.

Example is the school of mankind, they will learn at no other.—Burke.

DRESSES IN PARIS.

The following is from the Paris correspondent of the Draper's Record:—"Light colors continue to predominate, the materials preferred being crepons, printed muslins, also embroidered ones, the patterns recalling those of the last century. There are flowers and knots of ribbons everywhere. These thin materials are worn over silk, which are of various light shades of blue, vert d'eau, cream, etc. Several of these costumes are made in the Empire style, with gathered short waists and wide sashes tied behind, the sleeves very full at the top, and generally in continuous puffs, which are distinguished by ribbons of a contrasting color designating each puff; they are always tight towards the wrist. I have seen a lovely dress of very full, soft heliotrope satin made in this style. The puff sleeves had bands of lettuce-green silk ribbons round. The flowing ceinture and sash was of the same narrow green satin.

The ordinary walking dresses are of crepon-de-laine, beige, hussar blue and cream being favorite colors. There is a tiny flounce edged with satin or a narrow fringe of a contrasting color on the plain skirt, the bodices made with rather short round waists, with revers coquilles. Then there are the soft serge dresses trimmed with shot velvet arranged as revers, with a small flounce round the skirt. A neat walking dress is of navy blue serges with a full blouse of striped cotton, and the corsage made as a figaro, the skirt perfectly plain and close-fitting, trimmed with gold passementerie at the foot.

EARLY CLOSING.

ABSURD and ridiculous is the idea that some merchants have that if they keep open six days in the week the people in their town will buy more dry goods than they would if they kept open only five and a half days. If one dry goods merchant closed for half a day and the rest in that trade did not, then those who kept open longest would probably gain a little on the one. But if all close for half a day, are the people in that town going to buy any the less dry goods? Do the people in this country buy any less amount of dry goods because the stores are all closed on Sunday? Why not then save a few running expenses and take a half holiday for yourself and your clerks one half day in the week. If your country trade will not allow it on Saturday afternoon, take it on Wednesday afternoon. In our last issue we mentioned that some of the Hamilton dry goods houses were closing on Saturday afternoon during the summer months. Most of the large retail dry goods stores in Toronto do the same. But in both these cities the smaller stores do not do this, and hence these larger stores must lose a little. But the owners of these large stores know that this loss is small and they are willing to bear this for the pleasure they get in knowing that they are not grinding the lives out of their employes, but that they are allowing them that recreation which mind and body needs and which makes them better clerks during the next week and makes them better men and women. Honor is due to men who do this. Beamsville merchants are sensible; they have agreed to close their places of business on Wednesday afternoon at one o'clock, from June 22nd to August 31st. Here are other reports. One from Halifax says that Mahon Bros., G. M. Smith & Co., W. & C. Silver, John Silver & Co., and Charles Robson & Co., will close at 6 o'clock, except Saturdays, during July and August. They are away behind the time, but never less they are catching up. The Windsor merchants will close their stores at 6.30 each evening, except Saturdays, during July and August. There is a movement on foot among Strathroy dry goods merchants to close their places of business at 9 o'clock on Saturday nights. Here too they are moving, but they are still in the rear of the reform movement. Many towns in Ontario and elsewhere have the early closing movement, and close at 7 o'clock every evening, while many also enjoy a half holiday some day in the week. The Toronto butchers take a half holiday on Wednesday afternoon. But as an example of pure blindness and selfishness we have the following report from Ingersoll, Ont., where alone the tailors seem to have some common sense: A petition, signed by quite a large number of Ingersoll merchants, was handed to the council Monday night, asking for the repeal of the Saturday night early closing by-law. Another petition, signed by a majority of the merchant tailors, was also handed in, praying for the enforcement of the 7 o'clock closing by-law. The police were instructed to notify and enforce the latter.

Glencoe merchants have adopted the early closing system, and their stores will be closed at 6 p.m. every day except Saturday.

TRAVELLERS' TALES.

The other day half a dozen commercial men came down the Georgian Bay from Parry Sound. Before proceeding we may say that a more delightful trip is not to be found in America than a sail on the steamer Manitou, down the inside channel, through the fifty miles of islands that dot the channel all the way along. Mr. Dave McNaig is again afloat on the staunch old boat, so you are sure to have a jolly time. As usual, a few good stories were told. We can remember only two or three, and here they are:—

WHY JOHNNY GOT THE BOUNCE.

Mr. John Marling was engaged for the glove and hosiery counter in a big western dry goods house, where a large proportion of the firm's best customers were colored people. A few days after he had entered upon his new duties, a stylishly dressed young lady, of very deep-tinted complexion, waltzed up and asked Johnny for some flesh-colored silk stockings. He opened a box of Black'silk hosiery, saying: "These are warranted fast dye, full-fashioned and—" The young lady gave John a look that paralyzed him, and abruptly left the store. She told the floor walker she had been insulted and would never enter the shop again. Mr. Marling was asked for particulars; he explained how she asked for flesh-colored hose and he showed the nearest he had to match her complexion. "That will do, sir. If we keep you here after to-day the store will be boycotted. We are very sorry, but it was an unpardonable mistake. Good-bye." And Johnny quit.

TOO MANY COOKS.

John Slater, an old dry goods traveller, said:—"Some years ago I had a customer in a country village named Wyley. It was an all-day job to sell a five hundred dollar parcel. First there was John Wyley himself to please; then Mrs. Wyley had to be satisfied; then there was Grandma Wyley—John's mother—she had to be consulted; and Grandma Tuttle—Mrs. Wyley's mother—would always drop in to have a look at the new styles, and assist with her advice and counsel. Mrs. Wyley and Grandma Tuttle pulled together, while John and Grandma Wyley pulled the other way. I remember once spending nearly half a day in selling them twenty pieces of print. The thing got so tedious at last that I struck an idea which worked first-rate. I got them to agree to take turn about in choosing patterns. I told them by this means they could find out whose choice of patterns sold the best. Quite a rivalry got up between the two old ladies and John and his wife. It was very funny to hear me call out 'Now, John, it's yours and Grandma Tuttle's turn to select from this book;' but it worked all right and saved me lots of time."

SHE COULDN'T MAKE IT OUT.

Mr. O'Roarke died a short time ago, his life being insured for \$500. With this money the widow started a corner grocery. Mrs. O'Roarke's early education had been sadly neglected. When she started to check off the first invoice she was "all at sea." She couldn't make "hid or tail av it." She sent her boy Dennis down to the wholesale house to say his mother couldn't make out the bill "at all at all;" half av it was "ditto ditto," which she didn't order and didn't "mane ter keep," and

to send up a waggon and cart the "dittos" back "ter wance," it was groceries she wanted.

TOM SWALWELL.

WOOLLEN UNDERWEAR.

Canada manufactures most of her own woollen underwear—in fact, all but some very fine goods—and these are rapidly being displaced by improved goods of home manufacture. While doing this, woollen goods are supplied to the consumer at prices much cheaper than those supplied to the citizens of the United States, and yet our mills are prospering. The quality of the goods is improving, but not uniformly. Some mills are turning out goods which are a disgrace to any manufacturer, while other mills are turning out goods which catch the trade every time by their clever appearance, and hold it by their intrinsic merit. To make nice underwear requires very careful attention to details. The weight of the garments must be just and the "feel" of the goods proper. This last point is one which some manufacturers fail to get altogether. It is hard to trace the fault, but in many cases the poor "feel" is due to poor scouring and finishing. But it is the appearance of the shirt which sells every time, and this appearance is made up of a large number of little details—such as the color of the thread used in stitching, the shade of the buttons and their make, the edging and other trimming. Too great attention cannot be given to the small details and the trimming of the garment costs but little; an improvement which costs but ten or fifteen cents a dozen in this part of the making, often adds fifty cents a dozen to their value. A shirt which has cheap edging, badly shaped or poorly designed buttons, unsuitable thread and poor stitching will sell for less than a poorer shirt, as regards stock and weight, but with neater and more attractive trimmings. This may seem a lamentable fact, but it is a true one.

Great improvements have taken place during the past few years in this manufacture. The chief were: the looped skirts and cuffs, the fancy stitching about the front and neck of woollen shirts, and perhaps greatest of all, the gradual substitution of plain goods for ribbed goods. Ribbed goods still sell but chiefly in cheaper, part cotton goods or heavy goods for lumbermen and those in the colder districts. But for the better class of trade, plain goods are more in favor, the colors being mostly stripes and mixes. The tendency is to quiet colors, such as plumb color mixes, stripes and naturals, very few scarlets being sold. A number of years ago scarlets had a very strong run, but for quite a while the demand has been quite inactive, although showing signs of reviving somewhat.

Hitherto we have been speaking of men's underwear, but ladies' underwear is also being manufactured in Canada in increasing quantities. Last season there was a strong demand for ladies' ribbed vests. These sleeveless, closefitting garments were at first imported from England, but a firm in Hamilton, Ont., gained the secrets and now manufacture them very largely. This season the plain woollen underwear, the sleeved garments, seems to be finding a readier market.

WHITING CASH AND PARCEL CARRIER.

The greatest success of the present age. No cords or springs to get out of order: recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.

(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

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SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,

Wilkinson, & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

B. Levin & Co.

491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.

WYLD, GRASETT & DARLING.**New Goods for Assorting Season.**

Challies, Printed Delaines, Cashmere, Black and Coloured Surahs, Black and Coloured Failles, Coloured Sateens, Black Peau de Soie, Fancy Tinsel Silks, Victoria Lawns, Lencs, Ladies' Cashmere Hosiery, Fast Black Cotton Hosiery, Ribbed Cotton Vests, Lisle, Taffeta, and Silk Gloves, Ladies' Circulars.

MEN'S FURNISHINGS—Novelties in Derby and Four-in-Hand Scarfs; full range of Black Scarfs. English Collars in various heights. Summer Vests and Coats. Waterproof Coats, Umbrellas.

MERCHANT TAILORS' STOCK constantly replenished with new goods.

WYLD, GRASETT & DARLING.**SUSPENDERS.**

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

C. N. VROOM,

St. Stephen, N.B.

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

Agents for Ontario.

GENERAL TRADE NOTES.

GORDON, MacKay & Co. are showing extra value in some new shipments, the chief being three hundred pieces of navy all wool serge and five hundred pieces gray shaker flannel.

The fingering and other yarns of domestic manufacture have gradually displaced the foreign makers. With the exception of the Baldwin, no other foreign brand has any very great sale, while there is a good market for domestic yarns.

John Macdonald & Co. are handling a new article called the Twin dress stay; it is well adapted for the purpose and surpasses most other kinds in quality. They are also showing dress shields, for wearing under the arms, in stockinette and silk, both of domestic and French manufacture. They have received large shipments of Baldwin's fingering yarns, and in domestic yarns are selling Queen City and Standard, which brands can be readily distinguished by the Royal British Standard.

Caldecott, Burton & Spence have received about the last of their shipments in Canadian shirtings, linings, flannelettes and other cotton staples, thus giving them a very full and varied stock of the latest productions of the Canadian mills. These goods were ordered early in order to avoid the later advances.

John Macdonald & Co. have just received very heavy shipments of tapestries, Brussels and Wiltons, and especially varied is their stock in hems, which includes all qualities and widths. Their orders for fall delivery of carpets has been unusually large.

Gordon, MacKay & Co. have an extra fine line of 45 inch black Houncings in black and colored embroidery. In kid gloves they are showing a very fine line of gauntlets on which they are quoting a special price, which the shrewd dealer should investigate.

A new thing in embroidery and crochet cotton—E.S.C.—is of German make, and the new feature is that it is sold by weight, each ball weighing 25 grammes. It is put up 10 balls in a box, and in several boxes in a gross is found a small pasteboard box, into which one of the balls just fits and the lid of which is provided with a hole through which the thread runs out, thus securing the ball from being injured or soiled. Enough of these are provided to furnish one each to the best customers. By this method of weighing consumers get the fairest treatment, as they do not pay for spools or their substitutes. This cotton sells for \$6 a gross.

W. R. Brock & Co. have a job line of lenos in all colors, which are having a strong demand, to protect goods from the black flies. Their honeycomb shawl, which is sold to retail at a dollar, is a genuine bargain. They are showing a nice line of silk umbrellas. One kind of umbrella has quite a novelty handle; the bone handle is fashioned at one end into a dog's head, and at the other end into a street car whistle; by a simple twist of the wrist the handle is disengaged and shows a handy corkscrew.

In mantle materials some very new broaded effects are seen, but seal-ettes, plain leavers and Bedford cords are very promising.

John Macdonald & Co. are selling

the Hygiene corset. This corset being fitted up with shoulder straps and straps for holding up the skirt, is designed to relieve the waist of the load of garments and place this load on the shoulders. This is the proper way according to dress reformers and physicians, and this corset is meritoriously popular.

Wyld, Grasset & Darling are showing some beautiful ranges of linen goods. Their loom and bleached tablings are very clean made and serviceable goods, and their range is large. In towellings the variety they carry in all widths and makes is very large, and renders selection easy. Very large ranges of flannelettes, shirtings, ticks, and other Canadian goods are to be seen in the warehouse, and prime value in grey flannels.

John Macdonald & Co. are showing bargains in braces, having bought the over-make of an American manufacturer at much below regular prices, and consequently are showing special value in farmers' braces, overshot silk and fancy Jacquard.

Gordon, MacKay & Co. are showing a very fine range of blankets which are being sold at close prices. These are, undoubtedly, exceptionally fine goods. The fault of a too heavy nap is avoided in their manufacture. They are showing greys in unions and wools, and whites in unions, wools, supers, and extra-supers. This house is also showing a large range of comforters in choice patterns and all sizes.

Wyld, Grasset & Darling are showing a large range of Canadian and imported underwear, in fall and winter weights. The natural color so popular in the past two seasons is increasing in favor.

John Macdonald & Co. are still receiving shipments of carpets and linoleums for fall delivery. In their linoleums they have a large variety of patterns and qualities.

W. R. Brock & Co. are showing some new styles in flannel embroideries in silk and cotton and thread; and a large range of dress and mantle pearl buttons in plain and fancy patterns and in all sizes from 18 to 60 lines. Among other things worthy of attention in the house are a range of the celebrated Hercules suspender and a range of fingering yarns and Saxons in several grades and colorings. They are showing some plumb lines for the fall trade in hosiery, gloves, cardigan jackets, and men's socks.

John Macdonald & Co. are opening up ten bales of travelling and driving rugs. These are beautiful goods, being shown in fringed plaid rugs, striped and checked bound rugs, and printed seals and black mohairs. The patterns are entirely new and very artistic, consisting of printed sporting effects, crescents and checks. The new Lumsden rug is very pretty, having a nice silk early surface.

The handkerchief trade during the past two weeks has been very strong on low-priced goods, but the higher priced goods have been very slow in movement.

Prospects for fall trade are quite encouraging, and the wholesalers are stocking up very heavily in anticipation of a good demand. In another week stocks will be nearly complete. Many dealers throughout the country are holding off and are missing the cream of the goods. The late buyer may save a little on some lines, but he loses the best patterns and the best-value goods.

THE COMING BI-METALLIC CONFERENCE.

There has been no end of opinions published in the press of this country and of England, during the month, on the coming bi-metallic conference of the great commercial powers of Europe with the United States, and no end of the diversity of those opinions as to the outcome of the same. The majority, however, favors the belief that no immediate result will be reached at this meeting; that the silver or bi-metallic countries will not consent to materially lower the existing standard of value for silver compared with gold, and that the single standard countries will refuse to accept a ratio fixing the price of silver, much if any above its present value. This is regarded as the stumbling block in the way of immediate practical results from the conference. On the other hand, the increasing interest taken by the manufacturing, industrial and commercial classes of Great Britain, in favor of the adoption of silver as a part of the circulating medium of that country, as shown by the increasing number and influential character of the deputations that have waited upon the British officials in charge of this conference, shows a rapidly growing sentiment in favor of the double standard in that hitherto strongest hold of the single standard theory; and, it is not expecting too much, that the commissioners appointed by that government will be empowered to make concessions that would hitherto have been impossible on the part of any administration, either Liberal or Tory. As the question is undoubtedly one that will be finally settled by the action of Great Britain and the United States, it certainly seems as if everything was favoring the final adoption of the double standard by the great commercial nations of Europe. Such action, even though delayed by radical differences of opinion and interests at first, will no doubt eventually dispose of the vexed silver problem that has threatened the finances as well as the commercial interests of this country. With the removal of this silver millstone from the neck of trade, the outlook for both financial and commercial interests in this country would decidedly improve, by establishing a future basis of value that is not likely to be interfered with by new legislation at Washington when ever there is a change in the party controlling congress or the administration of our government. Could the other great stumbling block to our industries and their permanent prosperity also be removed in the shape of constantly changing tariff legislation, and some settled and permanent policy fixed upon that should not be upset with every change in the administration of our government, the chief causes in the present depression, in all branches of trade and industry would be permanently removed, and this country would enter upon a period of general prosperity such as has never been experienced. Happily, both these problems seem to be approaching a solution that shall be just to all interests, and one which will take them out of party politics, as has been done in England years ago and removed from the political arena, where business interests are subject to party necessities.—H. A. Pierce, in The Bankers' Magazine.

W. R. BROCK. ANDREW CRAWFORD. T. J. JERMYN.

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SEND FOR PRICE LIST.

ATTRACTING TRADE.

ONE of the best methods of attracting trade is by having specialties in which real bargains are offered in order to draw the trade to the store. These must be genuine, with little or no profit, but something about which people will talk and something which is peculiarly adapted to attract all of the class of people which it is desired to impress. Many of the large retail dry goods stores adopt this expedient and find that it is a good way of creating a talk and an interest among buyers. The smaller retailers pay very little attention to this, but it is very worthy of their consideration. To illustrate this contention an instance which occurred lately will be very suitable. A certain hatter in this city was asked some time ago to lay in a stock of Argonaut caps, bands, and ribbons, but refused to do so as the profit made would not be worth the trouble. Now the Argonaut club has about four hundred and fifty members, and it would be a small estimate to suppose that at least one hundred of these would have called at his store to purchase. To be on the safe side we will suppose that out of this one hundred he secured twenty-five new customers—perhaps only temporarily, perhaps permanently. Is there not sufficient ground for supposing that this article, though paying him but a small margin, would have drawn him many new customers, whom he could have held by the polite attention of careful salesmen. Getting trade is not holding it, but it is half the task. This is but an example of how a dealer can procure specialties and use them as a means of increasing the number of his customers. These specialties must be articles which no one else has on sale in order to be really effective. These must again be supplemented by active and polite salesmen, neat and attractive counter displays, and fresh, new goods. They are the extra nails which are driven into the trade hoard to make it secure and irremovable. Another method of attracting trade is by securing bargains in special lines and selling at close margins. This is not so advisable as it may lead to reckless butchering of prices, but it can in some cases be used wisely and well. The wide awake retailer will secure many advantages of a kindred nature and use them to enlarge the list of his customers.

HANDKERCHIEF MANUFACTURE

A few years ago English ladies of high degree began the fashion of displaying the border of a highly finished colored handkerchief in their breast, and the custom was followed by all classes, and the demand for handkerchiefs with display borders was enormously increased. Just now no lady has a complete toilet, and we may say no dude either, unless she has at least two handkerchiefs, one of which is for use and the other for ornament. The latter is tucked under the lower edge of the belt or bodice or fastened in the loose cuff of the dress.

The hemstitching of handkerchiefs is a very old industry in the north of Ireland, but the ordinary handkerchiefs with woven-in borders were not produced in quantity until after the year 1830. Before this date the style of the handkerchief chiefly adopted by the

poorer and artisan classes was a printed cotton of a low quality and frequently of a loud, vulgar design, while the upper classes took the genuine Irish cambric. The costly bandanna handkerchief came from India primarily, but now it is manufactured in Glasgow very largely.

It was about fifty years ago that the handkerchief industry settled itself in Belfast as a centre, and now at least fifty large, and any number of small, factories are actively engaged in the north of Ireland in the manufacture of handkerchiefs alone.

In this manufacture a system strange to Canadians is introduced. This system is similar to the one in vogue in other industries in England and Ireland—notably the shirt, underclothing and glove industries. The warp and weft are made in the factories and then distributed to the peasant weavers, who in their own cabins with their own wooden hand looms weave it into cloth. A very large number of weavers are constantly employed in this way through the counties of Armagh and Down. The cloth is again collected by the agents of the firm, distributing the warp and weft yarn at collecting stations. The cloth is woven in pieces about 58 yards long and ranging in width from 18 to 48 inches. It leaves the weaver a nasty brown color but the bleacher soon transforms it into the beautiful white cambric. Then the cloth is cut up and stamped and again sent out to the peasant cabins to be hem-stitched, embroidered or sprigged. Some handkerchiefs receive stamped patterns, this work being done by the hands of young Irish maidens. When these handkerchiefs return, after being stitched and embroidered, to the factory, they are black and greasy and are then hand-dried, re-assorted, and packed and made ready for shipping.

Thus in rapid outline is seen the method of manufacture of our cambric handkerchiefs, and every dealer can easily imagine for himself what must be the bulk of the yearly handkerchief trade in the world. The manufacture in one part of the world has been shown, but silk, lace and various Oriental-colored handkerchiefs are common on our markets. Even Chinese and Japanese handkerchiefs are now being advertised by the wholesalers of this city.

ENTERPRISING FIRMS.

Dress shields are fast becoming universally used by the ladies. They prevent a good dress, and a cheap one also, from being soiled by perspiration in the armpits. The Williamson Rubber Co., of Toronto has been manufacturing these goods for about five years, and their business has increased with the increasing popularity of the goods, which bear the diamond-shaped trade mark of this company. The articles they manufacture are shield-shaped, or like two shields joined together at the top, one running down the inside of the waist and the other running down the inside of the sleeve. This seamless dress shield is made either of stockinette or silk. The material consists of three layers, the outer ones being of either one fabric or the other and the central layer being rubber. The rubber serves to make the article impervious to the perspiration. These shields are easily attached to the dress, and are so useful that the mere showing of them will

sell them. This company report a strong demand for their goods, and this is no doubt due to the superiority of the material used in their manufacture; and the pride which dealers take in handling goods of home manufacture.

The Ever Ready Dress Stay Co., of Windsor, Ont., have recently enlarged their factory, and now they have a large two-storey brick building, with twice their former capacity, well fitted up with steam-driven machinery. They are extensively engaged in manufacturing the celebrated Ever-Ready dress stay, and also the Alaska socks and mitts. These last are having a very strong demand, and they seem to be well adapted to the needs of Canadian lumbermen and teamsters. Their dress stay has become a staple in every dry goods store, and despite the large increase in the output of their factory, they are still far behind in the filling of their orders. Such a state of affairs must be exceedingly pleasing to Messrs. Bowling, and the superior quality of their goods will no doubt enable them to still further increase their capacity for manufacture.

The E. B. Eddy Co. report business satisfactory. Their branches at Montreal and Toronto, and their agents and travellers from the Atlantic to the Pacific coast, are crowding the house at Hull with impatient orders. Since responsible branches have been opened at Montreal and Toronto, under direct control from headquarters at Hull, and since paper has been added to the company's other lines of manufacture, there has been an immense increase in business, as the wholesale trade and the jobbers in nearly every line of business are now purchasers from the company direct. The rapidity with which the paper branch of the business has developed is beyond the most sanguine expectations of that most sanguine of men, Mr. Eddy. Their paper mills, with three machines already the largest in Canada, are to be supplemented with a 96" machine, which is expected to be in operation by October of this year. The dry goods trade absorbs large quantities of their light and heavy manillas and tissues.

WEARY JOKES.

CONCLUDED HE WOULDN'T.

Briggs—Why, old man, I thought you had gone away on your vacation. I saw you down town the other day buying a lot of ontong clothes.

(Griggs, sadly)—Yes. That is why I didn't go.

A BUSINESS SECRET.

A large manufacturer took into his office a nephew who, to put it mildly, was rather feeble minded. One day the nephew came to his uncle and complained of the head clerk, Jones.

"Uncle, what do you suppose the head clerk, Jones, has been telling people about me?"

"I have no idea."

"He has been telling everybody that I am a fool."

"I will see him about it and tell him to keep quiet. He has no right to expose the secrets of the office."—Texas Siftings.

BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the **Linen Trade** and have bought accordingly.

Please see our Samples and call when in the city.

BUSINESS CHANGES.

ONTARIO.

Irwin R. Armstrong, merchant tailor, Brampton, has made an assignment to B. F. Justin.

Edith McDermid, milliner, Strathroy, has made an assignment to Mr. J. Cameron, her solicitor.

T. M. Henderson, men's furnishings, Norwich, assigned to T. A. Kilgour, Hamilton.

A. W. McLeod, dry goods, Rat Portage, has sold out to R. W. Ferrier.

J. G. Smallacombe, tailor, Exeter, has assigned to Robert Gibbons.

C. C. Rance, tailor and furnishings, Rat Portage, sold to W. A. McLeod.

Mrs. A. Cartan, fancy dry goods, Toronto, is out of the business.

Andrew Crawford, tailor, Aurora, has compromised.

Geo. Hilliard, of the Blythe Woollen Co., Peterboro, is dead.

Paul Shakespeare, dry goods, Toronto, has assigned to J. W. Lawrence.

Wm. East, umbrella manufacturer, Toronto, is advertising his business for sale.

Andrew Crawford, merchant tailor, of Aurora, assigned to E. R. C. Clarkson a few days ago, and has already effected a cash compromise at the rate of 60 cents on the dollar.

Thomas H. Wark, merchant tailor, 171 Queen street west, who assigned this week to E. R. C. Clarkson has met his creditors with a statement of affairs, but has been given a week in which to make an offer of composition.

Mr. J. A. Graves, of Tilsonburg, has sold out his interest in the dry goods business and retired from the firm of Hansler & Graves on the 1st of July,

and Mr. W. J. Walker took a partnership in the business.

J. J. Tonkin & Co., the hatters and tailors at the corner of Yonge and Richmond streets, have assigned to Campbell & May. The liabilities are not thought to be large. Stock is now being taken, and the creditors will meet on Tuesday afternoon.

QUEBEC.

The estate of L. E. Cloutier, dry goods, Montreal, is being wound up. Harris Kellert, clothing, Montreal, is trying to compromise.

O. Bouchard & Fils, dry goods, Quebec, have dissolved.

Isidore Boileau, hatter, Montreal, is in difficulties.

Graves & Rolin, tailors, Montreal, have assigned.

Langevin & Monday, clothiers, Montreal, are offering to compromise.

MARITIME PROVINCES.

Hauson & Grady, tailors, St. Andrews, N.B., have dissolved.

W. Cowling & Co., dry goods, Moncton, N.B., have assigned.

James Kelly, tailor, St. John, has assigned.

Craig & Kent, hat manufacturers, Truro, N.S., have advertised their factory for sale.

THE WESTERN PROVINCES.

J. H. Simpson, tailor, Victoria, B.C., has sold his stock to J. C. Leask & Co.

W. S. Hampson & Co., dry goods, Victoria, B.C., are closing up their branch at Nanaimo.

A. E. Allen has retired from the firm of Allen, Wilson & Creighton, tailors, Victoria, B.C.

Samuel Bare, dry goods, Winnipeg, Man., has compromised at 65c. on the dollar.

Berkman & Barnett, dry goods, Regina, N.W.T., have assigned.

The stock of William McColl, dry goods, New Westminster, B.C., is advertised for sale.

T. L. Brown & Co., men's furnishings, Nanaimo, are offering to compromise.

NEWFOUNDLAND.

Among the dry goods men who suffered by the recent fire at St. John's, were: James Bryden, Campbell McPherson, Ayer & Sons, O'Flaherty & McGregor, Wm. Frew, Mrs. Mitchell, Marshall & Rodgers, Colin Campbell, Brown & Milly.

Nothing has appeared in the associated despatch in years to arouse the public to such a sense of the necessity for judgment in the security of papers and valuable documents as the St. John's fire, when nearly all foreign safes proved worthless, and those of the Canadian manufacture of J. & J. Taylor alone stood the test.

Last Saturday morning about eleven o'clock James McCallum Cosbie, son of Mr. R. H. Cosbie, traveller for Samson, Kennedy & Co., lost his life. It appears that the lad and his father were bathing in the lake at Kincardine, the latter endeavouring to teach his son to swim. After holding him in the water for some time, the young lad striking out with hands and feet and apparently enjoying himself, he suddenly seemed to have lost all animation. On taking him out of the water it was found that life had fled. Mr. Cosbie and family were spending a few days by the lake, and this was a sad ending to their pleasure-taking.

EMPLOYER AND EMPLOYED.

AN English millionaire who succeeded in giving a powerful impulse to a branch of home industry was asked what were, in his opinion, the real causes of the success. His answer was: "I always sought out the right man for a given branch of the concern, and I left him full independence, maintaining, of course, for myself the general supervision." "Did you never fail to find such man?" was asked. "Never!" was the quick answer.

This is indeed the secret of success when a man must employ others to transact minor parts of his business. He must first be able to discern and appreciate a good man and place him in the proper position. Then he must learn to trust him and teach him that he is trusted, and not until this subordinate has responsibility laid upon him will he develop. Load him with care and with a responsibility which he cannot shirk, and then if there is anything in him, he will show it. The employee must be subject to general supervision, but he must have also a certain independence, a certain sphere within which he can be monarch of all he surveys.

Not only does this educate good employees, but it also gives the proprietor more time for thought concerning the general matters of his business and leaves him more open to appreciate and accept the new ideas in the business world. A prominent commission merchant, the other day, remarked, concerning a buyer in the tweed department of a large wholesale house, that he was a grand man, intelligent, capable and business-like, but he said he had one great fault. He tried to do everything in the department himself. Besides buying, he tried to do all the selling, checking, ticketing, corresponding, etc., and was thus worrying himself almost to distraction with work which his assistants watched him do. He did the work simply because he had got into the habit of thinking that no one could do it properly but himself.

The man who wishes to succeed in business must cease to worry about little details. Methods do not matter so much as long as the same end is gained. The ideal business man does a lot of work with his eyes, supervising by looks not words, seeing everything but remarking only flagrant faults, who knows how and when to direct his employees, but whose great attention is bestowed on the larger and more responsible duties of his business, where mistakes mean hundreds or thousands of dollars, not everlastingly worrying over mistakes either fancied or which cost but a few cents. He must neglect trifles and encourage his employees to tend carefully to them, by making them fully responsible for those matters to which he cannot attend.

WHEN ADVERTISING DON'T PAY.

Many business firms who ought to advertise persistently refuse to do so because they have tried advertising to a limited extent and failed to get any direct benefit from it. Their trial of the experiment began and ended with an insignificant card continued for perhaps three or six months, and the result, of course, was what might have been expected—a dismal failure. The

money expended might have been put to better use, we confess.

No one with ordinary common sense ought to expect a very small advertisement to pay unless it is continued for a very great length of time. But small advertisements are something which should never be encouraged, especially when they apply to houses which can afford to advertise on a larger scale. They are rarely, if ever, satisfactory, because they can never bring the results that advertising should bring, when it is done at all.

Judicious advertising always pays. The use of the right mediums and a proper proportion of space, to enable the making of an effective display, are always productive of good results; and when advertising is done on this plan it is never discontinued by live business men who have anything worth advertising.

We never hear a complaint made by any business house that advertising has not paid them but we can easily trace the cause. The firm in question has either advertised in a half-way fashion or been too timorous to stick to it until the results were satisfactory.—*Dry Goods Chronicle.*

WIDE-AWAKE ADVERTISING.

In a certain town in Western Ontario there was to be a huge union Sunday-school picnic on a certain day, and no person surely would connect this with advertising or business. But one level-headed dealer did connect this picnic with his business. Everybody going to the picnic—that is, every mother of a family and a few others—were going to take something to eat. They were going to take a basketful to augment the general supply, and a great many of them another small basket, with just a trifle or two stored away; something nice for Jimmy and Mary, if they got hungry between times, or on the train going home. Now this wide-awake dealer got up a nice advertisement. It wasn't a huge display advertisement, with type two inches square and a huge saucy heading and some slang phrases. Oh, no! He was writing that advertisement for quiet, tasty mothers, and he had it set up in a quiet, tasty manner. He always has nice advertisements and he keeps the same space, and people look for his advertisement, just as they look for the place where the editor puts the marriage notices. And like these, too, he changes it once a week—that is, once every issue. You never saw a marriage notice in two consecutive issues of a paper, did you? Well, then, why should an advertisement appear twice? Seeing that people knew his space and looked for it, he put a quiet heading, simply the word "Picnic." That was enough. Everybody was interested because they were intending to go, and wondering what the weather would be like, etc. Then he told them a thing or two about that picnic in a nice brisk, crisp style, and said a few things about his baskets; the kinds suitable for a big lunch and the kind suitable for a small lunch. He didn't say they were the cheapest and best on earth; he simply told them he had some nice baskets, and he knew that they were suitable for picnicing, and that the prices were right. The ad-

vertisement was set up in pica type, enlivened in one or two places with a line or a word in larger or more striking type.

Awake, thou advertiser that sleepest! The wide-awake merchant is always looking for the thoughts of the people that he is writing to, and like a personal letter, he avoids saying the same thing twice. He tries to tell his customers something interesting. He watches events and fits his business to them whenever possible. He learns, if he can, something stirring about the manufacture of a line of goods he is selling, and imparts to his customers this little piece of information, not in a lordly way, but in a friendly, conversational manner. Freshness marks the production of the wide-awake merchant's brain and pen. Suitableness is another great feature of them; he doesn't advertise furs in August, or pocket diaries in July. Moreover, he doesn't shock people with a slangy, wordy advertisement, but, as has been pointed out, it is fresh, crisp, and suitable.

Mr. J. H. Tilden and Mr. J. M. Lottridge have been elected by acclamation to the positions of president and vice-president of the Hamilton Board of Trade. Mr. C. R. Smith was re-elected secretary-treasurer. Mr. Tilden has since resigned.

Wyld, Grasset & Darling are opening some large shipments of neckwear. In derbys, knots and four-in-hands, the leading things are sprig and floral designs on plain grounds; the only stripes being the vertical. English collars are shown in various heights and suitable shapes.

SUMMER TRIPS. GRAND TRUNK RAILWAY.

The Popular Route for Tourists and Sportsmen.

When planning your annual tour remember that this company controls over 4,100 miles of railway equipped in the most approved modern style, passing through a magnificent country noted for its unsurpassed facilities for sport.

A Few of the Principal Resorts.

- PORTLAND, Me.—For deep sea fishing.
- ANDROSCOGGIN LAKES (via Bryant's Pond or Bethel)—Excellent trout fishing and game large and small, of every description.
- THE WHITE MOUNTAINS (via Gorham, N. H.)—For trout and varieties of game.
- THE SALMON RESORTS of Quebec, New Brunswick and Nova Scotia, reached via Quebec.
- LAKE ST. JOHN REGION, via Quebec—For ouananiche, trout, caribou, bear, moose, beaver, otter, etc.
- THE RIVER ST. LAWRENCE, in the neighborhood of the line for 400 miles—For muscalonge, pike, bass, whitefish, pickerel, perch.
- THE THOUSAND ISLANDS, via Gananoque or Kingston—For pickerel, black bass, muscalonge, pike.
- MUSKOKA LAKES—The best place on the continent for fishing, shooting and camping. All varieties of fish and game.
- PARRY SOUND AND GEORGIAN BAY, reached via Penetang, Midland, Collingwood, etc., for black bass, pickerel, deer, partridge, bear, otter, etc.
- LAKES ONTARIO, ERIE, HURON AND MICHIGAN via stations at all principal ports.
- LAKE SUPERIOR, via Collingwood, Warton, Sarnia in connection with steamship lines. For through fares, tickets and further information apply to the Company's Ticket Agents. 7

THE STUDY OF COSTUME.

It is sometimes a matter of wonder both in this and the other countries of Europe, how France has succeeded in ruling the world of fashion for such a long period, and how she has been enabled to repulse every attack upon her supremacy in that field, come from whatever quarter it might. The origin of their excellence lies in that foundation of all genius: a capacity for working hard and taking pains with the matter they have in hand, which in this respect is congenial to the national taste. This is preeminently so in the matters pertaining to dress of both sexes, but especially to that of women. The French are assiduous students of the development of costume, says the Textile Review, and having perfected themselves in the true principles in the art of dressing, they are enabled to explore every source of inspiration with the greatest advantage, and always with some considerable show of reward. Thus the fields of Nature, the truest and best fountain of inspiration, are never neglected by them, and in this respect Nature is bountiful to them in the provision of blue skies and golden corn fields and a wealth of flowers, the store of which is annually replenished abundantly in the sunny clime of France. But beyond this the French have another great resource, of which fashion designers or manufacturers rarely make use in this country. We refer to their great devotion to the study of the development of costume. They know well that in the comparatively unexciting lives of the ladies of past centuries, in the time when needlework, embroidery and dress formed almost the whole resource ladies had of whiling away their time, taste in dress was highly cultivated and the finest results were obtained. Of these, many of which have been handed down to modern times in the stained glass windows of churches and the illuminated missals of monasteries, they are the most careful students. They have a literature of this kind tenfold more extensive than ours, in which choicest specimens of the olden days are reproduced in highly artistic and beautifully printed illustrations in the colors of the originals; and out of these studies and these materials are drawn many of the results that charm the rest of the fashionable world decade after decade, and give them the palm of excellence.

THEY ALL DO IT.

"Here you get out of this! Don't let me catch you in this store again!" A little feminine shriek followed this rough salutation.

The writer turned and beheld a beautiful and fashionably dressed young lady in the clutches of a floor walker. He had torn open a bundle which she had just received from the package desk, had forced back her money into her hand, and with considerable roughness was hurrying her to the door. The face of the young woman was a picture. She looked like an angry queen. Her eyes were half aflame and half drowned in tears. Her magnificent teeth showed through the reddest kind of lips, and her clear complexion was like marble touched with the fine scarlet of flowers.

I was tempted to interfere, but the tales of kleptomania and other strange things which happen in our great ba-

zars, and knowing the man, besides, to be a gentlemanly floor walker—for this drama was taking place in one of the most fashionable stores in the city—I withheld my hand.

"Do I know that lady?" said the floor walker, with a laugh. "I should say I do! She is a very grand lady, indeed. My dear sir, she is one of the tricks of the trade.

"That bewitching lady in Paris-made gown and imported bonnet is a sales girl in the store of our enterprising neighbour on the next block. She gets \$11 a week. She came down here disguised as a customer, bought a dozen handkerchiefs as a blind, and proceeded to price a number of our goods in which our enterprising neighbour suspects we are underselling him. This is so as to give him a tip how to mark his goods. In short, she is a spy, and as we are not permitted to hang spies in this warfare of trade, all we can do is to escort them to the picket lines and let them go. Now that this young lady has been discovered, her occupation in this line of usefulness is gone; but our neighbor will have another rigged up in less than no time.

"Eternal vigilance is the price of underselling."

"But do all the big stores keep these spies, as you call them?" I asked.

"Well," said the ungallant floor walker, with a sly wink and smile, "they all of them do but ourselves."—Dry Goods Retailer.

IMPROVED BOOK-KEEPING.

Some improvements are always being made in book-keeping, but the old day-book, journal and ledger still remain nearly the same old time-honored articles. But the Barber & Ellis Co. are now manufacturing a line of ledgers and a mercantile register which are well adapted to work a revolution in book-keeping. The mercantile register, invented by a gentleman named Hill, is a new thing and well worthy of attention. It is adapted to last for six years in any business. It shows in a very simple manner the amount of business done each day, the amount per week and the amount per year in all the various departments. It shows at a glance the actual worth of the firm at any time, the aggregate amount of the liabilities and the aggregate amount of book accounts and bills receivable. It shows the amount of cash received, how received, and how expended. It shows when an insurance policy expires. In fact, it tells a man everything he desires to know about his business at any time of the year. It is not complicated, but the necessity of having the various parts and departments correspond to each other prevents mistakes. This is especially useful in the cash department. No progressive book-keeper should fail to see this new expedient.

Hill's Wholesale Ledger, which can also be used by retailers, shows at a glance cash payments, discounts, goods returned, past due accounts; contains monthly statements of all invoices, notes and drafts maturing, and shows when and how each are paid. This ledger is specially adapted to the needs of retailers by a man who knows exactly what they need, and has spent years of work in attaining perfection in these books. Anything which shows a business man what he is actually doing and where he is standing is great-

ly beneficial to him, as business men very seldom know this, and when a man does not know he is sick, how is he going to apply a remedy. If men knew exactly, twelve times a year, what their financial position is, there would be fewer failures and a more tranquil business world.

CANADA'S TRADE.

The trade returns for the twelve months, with the exception of the figures from British Columbia, are now complete. The exports for the year show the magnificent increase of \$15,228,868 over 1891, the figures being \$110,795,372, as against \$95,566,504. Of course when the returns for British Columbia are received the totals will be changed, but it is more than likely that they will make the final result better even than it appears to-day, owing to the development in our trade with China and Japan. The imports totalled \$110,486,444 as against \$108,553,797, an increase of \$2,922,738. The duty collected shows a falling off to the amount of \$2,901,370, the figures being \$19,122,314, as against \$22,023,023. The returns for the month of June are of a most encouraging character, the imports showing an increase of \$2,000,000, while there is a slight increase in the duty collected. The exports for June were \$14,188,961, as against \$10,993,671.

THE ST. JOHN'S, NFLD., FIRE.

A naval force, under the command of Sir Baldwin Walker, is engaged blowing down the dangerous walls. The safes belonging to most establishments have opened. The bank vaults, court records and savings banks books are in good order. The records of the Crown Lands Department are all destroyed. The manuscripts of the important acts passed during last session have also been destroyed, and there is no copy extant. The largest mercantile establishments had English safes, and they all proved worthless, the contents being completely destroyed. Taylor's safes all came through the fire unscorched internally. In one case there was a Milner and a Taylor in the same building. The contents of the former were destroyed, while those of the latter were intact. Consequently the Canadian safes are now in great demand. Public gratitude to the Canadian people for their prompt assistance is warmly and universally expressed.—The Empire, July 16, 1892 (from their own correspondent).

It has been ascertained that the total amount of the insurance on the property destroyed will reach four millions and a half, but this will not cover more than one-third of the losses sustained. One peculiar feature of the conflagration has been the test it afforded of the value of rival makes of safes. Those manufactured by Milner have been found useless, while those made by Taylor, of Toronto, proved perfect. The test ought to prove of the utmost value to Canadian trade, as some of the most serious losses have been caused by safes proving unreliable.—The Gazette, Montreal, July 14.

During the severe thunder storm Sunday morning lightning struck the telephone wire and set fire to the shoddy mills of Harding & Co., Simcoe, Ont.



Reports which are coming in, show that the retail trade has been very good during the latter half of June and the early part of July. Reduction of stocks has received special attention, and they are now in the proper shape for the end of the season. The retail trade was hurt a little in the spring by damp weather, but it has since improved with the improvement in the amount of sunshine, and the season has been quite satisfactory. Crop prospects just now are very bright, and retailers are buying readily, though not largely, for the fall trade. The season will soon begin.

At present trade in the wholesale houses is quiet, but travellers' orders are very fair. Most of the wholesale houses have been stock-taking, sorting up their goods, and are now commencing to receive their fall goods. It is almost too early yet to outline or predict what will be the styles, but some information is at hand. For trimmings, jets will be used considerably, in sprays, crowns, sets and edgings. Some very nice steel and gold ornaments are on the market. Among other trimmings are bunch ospreys, osprey mounts, curled ospreys, quills, beaver mounts, and feather edgings. In silk trimmings, black and colored failles, black pean-de-soie, black and colored surahs, surah glace, and taffeta raze are conspicuous. In ribbons many colors are shown which will blend to perfection with the plain colors of silk velvets. Besides a large range of plain goods, many fancy varieties are shown in beavers, stripes, moires, shot satin, double-faced two-toned satin, and combinations.

In dress and mantle trimmings feather and mohair ruckings and edgings are plentiful. Roll feather edgings and embroidered trimmings are also shown in great variety and in beautiful designs.

NEWS FROM PARIS.

The Paris correspondent of the Draper's Record says:—At the different garden parties and fetes wonderful hats in rich straw or leghorn are seen, with brims curved or fluted, and bent

about in all manners and shapes.

These are ornamented with flowers, feathers, or fruit, but they are seldom, if ever, accompanied with ribbons of any description, which helps to give them a certain cachet, an air de grande dame. In short, hats seem to be growing larger and larger. Italian straws seem to be the most popular, but they are very closely run by the light and airy black gauze ones, which are made on a large wire frame, generally mushroom shaped in the brim and the crown covered, or rather draped, in gauze, and adorned with a few light-coloured roses. The open-worked straw shapes are also much in vogue. Feathers are coming in, and the wings and birds of bright plumage are used a great deal.

Capotes are wee bits of lace. A twist of ribbon with a bow, a few cherries seem the thing by way of ornament. At Mme. Vivots or Ribaux these little trifles cost about £5. A novelty is a capote composed entirely of a wreath of red currants falling down like so many rubies, with several bright colored butterflies on invisible wires hovering about.

One of the latest novelties in hats is the trimming of flowers round the brim, the same flowers passing their stem through the brim and appearing below it. I have seen this arrangement on a plain little rough brown straw hat, and it looked quite countryfied.

The following is a dress for the races: Corsage sky-blue linen. The bodice trimmed with bands of green velvet, one long strip running down the centre as far as the belt, which is of green velvet. Two stripes of green velvet form braees. Sleeves and skirt of Scotch plaid silk.

At the ball given at the Hotel Continental by the English colony for a charitable purpose, Lord and Lady Dufferin were present. Lady Dufferin wore a yellow satin dress, with a long train, round which was a magnificent embroidery of violets and pansies. Lady Hermione wore pink satin, with a tartan corselet and sash of yellow and pink squares, a combination of color very much in vogue. A well-known comtesse wore a white satin dress with tablier, and train richly embroidered with pearls in relief.

The ladies' driving coats have taken very much here. They are of thick box cloth, with big white buttons. Long broad capes of box cloth are seen entirely covering the toilettes. Dresses of very light quiet material are worn with these coats. Striped Pekin silk,

in Princesse form, the bodice trimmed with guipure, etc.

In the way of cloaks there are some pretty little summer capes, coachmen's capes, with three graduated capes in light cloth. Then there are the pelerines ornamented with lace and guipure.

The dust cloaks are glace silk and the waterproofs are Indian pattern, very soft and bright.

FALL STYLES IN MILLINERY.

Doubtless it is too early yet to have any positive knowledge of what will be the reigning styles for the fall season nearing us. Buyers who have returned from Paris say they found the same air of indefiniteness there as was noticeable here before they left, and they were taxed to their utmost to gather such new goods as they finally succeeded in obtaining.

As far as present indications go, medium-sized dress hats will be in favor, compromises between bonnets and hats being shown, and shapes on turban and walking hat order. Small crowns, mostly square, are noticed, with a few of the usual French extremes that are brought over more as curiosities than for any real value they possess as guides for general demand.

Lines of early straws are already in the market, mostly made of black milan braid.

Frame manufacturers anticipate a heavy trade, as there is considerable inquiry for covered goods, and makers of fancy hats are preparing extensive lines for buyers.

Rumors are rife that ribbons will be good property again, and that velvet will hold a prominent place in the season's materials for millinery.

Whether ostrich or fancy feathers will lead, is yet a question. At present fancies are being imported in Mephistophelean, whip and other stiff high forms for front trimmings. The whip is the latest, and is trimmed in Paris along with velvet bows.

Ornamental trimmings are shown in a variety of beaded goods, edgings, crowns, aigrettes, etc. Jet, clair de lune and fancy metallic shades are in the assortments.

There seems no division of opinion regarding the prospective popularity of buckles, and that they will be plentifully used hardly admits of a doubt. —Millinery Trade Review.

A broad-brimmed, felt, land-and-water hat, with the leaf pinned up into fantastic shapes at the back and sides, and trimmed with ribbon of the same color, is a very plain but becoming hat. Low crowned, narrow rimmed sailor hats, with a plain band or with a big bow-knot of white ribbon, is much used for young ladies' walking hats. A fine straw hat, with a double-dented, tapering crown, brown rim dented, tapering crown, broad rim water hat.

DESCRIPTIONS OF MILLINERY ILLUSTRATIONS.

No. 1 shows one of the flat shapes with a flared brim covered with a quilting of lace. Around the crown part there rests a wreath of roses, with upright stems in front amid a



FIG. 1

few loops of ribbon, which also decorates the back and forms strings.

No. 2 represents a large black poke hat trimmed with fancy satin ribbon ties, a facing and loop of piece velvet and heavy cream guipure lace; to offset



FIG. 2

the black and white sprays of pink roses and leaves are arranged at the back.

No. 3 is of Tuscan straw and is somewhat of a sailor shape, with a lace fringe over the brim, band of ribbon around the crown with a bow in front, where a pompon of lace and a Princess of Wales tip completes the decoration. Long streamers of narrower ribbon are loosely twined round the neck.

No. 4 forms a bonnet appropriate for a middle-aged matron, which time

of existence is often neglected by milliners. The frame is faced with velvet, covered with lace, has moire or velvet ribbon ties from a full bow at the back, and a garniture of pinkish lavender flowers having long green stems.—Dry Goods Economist.

NOVELTIES IN DRESS GOODS.

The coming fall and winter season will show a great revival in the use of silk velvet effects in all the high-class dress goods. It will be used in every kind of combination, both in silk and wool. There is a decided use of it among the high novelties, and in the reproduction of the once popular striped velvets it comes in changeable and ombre colorings. During a visit to a leading New York house, where, perhaps, can be found as many of the finest French novelties in silk and wool dress goods as anywhere else in the city, we were informed that velvet is in everything for the coming season. Not plain velvet, but the use of velvet pile in all the latest dress goods on woollen, silk and satin grounds.

They are exhibiting shaded velvet effects on wool and silk, in narrow stripes and all colors. In the darker colors of navy blue, green, purple, wine, etc., it will be used for coats to be worn with camel's hair and serge skirts; and for trimmings such as panels, vests, collars and cuffs. Velvet stripes may be said to run through everything, and about 430 different styles in silk and satin were seen.

Among the silk and satin novelties the stripes are graded, and also in ombre effects. Some of them have small figures over the stripes in self colors. Coin, or lozenge spots, very close together, will be used in combinations or as trimmings.

In silks we noted *peau de soie* in plain colors of the heaviest quality, realizing the old-fashioned requirement of "standing alone." This will be very much used for reception and ball dresses and in the revival of train dresses these elegant goods will show to great advantage. Some of these silks look as though they would last a generation, and we have no doubt but they will eventually be considered heirlooms.

Another material, *poult de soie*, will also be used for evening and full dress. Some very beautiful specimens of this are to be seen in large figures in feather designs in light evening shades and black. Darker colors show some brilliant Persian designs, and there are also Persian borders in very fine woollen goods. Many of the finest qualities of wool dress goods are mingled with silk, and come in narrow stripes in changeable and ombre effects.—Dry Goods Economist.

It is reported that the great cotton thread firm of J. & P. Coate Co., limited, are about to establish a branch factory in Canada.

A new circular has a round cut with yoke piece in the back, from which a loose broad Watteau fold hangs. The sleeves fall loose from the shoulder in cape fashion. Other models represent circulars having shoulder collars without high shoulder puffs, trimmed with embroideries or shoulder collars of vel-

vet, rolled in with fur. The backs, cut in loose, round fashion, have either double Watteau or fan-like folds.

The opera cloaks are cut in a new fashion, being made strikingly similar to the Chinese blouse, with loose fronts and backs 44 inches long, sack-shaped;



FIG. 3

broad, open, bell-shaped sleeves with facings; capeuchon with shawl collar, which is fastened in front by a band of gold cord. The materials for these are colored ulster plush, silks with Turkish patterns and light matelasses.

Associated press despatches say that W. Robert May, of the firm of J. S. May, tailors, St. John, N.B., has been arrested at Eastport, Maine, for smuggling and taken to Boston for



FIG. 4

trial. He is accused of filling an order in St. John for Boston people and despatching the goods to the customers by steamship with the help of an express company's agent. J. S. May, father of Robert and head of the firm, says that his son was decoyed to Eastport by a telegram purporting to come from an agent. He knew that he carried no goods and had not been engaged in smuggling, and Mr. May considers the arrest a high-handed proceeding.



The cold days of May and the damp weather in June combined to make the spring season an unsatisfactory one. Retailers were not able to push spring and summer goods to any great extent, and consequently sorting up orders were not so numerous nor so bulky, and the amount of goods moved did not come up to expectations. Straws have sold only fairly, and these only in white straw, very few colored straws being seen in wear. Still one hopeful feature is that stocks are not very heavy in retail stores, and as a consequence fall orders for import have been fairly good. They are not equal to spring orders in bulk, but this was not expected; nevertheless for fall orders as such they are satisfactory. The tendency is still to lower crowns and wider brims in the fall stiff hats. Fedoras, which held the public favor in the spring, bid fair to hold it again for the fall. Coffee and seal browns are the popular colors. In square hats for young men, the sharp cut-off will continue to be the proper thing. The demand for crush hats is not strong as in the previous season, but a fair quantity are being sold in nice shapes, and the colors are blacks, browns, and navys. The house trade with the wholesalers has not been very large during July. About August 15th stocks for fall will begin to arrive. For winter trade nothing new has appeared. Capes, collars and coats will undoubtedly be sold in all kinds of fur. Nothing more can be said at present. One feature of the summer trade has been the enormous run in 'Tam o' Shanters for girls and young ladies. The strong demand for this line of goods has depleted the stock in some of the wholesale houses. Outing caps, especially the Varsity, the blue and white, and the navy, have sold very well, being worn by boys, girls and women to quite an extent.

NOTES.

Hudson Bay and Alaska sable are going to be much used this year.

Black French-dyed opossum will be much used in capes and blizzards.

Beaver promises to be slightly lower in price this season than the ruling prices last season.

Musk-ox will be in strong demand for robes during the coming winter, at prices ranging from \$10 to \$100.

Buffalo skins are hard to get, and a good buffalo robe is worth about double what it was five years ago.

China is the place where goat robes come from, and it may soon be the great source of our furs. Its vast interior may yet supply us with something good. Australian skins are mostly higher than last year, and bear skins are good property, as the supply is gradually decreasing.

CANADIAN FUR DRESSING.

Here is a laughable thing from the Quebec news of the Montreal Gazette:—The building of the Quebec Worsted Company, which was lately partially wrecked by a holier explosion last February, has been purchased by M. Zephirin Paquet, who intends to establish therein a new industry. It has always been the custom to send furs to Europe to be dressed, and the cost of carriage both ways has formed no inconsiderable item. Mr. Paquet is convinced that this work could be just as well done here, and has secured the services of Mr. Ott, of Leipsic, Germany, to manage the concern. The building, which is a three storey one, 225 by 57 feet, cost \$10,500. The rebuilding of the portion destroyed will be commenced on Monday.

While Canadians are always glad to see an advancement, this is somewhat overdrawn. This is a new industry—for Quebec, perhaps, but not for Canada. There are numerous fur-dressing establishments in Toronto, and nearly all the furs used here are dressed here. It can be safely asserted that every kind of fur used in Canada, with but one or two exceptions, can be and is dressed here. Of course, a large amount of dressed furs are imported, but the bulk of the dressing is done in Canada. Seals are sometimes dressed and dyed here, but the best classes of seal goods are dressed in London, England. The houses that do that class of work there undoubtedly do the best dressing and dyeing that is done and their fame is world wide. They make a specialty of it, and it requires the special attention which is there given to it. There are certain effects in the dyeing of certain furs which cannot be produced in Canada, and circumstances make the seal dyeing of the London firms better than the ordinary dressing and dyeing done in Toronto. Again, the astrachans are nearly all brought in dressed and dyed, because the Leipsic people produce a better effect, which is attributed to the quality of the water used in the dyeing. The London dressed seals and the Leipsic dressed astrachans are acknowledged to be the best in the world, and hence they are imported in the dressed form. But when it is considered that nearly all the heaver, bear, musk-ox, skunk, and others are dressed here, it is foolish to say that Canada does not do its own fur-dressing. Even the best and most valuable skins are imported raw from the great London fur market and dressed here. Sea otters which are worth from \$200 to \$350 undergo the changing from raw to dressed in Toronto establishments. Messrs. A. A.

Allan & Co. have had over 2,000 beaver skins dressed here already this season. Persian lamb is mostly dressed here, as the raw skins come in much cheaper, paying less duty. Australian opossum is much used in muffs and collars, and is dressed by Canadian workmen.

We are pleased to note that Mr. Paquet has started an establishment for fur-dressing in Quebec, and no doubt more skins than ever will be imported raw and dressed in Canada, when Mr. Paquet gets his skilled workmen started.

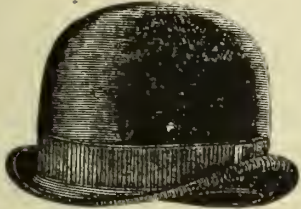
HOW SEALSKIN IS PREPARED.

If we look at a sealskin jacket, says a writer in Cassel's Natural History, we at once observe its rich brown color, and the velvet, softness and denseness of the fine hairs composing it. If this be compared with the coarse hard or salted dry sealskin as imported, or, still better, with the coat of the living fur seal, one is struck with the vast difference between them, and wonders how the coarse or oily-looking, close-pressed hair of the live animal can ever be transformed into the rich and costly garment above spoken of. Passing our finger among the hairs of the cat or dog, we may notice short fine hairs at the roots of the longer, coarser, general covering of the animal. This is the so-called under-fur. It equally obtains in most of the land as in the aquatic carnivora. But in the greater number of these animals the short hairs are so few and often fine as to be, comparatively speaking, lost sight of among what to our eyes constitutes the coat. The remarkable feature, then, in the fur seal is its abundance and density. The operation which the skin undergoes to bring out, so to say the fur, may be briefly described as follows: The skin, after being washed rid of grease, etc., is laid flat on the stretch, flesh side up. A flat knife is then passed across the flesh substance, thinning it to a very considerable extent. In doing this the blade severs the roots of the long, strong hairs which penetrate the skin deeper than does the soft delicate under-fur. The rough hairs are then got rid of, while the fur retains its hold. A variety of subsidiary manipulations, in which the pelt is softened and preserved, are next gone through. These we need not enter into, but only further state that the fur undergoes a process of dyeing which produces that deep uniform tint so well known and admired. We may, however, mention that it is the dyeing process which causes the fur to lose its natural curly character and to present its limp appearance.

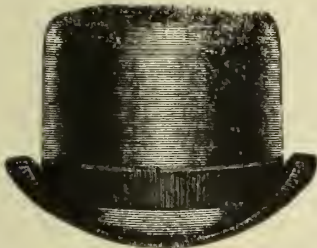
LEADING STYLES



THE FEDORA.



THE ROUND CROWN.



THE SHARP CUT-OFF.

STYLES AND COLORS.

Just what to make for a fall style has been and is the problem with stiff hat manufacturers. The very radical styles introduced in the spring and the novelties already shown for the fall season have combined to create a feeling of indecision in the minds of those who feel that they cannot afford to make a mistake.

As a matter of information, we are enabled to state with authority that the Dunlap derby will present no very radical features. It will, of course, be different from the spring style, but only enough to constitute a change, and will be, as usual, a handsome, genteel style. The general tendency of styles in stiff hats is towards full crowns with medium brims and heavy curls. This, however, is radically departed from in many cases, and some genuine surprises are in store, especially in those hats that look better upon the head than off, of which the Harrington derby of last fall was a striking example. There is but little prospect that the taper derby will be popular, although no one can actually foretell the taste of a fickle public.

The brush cassimere introduced by Dunlap & Co. has had a fair sale, and singular to state, it has sold better, relatively, out side of New York city than in it. Following this idea, some manufacturers have introduced a brush or scratch-up derby. Such goods however should be handled with caution, as they wear rough. A bright or French finish may go, however.

Some rough finish hats are being shown, particularly in handsome brown mixtures, for which they are well fitted, as many a good mixture is spoiled by being finished too close. Browns will undoubtedly hold the lead for the fall,

in both soft and stiff hats. In the former, fancy shapes upon the Tourist order will continue to be popular, and will sell well.—The Hatter and Furrer.

AMONG THE CLOUDS.

No clouded brain can manage to reach the clouds, and an establishment which finds it necessary every year to add to the height of its establishment, in order to provide room for its extending business, must be managed by men with unclouded brains. Last year Messrs. A. A. Allan & Co. added two storeys to their hat and fur establishment, and thus had the highest warehouse in the city. Even this was not the height of their ambition, and another storey has been added, making eight storeys and a basement. The firm employ a large number of hands in the manufacture of fur goods and carry a very heavy stock of furs and hats of all kinds. Under able management they seem to be prospering.

UMBRELLAS IN THE UNITED STATES.

There has been a great increase in the demand for umbrellas in the United States during the past year or two, which has led to the opinion that the climate of the country must have become damper. Large quantities of umbrellas are now sold for parts of the country where there was practically no demand until recently, and throughout the States the sales are on an increasing scale. On the other hand, it is contended that there has been no change in climate, but that the increased use of umbrellas is due to the progress of civilizing influences, though why civilization should make people use umbrellas to a greater extent, it is not easy to see. This is curious and interesting, because not many years ago the use of the umbrella was held in America to be distinctly European, and it was said that the Englishman could be at once spotted in any of the cities there by his carrying an umbrella and having his trousers turned up at the bottom. Now this test would no longer apply. Not only has there been a great increase in the number of umbrellas sold, but there has been an improvement in the quality. Cotton ginghams and alpaca, many of them of extremely startling shades, have given away to black satens and silk warp glorias. American ingenuity and enterprise have devised all sorts of novelties in handles—fantastic, real woods, silver, bone, horn, and ivory, as well as imitations in celluloid and other compositions, are all being used. With the increase in trade, prices are falling. Frames, which used to cost 1s., are now made up from 2 1-2d. to 4d. This in its turn stimulates the demand, and it seems likely that if the present rate of increase is maintained, the American will be as much known by his umbrella as the Englishman.

The latest fad has arrived in New York in the shape of an umbrella. It is constructed so as to curl up round the rim when opened, forming a complete gutter like those round the eaves of houses. This gutter catches the rain as it runs down the mansard roofs and keeps it from running down to the ground and splashing on one's trousers. By a slight tilt the water is caught and

thrown to a common centre, where a pipe leads down through the umbrella handle to the ground, allowing the water to run out.—The Stick and Umbrella News.

A PROGRESSING INDUSTRY.

A representative of THE REVIEW had the pleasure of being shown through the extensive mills of the Universal Knitting Mills Co., at Woodbridge. This firm has also a large warehouse and knitting mill in the city, but a great deal of the work is done at Woodbridge, a few miles from Toronto. Here is worked up very fine merino yarn, large quantities of which are imported by this company. Nearly all the yarn made is manufactured into hosiery, either here or in Toronto, and well-made hosiery it is. Their hosiery made from ordinary coarse wool has had a large sale, from Newfoundland to British Columbia, but it is in the finer grades, made from the merino yarn, that the interest for the onlooker lies. Besides these fine grades of hosiery from the merino and extra-super wool, the firm imports large quantities of worsted yarns from France, and this is also knit and dyed at the mills in Woodbridge and Toronto. In the manufacture of yarn the Woodbridge manager, Mr. J. F. McIntosh, has introduced an invention of his own, which produces a double yarn without any extra twisting or doubling. This is done by placing bobbins of two colors of wool on the last set of cards, or "the finishers," and thus the rolls are made up in such a way as to allow a gray and a white thread to come off alternately, and instead of spinning each thread separately, a gray and a white are spun together, thus making a double and twisted thread without any further trouble. The mills are under able management and run day and night, with two sets of hands, thus showing the enormous demand for the goods of this firm. The company believes in system and enterprise, and are sparing no pains to make their wares acceptable.

PROVERBS FOR ADVERTISERS.

Spare the advertisements and spoil the business.

He is a wise man who takes a large space and puts little matter in it.

Who so loveth a good business loveth advertising, but he that despiseth fame is an ass.

A good advertisement is like the merchant's ships—it bringeth abundance from afar.

A small advertisement is better than a bad traveller.

An advertisement is not a luxury, but a necessary.

—From Fame.

John Macdonald & Co. have added to their stock 15, 16, and 18-inch silk pluses for fancy work, and are showing these in all the newest art shades.

Mrs. Flett, wife of George Flett, tailor, Hamilton, died suddenly at an early hour on Sunday. She had not been very well for some days past. About midnight she awoke her husband and asked for a drink of water. He went asleep again, and on awakening an hour or two later he found his wife dead by his side.

TRADE CHAT.

One woollen underwear manufacturer in Canada is bound to push the battle to the gates, and during the past month has made a shipment to London, England. The result of this experiment will be awaited with interest.

Mr. Chant, dry goods merchant, of St. Thomas, has been married to Miss Olive E. Berryman, daughter of the late Richard Berryman, of Stanley Mills, at Brampton.

The W. E. Sanford Manufacturing Company's employees, Hamilton, intend holding their annual picnic at Prospect Park, Niagara Falls, on Saturday, July 30.

Very few seals were caught on the Labrador coast last winter, but along coasts of Belle Isle Strait the catch was better.

Mr. Herbert McKendry, of McKendry & Co., Yonge street, was married on June 28th to Miss McCormack.

Mr. Robert Gordon was presented on Saturday evening, by the employees of the Bon Marche, with a handsome gold-headed cane, on the occasion of his severing his connection with the Messrs. F. X. Cousineau & Co.

Mr. James Priddis, of Priddis Bros., dry goods merchants, London, has gone on a purchasing trip to the British markets.

Mr. J. L. Garland, of Ottawa, representing J. M. Garland & Co., dry goods merchants, of that city, has been spending a few weeks on the Coast.

Wilkie Collins, dry goods merchant, Toronto, has put in a claim for over \$2,000 against the city for damage by a recent rain.

Messrs. F. Cope, G. S. McConnell and F. Young are now organizing a company to manufacture clothing in Vancouver, B.C. The capital stock will be about \$100,000, and these three gentlemen, it is understood, have agreed to take \$15,000 worth of stock. A similar factory is paying well in Victoria.

On Sunday afternoon, the 10th inst., a well attended meeting of Montreal dry goods merchants and clerks was held in the rooms of the Union des Commis-Marchands, on St. Denis st., to hear Mr. Auge, M.L.A., give an explanation of his bill in favor of early closing. Mr. Martineau, M.L.A., and Messrs. D. Lepage and E. Dagenais spoke against the bill and opposed the principle, by which it is sought to force every dry goods merchant to close his store at a certain fixed hour. It having been hinted that Mr. Auge was not entirely disinterested in the matter, Mr. Fournier, president of the Early Closing Movement in St. Jean Baptiste ward, took occasion to deny that Mr. Auge had ever received one cent for his services in the cause of early closing, or that the present bill was only introduced for the purpose of securing popularity. The bill was intended for the relief of overworked clerks and employers.

William T. Minnes, of Kingston a member of the wholesale firm of Mc-Nee & Minnes, was married in June, to Miss Anella Grant, daughter of the late Walker Grant, and one of Brockville's most popular young ladies.

The failure of Ed. McKeown is now entirely a thing of the past, and the assignee has disbursed the funds in hand among all the creditors, who get a di-

vidend equal to about 17 cents on the dollar. All threatened litigation has been stayed, and the terms of settlement satisfactorily carried out.

Fire destroyed about \$3,000 worth of ready-made clothing in S. W. Giles' store, Hamilton, not long ago.

Mr. J. G. Goldberg, of the Cheapside Clothing House, Vancouver, B.C., has bought \$10,000 worth of stock from G. S. McConnell. The latter intends to go into the wholesale furnishings business.

Fire did \$150 worth of damage at William Kyie's dry goods store, Queen east, on the 28th.

A blaze under the counter of the dry goods store of R. Z. Capoll, St. Lawrence street, Montreal, did \$100 damage.

Louis Hay, a Boulton, Ont., tailor, dropped dead on the 27th.

Peter McCallum, of McCallum & Sons, dry goods merchants, Cobourg, Ont., died on the 3rd inst. He had been manager of the business for some years and was highly respected.

Bert H. Blakeslee will represent the Ever Ready Dress Stay Co., Windsor, in Toronto. His office will be at 14 Front street west, where a stock will be carried.

Mr. T. F. Kingsmill, Sr., the well-known dry goods merchant of London left for the British and Continental markets about two weeks ago.

A clerk employed at Carsley's, Montreal, and afterwards with Hamilton, Phillips & Co., stole a quantity of goods from both. Detectives unearthed a large part of the goods and the young man was arrested.

Mr. Alexander McFie, for a long time a leading dry goods merchant at Chatham, is now trying to regain his health in British Columbia's genial atmosphere.

The excursion party of the Dominion Travellers' Association met with a royal reception in Portland. On their arrival they were met by a deputation of the Maine Travellers' Association and marched in procession, headed by Chandler's band, to the city hall, where an address of welcome was read and a number of congratulatory speeches were made. In the evening an At Home was held at the handsome club rooms of Maine Association. On Saturday an excursion to Little Chebeague Island and a clam bake took place, at which a number of loyal and patriotic speeches were made. The party then divided, part going to Boston and others to Cushing's Island, Old Orchard Beach, etc. On Monday Mr. and Mrs. J. H. Dow held an At Home at their cottage on Peek's Island, which wound up the festivities, and the excursionists left for home thoroughly pleased with their trip.

While A. Gunther, clerk in Carson & McKee's store, Listowell, was dressing one of the windows the step ladder on which he was standing gave way, and in jumping to the floor he struck against the large plate glass window, smashing it into many pieces. Two of his fingers were badly cut by the falling glass. The plate was valued at about \$50.

A tailor named Finlay, who was on a spree, threw stones through the two plate glass windows of Bilton Bros., King street tailors, last Wednesday. The loss will be over \$200.

Some time ago the Standard Bank got judgment against Frind & Co., commission merchants, of this city, for \$500. Action was then brought to have it declared that Paul Frind was

a partner and therefore liable for a part of the debt. Justice Falconbridge has handed out judgment for the plaintiff with costs.

Taylor, Woofender & Co. and W. N. Winans & Co., two of the largest dry goods firms in Detroit, have been added to our list of subscribers by our agent, Mr. Cameron. He says that the Detroit people thought highly of the journal, and if his visit had not been a flying one, many others might have been secured. Mr. Cameron has gone on a trip to the Pacific coast.

Newspapers of the Maritime provinces are urging upon the Government the necessity of an improved Atlantic service, pointing out the great benefits that would accrue to Canada, especially to this part of the Dominion, if one equal or superior to the crack lines were established. A number of papers, irrespective of politics, favor negotiations with the C. P. R., which company, they assert, would give a service equal to requirements, and infuse into the east that same energy and enterprise which has been displayed in the west through its efforts, and reenact there the marvellous development noticeable beyond Lake Superior. Judging from their editorial utterances any fair and reasonable arrangement which would guarantee a service as efficient on the Atlantic as the C. P. R. possesses on the Pacific would meet with unbounded favor.

The annual picnic of the Western Ontario Commercial Travellers' Association was held at Port Stanley on Saturday.

Mr. Donald McCrimmon, for some time past salesman in Kingsmill's establishment, has been engaged as traveller for Dickson, Nicolson & Co., London.

The book debts of J. H. Nulty, Trenton, Ont., amounting to \$3,100, were sold for \$350. This is one example of the benefit of the credit system.

On Saturday evening a fire started in the sample rooms of Messrs. Porter, Kemp & Teskey, importers of fancy goods and toys, St. James street, Montreal. Before the fire was put out \$5,000 worth of damage was done in their place, while the store of A. E. Morris underneath had \$1,000 damage done from smoke and water. The gents' furnishing store of Wilfred Reeves next door was also slightly damaged.

A couple of men who claimed to represent a large wholesale concern in Toronto similar to the Patrons of Industry stores successfully swindled a number of farmers in Nelson township last week. The strange men carried samples of groceries, dry goods, etc., and said they were taking orders for goods, which would be delivered to the buyers at wholesale prices. They succeeded in selling many of the farmers job lots of dry goods, suitable for making suits of clothes, dresses, etc., and persuaded the farmers to give them notes, ranging in value from \$18 to \$65, at four months in payment, and the farmers were to be allowed the privilege of dealing with the alleged wholesale concern in Toronto, who would also send along tailors to make up the clothes. Several of the farmers came to the city to enquire about the alleged firm, only to discover that the concern had no existence and they had been duped into buying goods worth less than half the value of their notes. The men secured several hundred dollars worth of notes in the township of Nelson alone, and were doing a rushing trade.

WINDOW DRESSING.

The season is upon us when the thinking merchant begins to unfold his plans for a tea strike. Last year, on or about August 15th, he bought a big drive in blankets, but this season it has been the regular offering, and no cut under. He has been musing though, and his tunnel has entered the storehouse, where the cases of oil-spot soiled blankets and poor coloring destroyers have worked their dire results.

He has in hand a couple of hundred or more blankets to open the ball with.

A window decoration, representing a toboggan slide, which of course is a staging covered with cotton wadding for the slide, and the sides hung with blankets. Blankets piled on the ground and on the back and sides of the window, a toboggan at the top ready to make the slide, a toboggan at the foot almost hidden from sight, having plunged into a drift of blankets. All you can see is what would be taken for a human being, clad in a red blanket so far out of sight in that drift as to show only her pair of storm gaiters.

A ticket in the window, giving the facts and prices, and a word or two of suggestion as to saving gained by this opportunity, will do the work.

Another idea would be to erect an Indian tepee, and cover same with blankets. A good snow scene could be made with batting, and for a fortress wall on sides and back folded blankets would answer.

The ticket could read: "Are You Fortified From the Cold Blasts of Winter." Then say something of the facts and prices.—Dry Goods Economist.

A RED WINDOW.

A remarkable window dressing is seen this week on Broadway, red crepon, challie and China silk being festooned over the stands while as a background are red parasols of chiffon elaborately ruffled. On a warm day it must be admitted the sight of so much red is rather oppressive, but still the attractiveness of the display cannot be denied.

The fancy for window dressing of one color seems increasing. Harmony of coloring is now so generally understood that the window dressing in all leading stores is really artistic. Transparent parasols, white, black, red, pink or blue, and the more diaphanous the more fashionable and dressy, are effective whether for the femi nine world or for the window that is to be handsomely decorated.

Best cloaks in circular shape are also just now features in windows on full length figures. Gray gloria, blue foulard, various shades of light-weight silk are seen, and in the millinery line flowers, ribbons, feathers and fancy ornaments are handsomely and temptingly displayed.—Dry Goods Chronicle.

TWO KINDS OF DISPLAYS.

Window displays may be divided into two styles called conventionally the "stocky" and the "sensational." The "stocky" method consists in utilizing any article taken from the stock of the store to produce the desired effect. They may consist of simple arrangements of garments or fabrics, or of representations of various objects, such

as houses, bridges, marine views, etc., constructed from adaptable articles. A display that has been quite common has been the Brooklyn Bridge, done in spool thread.

The "sensational" display consists of a window advertisement in which something outside of or remotely connected with the business is used to attract attention to the window and to draw people to the store. In this line we may mention as examples the display of craftsmen, such as shoemakers, rug weavers, cigarmakers, and the like, engaged in their occupation and manufacturing some article in sight of the passers by; the displaying of animals as curiosities in the window, the forming of scenes such as an army bivouac at Decoration Day time and all similar methods. Some stores rely on the "stocky" display alone, but the most pushing business men, as well as the most expert window dressers, employ both ways of advertising their business by means of window displays. Of course due regard must be had to the character of the business, and a first-class dry goods store catering for the best class of trade would use less of the "sensational" display than a store in which the popular trade was sought and in which the bulk of the goods were of moderate price. In future articles we shall have something to say in regard to adapting the display to the character of the trade sought.—The Chicago Apparel Gazette.

UNDERWEAR WINDOWS.

The favorite way of dressing windows with underwear is to represent a toboggan or sled slide. The slide can be easily made with an inclined board covered with white blankets or underwear. The sled can be shown either half way down, just emerging at the top from a pile of underclothing, or just disappearing into a pile at the bottom, or a combination of these, as suits the taste of the dresser, the space and other circumstances. It may be made amusing by showing one sled overturned and two or three pairs of legs sticking out of what appears to be a snowdrift, composed of blankets or underwear. The ingenious window dresser can easily think out numerous situations such as have been mentioned, any or all of which would be attractive and suitable. Moreover, the slide may be kept in the window some time, and the situations of the sled and its occupants changed to relieve that which is to be avoided at all hazards—viz., monotony. Below the slide, bank up underwear showing parcels of drawers and of shirts, well mixed and displayed in a sort of rugged grandeur style. Above the slide the goods should be placed in a receding bank. There is plenty of room for ingenuity in fixing up a window of this sort. The goods can be flecked with cotton batton to represent snow. If the glass in front of this display be flecked also it will give the appearance of a snow storm, but this requires great skill and care. Never consider such a window as this finished until you have displayed a neat card in the window which will drive home the point represented. For example: "Our prices of underclothing have gone down like the toboggan." "Our prices are on the down grade." "They are going fast—so is our underwear." "Winter is coming, have you

bought your underclothing?" "A snow storm—it may come when you are still without blankets." "Down they go—so do our prices."

CAUSES OF FAILURES.

The manager of the eastern branch of the mercantile agency of R. G. Dun & Co., Mr. George Henderson, makes some remarkable statements as to "Why merchants fail," from which the following is extracted:

The changes in business throughout the United States and Canada are computed at 2,000 per day. These are not all failures, but include dissolutions, retirements, deaths, changes of ownership and fires.

There are at the present time nearly 1,217,000 business names in the two countries, and that about one-half of this number should be involved in changes in the course of three hundred working days is remarkable.

Business operations are becoming more and more ephemeral in their character, consequently more faith is needed in the transaction thereof, and faith without knowledge is simply superstition—a rudderless vessel intended to widen commerce upon.


The great number of failures is not among men of limited means, but among men of limited knowledge. Abundance of capital at the start is not essential to the success of a business man. Good character, an industrious disposition, economical habits and a knowledge of the business undertaken are qualifications for whose absence capital does not compensate.

Aversion to taking stock is a dangerous habit to fall into. No merchant is safe who neglects to take stock at least once a year. The extent of future operations can only be satisfactorily gauged by the condition of the present. A merchant who does not take stock regularly is doing business on guess work.

The largest and most conservative houses of the country are now insisting upon their debtors taking stock at least once a year and carrying ample insurance. They further insist upon a copy of their debtors' balance sheet being placed in their hands every time one is drawn out.

The percentage of failure would be lessened materially if the dispensers of credit were less indulgent and knew more of their debtors. Trade would be steadier and the transaction of business relieved of many of its irksome responsibilities.

Mr. J. T. B. Lee, manufacturers' agent, 60 Yonge street, has received a number of new agencies. The sample laces from a firm in Le Ruy, France, contain over 1,000 different patterns. He expects samples from a silk firm in Lyons very shortly. Among other firms from whom he has samples coming forward are three Irish firms, one in shirts, collars and cuffs, another in pillow shams, doylies, and sideboard covers, and a third in handkerchiefs; a Paris firm which manufactures embroidery and fancy goods; and the Art Manufacturing Co., of New York. When these samples arrive Mr. Lee's stock of samples will be unsurpassed in Toronto, and will be worth seeing. His advertisement in last month's issue gives the names of the firms that he represents.



CLOTHING

Orders for fall and winter goods have been quite satisfactory in tweeds and worsteds of all kinds. The ready-made clothing trade has not improved much during the past month, and prices are cut very low. The summer trade is running fairly strong in brown tweeds and in tennis goods. The movement both in these and ready-made goods has been fairly satisfactory.

For fall and winter suitings rough cheviots and black worsteds will be in strong demand. The orders already placed by retailers indicate this preference. In trouserings the striped worsteds will still hold, although tweeds are going to have a share of the trousering demand.

In overcoats, light-colored, six-quarter tweeds, which generally pass under the name of cheviots, are going to be in demand. Ready-made overcoats of this material will also be shown. The patterns are all checks and diagonals, while the style is single-breasted, with hood or cape, the former predominating. Meltons and beavers will still be much used for overcoatings. The great change will be a tendency to discard blues for blacks and browns. Blue will be the color in town and country trade and in lower priced goods, but for the best city trade the other colors, in a double-breasted coat, will predominate.

Some very pretty silk and wool vestings are being sold now for the summer trade. They are very fine goods, being worth about three dollars a yard. In all wool they are selling for the winter trade. Almost all the patterns are spots, and while the summer goods are light colored, the winter stuffs are in whites, fawns and blacks. The latter are shown in sixteen-ounce goods, but the weight does not consist of shoddy, as the substance is all pure wool. These are very nobby and durable goods.

In neckwear nothing very new is seen. The delaine and other flowered goods are having a strong run at present. It is hard to say what will be the style for fall and winter. Bedford cords have been quite fashionable this season.

The belt has superseded the sash to a considerable extent. Nothing very new is shown in collars, but the tendency is to smaller points.

Cashmere vests are the proper thing for present wear, not cotton or silk. On foreign markets the double-breasted vest has the preference, but the demand here, as yet, is moderate. They will probably grow into favor.

Black socks are being superseded by other colors, such as cardinal, maroon and navy.

NOTES.

Brown Canadian tweeds are selling very well this fall. They are very much

used for ordered suitings at prices ranging from \$16 to \$20.

Wyld, Grasset & Darling are showing special value in a line of knot scarfs, at \$2.25, while their range of neckwear is quite extensive in all lines. A line of white shirts, open front for full length, and being donned as the wearer would a coat, have had a good market. They also report a strong demand for Canadian tweeds. In other classes of tweeds they are opening up some very nice lines.

Gordon, MacKay & Co. are showing some nice varieties and patterns in strap-bows and other neckwear. Several cases are being opened. They are also showing some new Irish friezes, in plain and nap surfaces, which are worthy of attention.

John Macdonald & Co. have opened up a full range of Belwalp serges and coatings, for which they are sole agents in the Dominion. The serges are shown in black and blue and the coatings in gray mixtures.

In tweeds John Macdonald & Co. have received some very extensive shipments of Canadian goods; also 54-inch tweed suitings, black worsted trouserings and 54-inch black and colored Italians.

W. R. Brock & Co. have had such a continued strong demand for black worsted trouserings that they have already been forced to send in repeat orders for some of these lines. In this line they are showing much variety and good value.

John Macdonald & Co. are showing good value in a line of merino half-hose, the Reliance, the special feature of which is a double foot and heel. They have also a large variety in light, flat neckwear for the summer trade.

W. R. Brock & Co. are having an extra demand for rough cheviots for fall suitings. The demand has been so strong that, notwithstanding their heavy stock, some of the lines are already exhausted. Their range is extensive. They are also showing some very nice brown suitings of Canadian manufacture. These goods appear to be excellent value.

Gordon, McKay & Co. are showing several lines in Canadian tweeds in browns, tans and grey mixtures which are very attractive and of extra good value. In black worsted trouserings they are showing some very pretty stripes from the best English manufacturers.

ADVANCE IN AMERICAN PRINTS

American prints have advanced slightly. The following particulars are furnished by the St. Louis Dry Goods Reporter:—

"In all the standard prints, such as Pacific, Windsors, Merrimacs, Hamil-

tons, Manchesters, etc., there has been an advance of one-half cent per yard in the jobbing price, and the market is very firm. The advance in print cloths has been of such a nature that no reduction in the price of prints is possible, but the indications point to a firmer market. The supply of print cloth is scarcely equal to the demand, and as long as this is the case, there can be no downward tendency in price.

"In all kinds of shirting prints there has also been an advance of at least one-half cent per yard, and the same conditions apply to these goods as to ordinary prints. We will state further, that on July 20th the jobbing price of American Indigos will be five and three-quarter cents per yard, being an advance of one-quarter cent."

MADE TO FIT VS. MADE TO MEASURE.

In all ready-made clothing there is an ideal model to which each garment is fitted, as it were. There is the long, the short, the fat, the lean and the normal, of which the average man is the archetype. The designer of a wholesale clothing factory has all these models constantly in his mind, and in his productions he provides for and fits them all as well, and often better, than if he measured each individual to be clothed for the particular garment he is making. It is an admitted fact that many men appear to better advantage in ready-made garments than in those of tailor make, and that their consciousness of this makes them stand aloof from the knight of the tape and patronize the ready-to-wear dealer whenever their wardrobe needs replenishing. Such men are those who have some slight, peculiar physical defect—not enough to amount to actual deformity, and yet, if brought out by a too faithful fit in their apparel, it would be noticed to the disadvantage of their personal appearance. What is ordinarily termed a "good fit" would be a "give-away" to such a person.

A short time since one of Chicago's most prominent custom tailors was overheard to say: "Why, if I should fit some of my customers they would scare the horses along the street." It was meant for a jest, of course, but it suggests a state of things that has chiefly contributed to make the ready-made clothing business the great interest it is to-day.—Chicago Apparel Gazette.

DRESS GOODS AND TRIMMINGS.

SUMMER fabrics are still selling in the retail stores, but the wholesale houses are selling very small parcels and very few of them. Prints and delaines have sold pretty well, while Victoria lawns, satens, and printed flannels have had strong demand. The lighter and more gauzy silks have also sold well. For fall it can hardly be said on what particular color or kind of goods that favor will be bestowed. At present nearly all kinds of tweeds, serges, boxcloths and fancy effect goods are selling well. In tweeds especially the variety as to color, quality, and pattern is very extensive, and no doubt these will be in good demand among the fashionable ladies. In silks some very pretty goods are shown in surahs, Bengalines, and in the beautiful pean-de-soie. This latter is growing in favor very fast.

As regards trimmings for fall, gimps both American and European are shown in great variety and in some very pretty patterns and interwoven designs. Fur trimmings will be used on the dresses as well as on the cloaks. Fancy buckles will find increasing favor, and will displace other ornaments both for hats and dresses. Silk moss edgings will no doubt find favor, as well as gold and silver gimps.

NOTES

The demand for jet trimmings has been enormous and still continues strong. The stocks in several of the houses is depleted, and this class of goods is hard to procure at present.

A goodly shipment, consisting of 15 cases of black cashmeres, has just been received and opened by Gordon, MacKay & Co. The variety is immense, and they claim to have the best value offered to the trade.

Caldecott, Burton & Spence have received their shipments of Victoria lawns and check muslins, from their cable repeats which were necessitated by the great sale experienced for these goods. Several cases of huttons, mainly jets and pearls, have also arrived. They have just received some beautiful Japanese merchandise in silk dress goods and silk handkerchiefs which are very attractive. They report a continued strong demand for tweed dress goods for fall wear. The orders received are large, and many of the retailers are desiring immediate delivery.

Wyld, Grasset & Darling are making a specialty of fall dress goods, and have a large variety of tweeds, henriettas and silks, and the newest colorings in these and other lines.

John Macdonald & Co. have some boating serges, especially twills in black and navy blue, which are an attractive thing, and their range of ladies' cloth is good. In pongee silks they are showing a nice line, 22 inches wide and comprising all the colors.

Wyld, Grasset & Darling are showing a nice range of fall dress goods in tweeds, serges, boxcloths and fancy effect goods. Among their special drives are a job line of ladies' circulars, which are of excellent value, and a new line of ladies' cotton hose.

Gordon, MacKay & Co. have just received a very large shipment of woollen and silk sealette. In order to show the extent of the demand for these goods, it might be mentioned that in one line of this cloth several hundred pieces were sold last season, besides doing a large trade in other qualities and

prices. Their range this season will be quite extensive and varied, both as to quality and price. They are opening up some novelties in frillings, ruchings and some pretty silk and wool mixes in fall dress goods. These are shown in shot effects, in twills and jacquards.

John Macdonald & Co. have just received several cases of new American silk gimps, from which they have filled all their back orders, and the balance is placed in the department. Gold and silver gimps and silk moss edgings are shown in pretty designs. Among their new goods are some pretty pongee silks in all colors, for dresses and fancy work, and moire ribbons in colors, sizes 5, 9, and 16.

Among the noticeable things in the house of Caldecott, Burton & Spence are some new and pretty lines of trimmings, especially in gimps and fur trimmings. They have a large range of new silks in pongees, surahs, Bengalines and the pean-de-soie, which is fast becoming very fashionable. They have shipped a large quantity of the latter silk during the past week to Montreal merchants, the Montreal wholesale merchants not seemingly being up to the fashion in this trade.

FALL CLOAKS.

The Berlin correspondent of the *Cloak Review* says:—The cloakings in demand for next fall are the same as I recommended some time ago; beaver, vicunas, the same articles with colored backs, rough Scotch cloth, chevrot diagonals, cloakings in plaid patterns, with colored boucle effects, matelasse in one and two colors (this last article in a moderate way), are the sign of the season; medium colors, tan, and beige much liked.

I am told that silk seal plush jackets are more in demand here in Germany than last year, but in general it is very quiet in the silk plush and velvet centres. As linings for cloaks, the changeable brocade, and even matelasse silk is used largely. The woollen and cotton plaid lining for cheaper class jackets and gentlemen sack styles are still much in demand.

I made the observation that braids in Russian-Turkish cashmere, fancy colored patterns, also worked with gold tinsel, will become fashionable for fall. They are used as trimmings for cloaks, but more so for dresses. The principal trimming, however, will again be for fall, fur in all possible variations.

The fashion for jackets is now established; we know that there are only two ground shapes on which the business must be built this fall; the one is the sack shape, and the second is half in back with wattleau pleat, loose in front. These two styles are worked out in great variety; some show a novelty in the collar, others in the sleeves

or cuffs; others again are braided, some are plain, some have a yoke out of which comes a wattleau pleat, etc.

The Russian peasant jacket may likely still be bought with you; it is already a little passe, having been in fashion this spring, but I don't believe it will become a staple jacket. The best selling styles, in my opinion, will be the jacket half tight on back, loose in front, with wattleau—or other pleats on back.

RAMIE CLOTH.

Some interesting experiments have been made recently with the ramie fiber, at the San Jose, Cal., Woollen Mill, in the manufacture of cloth, which is said to be the first attempt to spin and weave the fibre in the United States. A thread of ramie and a thread of wool were twisted together and then woven on the ordinary loom, producing a strong and closely woven fabric, which could be seen through by holding up to the light. According to the Pacific Lumberman, the color of the cloth was a bluish grey, the wool supplying the dark and the ramie fibre the light portion. Ramie is much stronger than wool, is forty-one times stronger than cotton and more nearly approaches silk in this respect than any other material used in the manufacture of cloth. Thus it is evident that a fabric made of a mixture of wool and ramie is far superior to a cotton and wool mixture. The fibre when ready for the mills is in bunches about five feet long, of a creamy white color, and has a luster like silk. It can be dyed any color and still retain its luster, and hence can be used in the manufacture of silk-mixed weaves, making a fabric just as good in every way, but much cheaper than if silk were used.

It will have the effect when it comes into general use of cheapening all textiles of this character, while giving a fabric better in looks and wearing qualities. One of the big points claimed for ramie is the ease with which it can be produced, and the consequent big profit to the producer. Ramie is nothing more or less than a weed, and grows and increases with the prolificness for which weeds are noted. The plant does not need a rich soil; in fact, seems to thrive best in a soil in which nothing else will grow, and is especially valuable on this account. It is claimed that three crops a year can be secured, and that at the least calculation a profit of \$200 an acre will pour into the pockets of the ramie cultivator. The field will not have to be replanted for twenty years, for the plants will grow and produce good fibre for that length of time.

— WOOLLENS AND
TAILORS' TRIMMINGS —
JOHN FISHER, SON & CO.,

Balmoral Buildings,

Montreal,

Canada.



Huddersfield,

England.



In crochet silk work, instead of four-in-hands, the run will be on ring ties made in two styles. Just now the fancy silk belts which are crocheted are very pretty, and the buckles sold for this kind of work are very neat and appropriate. John Macdonald & Co., who carry a stock of the silk and also of these fancy buckles, have a small pamphlet which describes four patterns for working in fancy belts. These patterns are the Wave, Diamond, Shell and Openwork, all of which are very neat.

Fancy belts for gentlemen continue in strong favor, and the prettiest are made from handloom silk peterseham, with single or double snake fasteners and also with the new Grecian snake fastener, while some novelties are shown, such as a fastener in the shape of a lacrosse stick. Some very pretty shades are shown in these belts.

Hair brushes, with mother-of-pearl backs and inlaid mirrors, are shown in some very pretty designs and finishes. Some pretty sets of brush, mirror and comb in bright oxidized silver and gilt, are shown by John Macdonald & Co.

Square and round tops in oxidized silver seem to form the favorite thing for purses. They are not new but they are without a rival.

Chatelaine bags are numerous and shown in some very pretty designs and shapes.

The newest things in decoration pins are the imitations of florals and ribbons. These are done in metal and magnificently colored to suit the flower and its different parts which are to be represented. These were at first shown in gold but are now imitated in cheap Austrian ware. They are shown also in delicately colored and moulded brooches. A very pretty gilt pin is made in the shape of a blossom with the golden petals joined and the golden filaments surmounted by pretty little pearl anthers. Another gilt pin is made to imitate a circular cord containing on each side of the circle seven brilliants and the whole article has a very pretty appearance.

Barbatine majolica ware with a smooth surface has sold well this season. Nerlich & Co. carry a large stock of it, and state that the rough surface barbatine has gone out of favor.

Fancy china and other earthenware is having a good market this season. Many new novelties are shown. A pretty new nightlamp is made with a china figure as a base and a colored globe. Some very beautiful Dresden china candelabras, with pretty youthful figures and flower bowl combinations, are shown in a variety of designs, some being very artistic. Bohemian ware continues strong in favor in flower bowls and novelty baskets. This kind of glass ware is very attractive and finds a steady sale.

China swing figures are shown in great variety. Cups, saucers and plates of Meissen or Royal Dresden china are rare and attractive novelties. Dessert sets in this superior ware are very be-

coming and attractive. Some very fine majolica ware figures and tobacco jars are shown, which exhibit superior and artistic workmanship, the expression being quite natural and the posture graceful.

Nerlich & Co. are showing some very fine felt-bodied dolls which are said to be superior to the kid-bodied. They are all hair-stuffed and well jointed and form a cheaper and fully as durable a doll as the kid. In dress dolls the change has been to better and removable garments. This is a taking feature with the children.

IT WORKED.

The delegation of young men had been shown into the reception room at their employer's residence, and, when his wife entered, all rose awkwardly and seemed ill at ease.

"We are employed at your husband's office," explained one of them at length.

"Indeed!" she said, in some surprise. "I am very glad to see you; but to what am I indebted for this call?"

"Well," said the spokesman, plucking up courage, "you see, it's just this way: We've been getting off at three o'clock Saturdays during the summer, and now we want to make it twelve or one o'clock if we can."

"The ball grounds are quite a distance away," put in one of the delegation.

"And we have to start early to get to the races," added another.

"Really, you must excuse me," said the mistress of the house, courteously, but firmly. "I never interfere in my husband's business affairs."

"Oh, we don't want you to," protested two or three together.

"You see," said the spokesman, getting down to business again, "it's just this way: We want you to be kind of nice and pleasant to him for a few days, and then we'll go to him and ask him to—"

"Gentlemen!" she exclaimed laughingly.

"Might ask him to take you to the ball game," suggested one of the young men, without noticing her manner.

"Or the races," added another.

"There is an inference, gentlemen—" she began, but the spokesman interrupted.

"Oh, I know all about it," he said. "I'm married myself. Things go wrong in the house, and you're tired and cross at breakfast. Then, we suffer at the office. You stay up late to chaperon your daughter at a ball, and we have more trouble at the office. You're a lot cross three mornings in succession, for one reason or another, and we have a—a—terrible time at the office."

"I was discharged from an office once because my wife was cross the same morning that the boss's was," exclaimed one young man. "I suppose our wives would have chatted pleasantly if they had met but there was an explosion when we met. He was ugly about something, and I fired back, and he 'fired' me. That's the way it goes. Now, if you'd make it a point to be particularly agreeable and pleasant to him for—say four days—"

"Yes, four days will do nicely," looked in the spokesman. "Then we'll go to him, and everything will be all right. The fourth day you give him the best breakfast you can—everything that he likes best—and we'll get what we want in three minutes. Talk about a woman having no influence in

business! Why, the humor she's in has more effect than a bank failure or a boom in trade."

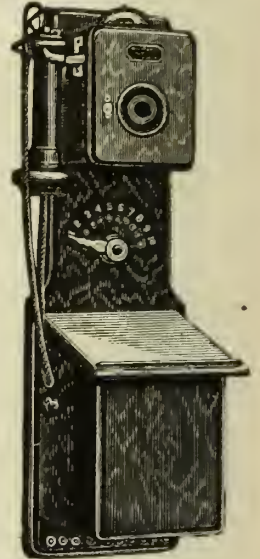
She thought she ought to be angry, but, instead, she laughed, agreed to the proposition, and four days later, when they waited on the head of the firm, he made the closing hour twelve o'clock and said that never in the history of the firm had things run as satisfactorily as they had during the last four days.—The Dry Goods Chronicle.

The dry goods stock of J. H. Nulty, Newton, valued at \$12,000, was sold to J. McQuaid, of Port Perry, at 49 cents on the dollar.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



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BEAVER LINE STEAMSHIPS.

SAILING WEEKLY between Montreal and Liverpool Direct. Will be despatched as follows:

From Liverpool.	Steamships.	From Montreal..
Sat'y, July 7	Lake Winnipeg	Wed'y, July 27
" " 16	Lake Ontario...	" " Aug. 3
" " 23	Lake Nepigon..	" " 17
" " 30	Lake Huron...	" " 24
" Aug. 6	Lake Superior..	" " 31
" " 13	Lake Winnipeg	" Sept. 7

Superior accommodation for Saloon, Intermediate and Steerage Passengers.

The Saloon Staterooms are Roomy and all outside, admitting of perfect ventilation.

Each steamer carries a duly qualified surgeon and experienced stewardess.

Rates of Passage, Montreal to Liverpool.

SALOON, \$40 and \$50..... According to Accommodation.

ROUND TRIP, \$80 and \$90.....

The \$40 and \$80 rates are per Lake Nepigon only.

INTERMEDIATE, \$30. STEERAGE, \$20.

Passages and Berths can be secured on Application to the Montreal Office or any local Agent.

For further information apply to H. E. MURRAY, Gen. Manager, 4 Custom House Square, Montreal.

DRY GOODS STORE FOR SALE.

I desire to sell my one-half interest in a Dry Goods Store, in live and growing county seat of 10,000 population. One of the cleanest stocks in Northern Ohio. Nothing but legitimate competition. Invoices \$32,500. Gross business \$60,000 annually. Net business \$16,000. Wish to retire on account of age. Address, MERCHANT, P. O. Box 351, Toledo, O.

WOOLLEN

YARNS

CANADIAN TWO AND THREE PLY IN
SEVENTEEN DIFFERENT COLORS.

We give a Special Discount to the Wholesale Trade, and pay

Prompt - Attention - to - Small - Orders

WRITE FOR SAMPLES AND QUOTATIONS.

DURHAM SPINNING CO.,

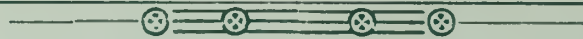
DURHAM, ONT.

J. A. HUNTER, Manager.

- -

J. H. HUNTER ESTATE.

SUMMER GOODS ! SUMMER GOODS !



WE have in stock a magnificent assortment of goods suitable for the warm weather trade. We mention a few of the most prominent lines :

MUSLINS—White Victoria Lawns, Nainsooks, Indias, Tartans, Swiss Books, Apron, Hemstitched Lawns, Fancy Stripes and Checks, Lace and Satin Checks, Open Work and Nainsook Checks, Lining Books, Wigans and Crinolines.

MUSLIN EMBROIDERIES—Narrow Widths in good patterns and large variety, 40 to 45 inch Flouncings in Hemstitched, Tucked and Fancy Edges (new designs). Children's Flouncings in 20, 22, 24, 27 inch in Muslin and Cambric. Allover Embroideries in Swiss and Cambric.

CHALLIES—The New American Crepe in Sateen patterns, dark and light grounds.

TIES—New Chiffon and Surah Ties, Embroidered Ends, in Cream, Pink, Sky, Yellow and Cardinal.

VEILING—A new shipment just received from Paris and Lyons in Composition Spots. These are the very latest in Black, Brown and New Colors.

LINENS—Tablings, Towelings, Towels, Hollands and Table Napkins.

PRINTS—Light Grounds at Clearing prices, Regattas, special lines suitable for Ladies' Blouses. Also Gingham, Flannelettes, Art Muslins and Cretonnes.

HOUSE FURNISHINGS—Lace and Cheneille Curtains, in late designs, White and Colored Quilts a large assortment, Kensington Squares in Union and All wool, Table Cloths, Floor Oil Cloths, Linoleums, Mats and Rugs. Our stock of Carpets is fully assorted.

WOOLLENS—Fine Imported Pantings, Coatings and Suitings, special Lines. Canadian and Imported Serges, Suitings, Black and Colored Italian Cloths and Fancy Siliesias. Also many odd lines at Clearing Prices.

GENTS' FURNISHINGS—Fancy Drill Vests, a special line in Best English make, Stylish Goods. Cotton Neckwear in all the leading shapes, Gents' Linen Collars in various qualities, all new styles, Celluloid and Rubberine Goods, Rubber Garments, Braces and Belts, Silk, Linnen and Cotton Handkerchiefs, Linen and Momie Embroidered Carriage Dusters, Traveling Rugs, Trunks and Bags.

HABERDASHERY—We are constantly adding Novelties in Trimmings, Buttons, Braids, Tailors' Trimmings, Dressmakers' Supplies, Corsets, Belts, Mirrors, Soaps and Perfumes.

JOHN MACDONALD & CO.,

WELLINGTON & FRONT STREETS EAST,
TORONTO.



TRADE MARK.

THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemen's Odorless Steam Vulcanized

WATERPROOF GARMENTS.

IMPORT AND COMMISSION IN ALL KINDS OF FURS, Glove Leathers, Plushes, Corsets, Silks, Etc.

HERMANN S. SCHEYER,

39, 41 and 43 St. Sulpice, 20 de Bresoles, 149 LeRoy St., Montreal.

Special attention paid to mail orders. Perfect fit guaranteed.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

THE CANADIAN

Millinery

HATS. CAPS & FURS.
Millinery & Clothing.

REVIEW.



The Sea Gives Them Up

and the mountains send them home—in September—This is the month people look round for Fall and Winter underwear— and we again commence, thro' the daily papers to attract the attention of the purchasing public to The "Health" Brand of Ladies' and Childrens' underwear, which you will be freely asked for— because— the public now recognize after three years experience that nothing better is made, either in Quality, or Finish, and prices compare favourably with all other makes—

Any Retail dealers desiring electro types of above cuts for their own local papers, can obtain them free of charge of any wholesale dealer, or from the manufacturers—

Remember this— An article of recognized merit such as the Health Brand now is, kept well before the Public, is half sold to anyone who comes into your store for Ladies' or Childrens' Underwear.

The Montreal Silk Mills Company, Montreal.

GORDON, MACKAY & CO.,

CORNER FRONT AND BAY STS., TORONTO.

CHEAPEST DOMESTIC HOUSE IN THE DOMINION.

Stock complete in all branches. Values in staples unequalled in the Trade. Novelty not overlooked, always something new and fashionable. We gather from every part of the world and have no old fogy notions regarding profits. Prompt paying merchants and no others are invited to inspect. G. M. & CO.

Handkerchiefs-

New designs arriving every week. Plain White Handkerchiefs a specialty.

Linings

Of all kinds close to Mill Price.

Linens-

Is this department a success with you?

If not give our stock a trial and make money.

Dress Goods-

Value in Plain Fabrics, Novelty and Style in Fancies

Knitted

Underwear,
Hosiery,
Gloves,
Shawls.

Flannels

At Mill Prices.

Oriental Brand

Velveteen gives satisfaction and more appearance for the money than any other.

Quilts

Trade in this department doubled in six months.

Ribbons

Staple Lines at Staple Prices.

Tailors' Braids

Buy ours and you will never change.

Fabric Gloves

Specially made for us. Fit equal to the best brands of Kid Gloves.

Sateens

Have you handled our Fast Black Henrietta Finish Sateens?

Kid Gloves

Doris,
Everlasting,
Rouillon,
Mousquetaire (Dressed),
Monopole (Undressed).
All give satisfaction. Sell well and show profit.

Corsets

Trebelli,
Hygiene,
Featherbone,
Flora } Long Waist
Beta }
Misses Waists
Sensible Waists.

Are all reliable makes at useful prices.

Woollens

Canadian Tweeds,
Scotch Suitings,
Worsted Trouserings,
West of Englands,
Venetian Worsteds,
Corkscrews,
Meltons,
Beavers,
Naps, &c., &c.

Tailors Trimmings

Printed Sleeve Linings,
Carlisle Finished Siliesias,
Italian Cloths,
Circassian Silks,
Silk Facings,
Collar Velvets.

Men's Neckwear

Styles correct.
Values best in the trade.

Yarns

Best makes.
We ask a comparison. Price for quality. Get our quotations for Baldwin's "Bee Hive"

GORDON, MACKAY & CO

THE CANADIAN GOODS DRY REVIEW.

VOL. II.

TORONTO, AUGUST, 1892.

No. 8.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, H. C. McLEAN,
President. Manager.

HEAD OFFICE: - - 10 Front St. E.

MONTREAL OFFICE: 146 St. James St.
E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building
Roy V. Somerville, Manager.

EUROPEAN BRANCH:
Canadian Government Offices,
17 Victoria St., London, S.W.
R. Hargreaves, Manager.

EDITORIAL NOTES.

MONTREAL is to be beautified by a large block of stores, to be built by James Baxter, broker, on St. Lawrence Main street. The block will be of cut stone, three and four stories high, costing \$275,000, and containing no less than 31 stores and a large hall overhead. This mammoth structure will be completed in May next. Montreal is thus going ahead rapidly. We rejoice in our neighbor's prosperity.

Every dry goods merchant in Canada and the United States has heard of the great store of Marshall Field in Chicago, the largest of its kind in America. On April 10th this honored and wealthy citizen offered the trustees of the nascent University of Chicago the sum of \$100,000 as a contribution toward a fund of \$1,000,000, which he stipulated should be raised by July 10th. The money was raised in time, Mr. Field's munificence has established a great university in Chicago. Mr. Rockefeller has also contributed liberally.

The Dry Goods Review is written for dry goods merchants, but it is also worthy of perusal by every dry goods clerk. The clerk that feeds on air and the crumbs that fall from his master's idea-table, will never have many ideas of his own. He will never be an entity, nor a first-class salesman. Food is necessary to growth. Clerks can get it only through a trade paper; and the employer who does not allow his clerks to read his copy of the Re-

view, or advise them to have copies of their own, so that they can take them home and study them, is losing a great deal by the inefficiency of his salesmen.

The wholesale houses are finding much more satisfaction in handling Canadian goods than in previous seasons. Every class of domestic manufacture—yarns, lingerings, underwear, half-hose, cardigans, etc.—which is being received at this season, is opening up much clearer and regular than ever before. The trouble has been due in the past to uneven color in the bundles, poor sizing, or some other slight damage which rendered one or two articles in a bundle almost worthless. These defects have been overcome, to a great extent in this year's manufacture, and both retailer and wholesaler may heave a sigh of relief.

The Strathroy Knitting Company met with a serious loss by the burning of their factory on the 2nd inst. The actual amount of loss will be nearly \$70,000. James Watson, of Hamilton, is president of the company, and Wm. Dewar, of Strathroy, is the other main stockholder. There had been some discussion before the fire regarding a removal to Hamilton, and this may be done now. The Strathroy citizens are seriously disturbed over the prospect of losing the mill, and vigorous steps are being taken to prevent this and to provide for rebuilding. Some of the Toronto dealers in knit underwear say that in fancy striped goods there is likely to be a shortage. This is the third time this season that orders have been seriously disarranged. A fire and a failure stopped supplies from two other mills, and hard-solicited orders went for nought.

France has been experimenting in colonization for some time, and now from the newly acquired province of Tonquin it has received the first cargo of what may be a good supply of cotton.

The Textile Mercury says that "very likely it is closely kindred to the native cottons of China and Japan, which we venture to assert the West has not yet paid sufficient attention to. These cottons are very short-stapled, clean and pearly white, and also very harsh or wiry in the hand, much more so than the well-known hard cottons of Brazil. They have hitherto been consumed at home in the domestic industries existing in the countries where they are grown. During the cotton famine in this country, caused by the American Civil War, when the world was ransacked to provide some material for

the spindles and looms of Lancashire, some of the best qualities of these cottons from China found their way hither, and met with appreciation. When the American supply began to come again the import ceased." Tonquin, as everybody knows, is situated on the east coast of Asia and borders on the southern frontier of China. If France can use this cotton, either by itself or by mixing it with wool, the great hold of the United States on the cotton trade may be weakened. The using of this cotton might lead to the utilization of China cotton.

When the time arrives for the Toronto Industrial Exhibition many merchants all over Canada will take advantage of the opportunity of securing cheap transportation to Toronto, and will come to inspect the well-stocked warehouses. Here they will see goods that they can never see in the travelers' samples, and meet men who will tell them much that will interest them, and benefit them financially. Merchants are more and more learning the utility of frequent visits to their distributing centre, and many of them come often. Bargains of all kinds are secured and wide ranges are seen. But this will be a grand opportunity for the retailer and the wholesaler to meet do business, besides affording them a chance to renew acquaintanceships. The live merchant will lay aside his coat with the worn-out binding and frayed sleeve ends, don his best garments, and cast the worries of the seller behind, while he enjoys the pleasures of a trip and the joys and troubles of buying some leading lines for the fall and winter trade.

Considerable trouble has arisen between the railways and some Hamilton firms. It seems that goods have been abstracted from cases in transit. The manner of the thieves was to take out a couple of nails from the iron band around each case at a point on the side near where two boards come together. Then a small slit would be made in one of the boards, a piece taken out, and through the aperture such goods extracted as came easiest to hand. The piece of board could be replaced and the case made to look as if nothing had been done to it. In this way hundreds of dollars' worth of more or less valuable goods have been stolen. It is supposed that the abstractions are made at or near Niagara Falls. The loss is greater to the merchants, because they lose not only the value of the goods, but also the duty that they pay on them. Efforts are being made to capture the offenders and prevent future losses.

THE MONTH'S TRADE.

DURING the latter half of July and the first half of August trade has been quiet in the wholesale houses, but orders received from travellers have kept everybody busy. The feeling among dealers is good, and increasing confidence has been the result of the harvest prospects and their realization. In Ontario the crops are pretty well housed at present, and the yield has been above the average of the past few years. In most other portions of the Dominion the harvest seems to promise well, and every trader expects a splendid fall and winter trade.

On August 4th the collections were excellent for this season of the year and quite satisfactory. The retailers have very little chance to gather money, unless they are previously prepared for their August payments. Collections ran from 60 to 70 per cent. of the accounts due. This is quite remarkable for this season. In fact, the last three months have shown a much greater movement for cash than last season, with the same volume of trade, thus showing that retailers are booking less. It is exceedingly gratifying to find such an improvement.

The prosperous state of trade is still further shown by the fact that retailers are now commencing to do their own banking more generally. That is, instead of making their notes payable in the city where they do business, they have them made payable at their own bank, and thus become responsible for their payment. This saves the wholesaler a great deal of trouble in lifting notes, and also makes the retailer more independent, or rather more dependent on himself.

Another change to be noted in the methods of dry goods business is the fact that the wholesalers have more regular trade than formerly. This is due to the fact that retailers are adopting more and more the hand to month system, and heavy season orders are becoming a thing of the past. There are no really small months as there used to be, but the trade is more regular and each month has a more or less continued demand for some classes of goods. At all times the demand is more or less general and spread over nearly all available lines.

At the time of writing the placing order season is about over. Nearly every merchant has been visited by the traveller with fall and winter samples, and the large orders are almost all placed. Jobbers seem perfectly satisfied.

In domestic flannels the season has been very good with an extra demand for fancy lines. Flannelettes are increasing in the amount of their sales, and to some extent they are displacing heavier goods. In cottons the trade has been fair at medium prices. Just now samples of all kinds of domestic cottons for the spring trade are in the hands of the agents. There is no change of prices, but the wholesale prices may be expected to be firmer than during the past season.

Canadian tweeds have had a very strong demand, and in style and finish there is considerable improvement over former seasons. In fact the improvement is such that only a practical man can tell the difference between some grades of imported goods and some lines of Canadian tweeds.

Prices are well maintained in wool-

len underwear. Fancy striped goods are firm and hard to get, owing to the burning of one or two mills. Still the demand will not likely exceed the supply.

In woollen hosiery black continues to lead the trade and the demand has been good. Domestic goods are monopolizing the market in this class of dry goods.

Blankets are in fair demand at easy prices.

THE RUBBER COMBINATION.

The combination on rubber garments has broken. The manufacturers in the agreement were the Gutta Percha Rubber Company, the Granby Company, and the Canadian Company. Prices have nominally declined 33 1-2 per cent. but there seems to be no bottom to the market. Manufacturers claim that they are losing money on every sale they make. Buyers are holding off and will not take any more than they require to fill immediate orders.

It is hardly known outside the firms themselves why the combination has been broken, but accumulation of stock seems to have been a strong reason. Some of the companies are said to have had very large stocks, and it was necessary for them to unload, and the only possible way was by breaking the combination. Still this may not have been the immediate reason. A great deal of dissatisfaction has been showing itself for some time, and one firm, at least, was very anxious to be free to make its own terms in an independent manner. The result has been the break in prices, and the end may not be yet. The wholesale dealers may lose slightly by having to sell stock at much less than invoice price.

THE DECLINE IN SPOOL COTTON.

Spool cotton seems to be demoralized at present, but only in one line—viz., 200 yards 6-cord. The M. E. Q. was the first to drop, then followed Clark's Anchor, and then came Chadwick's. Last of all came Kerr's, and only Coate's remains steady. In our June issue we explained how the cottons sold by the Central Agency were allowed to fall in price as soon as their sale fell below the minimum line. The conclusion that one must draw from this lowering of prices is that sales for this cotton are slow, or that Coate's cotton is supreme. As far as can be estimated the 200-yard spool is selling in as large quantities as ever, hence there seems to be no generally lessening of demand. The Coate's make of this size spool seems to have driven its other competitors below the minimum line, and now they are enabled to lower their price, so as to gain back what the Coate's brand has taken away from them. The cotton manufactured by the Coates Bros. is said to be a very superior make and to deserve its popularity. There have been two successive and decided drops in the prices. At the first drop the two Clarks & Brooks dropped to \$3.50 in the central agency, and Chadwick's price was lowered in sympathy. Then these all fell to \$3.20, and Coate's was lowered to \$3.50, at which prices they have remained for nearly two weeks. There seems to be some trouble among the manufacturers, which thus causes goods to be sold below

their manufacturing cost. The trouble extends only to the Canadian market, that is, where the agency operates. Manufacturers at present will not accept orders for future delivery at these prices, or even guarantee the prices. Hence the market is in a very unsettled condition.

FUTURE FABRICS.

Changeable effects in winter woollen goods are meeting with favor, and it is expected that this effect will be met with in next year's dress fabrics. With regard to the cloths for next spring, the Berlin correspondent of the Economist says:—The direction of fashion for next spring is still in the dark and each manufacturer has different samples. It seems, however, as fashion would show much eclecticism next season, and on this the success of the coming spring season is likely to be based, as a little of everything will probably be disposed of and the firms who have the greatest variety to offer are likely to secure most of the orders. One thing seems certain, and that is, that light colored dress fabrics will be favored.

In dress fabrics the changeable style has to be reckoned with. Wool and silk will be much used together. Plain tissues and ribbed poplin fabrics are likely to be much used in the changeable effects. Velour Russe fabrics, with fine relief cord stripes and colored velvet-like effects, will be used, although they will not be so dear for spring as they have been for fall, and qualities of 5 to 7 francs per meter will make room for cheaper grades. Roubaix manufacturers are already offering velour Russe for spring in half-wool qualities at 2 1-2 francs per meter. Plain and changeable fabrics, and ribbed fabrics with satin stripes, will be worn. Attempts are being made with changeable crepe grounds with stripes and small broche designs.

In black stuffs for the ready-made trade samples in longitudinal and diagonal ribs are being prepared. Heavy ribs are being made, which in the finer qualities resemble the well-known Otomans. Ribbed stuffs in imitation of the formerly well-known "Soliers" are another variety; all these effects being also made in fougé goods. Black corkscrews will have to make room for coatings which are being made in cheap qualities. Fine vicunas are seen with fine broken stripes.

Dust cloak fabrics in worsted are seen in twisted and napped finish, on plain and melange ground. Small checked worsteds in mode with white and brown, in gray with black and white or blue, are patterned into large squares by means of narrow and broad stripes. Mixed beiges with Jacquard figures and Jacquard stripes are again being made.

Cloths of wool yarn in mode shades, plain and mixed and twisted, and plain with fine twill, will be used for spring jackets. Similar effects are also seen in light colored worsted corkscrews, which look especially well in light color mixtures. The same fabrics are also seen in Panama effects. These fabrics are provided with a woven lining in light stylish squares, or plain in lively shades.

AN EARLY CLOSING ACT.

IN Ontario a local option early closing Act is in force and has been tried, but with indifferent success. At the late session of the Quebec Legislature a bill was introduced by Mr. Auge, which was thrown out. The bill is worthy of study because this question is becoming one of increasing importance to the mercantile portion of the community. The tendency in all employments has been for the past fifty years towards shorter hours of employment. The longest of working hours are those common in stores and shops. Nevertheless the tendency of the times is towards a shortening of these, partly by voluntary action and partly by legislation. Progress is slow, as was shown in the previous issue of *The Review*. Mr. Auge has recently discussed the matter with the dry goods employers and clerks in Montreal, and reasons were advanced pro and con regarding the gentleman's Early Closing Bill. The Bill as proposed applies only to the larger towns and cities, but other municipalities may pass by-laws to provide similar arrangements, on request to the council of two-thirds of the interested class of traders. It exempts tobacco shops, news depots, hotels and restaurants, and meat and vegetable stalls from its provisions, and grocery stores are to be allowed to keep open until nine o'clock. Other shops shall be closed at seven o'clock in the evening, and remain closed until five o'clock the next morning, except, however, the evenings of Saturday and those preceding public holidays, and also during the last two weeks in December. Goods may be sold in case of death, illness or accident, and apothecary's shops may sell medicines and surgical instruments. If three-fourths of the merchants, proprietors, tenants, or occupants of shops in these towns, or if three-fourths of the merchants trading in similar products so desire, they may petition the Lieutenant-Governor in Council and he may declare that the Act shall no longer apply to such town or to such a class of merchants. The proposed bill is not sweeping in its reform measure, but framed rather to suit circumstances, and providing for the advancement of public opinion on the question of early closing. It is to be regretted that the bill did not meet a better fate, or at least find a worthy substitute. But Mr. Auge is right in placing the matter before the public, because it is becoming more and more convincing, as the result of scientific and economic research, that long hours of labor means mental and physical deterioration. It is to be regretted that employers will not recognize this and close their shops early in the interests of humanity. Many are doing this, as *The Review* has pointed out in recent issues; but unfortunately there will always be a number who will grind out of their employees all that avaricious greediness can extract. These men teach the public to buy in the evenings, in order that they may help swell the profits of gas and electric light companies and wear out the lives of the clerks. A shortening of hours is consonant with the changes in the working hours of the laborer, who now quits work an hour earlier in many cases, and consequently the laborer's wife can buy earlier in the day than formerly. This removes one of the previous objections to this movement for

shorter hours among the mercantile classes. It is to be hoped that the people of Quebec will force the passage of this bill.

BUSINESS CHANGES.

ONTARIO.

Mrs. R. A. McDonald, milliner, Barrie, is dead.

C. McEvela, of Noel & McEvela, dry goods, Ottawa, is dead.

D. E. Carman, dry goods, Prescott, is trying to compromise.

F. Glenney, of Ellis & Glenney, dry goods, Oshawa, is dead.

Thos. Rowe continues the business of Caddy & Rowe, London.

W. J. Hummford, hats and caps, St. Catharines, has assigned.

W. J. McAlpine, tailor, is removing from Mitchell to Walkerton.

Whittaker Hill, tailor, Ottawa, has assigned to J. Wilson, Lawrence.

Alex. Robertson, grocer and dry goods merchant, Perth, is offering to compromise.

F. J. Wagner, men's furnishings, Newmarket, is advertising his stock for sale by tender.

On August 18th fire destroyed Long's large dry goods store in Ridgetown. Loss, \$10,000.

The firm of Shaw and Grundy, mercantile tailors, Guelph, has been changed to Shaw and Turner.

Slomensky & Wartelsky, men's furnishings, Carleton Place, are offering to compromise at 60 cents on the dollar.

Avarm, Kellam & Co., dry goods merchants and tailors, London, have dissolved partnership and Mr. Avarm continues.

The Winghart woollen mill has changed hands, Mr. J. A. Moody of St. Thomas having purchased it from Mr. Armstrong and taken possession last week.

After three years of business the firm of Williams, Deacon & Co., hat manufacturers, are proceeding to liquidate. Creditors have been offered 40 cents on the dollar.

The stock of M. Lamont & Co. was sold for twenty-five cents on the dollar. Its value was \$3,200. The book debts, amounting to \$1,700, were sold for 17 1/2 cents on the dollar.

Messrs. W. G. Bruntou & Son, London, sold under chattel mortgage the stock of W. T. Bell, of Watford, to Mr. Rose of Simeoe. The dry goods, valued at \$5,000, realized 31 cents on the dollar, and the gents' furnishings, valued at \$695, sold for 55 cents on the dollar.

The stock of J. J. Tonkin & Co., hatters, 155 Yonge street, Toronto, was sold by Campbell & May for 54 cents to Halther Bros. of Walkerton. The furniture and shop fixtures inventoried at \$1,500 were withdrawn by the assignees.

At a meeting of the creditors of R. G. Abell, the insolvent hat and cap dealer of Queen street east, the stock was sold to Mr. D. G. Bradwick of London, at 50 cents on the dollar. The stock was valued at \$1,000.

J. D. Richardson about six months ago bought a stock of men's furnishings at 65 King street west, Toronto, and commenced a rushing business, which ended by his rushing away to Chicago, much to the sorrow of a large number of both wholesalers and retailers.

QUEBEC.

O. Bouchard, dry goods, Quebec, store closed.

H. Prevost & Co., dry goods, Montreal, are in trouble.

F. N. Moisan, dry goods, Montreal, sold to Robert & Joudin.

Campbell & Cino-Mars, dry goods, are selling their stock on the 26th.

A. Kelsow, ready-made clothing, Montreal, has sold out to T. R. Barbeau.

Mr. Delphis Drolet, dry goods merchant of St. Rochs, has assigned. His liabilities are \$50,000.

MANITOBA AND WEST.

J. Robertson, tailor, Minnedosa, has sold out to Mr. Winning.

W. Wilson continues the business of Wilson & Creighton, B. C.

W. G. Potter, Northfield, B. C. is closing out his tailoring business.

H. B. Rose & Co., merchant tailors, are removing from Lethbridge to Winnipeg.

Dorsey & Cunliff, men's furnishings, Winnipeg, have dissolved, and the latter continues.

MARITIME PROVINCES.

Mrs. Matilda A. Powell, milliner, Yarmouth, N. S., has assigned.

Paton, James & Co., dry goods, Charlottetown, P. E. I., have dissolved.

MILLIONS
INVESTED IN ADVERTISING.

No matter how hard you try to drive it into the craniums of some business men, you can't make them believe that millions of dollars are invested annually in advertising mediums. Here are a few facts and figures, however, that can easily be verified. For instance, there is Harper's Magazine, which derives a yearly income of \$350,000 from its advertising patrons in its twelve issues. Pear's Soap pays \$9000 a year for a single page in the Century. Enoch Morgan's Sons spend annually \$300,000 to keep "Sapolio" before the public. As for John Wanamaker, it has long been known that he pays a man \$10,000 a year only to write his advertisements. In 1888, no less than \$110,000,000 went into newspaper advertising. Perhaps advertising does pay after all.—Fancy Goods Graphic.

This is what the London Advertiser says about the chief event of one day at the Western Fair, Sept. 15 to 24: On Tuesday, however, there will be assembled perhaps the largest society gathering ever witnessed in Canada, when it is expected by the grand officers that from 5,000 to 10,000, or probably more, Patrons of Industry, headed by their bands, carrying banners and bunting, will meet at the Market Square and march to the Fair Grounds, where arrangements have been made for seating accommodations on the stands, there to be addressed by the grand officers and prominent officials of the order, and enjoy the full programme of special attractions. The object of this meeting is intended to be one grand rally for the purpose of showing to the world that the Patrons of Industry are neither dead nor sleeping, as some suppose and venture to assert, but on the contrary are a live and great organization.

AMONG THE WHOLESALERS.

JOHN Macdonald & Co. are showing a nice range of chenille and lace curtains, and all shades in 72-inch plaid felts. These latter are exceptionally beautiful goods. Their saxony, andalusians, fingerings and Canadian yarns have opened up exceptionally well this season and are meeting with very good sales. They are showing novelties in astrachans, moss and ruche trimmings; also gilt, silver and jet trimmings. A shipment of cream silk handkerchiefs is to hand. Among other shipments are repeats for neckwear, umbrellas, men's cardigans, top shirts, half-hose, harvest mitts and overalls. The stock has never been better assorted in these lines than at the present time. Their stock of silks and ribbons is well assorted also, at the present time in readiness for the millinery trade. All widths, colors, qualities, etc., are shown. They are showing special drives in cashmere hosiery and a line of colored ribbons.

Samson, Kennedy & Co. are showing a splendid line of neckwear in four-inch hand, knots, and novelties in flat shapes. The leading things are darks in spots, brocades and bengalines. Their rubber goods are well-assorted in all lines. McIntosh's goods are carried in full range in both ladies' and men's wear. Their stock of white shirts, laundried and unlaundried, is complete, and the quality at ordinary prices is excellent. In umbrellas they are showing some special features. A special line is a 24 1-2 inch paragon frame and a fine gloria cloth. Their stock of ladies' hygiene vests and lambs' wool Scotch underwear is complete and worthy of attention.

Wyld, Grasett & Darling have a complete stock of all-wool blankets, unions in whites and greys; all of these being of good quality and in the best Canadian makes. In waterproof goods they are showing an extensive line in rubber and tweed men's coats and ladies' circulars. Their stock is well assorted. In dress goods and cloakings they are showing some very nobby things and good value in all lines.

Gordon, MacKay & Co. are very busy sending out flannels, such as union greys, standard wool, St. Hyacinthe, Trent, Valley, navys and militarys, wool druggets, flannel sheetings, and white and scarlet saxony. In yarns they are showing a large range of domestic manufactured in fingerings and saxony.

The house of Samson, Kennedy & Co. is filled with seasonable goods at present, and never was business so prosperous with this firm. Every line of domestic and foreign manufacture is carefully studied, and the best has been secured. Every department contains many new varieties well worthy of attention. In ribbons, faille, moire, double satin and baby ribbons are shown at very fair prices. A large stock of Windsor ties is seen, and the fall demand for these goods has been anticipated. They are shown in polka dots, shots, royal twills, surahs and pongees. In frillings, the ostrich and chiffons are the leading lines.

Caldecott, Burton & Spence have opened up heavy shipments of hosiery and underwear. Cashmere hose is being more generally sold than formerly, especially in ladies' plain and childreus' ribbed. Black is the only color sold for fall and winter trade. A large quan-

tity of cloakings are to hand. Beaver cloths are selling well in cheaper grades; chevots are selling well, especially in diagonals, while fancy camel-hair cloths are a novelty, and astrachan curls in blacks, greys and browns are in good demand. Oak screen frames and oak easels are a new thing and give promise of a strong demand.

Wyld, Grasett & Darling are showing a full range of flannels, with special devices in flannelettes. They have a special line of all wool grey flannel which they are selling at 17 1-2c. Their range of light colored dress goods is quite complete and moving freely. They are showing some special value in colored kid gloves with two push fasteners and spearpoint backs. They gloves are also shown in black and white goods in different qualities. Their stock of driving gloves is well assorted in imitation of real buck. These are desirable goods.

John Macdonald & Co. have two ranges of grey flannel, for which they are having a strong demand, as well as a run on the Campbellford. Their lines of tapestries and Brussels are selling strongly and the goods are turning out well. They are just receiving a large shipment of new jet trimmings for the autumn trade.

Caldecott, Burton & Spence are showing a very choice lot of chenille curtains. These curtains have grown steadily in public favor, and this year some entirely new styles are seen. Ottoman plush for curtain material is also shown. This is sold by measure, and is a very suitable material for curtain drapings.

In fancy stripe shirts and drawers the stock of W. R. Brock & Co. is well assorted, although these goods are scarce on the market at present. Their sale of top-shirts have been greater than at any former season, both in plain and fancy lines. These are all Canadian made and find a ready sale with almost every class of the community.

Gordon, Mackay & Co. have just received a large shipment of buttons, comprising metal, vegetable, ivory, horn, pearls, and pearlletta. Designs are new and the range of colorings extensive. They keep in stock the celebrated fil-au-chinois linen thread in all numbers. This is a thread of especial quality, being waxed and ready for use in handsewing. It has given great satisfaction. A full range of plain light and heavy circular pillon cottons is shown, also a large stock of bleached and unbleached sheetings, in Canadian and American manufactured goods, in all widths. Their stock of dress goods is being rapidly moved out.

Caldecott, Burton & Spence show a large stock of cashmere gloves in jersey and gauntlet. Both these styles are selling well. Their "Seamless Fernard" and "Katrina" laced kid gloves are selling well. They are sole agents for these lines and they are well worthy of consideration. They are showing a full line of shot silks in some gorgeous colorings, also some nice lines of leather and astrachan trimmings. Their tweed-effect dress goods are selling well. Their stock of staples is large and well-assorted, and special attention is paid to keeping this class of goods in good selling shape.

Gordon, Mackay & Co. have just received eight ranges of flannelettes in stripes, checks, fancies, spots, etc.,

which are well worthy of special attention. A shipment is just to hand of men's rubber coats in Edinburgh manufactured goods, which are considered to be the best on the market. They are showing a well-assorted range of umbrellas for the fall trade. Light tweed dress goods are shown in great variety and the movement is quite brisk.

LONDON WOOL SALES.

The third series of the London Colonial wool sales for this year was brought to a close on Wednesday, 13th August, and there will be no more public sales in London until September 13. During the 27 days' sales just concluded there was a daily average offering of 13,619 bales, and, as compared with the closing rates of the April auctions, prices show at the close a trifling decline. All the better class of merino and fine cross-breds have held firm, and close with no change; while for foreign consumption any of these coming within the range of the demand for the U. S. A. have averaged a slight appreciation. Medium and inferior merinos, and medium, coarse and lower cross-breds have been neglected, and lost ground since the opening, closing at fully 5 per cent. decline; while good and superior lambs have been readily taken at a slight advance. Seoured merinos, even of the best descriptions, have found an uneven and apathetic demand all through, and must be quoted at the close at 5 per cent. decline. Cape and Natal wools, in by no means heavy supply, well upheld their values all round in the earlier sales, but, losing strength towards the middle of the series, closed at an average decline of 5 per cent. in all classes.—Drapers' Record.

A WORD FOR PROGRESS.

The St. Thomas Times remarks as follows concerning the early closing movement:—

The merchant tailors have for the present fallen in line with what has been the custom for a long time among the dry goods merchants of closing at six o'clock. There are various other classes of traders who, if they cannot see their way clear to closing early all the year round, might at least do so during the heated term, and thus give themselves and their employes an opportunity of being out of doors at a time when to do so would be to refresh the body, and fit them better for the duties of the next day. Another suggestion has been made by some of the merchants which, it is believed, would be a good one—namely, to close a whole afternoon, say that of Friday, each week. This is generally the slackest day of the present slack season, and for employers and clerks to get off the afternoon previous to what is the heaviest day's work of the week would be a boon. It is true that Saturday's labor is made unusually heavy by the very late hours to which the stores are kept open on that night, largely through the thoughtlessness of customers, but even with curtailment in that direction a half holiday during August would be acceptable, and none of our merchants would be any the poorer therefor.

OFFICE WORK.

EVERY merchant must be able to buy well and sell well, but one of his chief tasks must be to attend carefully to his office work. The man who devotes all his time to buying and selling and expects to manage his business in snatch-times is going to be pulled up short by his creditors some day. Bank managers get \$20,000 to \$50,000 for managing a business, and they save their banks perhaps five times that amount, not in making profits, but in preventing the loss of them when they are made. Here is where the business man falls very often. He does well in making money, but he fails in keeping it. His profits are fair and he sells large amounts of goods, but he fails to stop the leakages which run away with his profits.

In the first place, he does not look carefully enough into the character of the customers whom he is trusting. This may be remedied by spending more time in the office.

In the second place he does not know when an account has got so large that credit should be stopped and a settlement asked for. This may be remedied by spending more time in the office.

In the third place, he does not know how his business is paying oftener than once in a year; and this may be remedied by spending more time in the office.

In the fourth place, he does not keep his account with his wholesale house very accurately, and his bills are not paid when due and the firm loses faith in him, and he loses the benefit of the counts and low prices, which a good customer gets. This may be easily rem-

edied by spending more time in the office.

A man must carefully watch the markets, gauge the fluctuations, take advantage of a drop in prices, and do a hundred and one things that helps to swell the profits of a business, and enables one merchant to undersell another and still make equal profits. A man who spends no time over his trade papers doesn't know when a change of prices occurs. He is like a pilot of a steamer, sailing without a chart and asking the vessels that pass him where they think he is sailing. The retailer's chart is his trade paper, from which he learns the locality of each rock and shoal, and finds out, also, all he wishes to know concerning the best route to the port Prosperity.

A model merchant tends carefully to his office work. His papers are all in the best of order and anything can be found on short notice. None of his notes are protested, and he is not drifting with the tide. He allows his subordinates to attend to what they can properly do, and while supervising this he attends carefully to that part of the business which he alone is capable of understanding, judging and performing. He does not waste all his time working, but reserves a portion of it to do thinking in, and careful thought avoids disaster.

WINDOW DRESSING NOTES.

We do not realize, says a correspondent to the Economist, the differences in people till we meet them all. Many people will spend several minutes anxiously eyeing windows, to see whether they can find what they want. Our windows are the place for everything in season.

A man will not go into a dry goods store for his furnishings because he isn't sure they keep them. They do keep his wants, and in larger varieties than he would expect to find. And yet he keeps away from them simply because those goods are not displayed.

A neat ticket in our windows, giving information to men, would be a capital idea. Have one reading like this: "Newest novelties for men;" or "We furnish everything for men's wear."

Windows should be to the dry goods man what bulletins are to the news-dealers. Many people read only bulletins to get their news, and others learn their wants from dry goods windows.

Place upon the sides and back of your window large sheets of white paper. Then make a large wooden star, say about five feet high, and cover this with yellow paper. Stand the star in the centre of the window, cover this in an odd manner with collars and cuffs, held on by brads. On your wall place ties in an odd way, pinned to look more finished. Place in each corner a box about a foot high, covered with white paper, and place a shirt in a standing position on each one with a neat but attractive ticket, worded like this: "It is only one from many;" and on the other a more dressy shirt with ticket, "Look at our dozens of different ones at counter." Take some canes and lay them slanting against background. Cover floor with empty collar and cuff boxes, with collars on collar boxes and cuffs likewise. Be sure to place a ticket on every piece of goods in your window; it will pay you. Tickets have the magnetic power of drawing people to buy. People want to see the goods and prices. Do more ticketing, and dollars will reach you that otherwise would have gone elsewhere.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

ALL DEPARTMENTS are now fully equipped with well-selected, and close-bought Goods, for the Fall and Winter Trade.

MERCHANTS who have not already placed their orders, and intend visiting the market, cannot do better than call and inspect our stock, before going elsewhere.

BY CLOSE ATTENTION to the wants of customers, and the careful filling, and prompt shipment of orders entrusted to us, through our Travellers, and received by Letter, we have largely increased our Trade this year.

GIVE US A TRIAL ORDER.

TRADE CHAT.

ALADY who had a place of business on Fifth avenue, New York, was searched while landing from a French steamer, and her dress and underclothing were found quilted into pockets and no less than 1,565 pieces of lace were found on her appraised at \$2,000.

Parliament has been further pro-pogred until September 27th.

An effort is being made to upset Waterloo's (Que.) knitting wool factory bonus by-law.

Over half a million dollars has been spent in constructing new wholesale warehouses in Winnipeg this year.

Messrs. Campbell & Doherty, the tailors, New Westminster, B.C., have removed into one of the centre stores of the Dupont block.

The Restigouche Spool Company's factory at Jacquet River was destroyed by fire on August 2nd. Estimated loss, \$30,000.

Mr. Geo. Kerr, merchant tailor, Colborne street, Brantford, who bought out Mr. R. M. Orchard's business, died there a few days ago. Mr. Kerr formerly resided in Drummond.

Alfred Labbe, commercial traveller for G. Coristine & Co., of Montreal, died suddenly a few days ago of indigestion. He was 28 years of age and leaves a widow and three children.

It is stated that the Farnham beet sugar factory is to be converted into a knitting factory, to be operated by a syndicate under the management of W. H. Priest, formerly manager of the Pike River mills.

It appears that counterfeit ten-cent pieces dated 1891 are now in circulation. The only test is the sound. The coins usually have a bright new appearance, and there is no blemish upon them apparent to the eye.

The town council of Woodstock, N. B., has voted to give a bonus of \$2,000 to Mr. A. Willis to start a one-set mill there for the manufacture of woollen goods. The new factory will be in operation by the close of the year.

The London Free Press says that a number of St. Thomas business men, who were induced to become subscribers to the Baker Collecting Agency of Toronto are anxiously enquiring about the genuineness of the concern.

Mr. S. A. Ashton, who has for some months carried on the dry goods business commenced a year ago by Ashton, Jay & Co., on Talbotstreet east, St. Thomas, has sold out his entire stock to Mr. S. Chant, and retires from business for the present.

The Montreal Exposition Company has received assurances from the Electric Street Car Company that at least two lines of electric railway will be completed, with transfers from every point in the city, in time for the opening of the exhibition on the 15th prox.

The South Kensington Museum, London, recently paid \$400 a yard for some lace manufactured in the south of Ireland. It is said that this is the highest price on record, and that the lace is of the most exquisite workmanship. The lace will be exhibited at the World's Fair.

In 1861 there were between thirty and forty silk manufacturers who had warehouses in the city of Manchester, each employing handlooms. The last

one has disappeared. Free trade is assigned as the cause for this disappearance. But other causes have certainly been at work, one being the preference for cotton manufacture.

Merchants who want price tickets or show cards would do well to send for circulars and list of show cards to Inrie & Graham, Toronto. It is a reliable firm and their prices are said to be moderate.

The assets of the Farnham Beet Sugar factory, consisting of \$8,700 in machinery and stock and \$1,294 in book debts, were sold at auction last week by Marcotte Bros. to Gault Bros. & Co., at 33 1-2 cents on the dollar.

Edward Duffield, for several years an employee of the W. E. Sanford Manufacturing Company of Hamilton, Ont., has been presented with a handsome easy chair by his fellow employees on the eve of his departure from the establishment.

Victoria merchants, or at least several of them, are endeavoring to have their revenge for Vancouver quarantining them, by refusing to purchase any goods from Vancouver merchants. The merchants have determined to retaliate, and they will soon be brought to their senses.—Vancouver News-Advertiser.

J. W. Taylor, commercial traveller for Baker, Taylor & Hascott, the Montreal fancy goods firm, was drowned a few days ago near Gananoque. He was swimming from Cherry Island to Pipe's Island, a feat he had accomplished on former occasions, when he was suddenly taken with cramps and sank. The body was recovered some time later, but life was extinct.

The assignee of the estate of Boyd Bros. & Co. has arranged to pay a third dividend of 14 mills on the dollar. The Merchants' Bank has secured the \$120,000 which was due to it, the amount being realized out of the book accounts. The amount of dividends paid up to date is 41.40 cents on the dollar. The estate will not be all realized until December, and the last dividend will probably be paid then.

William Roberts, an English manufacturer of alpaca, mohairs and worsteds, is to establish three large factories at a point in Bergen county opposite Passaic, N. J., known as Robertsford. The contemplated erection has been talked of for some time, but it seems now definitely assured that this gentleman, who has heretofore manufactured especially for the Americana market, will erect his plant in New Jersey.

Notwithstanding the cry of hard times, Messrs. Potter & Co., corner Queen and Portland, have found their present premises too small for their increasing trade, and having secured the premises next door, lately occupied by W. J. Somerville & Co., are making the two large stores into one immense wareroom by cutting arches between their old premises and the new.

We read of a storekeeper in Belfast, Me., who hired a clerk and paid him \$4 for the first week's efforts. At the end of the second week the clerk was astonished at the receipt of only \$3, and, naturally, asked the reason for the "Irish raise." "Well," replied the proprietor, "you know more about the business now and the work must come easier to you." The clerk did not stay

to learn more of such a far-fetched theory, which, even in Maine, can hardly be productive of best results.

The hundreds of employees of the Sanford Manufacturing Co., Hamilton, with their families and friends, went to Prospect Park, Niagara Falls, on the 30th ult., and held their annual picnic. The excursion numbered about 1,000 in all. A very pleasant time was spent and the excursionists returned much delighted with their outing. The employees of the Hamilton Cotton Co. also held their annual picnic on that day. It was intended that they should hold it at Oakville, but the lake was too rough for them to land, and the steamboat company took them on to Toronto, where they spent the day at Island Park.

A new fancy goods firm has opened a warehouse at 23 Wellington street west, the style being The Boyd, Bower & Brumell Co., Ltd. The firm commenced business about July 1st, and have now a full range of goods for the fall trade. Mr. John Boyd was formerly buyer of the fancy goods department of Boyd Bros., and Mr. Brumell was manager of the small wares department of the same house for several years while Mr. Bower was formerly in the dry goods business in Eastern Ontario. This combination of experience should produce a firm capable of catering successfully to the wants of the fancy goods trade.

It is evident, says the Manufacturers' Review, that the Fall River Mills are entering upon an era of prosperity such as has not been witnessed for a number of years. The outlook is indeed encouraging for manufacturers who have taken advantage of the very low prices of raw material during the past few months to lay in ample supplies, for with the present demand for goods, which has filled their order books well into next season, they are fully justified in figuring upon increased profits and larger dividends for their stockholders. It is thought at the present time that the dividends of 1892 will exceed those of 1888, which were exceptionally large, while for the coming year the situation seems to promise still greater prosperity. We have referred in another column to the enormous sales of print cloths during the past month, and a continuance of this activity seems to be an assured fact.

The Supreme Court of Canada not long ago gave judgment in the case of Broadhead vs. the Penman Manufacturing Company, of Paris, an action to compel the defendant to pay royalties on a patent. The plaintiff is an American and he commenced this action over three years ago. The action was tried before Street, J., at Toronto Assizes in 1889, and judgment was given for the plaintiff, ordering the defendants to pay royalties as long as the patent should live. From this judgment appeals were taken successively to the Chancery Divisional Court and to the Court of Appeal, and both appeals were dismissed with costs by the unanimous judgments of the courts appealed to. The defendants' solicitors then took the case to the Supreme Court, where it was argued last February. The judgment of the Supreme Court allows the appeal, reverses the judgment of Street, J., the Chancery Divisional Court and the Court of Appeal, and orders the plaintiff's action to be dismissed with costs, both in the Supreme Courts and in the courts below.

Wyld, Grasett & Darling

INVITE INSPECTION OF THEIR

NOVELTIES IN **AUTUMN AND WINTER** DRY GOODS

Dress Goods Department.

This progressive branch of our business has received unusual time and attention in selecting the correct styles for the season, and many lines are confined to ourselves for Canada. Amongst which will be found Dulverton Cheviots, and snow flake effects, Harris Tweeds, Homespun Diagonals, Silk and Wool Fancies, Knicker Effects, Shots, Plain and Fancy Epingles, Changeable Stripes and Fancies, Bedford and Ottoman Cords, Crepons, Reps, Poplins, Box Cloths, Estimenes and Gibraltar Serges (fast colors), also large ranges of 6-4 CANADIAN COSTUME TWEEDS.

Smallware Department.

SPECIAL VALUE IN

HOSIERY—Ribbed and Plain Woollen and Cashmere.

GLOVES—Black and Colored Cashmere, Wool Mitts, and Kidd Mitts.

UNDERWEAR—Ladies' and Children's Scotch L. W. Vest and Drawers, Natural Wool, do., Merino, do. Ribbed Vests in Cotton Merino, and all Wool.

DRESS TRIMMINGS—Novelties in Gimps, Jets, and Feather Edging, Dress and Mantle Buttons in great variety.

VEILINGS—Newest styles in nets and gauze.

Merchant Tailors' Goods.

Fashions for the fall, show the following goods will be worn in overcoatings—Meltons, Beavers, Venetians, Naps, Freizes, Tweeds FOR SUITINGS—3-4 and 6-4 Tweeds, Fancy Worsteds, Black and Blue Cheviots and Serges.

FOR TROUSERINGS—Wool and Worsteds, in new designs and colorings.

We keep constantly in stock an immense stock of Black and Blue Worsteds in all makes, the best value to be had in the English Manufacturing districts. Choice assortment of vestings in light and dark patterns.

TRIMMINGS—Complete assortment of all lines. Mitchell's and West's Fashion Plates.

Men's Furnishings.

Our stock of NECKWEAR is now complete both in BLACK and FANCY, and includes some exclusive patterns which are specially choice.

We also show a large range of FOREIGN and DOMESTIC LINEN COLLARS, in various shapes and heights. WHITE DRESS SHIRTS, FULL DRESS SHIRTS, FOREIGN AND DOMESTIC UNDERWEAR from the lowest to the finest grades.

Lined and Unlined Gloves, Ringwood Gloves and Mitts,
I. R. Coats with long capes and sewn seams, Umbrellas, Suspenders, etc., etc.

Staple Department.

Grey and Fancy Flannels,

Navy, Scarlet and White Flannels,

Wool Druggets,

Extra value Grey and White Wool and Union Blankets,

Union Sheetings, 36 in. and 72 in.

Shirtings,

Flannelettes,

Table Linens,

Towels, Towellings, &c., &c.

} Well assorted patterns, good value,

WYLD, GRASETT & DARLING

TORONTO.

READY-MADE WHITE-GOODS.

DURING the past twelve years the consumption of factory made ladies' underwear has increased very rapidly. In fact, all kinds of ready-made garments are experiencing a growing demand, and the amount sold is increasing the cheapness of these manufactured goods. At present there are three factories in this city making this class of goods, but these are almost the only factories in Canada. Montreal had one or two factories, but they are not now in existence. At present these factories are busy making samples and stock for the next season's trade. Among the garments made are chemises, drawers, nightgowns, corset-covers, skirts, robes, barricoats, pinafores, aprons, shawls, boys' and ladies' blouses, combination chemise and drawers, barbers' white coats, etc. These are made in white fabrics, especially in cambrics, but are also made in prints, delaines, cashmeres and silks. R. H. Gray & Sons manufacture some very beautiful silk garments, for which they are having a special demand at present. British Columbia takes large quantities of these goods. The firm also manufactures grey flannel and flannelette skirts and drawers; cottonade, denim and jean overalls; tweed, corduroy, and moleskin pants, and plain and fancy flannel top-shirts.

Blouses of all kinds have been having a strong demand this season, and it is expected by the manufacturers that next season's demand will be much stronger even than this.

The manufacture of these under garments has been reduced to a science, and the great division of labor that has been introduced enables producers to place these garments on the market at astonishingly low prices. At the same time the best of material is used and the greatest care taken to have every garment perfectly made. The cutting is done by experts, and is done in such a manner that from three to seven dozen can be cut at once, thus reducing the price of accurate cutting to a mere trifle for each garment. Then in the case of white underwear, the garments are next trimmed by one person, then tucked by another. Then the various parts of the garment are ready for being put together, and this again is done by one person, with the aid of machinery driven sewing machines. After being thus formed the garment goes to another machine to be button-holed, then to another to have the buttons sewed on, then to another to be ironed, after which they are labelled, sized and packed in boxes. This extreme division of labor allows each hand to become an adept at the particular portion of work assigned to her or him, and greater proficiency is thus attained.

The amount of these goods consumed in this country may be estimated from the fact that the firm of R. H. Gray & Sons turn out about one hundred dozen articles per day. A large number of girls are employed, and the machines are all driven by steam or electricity, thus lightening the work very considerably. The hours worked are about fifty-three per week, and most of the hands are paid by the piece, some making very high wages.

THE WEAKEST LINK.

In no part of the mercantile round is the true business instinct more in request, or more essential to success, than in the treatment of stock that shows a tendency to become a fixture in the place. The twin tests of a merchant's sagacity, especially a merchant whose purchases must be of a novel character, are his selections in the first place and the condition of his stock at the day of reckoning. In the former respect the best talent finds itself frequently at fault; failure in the latter, however, is oftener due to weakness, irresolution or inattention to important details. Fancy furnishings, for instance, are perishable, but they seldom die a sudden or violent death. They are subject to lingering diseases, the symptoms of which are hardly visible at first, and they need to be closely watched, even when in apparent health. Some goods, like some children, come into the world sickly and never thrive. As soon as the fact is discovered, they should be done for, without waiting for them to mature on our hands—the goods, we mean, not the children.

To sell for cost, or less than cost, goods that possess real beauty or other excellence, is not agreeable to one's feelings, but the merchantable quality is the only one that can be considered in such cases. A dealer cannot wear all his own goods, be they ever so fine or handsome. If they don't sell this week, will they be any more likely to sell next week? Will the price advance, thank you, as the season wanes? The sacrifices often made by wholesale men to clean out their stocks would make many a retailer shudder.

Here and there we find a man who can truthfully say that his entire stock is saleable without loss. Every one knows the necessity of keeping clear of old stock, but few really accomplish it. Old stock is a ravenous devourer. Every day it consumes shop rent, clerk hire, insurance; it eats a share of every dollar in the business and gives nothing back; every day its merchantable value becomes less, as the day of its former popularity—if it ever had any—recedes into oblivion.

Some men seem to become so warmly attached to the goods they buy as to be unable to part with them, however old and superfluous they become, unless the prices fixed upon them in the heyday of their youth be realized. Samuel Johnson said: "It is natural for man to listen with credulity to the whispers of fancy and to indulge the illusions of hope." Men who do that, however, would best not monkey with the dry goods trade, but a good many of them do. We have known more than one who walked the broad road that leadeth to bankruptcy, laden like Sinbad with the delusion that he would realize good money some day from his superannuated wares. What ought to be is not always what is. "It is a good thing and ought to sell some time." Have we not heard this over and over? And the good thing is tucked away in case or drawer to await a more appreciative customer, who, alas! never comes. If the frost of public disfavor or indifference has benumbed an article of fancy stuff, or a newer style has put its nose out of joint, the only question is, how cheap must I sell it to make sure of its quick despatch? The thought of its cost must be wholly ignored.

Clearing out stock is not a labor be-

longing exclusively to the close of the season, much less to the beginning of the next. Constant attention must be the rule. It is a work of every day in the year. The accumulation of "hard" styles, "loud" colors, odd sizes, trash, ragtag and bobtail, occupying valuable room and keeping fresh goods out, the bete noir of clerks, the eyesore and weariness of heart to proprietors, must be anticipated and guarded against. If a style, a pattern, a color lags in sale from day to day it must be pushed if necessary by a reduced price at once, but certainly by taking care never to forget or overlook it when there is a chance for a sale.

Every one likes best to show the full box of the newest goods, but to ignore the scraps and sorts is mercantile suicide. All trades are top heavy with an insane glut of varieties, and if one is to keep abreast of the popular drift he must not let his craft become waterlogged with unsaleable duff. —West Coast Trade.

DON'TS FOR CLERKS.

Don't lose your temper. No matter how provoking or ill-tempered your customers are, treat them politely. They will appreciate it, even though they may not appear to. Don't be afraid to show goods, nor act as though you did not wish to do it. Customers will always go where they receive the most careful attention.

Don't misrepresent goods. If you can recommend goods truthfully, do so; if not, do not urge them on your customer. They never forget it, and will never trust you again.

Don't slight the poor customer merely to wait on the rich one. The poor person's money is as good as any and they feel neglect more keenly than a rich person. Wait on each in their turn.

Don't be saucy. It's neither witty nor polite. Don't be afraid to smile. Everyone likes a pleasant face. Don't under any circumstances comment unfavorably on one customer to another.

Don't tell your employer's business to anyone.

Don't neglect your work when your employer is away. See that everything is as well taken care of and customers waited on as well as though he were in the store. Don't make promises, such as procuring certain goods, etc., unless you are sure you can fulfill them, and, having made them, do not neglect them. Don't attempt to wait on a customer and talk with a friend at the same time. Give your whole attention to your customer. You cannot show goods properly while thinking of something else.

Don't make an old lady or gentleman wait while you attend to others, and don't lose patience with them because they are slow. You would not like to have others treat your father or mother rudely because they are old.

Don't talk too much. Don't attempt to tell your customer what they should buy. They know better than you what they require. But if they ask your opinion give it truthfully and courteously.

In conclusion, I would say, do know your stock thoroughly. Understand it so you can show it to its best advantage.

Do keep it clean! A person, especially a girl, who cannot or will not dust properly is not fit to take care of stock.



Alexander & Anderson



We respectfully call the attention of our Customers and the Trade generally to our magnificent
-:- Stock of New -:-

Staple and Fancy Dry Goods, Mantlings, Woollens, &c.

which is now complete in every Department.



DRESS GOODS DEPARTMENT

WE maintain our position as the leading DRESS GOODS HOUSE. This has always been one of our strongest and most prominent Departments, and this Season our collection is decidedly attractive.

WE are showing many specialties, also exclusive lines in NEW DRESS FABRICS, including Home-spun and Harris Tweed Suitings, also a choice range of Robes and Costumes for high class trade. These goods cannot fail to command a ready sale, as they are the very latest and choicest productions of the best British French and German manufacturers.

WE would direct special attention to our well known range of **Black German Cashmeres, Silk Warp and Wool Henriettas**, and **New Black Dress Goods** of all kinds, which we are showing in great variety.

SILK DEPARTMENT

WE are offering exceptional values in Black Satin Mervilleaux, Cold Satin Mervilleaux, Cold Faille Francaise. Special makes in Black Peau De Soie, Fancy Trimming Silks, Velvets, Plushes, &c.

MANTLE CLOTHS ULSTERINGS ETC.

WE have a splendid range of **New Mantle Cloths, Ulsterings, Curls, Sealettes, &c.**

REPEAT orders of these goods are now being received, and all back orders will be filled as rapidly as possible.

Our Haberdashery, Hosiery, Glove and Fancy Goods Departments

are more extensive and comprehensive than heretofore, and embrace many desirable lines in **Hosiery, Gloves, Fancy Wool Goods, Ladies' and Gents' Underwear, Gents' Furnishings, New Dress Trimmings, Buttons, Ribbons, Laces and Fancy Goods** in endless variety.

STAPLE DEPARTMENT

THE Stock of Staple Goods which we offer is second to none for value and assortment.

WE extend a cordial invitation to merchants visiting the city to call and examine our varied and comprehensive stock, which for value and general excellence commends itself to every discriminating merchant and close buyer.

LIBERAL TERMS -:- CLOSE PRICES

ALEXANDER & ANDERSON, 43 FRONT ST. WEST, TORONTO



HATS CAPS AND FURS

During the past month house trade has been quiet. The dealers have been busy receiving stock and shipping. The inquiries for stock from retailers are becoming numerous, showing that stocks are low and consumers inquiring for new goods. No very special features characterize the fall trade in hats; almost all kinds are selling well. Caps of various kinds are receiving attention. Import orders have been very satisfactory for hats, caps and furs. Of course, in the fall only about one half as many merchants place import orders as in the spring. Still, the season considered, the orders have shown a strong advance. For ladies' furs there has been a strong increase in the volume of the orders, and a slighter increase in that of the orders for men's goods. The new styles for fur garments will not be shown for nearly a month yet.

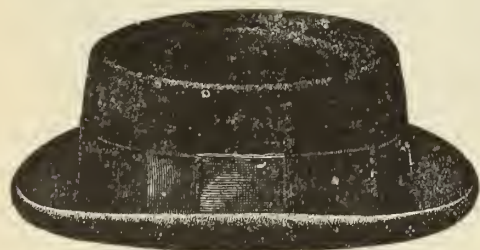
Prices in most furs will remain about the same, although several kinds of furs will not be over abundant, according to present indications.

Men's fur collars will be in strong favor, and a strong tendency towards wearing the fur the full length of the overcoat.

In ladies' fur cloaks some very nobby styles are promised. Fur-lined driving cloaks will still be in favor for the higher class of trade.

MONTREAL HAT TRADE.

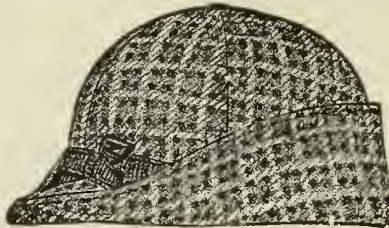
The hat and cap season, which is now starting, promises to be good, but not much can be said about it as yet. The trade here are just starting their men out with the new styles for next spring. These styles, although not very different from the present, are nice and the trade expect good returns. Next month we will be able to report this line of trade more fully.



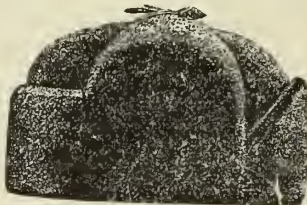
SOME NEW STYLES.

Messrs. A. A. Allan & Co are showing some new lines in hats and caps. The P. D. Q. is much like the Vamoose, with a dented crown, broad band and raw edge. It promises to have a good run, being the popular American hat. The new Windsor cap is shown

in tweeds, sealettes and knitted goods. It is shown in double and single bands,



and promises to be a popular winter cap. The Driver is the popular cap for young men, in sealette especially,



It has had a strong demand in former seasons, and this year's make is slightly improved in style.

THE COMBINE IN SEAL SKINS.

The George C. Treadwell Company have recently organized a furriers' combine at Albany, with the intention of controlling the seal trade. Heretofore the London market has been the selling place for sealskins, because this was the place, as was pointed out in the July Review, that the best dyeing and dressing was done. The sealskins taken in the Behring Sea form the principal supply of the market, and these are mostly brought to Victoria, B. C., where they are salted, packed and shipped to London. This firm now intends to form a trust sufficiently strong to control the supply of seals and ruin the English dyeing trade. If the dyeing can be done in Albany as well as in England perhaps a success might be made of the venture, as 20 per cent. duty is placed on sealskins entering the United States, if these are dressed, while raw skins are admitted free. This gives the United States dyer a great advantage, and he is now hastening to take the benefit of it. But why should Canada fail to take advantage of this situation also? Sealskins have been dyed in Canada before and are now; and a factory is being fitted up at Quebec for dyeing and curing skins; and why should we not prepare our own sealskins? The duty on dyed and partially or wholly dressed furs is 15 per cent., and this should shut out the American dressed skins, especially when it would be aided by a saving in freights. The British Columbia Com-

mercial Journal points out Victoria may become the great fur market, regulating the values of sealskins, instead of London, if the dyeing can be done in America. Its importance would be increased if the dyeing could be done successfully in Canada, and if the Behring Sea arbitrators decide favorably for the British contentions. The Journal points out also that the action of this company, led by clear-headed and experienced business men, "demonstrates that despite all the statements that have been made there is yet a big thing in seals, and also despite the strong American official statements which have been made that they are almost extinct and that there can be nothing in them."

The dyeing of sealskins is worthy of greater attention than has hitherto been given it in Canada, and a rich reward is awaiting the man who will prove beyond a doubt that he can dye and cure skins of this and other kinds, as well in Canada as in England. But the whole difficulty seems to be that neither Americans nor Canadians can persuade buyers that they can dye seal skins in as thorough and proper a manner as the English houses. The trade has been done mainly in England and people think it must be done there to be properly done. There is not much danger of the English supremacy being displaced, as time only can do that, even if the Treadwell Co. could dye sealskins as well as Englishmen, and the common opinion is that they cannot do this. It will take a very strong American combine to shut out the English buyers.

One of the latest novelties on the market is a stock of silk sashes shown by S. F. McKinnon & Co. These are the proper thing in London just now and should take well. Various kinds are shown, the shot effects being very pretty and becoming.

Morton Densem & Hurst,
Sole Manufacturers of the Automatic
COUNTER CHECK BOOK
Patented Feb. 25th, 1892, No. 38,51.
3 and 5 Adelaide St. East, Toronto, Ont.

We desire to call the attention of the merchants of Canada to our New Automatic Counter Check Book. It is the Newest and Best Book yet introduced. No more need of any carbon leaf and yet you have a beautiful and indelible transfer. Merchants everywhere proclaim it the best book known to lessen the labor of clerks in making rapid sales.

We will be pleased to send samples and price list on application. Prices cheaper than any other check book.

With the Old Style of Books it requires from 5 to 6 movements to complete a sale, with the AUTOMATIC one or two movements are all that are required. Merchants can see at once the advantage.

B. LEVIN & CO.,

IMPORTERS OF HATS

and

MANUFACTURERS OF FINE FURS

491 and 493 ST. PAUL STREET, MONTREAL

WHOLESALE AGENTS IN CANADA FOR

Lincoln, Bennett & Co.,

Sackville Street, London, England.

W. Wilkinson & Co.,

Regent Street, London, England.

AND James E. Mills,

London, England, and Stockport.

We have much pleasure in announcing to the Trade throughout Canada, that our representative will be on the road in a few days, with our samples of Hats, for the Spring of 1893, and a special line for the present Fall Trade.

Our samples will include the very latest style of Hats from the best English and American Manufacturers, and should be given a careful inspection before orders are placed.

Among them will be samples of the celebrated Hats of Messrs. Lincoln, Bennett & Co'y, Sackville Street, London, England, for whom we are wholesale agents in Canada.

Any orders entrusted to our care will be carefully executed, and special attention will be paid to the requirements of the different sections of the Country,

B. LEVIN & CO.

WINDOW DRESSING SUPPLIES. HOW TO dress your windows in "300 ways" a book of 250 pages and 150 illustrations adapted to every line of business. Price, postpaid, \$1.50 including FREE Pamphlet of catchy ideas on window dressing.

(Patent Window Dresser's Hammer, nickle plated, closes up for pocket use, price 75 cts.) (Guide to Window Dressing for Dry Goods only. Price 75 cts.) (Christmas Pamphlet. Price 75 cts.) (Ticket Miten, with full diagrams and particulars for marking price tickets, 85 cts.)

HARRY HARMAN, Window Dresser and Decorator.
Room 1214, The Temple, Chicago, Ill.

Toronto Fringe and Tassel Company

Manufacturers of
FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

NO LAUNDRY BILLS NECESSARY.

A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers :

Lincoln, Bennett & Co.,
Wilkinson & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fail trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

B. Levin & Co.

491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.

BUYERS WILL DO THE RIGHT THING

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.



FALL, 1892.

A. A. ALLAN & CO.

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

A. A. ALLAN & CO.,

51 Bay Street, Toronto.

CALDECOTT, BURTON & SPENCE,

WHOLESALE DRY GOODS, TORONTO,

Beg to inform the dry goods trade that their fall importations are now about complete and merchants will find with us a very attractive stock both in value and style. The following departments will be of great interest to buyers :—

Dress Goods in all the latest materials, including a large range of stylish Tweeds now so much in demand.

Silks in Pongees, Sarah's, Japanese, Mervs, &c.

Mantle and Ulster Cloths and Sealettes.

Kid Gloves a full range in stock, including the Celebrated **Fernand Seamless Josephine Cut** in Domes, Button and Laced.

Cashmere Gloves and Cashmere Hose in Ladies' and Children's plain and ribbed, Boys' Hose a specialty.

Ladies' and Gents' Undervests in great variety.

Dress Trimmings in all the latest German, English and American Novelties.

Inspection Invited. Orders through our representatives will have prompt attention.

CALDECOTT, BURTON & SPENCE.

BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the Linen Trade and have bought accordingly.

Please see our Samples and call when in the city.



MONTREAL

fastened by a velvet rosette at their right, are the latest in streamers; exquisite bi-colored velvets are in great demand; glace pile goods with uniuque stripes and cords will be used.

The wholesale millinery trade are beginning operations, as can be seen by a trip to the different places of business. The trade here, in speaking of the season's business, say it is up to their expectations in every way. The travellers are about starting out, and expect to do a good fall trade; at least, indications point that way. The local retail trade have done their share of business the past few months; the fine weather has to a certain extent helped them. Payments are better than usual, and on the whole the trade here are pleased with the business done.

FASHIONS IN MILLINERY.

It is really too early, says the Dry Goods Chronicle, to predict safely the winter fashions, but model hats from Paris and London are daily arriving, and the permanent styles will soon be settled. Which of the many hundred shown in the early fall will survive through the winter, it would be hard to designate; but a few facts are already established, and from them it is certain that velvet hats will be more worn the coming season than for many years past.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 illustrates a pretty shape in black Milan, having a fold of velvet on the inner edge and a cluster of black



FIG. 1.

tips on the right side near the front. The left side is trimmed with a full bow of satin striped black and green ribbon artistically arranged.

Fig. 2 represents a sailor shape of straw trimmed with ribbon loops near the front, twisted crown band and a feather pompon of a darker shade.

Fig. 3 shows a poke shape of black chip, closely bent on the sides, with an inch facing of velvet inside of the brim and a trimming of velvet in the shape of a torsade and donkey ears around the crown. Wheat aigrettes still further decorate the front.

Fig. 4 illustrates a tiny toque of lace, with an edging of jet; lace and jet butterfly wings trim the front, with

THE 29th of August and the following days is the time set apart for the general millinery openings. Great preparation is being made, all being confident that a big fall trade is going to be done. The goods for the coming season are netirely new in character, making the several offerings very attractive.

Prominent as hat beautifiers will be finacy feathers in mephistophiles and bat wing effects, osprey mixtures, quills, also ostrich effects. Jet goods promise to have a lasting place as a garniture of hats and bonnets principally in jet sprays, jet crowns, jet pieces, bandeaus, wing and side effects and mephistophiles ideas.

We are also informed on good authority that silk velvets will be in great mand as a millinery trimming, as corsages, and on dress sleeves.

Last season the number five ribbon was the width commonly used, but this year the prevailing width will be wider, although some very nice narrow velvets are shown. But most trimming ribbons will be wider, especially in velvets and satins. A very pretty satin ribbon is shown in a wide width with a beautiful and artistic ostrich tip pattern. Shot effects and two-tone effects promise to be strong in public favor.

Sample hats are being made up and a large variety are being shown, but the best hats will not be seen until the opening week, and favorites will then be chosen. The leading features in trimmings have been described, and as for shapes, at present the indications are that these will be numerous. At present all is preparation and speculation. The displays this season are expected to be fully up to the standard of fall seasons, with perhaps a greater variety of designs than usual. Wholesale-dealers are expecting a very large trade.

Among the new things reported from New York are: Plumes and pompons will be much worn; high wired loops will absorb a great deal of ribbon; green foliage and fruits are to be worn extensively; large red roses will be used on black hats; velvet strings, narrow about the face and gradually growing wider their entire length and

That it is to be a velvet season for the millinery trade is shown by the large quantities of millinery velvets imported. The invoices of rich silk velvets, in all the fashionable shades, and also of glace velvets in plain or corded effects, showing exquisite combinations of colors, being much larger than usual, is a sure indication to all thoughtful minds that bonnets entirely of velvet will be a leading style.

The buyers of these goods are well informed as to approaching styles, and their mistakes are few. No handsomer winter bonnet was ever produced by milliner's genius than one of perfectly plain, all-silk velvet, stretched tightly over a stylish Paris frame. The outlines of the bonnet are preserved, and the rich quality of the silk pile is shown in all its artistic beauty.

These bonnets are difficult to make, as they require the skilled labor of what may be called artistic milliners. A bonnet of shirred velvet or fancy pleats can easily conceal poor workmanship or amateur efforts, but a bonnet frame plainly covered will not be a success in the hands of an ordinary workwoman.

This being also a lace year, it is safe to predict that much fine lace will be seen on velvet bonnets and hats, also soft ostrich plumes and feather aigrettes, edgings of jet and metal like jewels, butterfly wings, fancy buckles, and jet aigrettes of the Mephisto order.

Beautiful soft felts are being shown by the trade, which will be trimmed with velvet, ribbons and the same line of ornaments and feathers as seen on the richest velvet hats. Strings are of narrow velvet ribbon or of web velvet, made narrow around the face, and with long shaped ends.



DO YOU USE THREAD ?

IF SO, USE CAT BRAND

for Cotton Threads, and

JELLIE BRAND

for Linen Threads,

And you will obtain the best value in the market. The low price and high quality of these Threads render them superior to all other brands.

Write for prices and samples.

FILATURE et FILTERIES RÉNNIES,

(UNITED THREAD FACTORIES), of Alost, Belgium.

G. de SOLA, General Agent,

3 ST. SACRAMENT STREET, MONTREAL.

jet and osprey aigrettes of the Memphis order, which are one of the latest novelties in the feather and ornament line. The narrow ties are of black velvet ribbon No. 7.



FIG. 2.



FIG. 3.

Mr. Hurst, a well-known traveller formerly with C. M. Taylor & Co., is one of the firm of Morton, Densen & Hurst, who are selling an automatic counter check book. This book is patented by these gentlemen in Canada, and as no carbon leaf is necessary to produce the impression, it is much superior to carbon leaf books. The prices are also slightly lower than the older styles of counter check books, and hence has an additional advantage. The firm's advertisement may be found in another column.

Messrs. Alexander & Anderson are at present showing a very complete line

of dress goods, consisting of new effects in dress tweeds, homespun and Harris suitings, and a full assortment of French and German dress goods, robes, etc. This department is a special feature of this house and worthy of the attention of visiting merchants. In cloakings they are showing all the latest novelties in mantle cloths, ulsterings, curls, sealettes, etc.



FIG. 4.

≡⊗ FOR THE RETAIL TRADE ⊗≡

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands:

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses:

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dressmakers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls, and may be obtained of all Wholesale Dry Goods Houses.

"BALED" Goods same quality, but less price.

Overalls, Shirts, Pants

Fancy Flannel Shirts,

Etc., Etc.

R. H. Gray & Co.

Ladies' and Children's
Whitewear, Infants' Outfits, etc.

R. H. GRAY & CO., Toronto.

Particular attention given to mail orders.

W. R. BROCK. ANDREW CRAWFORD. T. J. JERMYN.

W. R. BROCK & CO.

It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

W. R. BROCK & CO.,
TORONTO.

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: Mehalah, London.

TELEPHONES: London 58, 58 P;
Birmingham, 322.

AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.

Wholesale Millinery Opening

— COMMENCING —

MONDAY, AUGUST 29TH.,

CONTINUING THROUGHOUT THE YEAR.

We shall show

FRENCH PATERN BONNETS,
NEW YORK PATERN BONNETS,
and an endless variety of Millinery Novelties.

We shall also show

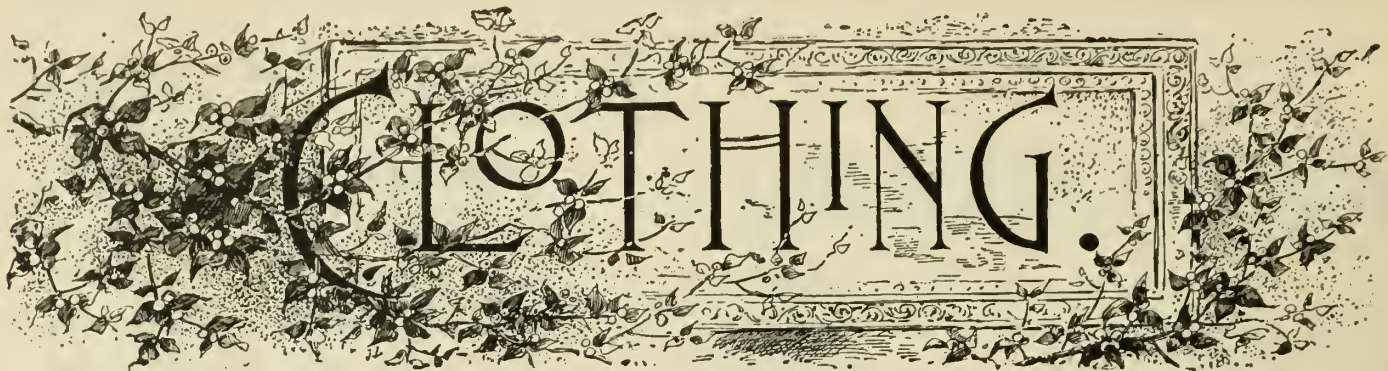
BERLIN PATERN MANTLES,
FRENCH PATERN MANTLES.

Also a large variety of Mantles, Ulsters, and MANTLE CLOTHS in the latest styles and designs.

INSPECTION INVITED.**D. McCALL & CO.,**

WHOLESALE IMPORTERS,

12 and 14 Wellington St. East, Toronto.
1831 Notre Dame St., Montreal.



During the month trade in ready-made clothing has shown a marked improvement. The demand for children's clothing has increased, while orders for overcoats have been very numerous and bulky. Wholesale manufacturers are very busy at present, and very little cutting is going on. Stocks are fairly heavy with the jobber, but lighter with the retailer. The demand for ready-made garments seems to be very rapidly increasing, and tailors have been complaining of the slackness of trade. The quality of the garments turned out is also improving, and this is specially noticeable in ladies' cloaks and mens overcoats. Blue meltons and beavers and heavy-hooded chevots seem to be the favorite lines for men's goods.

In woollens the trade has been very fair. There has been a strong demand for all kinds of trouserings and overcoatings, and a fair demand for tweeds, Canadians especially. The styles promise to be very varied this season, and most of the information has already been given.

In neckwear many new patterns are shown in ties and collars, but nothing startlingly new has been placed on the market. Dark colored ties of all kinds have been in good demand, and wholesalers have moved large quantities.

In suspenders the movement has been large, as some very low drives have been offered and accepted.

Rubber coats have been moving owing to the drop in prices. Tweed coats have also sold well, although not affected by the lowering of prices.

NOTES.

W. R. Brock & Co. report that blue beavers are moving very fast and promise to be strong in public favor for overcoatings. Blacks are selling for the finer trade. Their special import lines of tweeds and trouserings are moving quite freely and sale is up to expectations. Though these goods are fairly high in price they are by no means dear, as the quality is very fine.

Gordon, Mackay & Co. have just received a shipment of ladies jersey jackets in new shapes and latest styles. These are of extra good value. They have also received, during the past week, several large shipments in Irish, Scotch and English tweeds in the new colors, such as fawns, drabs and brown mixes. No doubt there will be an extra strong demand for these imported for the coming season.

Wyld, Grasett & Darling report that tweeds are being shipped very fast, and the value of goods turned over has been quite surprising, and the month's business in tweeds has been larger than usual. Brown beavers and meltons are

selling well and promise to be in favor-shades with some classes of the trade. Freizes are selling well. These Irish goods are having a very strong demand in England and will no doubt lead in overcoatings in this country. The Irish mills are full of orders at present. Light shades are the predominant features.

W. R. Brock & Co. are showing a nobby line of very pretty silk and wool vestings for summer wear, and all wool vestings for the winter trade. These are splendid 16-ounce goods and shown in light and dark colors. This line forms the latest thing in vestings and is well worthy of attention. They are showing some superfine French trouserings in stripes, cords, diagonals and checks, which are perhaps the most expensive trouserings sold on the Canadian market, but the value is good. They have some beautiful winter suitings, such as finished worsted in basket weaves, and real Harris tweeds. These goods are shown in quite extensive ranges as regards color and quality.

MONTREAL CLOTHING TRADE.

Clothing here has been quiet for some time, but the time is now here for improvements, which are showing up. The travellers are out in most cases, and the orders the trade receive are gratifying. The factories are now working hard on goods for future delivery, and the trade here expect to do a large business this coming fall, as stock in the country must be low. The country dealers seem to be taking hold more freely, and the feeling is decidedly better all round.

CANADA'S GREAT FAIR, SEPT. 5th TO 17th, 1892.

The citizens of Toronto have voted \$150,000 to the Toronto Industrial Fair for improvements to be made on the grounds for this year's Exhibition, which is to be held from the 5th to the 17th Sept. next. About 50 acres have been added to the present grounds and a new race track and new grand stand to seat twelve thousand people is being built and many other improvements are being made. Consequently this year's Fair promises to be greater and better than ever. A large number of fine special attractions have been arranged for and several new features are promised. The exhibits in all departments will be larger and better than at any previous Fair and will include many that have been prepared for the World's Fair next year. Cheap excursions will as usual be run on all railways and the attendance of visitors will no doubt be as large as ever. All entries have to be made on or before the 13th of August, but most of the space in all the buildings for the exhibit of manufactures has already been applied for. For copies of the prize list and programmes drop a post card to Mr. Hill, the Manager, at Toronto.

OUR MONTREAL LETTER.

DRY goods continues to be satisfactory; the warm weather we have been having lately is doing a great deal towards helping the retailer to run off his summer stock. Reports from the country are satisfactory in every way, and, although the country merchant is not buying in such large quantities, trade on the whole has shown a marked improvement. Lately there has been a growing feeling among the retail trade not to buy too far in advance, and this to some extent affects the orders, which are not as large as in former times, but come more often. Merchants in this city say that this year's trade will be as good as former years, and that the prospects for further business are bright. Our local retailers say that the people being out of town makes things kind of quiet. But the folks that are near at hand come into town regularly for supplies, so this evens up things. The continued good crop reports from country sections have the desired effect on the wholesale trade, and all lines are in better demand. The travellers that are out are sending in fair orders and the trade on the whole are satisfied with the business they are doing.

Something must now be said about payments. The trade owe and all say they are coming in, in a most satisfactory manner. This goes to show that things must be getting into a better position in all sections. To sum up the state of trade at this point it can be placed as fair, with good prospects for future business. The manufacturers' agents are now doing a nice trade in all Canadian manufactured goods, which are meeting with the approval of the trade.

NOTES.

W. C. Hodgson, of the firm of Messrs. Hodgson, Sumner & Co., wholesale dry goods dealers, was married in Paris this month. After a month or so on the continent the young couple will make Montreal their home.

Henry Morgan & Co. say they are doing a large trade in their upholstery department.

Henry & N. E. Hamilton have sold more summer silks this season than ever before. Their manager says the seaside must have looked gay, as most of it was there.

Mr. Wm. Caisley, of Caisley Bros., and son of Mr. S. Caisley, was married this month and has left for Europe, where the young couple will spend some time.

Since moving back to his old love, St. Catherine street, Mr. H. Porrier

says he has eben doing a nice trade. He just escaped the Notre Dame street trouble and says he is glad of it.

Mr. J. B. Mallott, one of Montreal's dandy retail clerks, is about to become a benedict. We wish Jack luck.

Mr. Dupuy Frere, one of our largest French retailers, says trade in the east end is looking up. We hope so.

Messrs. M. Fisher & Sons will soon move into their new store. It is almost completed, and when it is it will look well.

In the retail millinery departments one can now see the new styles for fall and winter. Some of our larger houses import their own stock direct from "Parre."

The Montreal White Goods Co. are doing a nice, tidy trade in their store on the corner of Mansfield and St. Catherine streets. They carry nothing but white goods.

Messrs. Morgan, Caisley and Hamilton are now hiring girls for their mantle departments. These three firms expect to do a large mantle and dress making trade this coming fall.

W. H. Scroggie, the St. Catherine street retailer, is going to enlarge his store the coming spring. Mr. Scroggie deserves credit, for when he started he was a very young man and had only one corner. Now he has two large, growing flats. As soon as the people move out in May he intends to go up. In doing this he will have one of the largest stores in Montreal.

J. A. Ogilvy & Co., St. Antoine street, do one of the largest businesses in the west end. Mr. Ogilvy is an old dry goods man, and when a case of arbitration comes up he is always one of

the people asked. His son John is one of our most prominent militia men, being a captain in the Montreal Garrison Artillery.

Messrs. Wright & Co., Notre Dame street east, had one of their windows broken in and several pieces of cloth stolen. This happened a few nights ago. As usual, Montreal's "one of the finest" was not around.

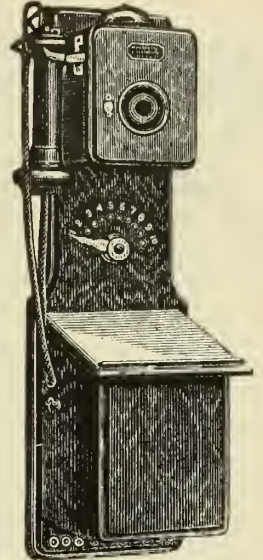
T. Caisley & Co. have been doing a paying trade in their linen department. One can see this by calling in from time to time. Dry goods always calls. Mr. C. once wanted to know if our editor knew anything about dry goods. "You bet!" So does the Montreal end.

The dry goods merchants of Notre Dame street west have been used shamefully by the city fathers. In some cases some of the oldest merchants say business has fallen off from 35 to 70 per cent. The least the city can do now is to grant what they ask. That is a rebate of business taxes paid this year. Some of the firms are for suing the city for damages. We think they are justified.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 765 Craig street, Montreal.

— WOOLLENS AND TAILORS' TRIMMINGS —
JOHN FISHER, SON & CO.,

Balmoral Buildings,
Montreal,
Canada.



Huddersfield,
England.

CHARLES COCKSHUTT & CO.,

British and Canadian Woollens

— AND —

Clothiers' Trimmings.

59 Front St. West, Toronto.



Envelope cutters and paper knives of the latest pattern are dagger shaped and have twisted handles.

Rose perfume cases are still a taking novelty. The range of delicately molded and colored cases is larger this season than has ever been shown before.

Blotters oblong in shape have pen wipers in layers of different colored flannels, with silver knob handles, and when open reveal a receptacle for stamps.

Nerlich & Co. are showing a range of Venetian ware in water sets, sugars, creams, spoonholders, berry bowls, vinegars and water bottles, which are very unique in design and finish.

A pretty thing in curling tong sets has had a strong demand. It is a case containing a spirit lamp, a match safe and a pair of folding tongs. It is very useful, especially to lady travellers.

This season has seen an abundance of dolls' garments sold. These consist of slippers, shoes, stockings, dresses, rubber gossamers and many other varieties of garments, which are very neatly made.

Egyptian and Hungarian vases, the former of a light color and the latter of a dark, rich shade, are shown by some of the houses. These goods are somewhat expensive, but nevertheless are finding a strong market.

One of the prettiest novelties for the coming holiday trade is a library set consisting of two candelabra, some single and some double, an ink bottle, pen rack and paper knife. These are shown by Nerlich & Co., in plain brass, hammered brass and enamelled goods. These are very useful, the candles being used for sealing purposes, and they are also very ornamental. The revived use of candles has also been anticipated by this firm, and they are showing many varieties of ornamental wax candles.

Water and liquer sets in fancy wicker baskets will hold a strong share of the holiday trade. They are shown in many designs and in a large range as to quality, and have the double value of being ornamental as well as extremely useful.

A very pretty line of plush goods in ladies' companions and mens shaving cases is made with a polished wooden rim at the top and the bottom of the box. The top is inlaid with plush and decorated with a small ornament in polished silver, such as a deer's head. These are shown by W. H. Bleasdel & Co., who have also a nice range of oxidized silver purses and chatelaine bags.

A new and well-assorted stock of fancy goods is seen in the warehouse of the Boyd, Bower & Brumell Co. They are showing a very fine range of brilliantly colored Turkish tildies; a line of new stamped Denlms for cushion manufacture; a very pretty line of doylies; perforated and stamped felt goods, in shaving tildies and razor pockets, scissors cases, pipe racks, letter racks, bookmarks, needle cases and egg cscys; a beautiful range of artistic silk and art muslin tildies; fantastic Indian hearth brooms; cuscas—a fan-

shaped broom ornament, made from an Indian plant, which when dampened will fill any room with a most delicate and pleasing perfume; crinkle tissue articles such as lamp shades and flower-pot covers; Japan photo baskets for holding cabinets; and a splendid range of pompons and tassels and the new combinations of tassels and pompons, which are especially fine goods.

In hair ornaments a six-pointed star in silver finish, fastened to the pin by a spring which allows the star to move with every motion of the wearer's head, thus affording a very pretty effect. Instead of the star a convex circle is used in some varieties. Dainty little hair ornaments with a colored ribbon ornament form a fast selling line. Snake ornaments are fashionable just now and some hair ornaments are shown with snake combinations of various kinds.

DRESS GOODS AND TRIMMINGS.

The past month has seen a strong demand for all kinds of fall and winter dress goods. Tweed effects are selling well, but with no very decided preference as to patterns. Stripes are in good favor, especially in diagonal or opposite diagonal effects. Dark and light colors are selling, with a slight preference for the lighter colors. Highly colored fabrics are selling fairly well, especially in tartans. Bedford cords are meeting with approval, as well as the more staple lines of velveteens, silks, cashmeres, etc.

In trimmings, feather and mohair ruchings are finding a good market, but jets and gimps are still holding the best part of the demand. Fancy buckles and buttons are selling well. Metal and pearllet buttons are meeting with a good sale, as they are especially suitable and at the same time very cheap.

NOTES.

Caldecott, Burton & Spence have a beautiful line of gimps made with a tweed mixture to match the tweed dress goods which are now being shown so much and which are preferred by buyers to the plain-dyed goods. These trimmings are accompanied by buttons in tweed effects, so that the dress goods, the trimming and the buttons may all be found to match in the house of this enterprising firm, for this introduction is truly an enterprising movement. They report a large demand for surahs and silks in various light colored grounds with spots. Their Japanese silk in 22 1-2 and 27 inch goods in light shades is selling well.

Wyld, Grasset & Darling are meeting the demand of the season for large buttons by showing several lines of large pearl, metal and celluloid fancy buttons. The novelties shown in the patterns are artistic and varied. Their stock of black and cream veilings has just been renewed, the patterns being mostly nets and spots.

A line of goods which Sampson, Kennedy & Co. are pushing at present is fancy underskirts for ladies. These morennes are shown in all colors and in different styles, such as braided skirts, feather-trimmed, fancy striped, etc. They have been in much demand the past season.

Sampson, Kennedy & Co. are showing a very varied line of ruching trimmings in all the different effects, such

as mohair, feather and silk. In dress goods they are showing a very fine range in serges, in navy, black and fancy and in estimanes. Their costume tweeds contain many attractive patterns. They have a special line of moire ribbons, in which they claim to be offering especial value. Their lines of black silk and cream laces and veilings are very complete.

John Macdonald & Co. have opened up a shipment of their well-known purple-edged black gros grain silk, and have now filled their back orders for this specialty. They have also received a fresh shipment of black satin luxors, in which they always show good value. They have opened up a large Austrian shipment of jet buttons. These are shown in sets of buttons 4 1-2 to 12 lines, also in barrel shaped jets, which are finding a strong demand. Large horn buttons are made in mixtures to match the new tweed-effect dress goods and are having a good market.

McMaster & Co. are showing a nice range of plain and fancy frillings. Among the newest are the Carnival, Girton, Ostrich and Chiffon frillings. In laces their stock is well-selected, and includes black and cream Spanish; Point d' Irlande in white, natural and two-tone effect; tattings; Torchon laces and edgings; and Valenciennes. Their stock of buttons is full, especially in jets, pearls, fancy metals, and pearllettes for jackets and cloaks, in all the leading shades and newest designs.

W. R. Brock & Co. are having a strong demand for fancy Jacquard dress goods. Their stock is almost depleted.

Gordon, McKay & Co. have just opened up a large shipment of black and colored Oriental velveteen, which seems to be of first-class manufacture.

McMaster & Co. opened lately one of the finest ranges of Scotch and foreign tweed effects in dress goods ever shown in this city. For style and texture these will be found to surpass, in some respects, the domestic productions, and for a street costume or travelling dress cannot be equalled. Many of the patterns shown were exclusively manufactured for themselves. They also show a full range of their celebrated fast dye chevots and estimanes.

Gordon, McKay & Co. have just received shipments of watered silk ribbons and moss trimmings. Their silk featherine is a beautiful trimming. It is shown in both German and American manufacture. Their dress goods in Bedford cords and tweed effects are worthy of attention. They are also offering a job line of sealette at a low price, in which they have secured a bargain and intend to give the buyer the benefit.

HAPPY THOUGHT CHECK BOOKS.

J. K. Cranston, store and office supplies, Galt, writes Aug. 9:—"Kindly tell your readers that orders for samples of my 'Happy Thought Counter Check Book' noticed in your last issue, will be filled in rotation as promptly as possible. I have been delayed with inquiries from subscribers to your various publications. I wish they would say which paper they saw advertisement in. I had no idea I would get so many orders."

New Fancy Goods House.

The **BOYD, BOWER & BRUMELL CO., Ltd.,**
3 Wellington St. West,
TORONTO.

IMPORTERS OF

Berlin Wools, Fingering Yarns, Andalusian Wool.
Embroidery Materials, Cords, Tassels, Fringes.
Pongee Silks, Art Silks, Felt, Embroidery Linens.
Stamped Linen Goods, Stamped Felt Goods, Slipper Soles.
Tinted Linen Goods, Scorched Flannel Goods, Embroidery Hoops.
Toilet Bottles, Embroidery and Crochet Cottons, Brass Rods and Rings.
Slipper Patterns, Beads, Fancy Enameled Wooden Goods.
Plush Boxes, Novelties in Celluloid Goods.
Silk Tidies, Silk Head Rests, Silk Cushions, in Perforated Patterns. We carry the largest range in the trade.
Fancy Dry Goods, Ribbons, Laces, Handkerchiefs, Bibs.
Smallwares, Jewelry, Fancy Hair Pins, Notions, etc.

We are showing many Novelties in Art Needle Work.

Letter Orders Solicited---Which will have Prompt Attention.

The **BOYD, BOWER & BRUMEL CO., Ltd.**

JAS. ADAMS & CO.,
Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

JAMES ADAMS & Co.

CANADIAN BRANCH, 64 Bay St., TORONTO. H. ADAMS, SELLING AGENT.

AGENCIES:

Glasgow, London, New York City, Chicago,
Scotland, England, U. S. A. Ill.

Musical Handbills

1000 for \$2.00.

Display Cards

5c. and 10c. Each.

Window Price Tickets

From 5c. per Dozen up.

Fall Circulars

Neat and Cheap.

Send to **IMRIE & GRAHAM**
28 Colborne Street, TORONTO, ONT.

Note the address and pay us a visit during the Exhibition.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armllets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

TOOK THE

- Gold Medal at the Jamaica Exhibition -

AS THE

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.

AN ENTRY SYSTEM.

SYSTEM is a word which finds expression in many phases of the mercantile business of today. The merchant with the best system is the man who makes the most money. "A system in everything and everything done on a system," is the practiced proverb of the great business men of the day. To accomplish the greatest amount of work with the least amount of labor is the aim of all labor-saving contrivances.

In the large wholesale house the entry system is excellent, but in none more so than the one used by John Macdonald & Co. of this city. This system is founded on the system in use in the great house of Marshal Field & Co., Chicago. When an order is received it is sent to each department and filled in this way: The goods are picked out by a clerk in the department and placed on a wheeler—a four-wheeled truck. The goods from one department for a particular order may fill four or five wheelers, or it may only fill one-half a truck and the rest of the space may be utilized by another order. Then these wheelers are taken to the elevator and sent down to the entry room. This large room is laid out in divisions. One division is an open space running the full length of the room, where these wheelers are placed, and on either side is a low shelf with a back on the side opposite to the open space and divided by partitions into medium-sized spaces, which are filled with the goods taken from the wheelers. Now the order of the merchant has been filled from six or seven departments, perhaps, and is thus placed on six or seven or double that many wheelers, according to the bulk of the order. In this open space where all the wheelers are brought a man takes the wheelers filled with a certain order and places the goods from all the departments in one division of this low shelf, and thus the whole order is brought together without the slightest trouble. Then when the order is all collected together the clerks start to enter the invoices and books. Behind the back of the shelving, on the side opposite to the open space where the wheelers are, is a desk running along on iron rails fastened to the floor. This enables the desk to be run along opposite and close to all the goods along one line of shelving. The desk is double. On one side sits the invoice clerk, and on the other side the clerk who makes the entry in a day book. A third clerk named the "caller-in" stands beside a particular order and calls the goods to these two, who simultaneously make their entries. After the whole of an order has been entered, the clerk who entered in the daybook calls back to the invoice clerk and the caller-in, and thus both entries are checked. Then the goods are ready for packing, and the packers bring the empty cases and pack the goods in the space used by the wheelers. After being packed the cases are nailed up and marked, after which they are taken away to the shipping room.

Thus there is little handling and no confusion. With their ordinary staff John Macdonald & Co. have entered, invoiced and packed over \$20,000 worth of goods in a single day. The benefit is great from less confusion, less handling, etc., but from another point of view the benefit is greater still. There are few complaints for

shortages, and misunderstandings with customers are avoided. This is a great boon, and it shows how system in everything will prevent mistakes, as well as saving labor and time. Everything is done well and expeditiously.

IRISH LASSIES AT THE FAIR.

All visitors to the World's Fair will doubtless want to inspect the Irish village which is being arranged under the auspices of the Countess of Aberdeen and Mrs. Ernest Hart. The latter gives the following outline of what it will contain:

"We shall have seven cottages in which peasant girls and lads from Donegal and elsewhere will be seen at work weaving, spinning, dyeing, sprigging, carving, etc. The girls will look very pretty in Connemara red petticoats, fishwife skirts, and blouses, and scarlet cloaks. In the first cottage will be a precise model of a cottage in Donegal, with undressed walls of granite, with a hooded fireplace and dresser full of bright crockery; a girl will be seen dyeing and spinning our famous Hand-and-Hearth Homespun, the wool of which she gets from the lichens and heather of her native bog outside. There will be an imitation peat fire, and on this the dyer will from time to time place her iron potato pot and proceed to dye the wool. This operation is certain to prove immensely attractive to sight-seers, and, as well as the carding, spinning, and bobbin-filling, which will be shown here, is an extremely interesting process.

"In the second cottage there will be linen weaving and embroidering of the famous Kells Art Embroidery; whilst linen damask weaving on a Jacquard handloom and fringe-knotting will go on in the third cottage. Between this and the next cottage there will be a model dairy, in which dairy maids will be at work churning and butter-making. I can assure our American cousins they will have a chance of some good butter, as we shall send over some of the world-famed Kerry cows, which will be stabled at the rear. There will also be a pleasant, cool spot here where visitors can rest and drink iced milk.

"In the fourth cottage, which is under the especial care of the Irish Industries Association, every description of Irish lace will be shown. There will be a Limerick lace worker at her frame, the Torehon lace worker at the pillow, the numerous varieties of point lace, and so forth.

"Sprigging and veining, which are employed in the production of the beautiful hemstitched handkerchiefs of Belfast, will be shown in the next cottage. The girls of Down are especially noted for their exquisite and delicate work. We have not quite definitely decided about the two remaining cottages, but we shall probably show in the seventh the wood-carving industry in Ireland, which has reached a really remarkable degree of development when one remembers the workers and teachers are peasant lads. You should see the set of owls carved by some of my own boys for Lady Aberdeen last year. The expression of the owls' faces, as well as the execution, was excellent. Other features of our Irish industrial villages will be a replica of Donegal castle, an old well, and other interesting Celtic memorials. I believe the Irish village will be successful; we shall certainly do our best to make it so."

A SUCCESSFUL SALESMAN.

"I have known hundreds of commercial travellers in my time," said Geo. L. McGrew, national president of the Travellers' Protective Association of America, "but I have never known one yet to make a success on the road, or even remain on the road for any length of time, unless he worked as hard for his employer as he would work for himself. I will say even more, and that is, that I never knew a narrow minded or bigoted salesman to succeed. The requirements made upon a salesman can never be appreciated until one becomes a salesman himself. The successful salesman cannot be ignorant, because the dealer will find it out at the very start; he cannot be insolent, because his insolence will be resented; he cannot be too smart, because there is many a small country dealer just as smart as he is. He must be a well-informed, earnest, courteous gentleman at all times, and I am glad to say, while speaking on this subject, that the old style salesman that we used to read about when we were boys is gone. The idea of the "drummer" twenty-five years ago implied a man dressed in the flashiest style of clothes, of loud demeanor, who demanded and got the best of everything where he went, and regarded morals as only of secondary consideration. The people a quarter of a century ago thought that a drummer could not be successful unless he got on an occasional "tear." The drummer is now essentially a gentleman in all that the word means. He must be a gentleman in conduct as well as in appearance. No bumming and no tearing around is tolerated for one moment by a reputable house. In short, the salesman is a perambulating merchant; he travels from place to place representing his house, and stands for his house wherever he goes. The better class of salesmen will not associate with nor excuse the drummer who thinks it is his duty to get drunk or act smart wherever he goes. Go where you will, I doubt if you can find a more intelligent, a more moral, or a more trustworthy class of men than you will find in the ranks of the travelling salesmen."

Fire broke out in the eastern wing of the Stormont Cotton Co.'s mill at nine o'clock on Wednesday night, the 5th inst. A general alarm was sounded, and the firemen were soon at the scene of a great fire. They had 12 streams playing on the burning building until about three o'clock next morning. It was with great difficulty that the main body of the large mill was saved. Luckily the wind was blowing from the south-west, carrying the flames from the burning portion of the mill in an opposite direction from the main building. The dye house and drying room were completely destroyed, and a portion of the picking rooms, also a large quantity of cotton under process. The damage is likely to reach forty-five or fifty thousand dollars. Every member of the fire brigade did his duty well, and the employees of the mill fought the flames all night and a part of the next day. The burnt portion of the mill will be immediately rebuilt and equipped with new and improved machinery.

WHITING CASH AND PARCEL CARRIER.

The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.
(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

**THE GALT KNITTING COMPANY LIMITED,
GALT, ONTARIO.**

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, - - - - - Mr. J. E. Warnock.
Manitoba, - - - - - Mr. M. H. Miller.

WHOLESALE ON Y.

GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

**THE C. TURNBULL CO., Ltd.
OF GALT, ONT.,**

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

GORDON, MACKAY & CO..

Corner Bay and Front Sts., Toronto.

THE STAPLE HOUSE OF CANADA.

Flannels, Blankets, Grey Cottons, Bleached Cottons, Cottonades, Linings, Linens, Towels, Quilts, etc., etc.

Sold on the smallest possible advance on Cost.

GORDON, MACKAY & CO.



TRADE MARK.

THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemen's Odorless Steam Vulcanized

WATERPROOF GARMENTS.

IMPORT AND COMMISSION IN ALL KINDS OF FURS, Glove Leathers, Plushes, Corsets, Silks, Etc.

HERMANN S. SCHEYER,

39, 41 and 43 St. Sulpice, 20 de Bresoles, 149 LeRoyer St., Montreal.

Special attention paid to mail orders. Perfect fit guaranteed.

WYLD, GRASETT & DARLING.

Our Importations for the Fall Trade are of the most comprehensive character, and inspection of the same by all Independent Dry Goods Merchants and Merchant Tailors' is solicited.

Canadian Staples AT THE Lowest Quotations

TRAVELLERS' AND LETTER ORDERS PROMPTLY SHIPPED.

WYLD, GRASETT & DARLING.

V SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

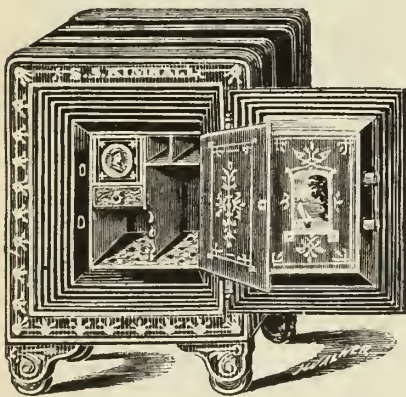
C. N. VROOM,

St. Stephen, N.B.

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

Agents for Ontario.

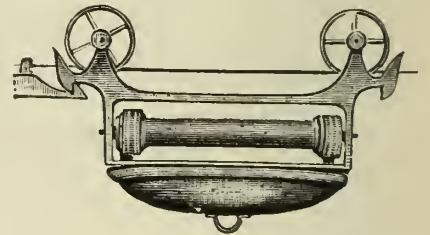
CHAMPION FIRE AND BURGLAR-PROOF SAFES.



If you are in need of a Safe it will pay you to write for catalogue or call and see them; twelve years' use have proved them to be the best Safe made for the money. There has never been one of them opened by a burglar, although many attempts have been made on them. I can show where over fifty of them have been in some of the worst fires, and no one can show a cent's damage to any of their contents.

Our prices are much lower than other good safes. We manufacture them all ourselves, and while other makers pay 25 per cent. commission for selling, we sell direct to the user, thereby saving that much. Catalogue giving size, prices, etc., on application.

CHAMPION CASH AND PARCEL CARRIER.



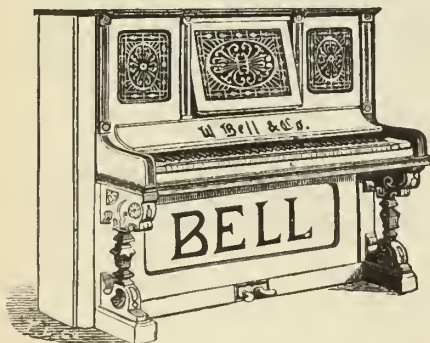
The advantages of this Carrier are many over any other. First, it has a cup that does not take off, therefore it does not get mislaid or fall and scatter the change. The cup is the size to take a bill without folding, making it easier for the cashier and saving time.

The wheels are large and it runs easy without noise.

The price is lower than any first-class Carrier. It has been in use for over a year in many of the largest stores in the Dominion, and in every case has given the best of satisfaction.

Send for circular giving all particulars.

S. S. KIMBALL, MANUFACTURER - - - 577 CRAIG STREET, MONTREAL.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

BRANCH WAREROOMS:

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.

HODGSON, SUMNER & CO.,

Wholesale Importers

OF

Dry Goods, Smallwares, and General Fancy Goods.

Merchants visiting the City are invited to inspect our large
and well-assorted Stock in every Department.

Full range of Dress Fabrics,
Full range of Tweeds and Coatings,
Full range of Beavers and Mantlings,
Full range of Plushes and Sealettes,
Full range of Belfast Linens.

Full range of Shirts and Drawers,
Full range of Ties and Scarfs,
Full range of Fancy Woollens,
Full range of Cambric Handkerchiefs,
Full range of Silk Handkerchiefs.

Baldwin's, Paton's, Rust's, and other
Fingering and Berlin Wools.



Agents for the well-known Church Gate
Brand of Cashmere Hosiery.

347 and 349 St. Paul St., Montreal.

Knox's Linen Threads

In 100 Yards, 200 Yards.

1 oz. and 4 oz. Spools.

Knox's Carpet Threads

In Hunk, and 2 oz. Spools.

Knox's Tailors' Skein Threads.

Knox's Bookbinders' Threads

Knox's Wax Machine Threads.

☞ NONE EQUAL FOR STRENGTH AND EVENNESS. ☞

TORONTO'S GREAT INDUSTRIAL FAIR Sept 5th to 19th, 1892

TO THE TRADE

The most interesting place in the city for a keen business man to visit is

JOHN MACDONALD & CO.'S WAREHOUSES

Wellington and Front Streets E., Toronto

Buying for cash in large quantities, through experienced buyers, and being satisfied with small profits enables them to show values unsurpassed. As Fabrics, Patterns, Colorings and Styles are constantly changing, the Buyers of the firm are always on the alert, procuring the latest productions of the designer and manufacturer.

Their different departments are as follows:—

Silks and Dress Goods

Linen and Staples

Carpets

Woollens

Gents' Furnishings and Haberdashery

Each of these five great departments are as much a specialty with them as if they were in different parts of the city. The different sections in their respective departments are as follows:—

SILKS AND DRESS GOODS * * * *

Black Silks, Colored Silks, Ribbons, Velvets, Velveteens, Dress Goods, Hosiery, Gloves, Laces, Frillings, Veilings, Muslins, Embroideries, Jerseys, Shawls and Fancy Knit Goods. :- :- :-

LINENS AND STAPLES * * * *

Tablings, Towels, Towelings, Hollands, Diapers, Novelty Linen Goods, Dowlas, Canvasses, Burlaps and Hessians. Prints, Cottons, Sheetings, Gingham, Sateens, Shirtings, Flannelettes, Canton Flannels, Cretonnes, Awnings, Tickings, Cottonades, Denims, Ducks, Flannels, Blankets, and Horse Blankets.

WOOLLENS * * * *

Suitings, Coatings, Trouserings, Overcoatings, Mantle Cloths, Sealettes, Vestings, Corduroys, Moleskins, Linings and Tailors' Trimmings. :- :- :- :- :- :- :- :- :-

CARPETS * * * *

Carpets, Rugs, Mats, Curtains, Oil Cloths, Linoleums, Mattings, Quilts and Sundries in House Furnishings. :- :- :- :- :- :- :- :- :-

GENTS' FURNISHINGS AND HABERDASHERY * * * *

Shirts and Drawers, Top Shirts, White Dress Shirts, Half Hose, Collars and Cuffs, Neckwear, Handkerchiefs, Braces, Belts, Gloves, Rubber Goods, Umbrellas and Sundries. Trimmings, Buttons, Buckles, Braids, Bindings, Tapes, Elastic, Boot, Dress and Corset Laces, Needles, Pins, Hooks and Eyes, Thimble, Silk, Linen and Cotton Threads, Wools, Corsets, Hair Pins and Hat Ornaments, Combs, Brushes, Soaps, Perfumery, Fancy Goods and Sundries. :- :- :- :- :-

Merchants and Buyers are cordially invited to visit their warehouses and inspect their stocks. Orders solicited.

JOHN MACDONALD & CO.

Wellington and Front Streets E., Toronto

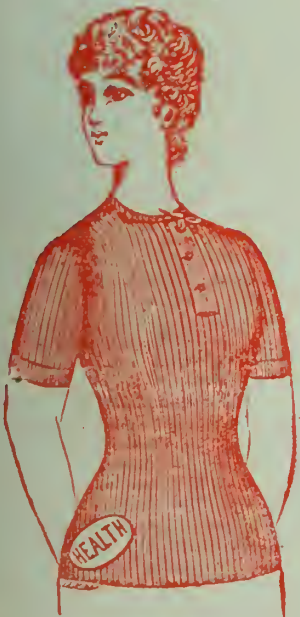
THE CANADIAN

Prigg's

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

- *The Right Time* -



To advertise is now. The right thing to advertise is the "Health Brand" of Ladies' and Children's Underwear.

The right way to advertise is with an electrotype of our figure, which you can obtain free of charge by writing us.

Thousands of people are returning daily to their homes from the various Summer resorts, and an advertisement now, rightly worded, will have twice the effect that it would have at any other time.

We have already received numerous applications for electrotypes, so would advise those who can use one to write at once.

The Montreal Silk Mills Company,
MONTREAL.

GORDON, MACKAY & CO.

Corner Bay and Front Sts., Toronto.

It is a well-known fact that Dry Goods are sold in Toronto at closer margins of Profit than at any other point in Canada.

Shrewd Buyers

Will find it to their interests to inspect our stock.

GORDON, MACKAY & CO.

The BOYD, BOWER & BRUMELL CO., Ltd.

3 Wellington St. West
TORONTO.

— IMPORTERS OF —

Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Cords, Tassels
Stamped Linen Goods. Novelties in Art Needle Work, Plush Boxes, Celluloid Goods.

We are daily receiving new goods from the English, French, German and American Markets.

Perforated Stamping Patterns--We show the largest range in the trade.

We carry everything that is required in the Fancy Goods Business.

WRITE FOR PRICES AND SAMPLES.

LETTER ORDERS SOLICITED--Which will receive prompt attention.

The BOYD, BOWER & BRUMELL CO., Ltd.

≡⊗ FOR THE RETAIL TRADE ⊗≡

“PATENT ROLL” COTTON BATTING.

None genuine but the following registered brands:

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses:

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dressmakers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls, and may be obtained of all Wholesale Dry Goods Houses.

“BALED” Goods same quality, but less price.

THE CANADIAN GOODS DRY REVIEW.

VOL. II.

TORONTO, SEPTEMBER, 1892.

No. 9.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, President. H. C. McLEAN, Manager.

HEAD OFFICE: 10 Front St. E.

MONTREAL OFFICE: 146 St. James St.

E. Desbarats, Manager.

NEW YORK OFFICE: Room 41, Times Building

Roy V. Somerville, Manager.

EUROPEAN BRANCH:

Canadian Government Offices,

17 Victoria St., London, S.W.

R. Hargreaves, Manager.

EDITORIAL NOTES.

WHIZZ went the car as the electric current drove it swiftly down King St. towards the Exhibition grounds, and it suddenly occurred to us what a movement this introduction of electricity was. When there were no railroads business methods were slow, and probably business men were slow. Then came the steam engine, and afterwards the locomotive, then the side-wheeler and afterwards the screw-steamer, and what a revolution it has made in men. Yes, men are products of the times. This is a swift age, and because other movements are swift, men's brains must move swiftly. That is how it has affected man. He can go almost slower with his body if he like, but he must hustle his brains. The old foot-pace of four miles an hour is out of date. Sixty miles an hour is the standard now; attain it and success is yours, do not attain it you will accomplish little. The business man of this day must take big risks, make huge endeavors and play his game darily. Carefulness must necessarily accompany this daring intrepidity; movements must be well considered, but after all this, quickness must characterize the methods of the modern business man. The old roads are left out of consideration, and new paths and ways have been chosen, and the merchant of to-day must travel these, and travel them at a speed which will save him from being overtaken by competitors and crushed out of existence.

The recent International Convention

at Grand Forks, Dakota, was attended by a few Canadians, and matters of much interest to both countries were discussed. As soon as the American people are sufficiently educated to understand that they are not dealing with uneducated heathen when they are dealing with Canadians, and as soon as this is impressed sufficiently on their government, then we may expect the United States to trade with us on fair and equal terms. Heretofore they have seemed to desire the earth and thought equal terms unnecessary. The canal tolls episode has drawn Canada more closely into a unit and more nearly into a nation. One of the subjects discussed at this convention was the improvement of the St. Lawrence water system. It is being rapidly improved by means of a new Sault Ste. Marie canal, and soon we expect to have a new ship railway from the Georgian Bay to Lake Ontario, which will cause the American railroads some loss. Certainly we will improve this great water system because we have the natural advantages, which the United States has not been favored with. Let the United States add more canal tolls, and Canada's backbone will stiffen up, so that the United States may yet bow its haughty head. But reciprocity on a proper basis would benefit this country, and we want it as soon as we can get it on fair and equal terms.

Life insurance is taking a strong hold on the public favor and promises to increase in popularity. Let us look for a moment at the returns of the Canadian business for 1891. Twelve companies of the Dominion received in premiums during the year \$4,374,543, fifteen British companies received \$1,031,815, and fourteen American companies received \$3,128,297, making a grand total of \$8,507,655. Compared with 1890 there was an increase of \$503,000. When men are investing so much in this way, it is well that the Government should look well into their securities and guard the public in every possible way. The following from an address by John A. McCall, president of the New York Life Insurance Co., is suggestive on this point: "In this respect, of course, so far as policy-holders can be secured by official deposits, the law gives to ours a decided advantage over the policy-holders in Dominion companies. We are compelled at all times to have on deposit with the Receiver-General, or with trustees approved by him, in invested assets, an amount equal to all our liabilities on policies issued in the Dominion since March 31, 1878.

The Canadian companies are required to have but \$50,000 as an official deposit. I make this statement without intending it as a reflection in any way on the Canadian companies or their management. They need no encomium from me or any one else. I simply refer to the fact as an advantage that our policy-holders possess by reason of the more stringent deposit requirements that are made on American companies as compared with Dominion corporations."

* * *

Just now there seems to be hard times in the United Kingdom. At least there is much financial weakness in the linen and cotton trades. From Belfast comes a report of the failure of two large linen manufacturing firms with total liabilities of \$250,000. This depression, it is expected, will cause other failures. With regard to the cotton trade, "no profits" has been the cry for some time; low prices have been ruling and still there is no demand. The Master Cotton Spinners' Federation has decided to reduce the wages of employees five per cent. on account of the depression in trade. Firms representing 80 per cent. of the whole trade favored such a reduction. The workmen, who contend that a restricted output would be sufficient to meet the difficulty, intend to strike against the proposed reduction. Then another evidence of distress is the shutting down of the great Saltaire mills, which manufactured alpaca, mohair and plush goods. If this depression continues for another year among the textile industries, the representatives of the British Chamber of Commerce may not be so stuck on free trade nor uphold it so strongly as they did this year in the congress. One cannot help but admire their pluck in holding fast to the ideal policy which undoubtedly brought Britain great prosperity between 1842 and 1880. But other nations have not dropped in line on the free trade question, and consequently Britain has been paying a contribution to all protective countries. Intense nationalism in France, Germany, the United States and other countries has erected high tariff barriers, and at last the effect is becoming apparent. At least so it seems. There are only two ways out of the difficulty. Either protective countries must become free trade, or free trade countries must become protective. The question of which it shall be is an important one for Canada, for its solution must be our guide. Perhaps Britain's shortest road to establish a world-wide free trade would be through the re-establishment of protection.

HOW TO LOSE CUSTOMERS.

MUCH that is thoughtful, salient and witty has been written to show the thousand and one methods of gaining customers, but very few writers have told how to lose them. It may be thought unnecessary, but methods of losing customers are often very useful. Everything should be done in a methodical manner. No haphazard ways suit the business of to-day.

The easiest way to lose a customer is to trust him. Let him run up a bill of \$25 or \$50, and then you can have the grim pleasure of watching him sneak into your rival's store around the corner. Try it with some of your customers and see the fun. Sell him goods, all he wants, until his bill is away up, and then ask him for some money. Then you will be rid of him; he will never trouble you more, and you can least with satanic delight on the thought that he is around the corner paying the cash he has saved from you to your cash competitor. Try it; there are loads of fun in it.

No claim for originality is put forward with regard to this idea. It is neither copyrighted nor patented—the government has refused to do either. It is neither new nor old, neither an invention nor a discovery. Many dealers are using it throughout this vast country, and it has proven so successful that, unlike the Waterbury watch, it never runs down—that is, the method goes on itself, once it is started, and the only thing that runs down is the business. But of course the men who have adopted the method are the men who have too many customers and desire to lessen the strains on their business capacities, and it is the greatest purgative known. All other patent medicines or quack doctor mixtures lose their reputation before this brilliant cure-all.

It is only known among the civilized and cultured nations as yet; but missionaries are being sent out to teach the heathen merchant the way to happiness. An effort is being made also to induce the scattered Jewish nation to adopt it. Still its promoters recognize its efficiency as a means of getting rid of offensive and unoffensive buyers, and they are having more faith in it than in some of the weather prophets. The resemblance between it and the weather is that they both kill the prophets, as any business man who has tried the system will tell you, if you ask him. One of the leading attractions of the World's Fair will be a huge mound consisting of broken hearts, blighted hopes and bulky ledgers, and this is to be surmounted with a flagstaff with an enormous banner having on its surface the skull and crossbones and the legend: "Hail to our oppressor, the credit system", below this will be the words: Erected by the Unsuccessful Retailers of America.

A SALES TICKET.

When a customer enters a wholesale house to buy goods and travels through the various departments and buys from five to eight different salesmen, there must be some method of collecting his whole orders in a speedy manner. For this purpose most houses use a sales ticket. The one used by John Macdonald & Co. is a very good one. It has first the ordinary blanks for the date, name, residence, whom bought by and shipping instructions. At the bottom is a blank space for the time when the customer has finished buying. The remaining space is divided into five parts, each containing the name of a department, which are staples, carpets, woollens, silks and dresses, and men's furnishings and small wares. Supposing that Salesman Smith sells the goods which the customer gets in the staple department, he enters his name in that space, and Salesman Jones of the carpet department enters his name in that space marked carpets. The last salesman who puts his name on the card and sees the customer leave sends the card to the entry room at once, marking the time at which the customer left, on the card. This is done without much trouble by means of a large pipe which runs from the top flat of the building to the entry room and has apertures on each flat, into which the folded card may be dropped. Then each salesman sees that his parcel goes down to the entry room, and the number of names of salesmen on the card shows the entry clerks the number of departments from which parcels are to be expected, and no parcel is thus omitted. The simplicity and usefulness of this can be seen at a glance. When the card is received at the entry room and the order collected, it is numbered and filed. Each month's cards are kept separate, and thus if misunderstandings arise a record of the salesmen is at hand, and this proves a great solvent of mysteries. The other houses use similar systems, and there can be no doubt that these simple contrivances prevent much delay and misunderstanding. The beauty of the system is much to be admired.

RETAIL MILLINERY OPENINGS.

These will soon engross the attention of the retailers throughout the land, and gorgeous will be the displays offered to the view of an admiring public. People like to see the beautiful, no matter what the form, nor where it is found. No business man can neglect to make his opening show a good one. First impressions are often lasting, and the best place in town to buy millinery will be decided upon by each one of the majority of the visitors on that occasion. Hence no pains should be spared to make the dingy old store look enticingly beautiful.

In the first place you want a bright colored ceiling and walls: white is a splendid color and whitewash is cheap. Then you want plenty of illumination. A few extra lamps, gas jets or arc lights for the evening are very necessary. Let these be a blaze of glory. As to decorations, each man's ingenious tastes must serve him in this trying hour. Get up a rivalry in this among your clerks by allotting them certain portions of the work and commend the most successful. Natural and artificial flowers are both need-

ed. If natural flowers can be procured fill your store with their fragrance. A certain large store in England, not long ago, on the occasion of an opening, covered the interior of their store with roses and afterwards made presents of them to their customers. Beautiful cut roses were placed on everything in the shape of goods. This is perhaps too expensive, but it might pay in some cases. A pretty little fountain in the centre of the store would be quite a pleasing attraction; your tinsmith would make you a nice one for a trifling sum, and loan you some lead pipe for the occasion, while a barrel on the next flat would give you pressure. These are some suggestions. Others will come to you if you think about it for a time.

MODERN ADVERTISING.

The advertising of to-day which is bringing in proper returns is not the huge, black lettered advertisement, with nothing in it but space and ink. Any clerk can write such an advertisement, and any printer's devil can set it up. It is not a product of thought or experience. It may be all right in advertising a new name either of goods or of a firm. But for regular advertising by established wholesalers or retailers it is no use. Again, general advertisements are no good. Such expressions as "Blank & Co. carry the finest stock of dry goods on the continent" are of no use. They are only guff. Advertisements must record facts, and the facts must be new and interesting. Oads of advertising is being done every day, and hundreds of people are engaged in writing advertisements and as many more are telling them how to do it, and yet only a comparatively few firms are writing advertisements which really attain to the plane of excellence. Above it was said that advertisements must record facts, and the facts must be new and interesting. Write that rule on a big sheet and pin it up where your eyes will see it nineteen times a day, and where it will be as a light on your advertising sheet. These new facts must be pointed. That is, they must be told so as to make an impression on the reader, the conversational method being much used for this. The advertiser of to-day uses smaller type than his forefathers, and instead of standing in a high place and sending forth a blast to tell all the world where he is, he comes down on to the common plane and tells you as a friend about his newest goods and his special prices. He doesn't recite to you long lists of the names of the goods he carries, but chooses one line at a time and tells you all about it. Thus advertising is simple but pointed. It contains only facts and the facts are new and interesting. It takes an artist and a student of human nature to write an advertisement. He must have had long practice, considerable training, and must be a careful thinker. Practice comes by practice, and thus one is made perfect. But water will not come out of a dry well, hence if the well does not contain a live spring, then there must be a soakage from what is written by practical advertisers. The merchant who reads his trade paper carefully and watches the best methods, will soon learn how and when to do. He will find that he must always record facts, and the facts must be new and interesting.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

≡ Trade is Healthy ≡

With good crops harvested, it is safe to assume that the increased volume of business most Merchants have felt will continue, and that we will have a good steady Fall and Winter trade.

Increased Activity in Trade creates a demand for a better class of goods—Anticipating This, we have paid special attention to our

DRESS GOODS DEPARTMENT

and have secured all the best lines of those fine Tweed Effect Costumes, which are having such a run at present.

For the early Autumn trade THEY ARE THE CORRECT GOODS. Repeat any costume length you have sold, or SHALL WE MAIL SAMPLES OF STOCK which is still well assorted.

SOME SPECIAL VALUES ALSO IN BLACK AND BLUE SERGES.

SEE SAMPLES IN TRAVELLERS' HANDS OR SEND FOR CLIPPINGS.

Every merchant who has patronized our Letter Order Department has made money by it. Competition is keen, and you cannot always afford to wait for Travellers.

LONDON FAIR.—Our representatives will be at Room 44, Tecumseh House, London, with a full range of Samples. If at the fair give them a call.

DOMESTIC WOOLLENS.

COMPETENT judges declare that the domestic woollen market has never been so clean of stock as it is at present. There is hardly a mill which has any stock of any kind. All are running with orders booked sufficient to keep them going for some time. Just at this season there has been usually a stock of overmakes in tweeds, but this feature of the market is absent this year, on account of the large number of repeats having taken up all the stock on hand.

For some years there has been an almost over-production of tweeds and gone more extensively into the manufacture of dress goods and mantlings. This has had a beneficial effect on the market and everything is at present in a very satisfactory condition. In dress goods and mantlings the sale has been nearly double of last season's output, but the amount of tweeds manufactured will be less. Manufacturers and their agents are very much pleased at the state of affairs, which has no doubt been aided by the favorable tone of the textile market in general. The demand from all quarters for all classes of Canadian goods has been excellent. Knit underwear has sold well, and the mills have plenty of orders and no stock on hand. Over makes are small, as repeats are cleaning them up. The same is true of yarns and blankets.

Just now the manufacturers' agents are showing knitted top shirts for next spring. The change in these will be a tendency to less decided and more uncommon colors. Blue tints from

the lightest to the deepest are going to be popular. Grey mixtures are again shown in fancy cross-stripe designs, and plains promise to be strong in favor. Styles will not be much changed, the buttoned and lace-fly fronts being again shown. In plain creams some fancy combination fronts are shown. Blacks will sell, but are not gaining in strength.

CHOLERA AND DRY GOODS.

Toronto wholesale merchants receive a great deal of their European shipments via New York. The government has declared a rigid quarantine inspection along the international border, and this may prevent or delay merchandise. At any other season of the year this would have been quite disastrous, but during September and October very few shipments are received, as all the fall and winter stock is supposed to be in the warehouses, and spring goods do not begin to arrive until late in November. Of course a few balances and repeats will be arriving, and these may be somewhat delayed, but these delays will not be serious. The millinery men will be affected slightly, although one at least has ordered his goods to be sent in future via Quebec. A short time ago the wholesale firms were troubled with slow arrivals on account of the Buffalo strike, but fortunately this did not last long. The present regulations will not affect the trade so much unless the cholera, becoming rampant in New York, forces international transit to be altogether stopped for a protracted period.

The shoddy mills are suffering slightly from the non-importation of rags,

but the effect on this particular industry can hardly be foreseen as yet. No damage will result unless the regulations prevent rags from entering for a protracted period, as this season of the year generally finds dealers pretty well stocked. Last year the imported rags were valued at about two millions of dollars, which goes to show that these goods are in good demand, owing to the splendid market for cheap goods, so cheap that it does not pay to put wool in to any great extent.

FEATHER BOAS.

It is not the green cocque feather boas that are fashionable this winter. They were worn too much last year to be popular a second season; but it is a mixed fancy feather, from light to golden brown, that seems destined to take the place for general favor. Ostrich boas are always in style; they are too becoming in their softening effect on all complexions to be laid aside. Those which are made on wire are said to be the better. It is profitable to buy only a good quality, as the poorer feathers soon uncurl and flatten. White ostrich boas will be very fashionable for opera wear, and as an adjunct to a ball costume.

John Robertson, of Goderich, formerly of Clinton, the well-known dry goods man, has disposed of his business to C. G. Armstrong, of London; Mr. Robertson will hereafter reside in Buffalo, N.Y.

TORONTO EXHIBITION.

FROM Sept. 5th to the 17th the city was full of visitors, and the exhibition was a success from every point of view. The enlarged grounds and the new grandstand prevented crowding and the weather was all that could be expected. The leading business men from all over the Dominion assembled to show their wares and let the world know that they have something to sell, and that something the people want and must have. Advertising by cards and circulars was liberal even to excess; no doubt many of these were taken away and read, but it was quite apparent that many were destroyed unread. Still the manufacturer who makes an exhibit at the Fair and draws attention to his goods is undoubtedly sowing seeds from which there will be a harvest. Those most interesting to dry goods merchants are described below:

E. T. CORSET CO.

A case of beautiful and finely finished corsets was displayed by the E. T. Corset Co. of St. Hyacinthe, Que. Their Watch Spring Corset is a beauty and has attained a wonderful celebrity. During the past few years the make of corsets has much improved, and no pains have been spared by these manufacturers to produce a well made and scientific article. It is possessed of sliding and detachable watch springs, which are very flexible, light and durable. They yield to every conceivable movement of the body, and they cannot penetrate the material of the corset. This make of corset undoubtedly possesses advantages which place it in the first rank of these manufactured articles. Another article shown was the ladies' combination waist, corset and shoulder brace. Dealers will find these garments well made, being specially constructed with two wide, finely tempered clock springs, and four narrow springs the full length of the back, with diagonally stitched pockets filled with double whalebone, thus giving a complete support to the shoulders and spine. It has great effect in imparting a graceful form to the wearer without any discomfort. The trade can procure them from the Toronto agency at 57 Bay street.

SAMUEL PEACH & SONS.

One of the prettiest and most artistic exhibits in the main building was an exhibit of lace curtains manufactured by the celebrated firm of Samuel Peach & Sons, Nottingham, England. About sixteen pairs of curtains were hung up on poles and were so arranged that the openings between the curtains of each pair narrowed toward the back, giving the appearance of a vista of curtains stretching a long distance away from the spectator. The different kinds of curtains were artistically blended, so that no discord in shade or pattern was apparent. The silk curtains were really beautiful and much admired for their delicate texture and beauty of design. All the curtains, both silk and cotton, were striking in the freshness and originality of the patterns shown. Samples of Honiton bed sets and of Nottingham guipure bed sets were also shown, and beautiful goods they were. On a bamboo stand, in a prominent position, was a well-finished picture of the great English manufactory, and above the exhibit was a large sign showing the name of the

manufacturers and the name of the Canadian agent, Mr. W. H. Leacock, whose office is at 71 Yonge street.

EVER READY DRESS STAY.

One of the most novel and artistic displays in the building was that of the Ever Ready Dress Stay Co., which was in a cotton roofed building of elegant design and decoration, and was pronounced by visitors to be the prettiest thing in the main building. This company manufacture the plush-lined Alaska sock and mitten, which are guaranteed not to ravel, and are strongly made and of the best material. But their great article is the Ever Ready Dress Stay. It is the only dress stay on the market which will not push through the material, and the steel, being covered with rubber, will not rust. They are made in various sizes and shades.

MONTREAL DRY GOODS.

A recent issue of the Montreal Herald speaks thus of the Montreal dry goods trade:

"In Canada, like in all other countries settled gradually by an incoming race, the trade in dry goods has always been in the van of commerce. To the savage the product of the loom is always the most valuable object of barter, and consequently the earliest batteaux that left the struggling little city of Ville Marie carried dry goods as the principal portion of their cargoes. The French cottons and woollens became the currency of those wild tribes, the remnants of whom the advancing tide of civilization has almost obliterated from the map, just as the cottons of Manchester are today that of Central Africa. As the stalwart pioneer pushed back the Huron and the Iroquois, the first store to be erected in the lonely clearing carried dry goods as the principal portion of its stock. Gradually it became the nucleus of a village which grew into a town, and the first sign of its increased prosperity was when its proprietor deemed it safe to abandon his other lines and lameth out into dry goods alone. In the wholesale as in the retail trade the first store to emancipate itself from old traditions and stand forth committed to one branch of business alone was a dry goods store, and it has been noticeable through the whole of Canada's commercial history that her dry goods men have always been the pioneers in the extension of her growing commerce.

To Montreal may fairly be allotted three-fifths of the entire dry goods trade of the Dominion. In the city proper there are 257 dry goods stores, whose overturn stretches away up into millions of dollars. The magnitude of their operations can be judged from the fact that during the fiscal year of 1891 the imports of textile fabrics into Canada reached a total of nearly twenty-three millions of dollars, of which at least \$14,000,000 must be credited to this city. The principal branches of this huge volume of imports are as follows: Woollen goods, \$8,736,697; cotton goods, \$4,538,390; silks and velvets, \$2,675,574; flax, hemp and jute manufacturers, \$1,435,851; hats and caps, \$1,288,199; carpets and felts, \$1,182,531; gloves, \$660,671. This enormous quantity of goods does not include the ever-increasing volume of Canadian manufactures, although Canadian tweeds

and cloths now dominate the home market, while Canadian cottons are sent even to far-off China. The whole of this vast bulk of textile fabrics is distributed by our merchants through a small army of drummers ever on the wing from where the Atlantic breaks against the rocks of Cape Breton, to where the Pacific lashes itself to foam against the bold capes of Vancouver. Travelling on railway trains, driving along lonely country roads, now staying at a palace hotel, now roughing it in some remote village, the tireless pioneer of commerce is constantly engaged in hustling for business. The result is that many of our dry goods merchants are now magnates of the commercial world, and their palatial residences adorn and beautify the principal residential streets of Canada's mercantile metropolis."

The list of leading dry goods houses included J. G. McKenzie & Co., D. Morrice, Sons & Co., Robertson, Linton & Co., Thibaudan Bros. & Co., S. Green-shields, Son & Co., Gault Bros., McIntyre, Son & Co., McKay Bros., Hodgson, Sumner & Co., Frank Stephen & Co., Jas. A. Cantlie & Co. Of Hodgson, Sumner & Co. the Herald says:

"This large importing firm occupies two handsome stores in the Nuns' block on St. Paul street, and keep some sixty employees busy in the various flats. They handle all kinds of foreign and American dry goods, gents' furnishings, small wares and fancy goods, as well as a very complete range of domestic goods, and do a very extensive business all over the Dominion. The business was established about forty years ago, the present partners being Messrs. Jonathan Hodgson, George Sumner, Thos. E. Hodgson and James Gardner. The senior member of the firm, Mr. Hodgson, is one of Montreal's prominent citizens, being connected with a large number of public enterprises, a director of the Merchants' Bank, Canada Shipping Co., Alliance Insurance Co., Merchants' Mfg. Co., etc., etc."

The leading clothing firms mentioned are E. A. Small & Co., H. Shorey & Co., J. W. Mackenzie & Co., and James O'Brien & Co. The leading millinery houses are John Maclean & Co., D. McCall & Co. (branch), Thomas May & Co., and Caverhill, Kissock & Binmore.

AN ENGLISH AMALGAMATION.

There are two dry goods firms in England which have been doing business since before Miss Canada was born, one at least since before Wolfe planted the British flag on the Plains of Abraham, and these two firms represented two methods of doing colonial trade. The firm of Leaf & Co. have been paying a staff of travellers to do their selling in Canada, while the firm of Pawson & Co. have not done this, but have sold only directly to the Canadian wholesale houses. These two London firms have now amalgamated, and business will be done on the Pawson lines, all travellers being withdrawn. This action will no doubt be appreciated by the Canadian wholesale dry goods men. For a time the business will be carried on at both warehouses, St. Paul's Churchyard and Old Change, until adequate arrangements can be made for doing all the business in one warehouse. Mill-champ, Coyle & Co., Bay street, will continue to be the Toronto representatives of these two firms.

WYLD, GRASETT & DARLING.

Our Importations for the Fall Trade are of the most comprehensive character, and inspection of the same by all Independent Dry Goods Merchants and Merchant Tailors' is solicited.

Canadian Staples AT THE Lowest Quotations

TRAVELLERS' AND LETTER ORDERS PROMPTLY SHIPPED.

WYLD, GRASETT & DARLING.

V

SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

C. N. VROOM,

St. Stephen, N.B.

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

Agents for Ontario.

THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full-Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armllets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

JAS. ADAMS & CO., Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

JAMES ADAMS & CO.

CANADIAN BRANCH, 64 Bay St., TORONTO. H. ADAMS,
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THE LEE SPOOL

—TOOK THE—

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Best Sewing Cotton for Hand or
Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

THE MONTH'S TRADE.

THE past month has seen a revival of the house trade, and as a consequence general trade has seemed to be much more lively. The apathy so apparent in the hot weather has vanished, and a briskness has taken its place. This business has been heightened this month by the openings held by the millinery firms and the holding of the exhibition, both of which events drew a large number of buyers to the city. It is a profitable venture for these merchants who visit the wholesale houses at this season, because stocks are large and the choice is varied more than at any other time. Most of the houses also set out various lines, on which they offer special bargains, and the shrewd merchant generally benefits by one or two of these. These are then used by retail merchants as leaders. He has purchased them low and he sells them low, hoping to benefit by the increased custom he will derive from being known as selling low-priced goods.

Letter orders have increased in number during the past month and also in the size of the orders. The fall goods are mostly in the hands of the retailers, and promising lines are being repeated, or missing links filled up.

The feeling among the trade still continues very promising, and prospects continue good. So far trade with the retailers has been very fair, and is on the increase.

Collections on the 4th were fairly good, everything considered. The renewals were numerous, but this was expected by those who are carefully watching changes. This year there was no barley to be sold early, and wheat is always later in being realized in cash. Hence money is not so free as in former years, when barley furnished the first moving cash. There is nevertheless no cause for apprehension and most of the firms are satisfied with the receipts.

Next week the travellers will commence to disperse on their respective routes.

NOTES.

The celebrated linen manufacturers, Messrs. James Adams & Co., of Belfast, Ireland, have opened an agency in this city at 64 Bay street, under the management of Mr. H. Adams. They are doing a good trade here, especially in handkerchiefs.

W. R. Brock & Co. are showing extraordinary value in men's wool socks. Their Dime, Polar, Beats all and Cracker are very good lines and worthy of inspection. In women's and children's wool hosiery their H. N. plain, and W. G. ribbed, are well known to the trade, while their Buy-it and Try-it are not easily equalled in value. In cashmere hosiery their lines to retail at the popular prices, 25c. and 50c., are good value on account of their extra good quality. Cardigan jackets are a special line in this department, style, weight and finish being carefully studied at all times. Their leading varieties are Jumbo, Dandy, Ripper, Corker and Paralyzer.

Wyld, Grasett & Darling are showing a large range of millinery ribbons for the fall trade in all colors, widths and quantities. Their stock of trimmings have been renewed, and they are showing some very nice patterns in gimps, jets and feather edgings. In buttons they are showing some new

lines. One line of celluloid buttons with a metal rim is very pretty, as is also another line of metal buttons called the onyx cut. In veilings the proper thing at present is a spot veiling with a bordered edge and about 14 inches in width. These are shown in all colors by this firm.

John Macdonald & Co. are showing a full range of staples at present, with an especially well assorted stock of all kinds of romforters. They are showing a very large range of health under-vests in a large variety of manufacture. These goods are shown in ladies', misses' and children's and in all sizes. Their stock contains the celebrated hygiene brand. One special feature at present is a very large range of art silks in the latest novelties and designs. In all the lines of silks they are showing a well-assorted and immense stock. Every line has been selected with the care which is characteristic of this house.

McMaster & Co. are showing a large range of ladies' scarfs in lace, surah, pounce and shot effects. Several cases of fancy frillings have just been opened up. These include new shades in the ostrich frilling, and also in the Carnival and Girton frillings, which three lines are very popular. The chiffon frillings have again been restocked. Some new shipments of black cashmere hose are to hand. Their stock had been almost depleted by the constant and strong demand for these goods.

Gordon, McKay & Co. are having a special run on men's furnishings on account of offering special value in half hose, suspenders, flannel shirts, woolen underwear and silk handkerchiefs for the exhibition trade. A new shipment of frillings has just been opened up, containing fancy frillings in the latest designs, including chiffon and other leading varieties. Their staple department has received the special attention of numerous visiting retail merchants.

Caldecott, Burton & Spence are getting in the balances of their fall shipments. These include kid gloves and cashmere hosiery, which two lines are the specialties of this house, and their constant aim is to keep every line well filled and to have on hand always a well assorted stock so that any and every order can be filled promptly. Windsors continue to sell well. Mantlings are shown in plain beavers, enrl goods in blacks, greys and browns, chevots and serges. These goods are all imported and the quality is excellent. Double-faced satin ribbons and moires are in strong demand.

Gordon, McKay & Co. are showing an extra special line of all wool druggets. These domestic goods are from the best manufacturers, and the quality and prices are worthy of the shrewd buyer's attention. They carry a full line of Kleinert's dress shields in the leading makes in stockinette and pure gum, such as New York, Paris, Kleinert, Featherweight, Gem, and Calla. These are staple goods with a great many retailers, and have been strongly recommended and appreciated by those who have used this make of shields. A special low line of Victoria lawns are being offered, and opportunities like these should not be missed.

John McDonald & Co. are showing a fine range of mantle cloths in serges, curls, beavers, worsteds, chevots and sealettes. All grades are shown from

the lowest to the finest at very fair prices. Their selections are made from both domestic and foreign manufactures and the best styles are shown. They are showing a large range of ladies' shawls and wraps in browns, brown and grey mixtures, blacks, etc. These are all Scotch woolen goods and of the best manufacture. Their display of plushes in all the leading shades and widths is quite extensive. The buyers who visited the Fair and investigated the bargains offered in their dress goods department secured the latest novelties in tweed effects (both Canadian and Scotch), homespun, serges, etc. Numerous special drives were offered and readily picked up.

Caldecott, Burton & Spence are having a strong sale for waterproof clothing. The tendency is to longer capes in ladies' cloaks, running nearly 30 inches. They are showing some very pretty Japanese silk shawls both in crepe and plain, which are very delicate with their fine embroidery and slender fringes. Kid gloves, cashmere hosiery and ladies' underwear were very active during the past week, but the house reports an active trade in all lines. Dress goods in all classes seem to receive more than usual attention.

W. R. Brock & Co. have been running on two special lines of grey flannels, which have sold extremely well, and they are now at the last cases of these lines. They have had a good sale for a special line of Rob Roy and broken check Canadian flannels, which seem to give much better satisfaction than imported goods of a similar make. Colored cottons are moving remarkably well for this time of the year, and several lines have been in strong demand. This house has been having a good sale for quilted satin linings for sealette garments, Kongo flannels, polka dot flannels, black Bedford cords and black broche cashmeres are fast selling lines at present.

Wyld, Grasett & Darling are offering two special lines of white honey-comb quilts. These two qualities are of extra value. They also report special value in table napkins and towels. Their lines of waterproof clothing are very complete and their stock is large and comprises the finest makes known to the trade. In men's tweed waterproofs they have made an especial effort to meet the growing demand for this class of goods, and have endeavored to control a large share of the trade by close prices. Their new lines in neckwear are being very much admired, and the movement is satisfactory.

Samson, Kennedy & Co. have just received a shipment of 36-inch fancy Bergamo, Coringas, and Gardinette art muslins. They are used principally for house decorations, in the shape of peek-a-boo curtains, etc. They have also received a large range of fancy wool goods, including shawls, wool caps and hoods, bootees, infantees, and a large assortment of ladies' black mits. At present they are enlarging their premises by the addition of a large new shipping room, which will be fitted up in the most scientific manner to meet the increasing output which this house is now experiencing.

John Macdonald & Co. are offering extra value in damask tabling. These are generally largely sold at this season of the year, and they are in a good position to meet this season's demand

THE GALT KNITTING COMPANY LIMITED,

GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer
and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, Mr. J. E. Warnock.
Manitoba, Mr. M. H. Miller.

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As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

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10 FRONT ST., EAST, TORONTO.

in this line of staples. A large shipment of lace curtains is just being opened up, comprising medium and best quality goods. A shipment of Kensington squares is to hand, and another of chenille curtains, both of which contained some attractive goods. They have just opened up ten cases of American suspenders which are popular price goods. Every year they secure a large quantity of underwear and top shirts, which are purchased at clearing prices from the mills. These are generally designated odds and ends, and are cleared by this firm at manufacturers' prices.

McMaster & Co. opened last week several cases of new novelties in dress tweeds, also blue chevots and estimanos. Their stock of these latter is always maintained, no quality ever being allowed to run short. For a walking dress these goods are unsurpassed, as nothing will spot them, and the color is perfectly fast. They have also a full assortment of their celebrated Cravenettes in blacks and navys, also brown and grey mixtures. These are shown in several qualities, and, as they are thoroughly shower-proof, command an ever-increasing demand. In velveteens they have received several lots during the past few days, and in their stock will be found all the prices and qualities demanded by the trade, also several scarce and new shades, including tans and greys.

McMaster & Co. have a very complete stock at present, including all the leading novelties of the trade. They show a full assortment of the latest effects in dress goods, including Canadian tweed effects, chevots, silver chene cloth, popelines, henriettas, navy serges, chevrons, snow flakes, silk knop and box cloths. They are showing a large variety of shirting in wool, moire and silk stripes. Their stock of staple ribbons is large and extremely well assorted, and includes all the new millinery effects of the season. Their silk department is well filled with colored silks in surahs, pongees, satins and bengalines, and also a full assortment of blacks.

Gordon, McKay & Co. are showing a large range of a new novelty in dress trimming, which is known as a loop ornament. It consists of a large button and a small connected by a loop cord. It is still further ornamental by the aid of fancy loops around the larger button. The special variety described is known as the Augusta. Another variety is the Victoria, which has but one button and

and is more ornamental than the Augusta. This is the latest thing in dress trimmings and is shown in a full range of colorings. Their stock of all kinds of fancy and tinsel gimps, featherines, silk moss ruchings, and other dress trimmings is very large, complete and well-assorted. At present they are showing a full range of quilts in honey comb, crochet, satin and marseilles in 9, 10, 11 and 12 quarter.

Caldecott, Burton & Spence are showing a nice range of dress and cloak loops. The cloak loops are quite unique and novel, comprising scalette double loops and a large variety of single cord loops with a fur ending. These fur endings are shown in several varieties of fur goods. They have just received a new stock of shot silk, and are offering special value in henrietta serges.

SILENCE AND WORK.

The following editorial note from the Draper Record will be interesting to wholesale merchants: "We are glad to find that the old hubbub of the entering room in our city warehouses is being displaced by a rational system. We are, therefore, pleased to recognize the change which adds to the boon of light and ventilation the equal blessing of quietude in the entering room. The real wonder is that the reform has come so slowly. The silent alphabetical system is a comfort to all engaged in the room, and also a facilitation of the work of the department. Instead of the eternal and wearisome shouting forward and calling back, all the work goes on quietly and with accelerated speed, and, we make no manner of doubt, with greater accuracy, inasmuch as the labor of tired brains is not the most reliable. Let us briefly explain the modus operandi of this system. All around the well-lighted entering room are conspicuous letter cards, from A to Z. As the sales come down from the different departments they are accompanied by dockets descriptive of the items, as well as a ticket containing the name and address of the purchaser, and the number of boxes, parcels or pieces. Immediately on receipt of these goods the sorting of the different lines for each customer is proceeded with, and when completed a "dispatch ticket" is made out. This form is passed on to the packer, whose function it is to carefully check the entries with the goods, retaining the ticket as evidence of the consignment in case of future misunderstanding. Meanwhile the de-

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Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

department dockets are handed up to the clerks to be checked and the invoice made out, with the result that packing and invoicing proceed simultaneously, economy of time. The dockets, etc., used in connection with the system are carefully, neatly and alphabetically filed in daily packets, rendering references both easy and effective. It will be observed from this short account of the subdivided work that it can be wholly carried out in complete silence. Considering the exhaustion which must have ensued to the entering clerks, under the old method, in calling back to the entries to secure accuracy, it is amazing that the work was done so well as it was in the old noisy way. It will be more amazing still if the old noisy way should survive much longer."

The "champion" reaper which secures the largest harvest—Advertising.

A well-known merchant of Bordeaux was on the point of investing in a bicycle when death overtook him. On the tombstone which adorns his last resting place his relatives have had engraved the following touching quatrain:

He thought he would buy a bicycle,
And then he would try a tricycle;
Ere the bi he could buy or the tri he could try
He was cold and stiff as an icicle.

Editor—How is it that in your report of the fire last night you used the expression, "They socked it to the flames"?

Reporter—It was because the fire department had only short hose to use.

Senator Hill wears silk underwear that cost him \$54.50 a suit, and bought six suits. Thomas B. Reed, the ex-speaker of the House, wears sky blue silk underwear, 44 inches waist measure, which cost him \$69.50 a suit; while Grover Cleveland buys more silk underwear than any other one individual in the United States, notwithstanding the stories told about the extravagance of dudes in this particular. It takes a mighty big suit to fit the ex-president, and when it hangs on the clothes line on a windy day I imagine it must look like a monster balloon. Such a suit costs all of \$100. While it is generally supposed that silk underwear is imported, the fact is that nearly all is made in this country. The very finest comes from Albany. Dealers usually tell their customers that all silk underwear is imported, because it makes it "easier for them to charge big prices." —The N. Y. Sun.

THE MILLINERY OPENINGS.

MILLINERY houses were beehives of industry for the two weeks preceding the openings, which took place on the week beginning August 29th. But the two weeks from that date found the same houses busier than ever. The elevator boys got tired and even dazed by the influx and outflux of pretty milliners, while the salesmen and the travellers never tired talking of hats, ribbons, mantles and other merchandise—at least no milliner ever heard them say they were tired. The proprietors and managers, the men who never do any work, the men who read letters and talk big—they got down early in the morning and stayed until 11 and 12 o'clock at night. The entry clerks fumed and sweated, and the hammers made a continual hideous noise, heard above the cries of the poor, hoarse caller-in. But the bulk of the house trade is done, and the jolly milliners have hid themselves away one by one to their respective posts, there to open up the sample hats they have purchased and show them to the admiring gaze of the three-months-for-nothing apprentices, after which the same hats or their duplicates will be shown to the throng of customers, to be admired and bought. Each milliner bought from two to fifty sample hats, the latter number being the limit. The great hat of the season is the made hat; that is, a frame of wire or buckram covered entirely with velvet, satin or cloth—the former predominating—and on the under side faced completely to the crown, the facing sometimes but not always of a different color. The numberless beautiful things shown will be described below, under the name of the particular house showing it.

S. F. McKINNON & CO.

The throngs in this house on the six different flats showed that the novelties and staples shown were pleasing. The orders were numerous, business during August and early September surpassing all expectations. Most of their fourteen travellers were in the house and all were needed to attend to the wants of the crowd of customers. The entry clerks worked until 1 o'clock every night and were still behind. Their pattern hats were numerous and were rapidly picked, as many as fifty of a single pattern being sold. They showed all the latest styles in shapes and trimmings, the velvet trimming being prominent everywhere. The hats were not large, but the mephisto and osprey ornaments and high loops gave them a somewhat tall appearance. Their stock of ribbons is indescribable on account of the diversity of pattern and color. They claim to carry the largest stock of ribbons in Canada, and appearances seem to justify the claim. Wide fancy ribbons are shown in great variety of design, shade and quality. Two-tone satins were in great favor. In dress trimmings much variety is shown in silk, mohair and feather ruchings, steel and jet passementeries and other staple lines. In silk trimmings, glace or rustling silks is shown in stripes and plain; striped moires, taffeta raze silks, and broche tinsel silks are leading varieties. Shot effects are holding strong in favor. Their stock of hat shapes was very large, the leading style being the small, tapering crown and the rolling

brim. The fast selling shapes included the Colossian, Astelle, Ascot, Neva, Vantasian, Grenada, Ottoman, St. Joe, St. Cloud and St. Helens. In mantle cloth the leading lines are spiral, cloth, beavers, matellasses, serges and astrachans, which rank in this order are judged by the demand. The greatest fad in ornaments is the fancy buckle in numerous shapes and sizes. They are shown in gilt, jet, steel, oxidized silver, old silver, and pearl effects, and combinations of these. Other kinds of ornaments are selling fairly well, but the buckles have a great lead. Pins of all kinds are always in demand. Besides the mephisto and osprey feather ornaments, which are the leading lines and which are shown in great variety, the other leading lines are bat wings and ostriches in flats, tips and mounts. Jet ornaments are seen on many of these decorations. Their stock of mantles is huge and well-assorted, and the import sale reached away up on the road to the triple-figured thousands. The stock sale is continuing good. The leading thing in jackets are the three-quarter lengths in spiral cloth, a new thing this season. Most of these spiral cloth jackets are trimmed with beaver and look exceedingly natty, comfortable and handsome. Plain beavers have been in good demand, as have also tweed effects in ulsters and pale-tots. All these are shown in children's, misses' and ladies' sizes. In the better class of jackets, silk plush, or a combination of silk and plush with feather trimmings and fancy collars are the leading varieties.

REID, TAYLOR & BAYNE.

The house of Reid, Taylor & Bayne was much visited during the opening week. On the first floor are numerous hats, mantle cloths, and frillings, and a large trade was done in these, especially in the shapes. All shapes sold and no decided preference was noticeable. On the second floor are the velvets, ribbons, lace silks and crape goods. In velvets the most notable thing selling was the broche for mantles. In fancy ribbons blacks, two-tone satins in wide widths with narrow to match had the greatest attention. Of mourning goods the house makes a specialty. On this floor were the pattern bonnets. These were numerous, but quickly picked up. The French styles show green to be prevailing, but browns and navys are more popular here. Small bonnets and large hats both sold well, but the tendency in winterhats is to small sizes. On the third floor were the fancy feathers. Among the leaders were the osprey effects, mephistos, beaver mounts and quills. No particular color was bought, but reddish combinations seemed to be in favor. On this floor also were the mantles, in which this firm do a large trade. The three-quarter length was the leader, in black and navy. Braided and fur-trimmed cloaks were in favor, some having an additional attraction in the way of a beaded collar.

Children's mantles were also in good demand, especially in knicker effects. The firm carry a good stock and seem to command the respect and a fair share of the custom of the retail trade.

D. McCALL & CO.

This firm report a strong increase in the volume of trade during the past four weeks. August trade was excellent and the millinery opening

trade was good. Their pattern hats were much admired by the visitors, while trimmed hats sold well and more bonnets than ever were ordered. All sizes of hats sold, but the broad front trimmings with osprey or mephisto upright ornaments were the strongest in public favor. No particular color sold, but a new combination—cardinal and brown with steel ornaments—was the newest thing to attract attention, while fawns and castors sold well. One of the newest trimmings is the galon. Its combination of colors and its motley patterns give it a bright appearance and a suitability for hat bands. It shows remarkably well on the small high-crowned hats which are much used this season. It is also used as a sort of trimming on the velvet loops of some of the season's dainty hats. Another novelty is the felt gimps, which are used to match the felts of the made hats. Black and Baize Irish pointe lace is used in trimming hats for older ladies, while beaver hats are to be worn by children. Among the newest things of the season are the Princess of Wales feather, the Duchess of Sutherland flower, the eagle quill and the heron feather. Fish scale toques are a new thing, which has been largely picked up for the best trade. Fine jets in crowns, bands and aigrettes are selling well. Among the hat shapes, a walking hat with tapering crown and turned brim, a broad-leaved sailor, the Dora, the Ottoman and the Alpine are the favorites. Their sale of velvets has been enormous, and their range of velveteens is quite extensive, containing many beautiful shades and colors. Among other lines of their stock which have received special attention from buyers are: Feather boas, glace silks, shot surahs and and pongees, hat and dress laces, flouncings and demi-flouncings, plushes, veilings, Windsor scarfs, plaid ribbons, silk fur trimmings for both hats and dresses, dress trimmings in feathers and astrachans. Their stock of mantles is quite varied, despite the large sale of these goods. Berlin and French patterns predominate, and the latest styles are all shown.

COMING MILLINERY.

Among the feathers there are novelties in the way of tips simulating an Alsatian bow, to be placed in front. Ostrich tips appear in soft bunches of three, as pompons and stiffly mounted, with a close curl. Aigrettes are gracefully flexible, as of old; may be cut off stiffly or show a leaf or whip mounted upon wire stems.

Wings are shaded and plain and quills are also worn, though they do not wear as well as wings; still it cannot be denied that they have an air of style about them.

Winds are mounted on the side of a head to imitate the shape of Alsatian bows, and the lovely pheasant feathers are arranged on a band made into a similar bow.

Among the fancies in feathers we find bunches of short quills tipped with jet seals and spread three on each side, after the coming bow model. Black and colored seals are combined with breast feathers to form the Mephisto plume, and a curving whip and heads of birds finished with aigrettes, or

some erect effect, about completes the list that is shown at present.

Ribbons are never narrower than No. 22 for trimming a hat, unless they be of velvet, and of this No. 7 is preferred for strings tied under the chin or at the left side. Where the caprice runs to fancy ribbons, it may be gratified with Persian stripes and all-over patterns.

More conservative tastes will incline to the striped satin faille and moire, the satin-backed moire or a rich double-faced satin. Fancy edges and self-effects rather prevail, though lovely striking novelties may be found among the exclusive importers and domestic manufacturers, though as a rule the latter are shy of extreme novelties.

The two-colored satin ribbons will be worn by young ladies, and give the chance of having a two-toned costume from the hat to the skirt-edge. These must be made up in long-looped bows, to show the inner side. The Asiatic bow is one of the features of the coming season.—Dry Goods Economist.

MILLINERY WINDOWS.

In dressing your millinery window three things have to be considered: First, the class of trade; second, the size of your window; third, the amount of stock you carry. For a cheap trade, as large a window display as can be given is desirable. But the hats and bonnets must never be crowded, must be arranged on graduated stands, so that each one stands out clearly, and the greatest care must be exercised in the grouping of the various colors. Where a large made-up stock is available, it is quite a fashion to give each week a window of all one color, the next a combination of two colors and so on.

To illustrate: Cover the bottom of your window with red crepe; arrange your stands so the feet are covered by the soft puffs of the crepe. Fill the entire window with red hats and bonnets and arrange jet ornaments, flowers and feathers among the folds on the bottom. If you have not enough red, make it red and black.

A window of pink or white, or both combined, is very dainty. Should you be left with a quantity of any special thing or color, treat it in this way; make a feature of it and it will become the fashion. It is just this that has created the craze for red. In Paris black gowns are the rage; some of the big modistes were left with a surplus of black; they have made it the fashion. People will adopt and wear what we wish if we make it attractive enough.

A small window, though more difficult, is in some cases desirable. If you cater to a medium trade, a small window is best; and even if you have a large one, treat it in the same way. Never put much in. Just two or three well chosen effective models, a few few flowers and feathers; to be changed daily. The better class of ladies do not care to buy an article that has been exposed in the window, and will pay more for something you bring out fresh and choice.

A very pretty idea for a small window is a fancy mirror on a stand or easel, prettily draped with some millinery materials and looped with flowers, etc. Where the trade is mostly order work, you can display untrimmed goods, with trimmings tastefully pinned on. A few ribbons and

laces looped and arranged to form suggestions of color and combinations.—Dry Goods and Fashion.

POLITE ATTENTION BEHIND THE COUNTER.

To the Editor of the B. C. Commercial Journal:—

In your issue of May 31st, under the above heading, was an article which very much surprised me until I came to "the writer has had many such experiences." Well, he must be a very poor judge of human nature when he employs such men, or he must be one of those fawning men who expected a clerk to turn his other cheek to get a second smite. I have been a clerk for over fifteen years in the business and was never yet accused of impoliteness, though my patience has been often taxed to the utmost. Some ladies will come to the store, not once, but many times during the week just to see, and of course the clerk will exercise all his powers of fascination to induce them to buy, and yet ineffectively. It does not take a very brilliant salesman to discern the buying trader, and I should ask the gentleman how he would feel if a clerk, while matching a piece of goods which would perhaps benefit the treasury 25 cents, and more than likely consume half an hour, would see another lady standing by desiring to make some more extensive purchases and getting impatient at the delay? Now, such a clerk cannot feel very easy, as he is likely to lose that sale by some other man being disengaged, and hence many clerks get a little irritated while being thus hampered. I have always made it a point to curb my impatience till the customer was gone and then let fly my steam—not in swearing, as I never swear, but in pity for such women who have not the common sense to know that many clerks depend a good deal on their sales. There are lady shoppers who are tired at home and want a little exercise, and make the store the object of their cure. They will tell the clerk they do not want to buy, but would like to see so and so. In the meantime they become engrossed in some pretty fabric or notion and will never think of extricating the clerk to allow him to wait on some of the many customers who want to buy, and should he unfortunately happen to leave them, he may be pounced on by such a "gentleman" or floor-walker and told to get his hat. For what? Just for benefitting the house. As these shopping ladies are in every city and are the bane of the dry goods clerk, I have seen some first-class salesmen sent off for that alone. Again, a merchant will sometimes not consider his clerks as anything but machines, will never try to gain their respect, and think that by so doing he gets more out of them. Quite the opposite. The successful merchant will have clerks long in his employment, and win their respect by kindness and condescension. Such men feel pleasure in advancing the interests of their employer, and perform their duties with cheerfulness and satisfaction. Many times when I knew I acted for the best interests of the house, I was snapped at before a customer, to the detriment of the business and the lowering of the employer. The latter, too, often takes advantage of his position, loses his temper and a

good man at the same time. It requires a sympathy between employer and employee, and I would respect the man who would dismiss his clerk at once if not suitable to him instead of holding him to satisfy his brutal temper. P. J. W.

Alberni, Vancouver Island, June 26, 1892.

SELLING AND COLLECTING.

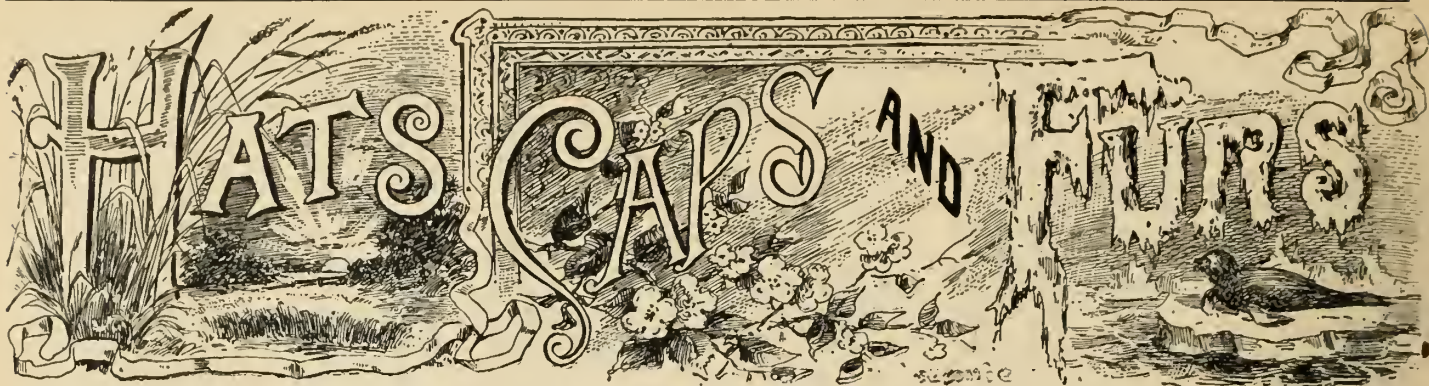
One of St. Louis' oldest and most successful merchants recently said to the writer when asked if his house was rushing out lots of goods, "I am not so much interested in rushing out goods as I am in getting the pay for what we have already out." This remark is the key to the career of a successful merchant.

To get pay for what has been sold is the most important half of doing business. It is comparatively easy to sell goods, as has been demonstrated time and again by some house which did a big business, but the larger the business the worse off they became, because they could not collect for what had been sold. This is a mistake managers of a young house are very apt to make in their anxiety to build up a business. They are too apt to sell to the merchant from whom pay is difficult to obtain, and in many cases the account is wholly lost. Again with small capital this pushing out of goods is apt to put a house into a tight place, and if there should be any signs of a panic they might find it impossible to pay, although perfectly solvent.

If what we have said applies to the jobber it is much more applicable to the retailer, for it is much more difficult for the latter to collect accounts than it is for the wholesaler. A jobber can collect from a retailer at almost any time if the latter is solvent, and however unpleasant it may be he can procure his pay in one way or another, but with the retailer it is different. The consumer will laugh at his threats for he knows that under the exemption laws prevailing in most of the states he is secure against suit and attachment, and for a retailer to be able to sell to the consumer and to collect pay for the same shows a very high order of business, and an excellent discrimination in the granting of credits. It is impossible for a retailer to do as does the jobber, refuse to sell to those who are judgment proof, for if he did he would have very few customers.

It is a very good thing for every business man to have a little more anxiety about his collecting than he shows about the making of sales.—St. Louis Dry Goods Reporter.

The retail dry goods firm of R. Walker & Sons have completed the annex to their establishment. They have now a frontage of 107 feet on King street, with a depth of 200 feet. This gives them a total floor area of about two and a half acres. The whole building is being fitted up in the latest style and with all the modern improvements, and will be one of Toronto's leading and largest stores. Besides dry goods proper, they will carry a stock of boots and shoes, books and stationery, toys, games, clocks, kitchen utensils, and silver-plated ware.



During this month fall hats have been in good demand, with the Fedora and the rolled curl Derby in the lead. These two hats have been very popular, but many other lines have had fair attention. Cheap hats have sold well. But the month has brought out great inquiry for fur goods. Men's coats and women's cloaks have been in strong demand, but coat materials are scarce. Australian skins are very very rare, and these have formerly been much used. The result will be that the market will have a decided upward tendency. Ladies' fur capes with roll or Queen Anne collar and with and without raised shoulders have been in good demand, especially in beaver. Fur boas have not been very strongly in demand, but as soon as the weather becomes too cold for feather boas the former will be in greater favor.

NEXT SEASON'S STRAWS.

A writer in the Clothier and Fur-nisher speaks about American straw hats as follows:

"During the past four years the straw hat has been coming steadily to the front. It has been opposed, and lots of people have said the light colored derby would drive it out. But the people want it, and this has never been more surely shown than during the past summer. The straw hat has been the fashionable hat par excellence throughout the country. In all the large eastern centers it has been found on the heads of well-dressed men. In fact the swells who frequent Newport, and whose names have a national significance, have given it their sanction. It will certainly maintain this position, as it is the most desirable hat for summer wear, and Baltimore is entitled to a great deal of credit in bringing it to the front. She has made the best goods—goods that look well, fit well, and that satisfy the taste of the most fastidious. Baltimore has been full of enterprise and push. Concerning the styles that will be worn next year, a new season usually begins with the things that were in vogue the last of the old season, so it is not expected there will be any special change in shape. But I advise manufacturers not to be satisfied with what they have made—the life of the straw hat business depends upon novelty, and it will never do to keep making the same old shapes season after season. There must be new things introduced in order to infuse enthusiasm into the business. Certain manufacturers here realize this, and the new offerings will not be without novelty and originality. Some of the best judges tell me fancy braids made up neatly with solid bands will

likely play an important part next season. In the production of boys' and children's goods, fancy effects will be very conspicuous."

A LONDON LETTER.

The following is the special London correspondence of the Fur Trade Review dated Aug. 13th:

Business still continues very quiet and the holiday season now being on certainly does not improve matters, and as we feared in our last that the continued depression in trade would furnish a good crop of failures, has proved only too true, as we have to report at least three failures, with liabilities amounting to £30,000, and this of course tends to make business very unsteady. There are signs, however, that trade will improve towards the end of the month.

Stone marten tails are in slight demand and prices are still ruling rather low.

Persians are being inquired after, but only in small quantities; the better grades have fallen off somewhat and the cheaper ones are now selling, and we are still of the opinion that there will be a good sale for these goods during October and November.

Dressed and pulled nutria are still being used by our cloak houses and will run through the season.

Mink is a very good article here and skins are selling pretty freely at from 5s. to 6s. 6d. per skin; fine dark skins are also in good request, and, in point of fact, the demand exceeds the supply.

Marten do not sell as well as we anticipated, but still there is time for improvement.

The lining trade is still the best, and notwithstanding the cholera at Nijni-Novgorod, prices rule just about the same as before the fair. Several parcels of squirrel back rotundas have been sold at very low prices indeed, but lock linings still keep their price.

Musquash back rotundas are still selling, but not so freely as might be expected, considering the price they are at to-day.

Hamster linings are in slight request, but this is always a very poor article, very few indeed being sold.

Susliki saes are still in pretty good demand and no doubt will continue so throughout the season.

Black and grizzly bears, which have been the mainstay of the furriers during the whole of the season, have, during the last three weeks, fallen off very considerably, both in boas and pelerines, which is no doubt due to a great extent to the feather boa trade, which is rather brisk just now, but this, of course, will fall off as soon as we have a touch of cold weather.

A BIG HEAD.

The following letter is quite interesting and self-explanatory:

Editor Fur Trade Review:

Dear Sir,—We have been holding for a short time a buffalo head, which easily leads the record in Montreal, and we have been anxious to know how it would compare with the best held at present in larger cities; thus we are interested in the notice which appears in the August number of the Fur Trade Review, and in comparison we give you the following measures: Measurement of extreme width of horn, 26 1-2 inches; circumference of horns at base, 13 3-4 inches; length of horn from base to tip on the outside curve, 16 3-4 inches; from shield over the forehead to upper lip, 46 inches. We consider the head absolutely perfect, and will be greatly interested to know if larger measures have been recorded.

Yours truly,

JOHN MARTIN & CO.

Montreal, Canada, Aug. 5, 1892.

FUR NOTES.

The early London plates show long Watteau saques, ulsters and various shaped capes of sealskin. All garments have high collars, full shoulder effects and are decidedly long. The Watteau plait appears on capes and jackets.

Some of the long capes are better described as circulars, being filled into a rounded yoke, and a few have capuchin hoods.

Beaver seems to be taken up again as a trimming. If trains continue in fashion how will ladies hold up a dress, carry a pocket-book, as they have no pocket nowadays, and keep their hands in a muff? This query is answered by a furrier in The Furrier, who says he is going to make up a line of fur gloves for the fair sex to wear, as they will be apt to discard muffs under such circumstances.

A stoic-shaped collar, having long ends nearly to the foot or he dress and a high rolled collar to fit up around the neck, has been named "Cleopatra," and bids fair to be a favorite.

French plates show long seal circulars filled to a yoke fitting round and low over the shoulders, high collars and jackets having a Watteau effect.

It is probable that fur-lined circulars will be worn again for driving during the coming winter.

Skunk, fox, mink and sable are favorite trimmings, and seal, Persian lamb and astrakhan krummer for garments, according to our esteemed contemporary, The Furrier.

Long boas, short cravats having a head, and plastron collars, a combina-

tion of collar and boas will all be in style.

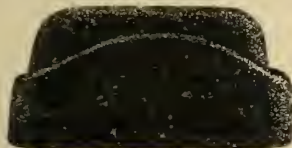
A new trimming shows a neat combination of ribbons, of colors, and in black tipped with fur on the ends and having a band as a heading at the top, which resembles both ribbon fringe and fur bands.—Ex.

SOME LEADERS.

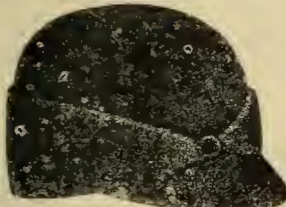
By the kindness of Messrs. A. A. Allan & Co., some of the leading lines in fur goods are here illustrated. The 36-inch jacket for ladies promises to



be the leading thing in ladies' garments. It is exceedingly handsome without being cumbersome. This garment is here shown in seal and Persian lamb, which are the leading furs for this jacket. It is usually made with a roll storm collar as shown. In la-



dies' caps the leading styles are the Turban and the Princess. These are made in nearly all kinds of furs, but they look especially well in Baltic seal, Persian lamb and Alaska seal. The men's Windsor shape is being sold in



very large quantities. It is made in many different furs, especially in Coney and Baltic seal. It is also made in a very fine quality of sealette, and this line finds great favor with dealers.

HE CAPPED THE HATTER.

A Toronto hatter was the victim of a joke at the hands of a smart young man the other day. There was a picnic at Island Park not long ago, and a programme of races was advertised. Many prizes were offered by merchants and others who could be induced to donate, by the members of the bakers' fraternity, under whose auspices the picnic was held. Among those who offered a prize was a prominent hat merchant. He knew that he had several hats which he wouldn't mind giving away, for the sake of pleasing the bakers and gaining a little notoriety at a small expense. He thought that he could easily pick out a poor-selling hat to fit the winner, and the real expense would be trifling. When the races came off, this particular prize was won by a fleet young man who may be called Smith for the present. But besides being swifter than any baker in a half-mile race, he was far from being slow in working the machinery in his brain box. He got an order for the \$2 hat,

and after considerable thought he decided that he wanted a straw hat, but a hat at about \$1 was good enough for him; and the next difficulty was how to utilize the other dollar. He bethought himself of his brother, who could also use a new straw hat to advantage, and he began to study out a scheme how to get two hats for the two dollars.

As or two after the picnic two young men walked into the establishment of the hatter referred to and asked to see some straw hats. Oh, yes, he had some good hats, although his stock was small at present on account of the great demand for straw goods. The stock was inspected, and praised in a judicious manner by the proprietor with all the courteousness that he could display. But nothing was found to fit the young men at the proper price. They wanted hats at a dollar apiece, but none would fit them. Did that balk this genial and polite hatter? No, it did not. He told the Smith brothers, for it was they who had appeared, that he was going down to the wholesale house and that he could bring hats up for them if they would call later in the day. They promised to call and the hatter, despite the towering mercury and the scorching sun, went down town at the cost of two street car fares, and ordered up a fresh stock of hats. In the afternoon the hatter saw his customers enter, and his heart o'er flowed with joy; for hadn't he worked hard for that sale? The hats suited, and with a great show of politeness and talk about the weather, the hats were decorated with a cord and button-hole fastener, for which he wouldn't charge them, seeing they were taking two hats. The



hats were handed over, and the one brother produced from the depths of his trousers' pocket a piece of paper—an order. "You remember this, I sup-



pose," said the fleet Mr. Smith. "Ye-yes," stammered the disconcerted hatter. But before he could recover himself and enter a protest or stammer out an excuse, the boys were gone, and the slow-selling \$2 hats are still on the shelf, a bill for a new stock of straw hats is soon coming due, and the hatter swears in his wrath that he will offer no more prizes for picnic races.

INTERIOR DECORATIONS.

While window dressing is very important, it must not be allowed to drive away all thought of interior decorating. The inside displays should be pleasing at all times. The following from the Chicago Dry Goods Reporter is worthy of consideration.

Linen goods are always a medium for the formation of attractive displays. Towels, napkins, doylies, crumb cloths, tray cloths, tidies and such readily lend themselves for this use. In themselves they are handsome; a little taste in their arrangement will make them seem doubly so. Every linen salesman is capable of showing his goods to some advantage, either on tables or counters, on lines or in piles. A simple arrangement for a show in the linen department on the occasion of a sale is a triumphal arch. Its erection costs but a trifle, yet its effectiveness is great. The arch is made to span the aisle from counter to counter, its height being regulated by the height of the ceiling in the store,

WHITING CASH AND PARCEL CARRIER.

The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.

(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

WINDOW DRESSING SUPPLIES. HOW TO dress your windows in "300 ways" a book of 250 pages and 150 illustrations adapted to every line of business. Price, postpaid, \$1.50 including FREE Pamphlet of catchy ideas on window dressing.

(Patent Window Dresser's Hammer, nickel plated, closes up for pocket use, price 75 cts.) (Guide to Window Dressing for Dry Goods only. Price 75 cts.) (Christmas Pamphlet. Price 75 cts.) (Ticket Mitten, with full diagrams and particulars for marking price tickets, 85 cts.)

HARRY HARMAN, Window Dresser and Decorator.
Room 1204, The Temple, Chicago, Ill.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,
Wilkinson & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

B. Levin & Co.

491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.

BUYERS WILL DO THE RIGHT THING

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.



FALL, 1892.

A. A. ALLAN & CO.

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

A. A. ALLAN & CO.,

51 Bay Street, Toronto.

TRADE CHAT.

Blaquier & Jones, a new firm at Wyoming, Ont., are said to be doing well.

Mr. Dolph Rivard, hatter, London, Ont., was married in Lambeth a few days ago.

Some of the Kingston merchants are talking of getting up a mammoth merchants' picnic.

J. Shea, the Hamilton dry goods merchant, is home again from a foreign purchasing tour.

On Sept. 1st Mr. B. Simon, tailor, Vancouver, B. C., was robbed of his watch, chain and pocketbook.

Ald. Hallan, of Toronto, has let the contract for a handsome brick block in Winnipeg on the site of the burned Princess theatre.

There are no great woollen factories in Egypt, but looms are scattered in small numbers over the whole country.

An experienced salesman is wanted in a retail dry goods and grocery store in New Hamburg, Ont. Address Drawer 16, New Hamburg.

Kells, Fowler & Co., general merchants, Millbrook, Ont., were among the losers in the fire which did so much damage there last week.

D. J. Laidlaw, son of John Laidlaw, dry goods merchant, Kingston, was married to Annie Porehern of Champlain, N. Y., at the latter place a short time ago.

Mr. F. M. Baker, an employee of Alexander & Anderson for eight years, was recently presented with a gold locket and chain on the occasion of his leaving the house.

The Canadian Colored Cotton Mills Company has taken out a permit to make alterations in its factory at the corner of James and Simcoe streets, Hamilton, to cost \$10,000.

Mrs. James Priddis, wife of the well-known dry goods merchant, London, Ont., died very suddenly a few days ago. Mr. Priddis was on his way home from England at the time.

The employees of the Penman Manufacturing Co., Paris, Ont., held their annual picnic recently at Riverview Park. A very pleasant time was spent, although Mr. and Mrs. Penman were absent in Muskoka.

Mr. R. Shupson, the Yonge street dry goods merchant, and family have just completed an extended tour through Central Europe, having visited the leading watering places and points of interest in Germany, France and Switzerland.

A considerable amount of counterfeit money is said to be in circulation in London, Ont. One collector reports having come across two counterfeit 25-cent pieces and one 50-cent piece in one day. The coins had evidently been in circulation for some time.

Wolfenden & Annandale, dry goods and grocery merchants, New Westminster, B. C., have taken the corner store of the Dupont block, on Columbia and McKenzie streets, and are ready for business in their new premises.

Mr. H. E. Hodgins, dry goods merchant, of Clinton, Ont., paid a visit to the office of the Review a few days ago. He had been spending a week on the Montreal and Toronto markets. The Review is always pleased to meet with its readers.

Hopkins & Co., general merchants, Hartney, Man., have commenced operations on a new store, 30x60, stone

foundation, brick veneered, two stories high, plate glass front. Hartney & Dickson, of the same place, also intend replacing their present store with a new one.

Jas. Johnston, of Jas. Johnston & Son, one of Palmerston's most prominent merchants, is dead. He carried on business in Gorrie, Wingham and Palmerston.

Peter Kennedy, hide and wool dealer, shipped 13,000 pounds of wool from Ingersoll one day last week. This wool has all been purchased from the farmers around in that neighborhood.

The Review is in receipt of a three-yard sample of a new fabric for binding skirts. It is called the Amazon velvet skirt facing. It is very durable and at the same time gives a very neat appearance to the bottom of the skirt. The advertisement will be found in another column.

Mr. George W. Stewart, traveller for Wyld, Grasset & Darling, was married on the 31st ult. to Miss Isabella L. Wynn, daughter of Mrs. Wynn, 95 Peter street. After the wedding the newly wedded pair left for a trip to eastern cities. Among the presents was a parlor clock from the employees of the firm where Mr. Stewart is engaged.

Thirty-two silk manufacturers at Lyons, France, have decided to make exhibits at the World's Fair, and each one is striving to make the finest showing. Lyons is the greatest silk manufacturing centre in the world, and made a magnificent display at the Paris exposition. It is reported, however, that it will do still better at Chicago.

The W. E. Sanford Manufacturing Co., Ltd., have removed their Toronto headquarters from 36 Wellington St. west to the new and handsome premises in the Merchants' building, 50 Bay street, where samples of the manufactures of the well-known firm may be inspected. W. S. Alley, who is well known to the business men of Toronto, and George E. Hamilton, who has been with the firm for many years in Hamilton, and who has now taken up his residence in this city, will be pleased to see their many friends both from the city and country.

Seldom has price-cutting been carried to such extremes or produced such unexpected consequences as in the case of two Zanesville, Ohio, retail dry goods dealers, who recently began to cut prices on corsets until finally they were offered at one cent each. The price war caused so much excitement among the women in the town that a mob of them took possession of the two stores, broke show cases and counters, and finally compelled the proprietors to close their doors. After the stores were closed one dealer threw corsets from a second-story window and the women scrambled in the street for them.

Partly as an outcome of recent discussions, one of the leading Montreal banks has issued a circular to its agents instructing them to receive at par all U. S. silver dollars and silver certificates and forward them promptly to the head office, from whence they will be shipped in the course of business to the United States branches. Other banks, it is understood, are following the same course, the general effect of which will be to reduce to a minimum the volume of inferior foreign currency afloat in the country. The move is one that, so long as sil-

ver and gold dollars are on a par in the United States, will entail but a slight charge on the whole, there being times, indeed, when the state of the exchange market makes the process one of small profit.

Among the exhibits to be made at the World's Fair by foreign nations the visitor will doubtless find that of Persia one of the most interesting. It will include rare specimens of art industry work. Rich and highly wrought fabrics will constitute an attractive feature, as will exquisitely fine embroideries and elaborately worked gold and silver jewelry, rare Persian rugs, carpets, embroidered hangings, etc. There will also be found in this Persian exhibit a department for manufactured articles, such as arms, curios, and richly wrought armor, tiles and tile work, mosaics, objects of art, antiquities, musical instruments, wearing apparel, etc. Altogether the Persian exhibit is promised to be characteristic and exceptionally unique, a collection rich in objects of cost and beauty.

By the death of Peter McCallum Cobourg is deprived of one of her largest property owners and most prominent merchants. Mr. McCallum was born at Melston, about seven miles from Glasgow, Scotland, in 1805. With his parents he emigrated to America in the year 1829 and settled on a farm in the State of Pennsylvania. Not liking the country he left it in 1830 and came to Kingston, Canada, where he remained for a year as foreman in a tailoring and clothing store. He moved to Cobourg in October, 1831, and began the business of a clothier and tailor. Naturally the beginning was small and unpretentious, but pluck, perseverance and strict integrity soon gave strength and success to his enterprise, and it was not long before he added a dry goods stock to his business which has been carried on without interruption for a period of sixty-one years. He imported dry goods directly from the manufacturing centres of the old world, and in former times used to supply the country stores of the district with their stocks. Mr. McCallum was a public-spirited citizen and has left many monuments of his enterprise in the town, consisting of magnificent business blocks and beautiful residences in various localities. Deceased left an estate worth about \$100,000.

The twelfth edition of the "Hand-Book to the Canadian Tariff" has just been issued by the author, C. W. Irwin. The tariff itself is edited with all the knowledge that a specialist alone can possess, of the difficulties in the way of ready reference to the official form in which it is published. Nothing could be simpler than Mr. Irwin's arrangement of the items. Of more importance, however, to men accustomed to the clumsiness of the official form, is the mass of tariff information embodied in this book. It gives the latest decisions and interpretations of the Customs Department, and contains a thoroughly revised and full list of exchange tables that are of great convenience to the importing merchant. It contains as well a list of Canadian ports and outports. It is the sort of book that a business man cannot well afford to do without. It is mailed free on receipt of 40c. sent to C. W. Irwin, custom house broker, 40 Yonge street, Toronto. The trade price is 25c.



CLOTHING.

During the past month ready-made clothing of all kinds has been in good demand. Men's suits, boys' suits, light overcoats and heavy overcoats have moved in fair bulk. The demand has been general rather than specific, and no particular lines were neglected, although some were ordered in larger quantities than others.

In all kinds of woollens the demand has been very strong. Trousers and overcoatings are in strong demand. The leading lines have all been mentioned previously.

EARLY FALL COSTUMES.

After the 15th of September women begin to tire of their summer gowns yet realize that it is too early to have new fall and winter clothes made up; so with commendable ingenuity they bring out the black dress that every wardrobe possesses, or should, put in a new vest of cardinal, green or yellow, get a neat black hat with a touch of the same color, new gloves, which will be red with a red vest, and lo a new suit is donned.

After all this is only a makeshift, and by October first the professional and home dressmakers are busy with regular fall sewing. Among the first comes the general or shopping gown in serge, chevrot and homespun stuffs in navy, golden brown, gray and green shades that may be made up plainly or given a dressier air with a little velvet.

A green serge of rough appearance has a border of lighter green cloth edged with black and gold soutache braid. The jacket waist has revers and deep cuffs of the trimming, with a full vest of green bengaline held by a belt of the cloth and braid. The high collar is of the bengaline. A black straw hat trimmed in bengaline and black and green kid gloves would finish the costume.

Pearl colored and beige alpacaas will be worn through September trimmed with black, dark green or golden brown plain or glace velvet with gloves to correspond with the dress or trimmings and a toque of the velvet, passementerie or heavy lace and dainty feathers.

This comes in two and six inch widths, the latter forming the wide belt, deep cuffs and skirt border, with the narrow for a collar and to outline a yoke. The buttons match the trimming.

Homespun mixtures and corded goods in the fashionable olden brown and tannish brown shades are made up with a bellskirt. Eton jacket fronts to the waist line and a narrow coat-tail back, twenty inches long. A rolling collar end sin revers half way to the bottom of the fronts; this is of

velvet, with cuffs and a girde to match.

The full vest is of surah harmonizing with the velvet, also the high collar; the skirt has a border of velvet, and a lapel on either side of the front is held by six large pearl buttons shading to match the dress goods. Three large buttons also trim the edge of the jacket below the revers, and six of a smaller size are placed on the inside seam of the sleeves from the wrist up.—Dry Goods Economist.

BOYS' CLOTHES.

For boys of five to ten years nothing takes better than a suit having an extra pair of knee trousers. Checks and stripes in brown and blue outsell every known color. Double-breasted jackets are fancied for medium and large sizes, while cutaways look better on little chaps. Plenty of pockets are not forgotten now-a-days in preparing boys' wear.

A neat jersey suit has knee trousers and a buttoned reefer jacket having a straight vest outlined with three rows of black braid. A double-breasted jacket of mixed chevrot, bound with brown braid, and knee trousers, looks well on a boy of ten years, at which age the jacket with three kilt plaits on each side and single-breasted looks well and feels well, and a real boy loves to be comfortable.

Sailor suits for small boys will be worn until cold weather commences. Then fancy suits, after the Fauntleroy order are always in more or less demand in velvet or velveteen for dressy occasions, though pure white sailor suits seemed better liked for the summer weddings, where it is quite a fad of late to have all of the children of the family to officiate rather prominently.

The reefer and kilt skirt when on the street becomes the kilt and shirt waist in the house; both of these garments remain about as they were last season, only that the little kilt clad boys in the fall should wear short knee trousers that do not show during the winter days. Windsor ties in plain colors, striped, plaided and figured are worn from two to twelve years of age.

Square and round Derby hats make a child look like his father in miniature, so give him a fancy cap or sailor and keep him young in appearance and heart. Two-button reddish tan gloves are worn when a boy is on his best behavior, with black shoes and hose. For house wear black hose and russet shoes are comfortable through winter, but the boy is rare that will change his shoes oftener than he is obliged to.

Do not put a boy in standing linen collars before ten years of age, though

from the time he is three he likes, or his mother does, turn-over collars of linen or Irish point. Kilt and jacket suits worn by small boys have the flat or apron front on the kilt plaited skirt, short jacket having round or square fronts and a blouse with cuffs and collar turned over the jacket and drooping uncomfortably low at the waist.

This may have a frill of the goods or of embroidery down the center front, or be of the simplest description in silk or cotton goods. For winter wear a thin striped flannel would be in good taste for the blouse.

SHOPPING FROM A MAN'S POINT OF VIEW.

Mr. L. B. King of Jersey City, N. J., writes to the New York Recorder as follows about his shopping experience:

"I made a visit with my wife to the shopping district in New York last fall, and I had the honor of holding the baby.

"The first place we stopped at was the soda fountain of one of the largest stores on Fourteenth street. It was at least ten minutes before we could be served, and it amused me to see how restless and impudent some of the customers were to the clerk behind the counter because he did not serve them first. I noticed one lady (?) in particular, who made herself ridiculous by abusing the clerk.

"The next place we visited was the shoe department. The lady next my wife wanted a pair of shoes about two sizes too small for her, and she said to the saleslady: 'Why, this pair of shoes makes my foot look awfully large; I haven't as big a foot as that.'

"'Why, madam, you couldn't possibly get a smaller shoe on.'

"'Oh, yes I can,' said the customer. 'I know my business. Get me the highest heeled shoe you have in stock and a smaller size.' After considerable trouble she succeeded in getting the pair on, when we left the department.

"From there we went to look at window shades, and while we were selecting some an elderly lady came up and interrupted the clerk with:

"'Why did you sell me such trash as these patent spring shades that won't work? My old man had a big time trying to put them up, and when he did get them up they wouldn't go up; and I had a friend write to you four times for a key to wind up the spring and you didn't send it. Then my little boy gave one of them a good pull and it came off the stick, and my old man nailed it on again and wound the spring up with the pinchers, and when he put it up on the window it

wouldn't come down, so I want nothing more to do with such trash. You can give me the old ones what works with a cord, like all the fools up at Thompsonville use; they are good enough for me.'

"The clerk, after unrolling and examining the shade roller, replied: 'Why, you have not followed the directions on the roller. You used large tacks on the spring end, and the spring cannot move.' And he then explained that no key was required.

"But his explanation was of no use.

"She 'must have the old ones, as she and the old man could not read—and what did she know about directions? She only got them when she was sick, and then the doctor gave them.'

"The next and last place we went to was the calico and summer dress goods counter. It was a bargain sale to close out the stock and to make room for winter stock; and then I wished I had never gone shopping. My wife was there about two hours, and I think she had every piece of goods down from the shelves.

"The clerk looked at me several times with disgust, while I was pacing up and down the floor with the baby fast asleep. Finally my wife concluded there was nothing to suit her, and I came to the conclusion that the life of a salesman or saleslady could not be an enviable one, and the next time my wife went shopping I decided to remain at home with the baby."

AVOID MISTATEMENTS IN ADVERTISEMENTS.

It is quite the fad now-a-days with some editors to devote a considerable portion of their space to the publication of instruction in the art of writing advertisements. The idea is a good one, although it must be almost as difficult a task to adapt some of the forms published to the wants of the country stores as for the merchant to write his own advertisements. There is one idea that should, however, be kept very prominent before dealers, and that is that an advertisement should be strictly honest in its representations. There is no more reason for and possibly more reasons against lying advertisements than against misrepresentations by clerks or salesmen.

Too many advertisement writers follow the example set by the country circus manager who adapts to his use the show bills and posters of the great circuses and makes what is only a moderate lie in the case of the latter a positive "whopper" when applied to his own concern.

He apparently forgets that the circus comes but once or twice a season and appeals to a new and curious public each day or week, while his customers are the same year in and year out. The visitors to the tents of the country caravan may grumble or even occasionally make some more violent demonstrations, but it is a long time before the fraud is repeated, and he forgets more or less the objections to the last visit and goes again to the circus. Even at the worst, the circus affords him a day's pleasure. But with the country merchant the conditions are so varied that he must pursue a different course. His store does not move away from the reach of patrons who consider themselves

cheated. He stays right where he was; so do they, ready to treasure up any unfair treatment and to make him suffer the consequence. The goods that he has sold and which failed to give satisfaction are also present as a constant reminder, so that a merchant who desires to prosper cannot be too careful that all of his representations shall be honest and fully and freely carried out.—Chicago Apparel Gazette.

BUSINESS CHANGES.

ONTARIO.

Jameson & Crone, Watford, have dissolved.

Mary Ostrander, millinery, Rodney, is burned out.

William Miller, merchant tailor, Omeo, has sold out.

Geo. Wood & Co., London, are removing to Brandon, Man.

McKelvie & Rife, woollen mill, Walkerton, have dissolved.

T. K. Rodgers, clothing, Toronto, has removed to Hamilton.

Burgoyne & Co., Fenelon Falls, is now Burgoyne & Ryan.

Mary H. Griffin, dry goods, Niagara Falls South, has assigned.

J. W. Judge, tailor, Berlin, has assigned, and the stock sold.

Thos. J. Sherman, Ironquois, has assigned to J. W. McCullough.

QUEBEC.

O. Bouchard, dry goods, Quebec, has assigned.

L. Bernard, tailor, St. Hyacinthe, has assigned.

A. Jacobs, Montreal, has sold his stock of woollens.

Hamilton & Phillips, dry goods, Montreal, have dissolved.

F. X. Martin, dry goods, Hull, is asking an extension.

The stock of H. Prevost & Co., Montreal, has been sold at auction.

Mathien & Frere, tailors, St. Hyacinthe, are offering to compromise.

MARITIME PROVINCES.

R. Cabot & Son, dry goods, Halifax, N. S., have dissolved.

S. O. Steele, dry goods, St. Johns, Nfld., has been declared insolvent.

Henry S. Cook, tailor, Bridgewater, N. S., has assigned.

Patrick Kennedy, tailor, St. Johns, Nfld., has been succeeded by Kennedy & Malone.

MANITOBA AND THE WEST.

Alex. Ross, tailor, Winnipeg, has assigned.

J. Robertson, tailor, Minnedosa, has sold out to J. Winning.

J. M. Campbell, dry goods, Morden, has been succeeded by Campbell & Robinson.

D. White, Jr., dry goods, Calgary, has sold out to J. H. Cavanagh, Lethbridge.

HOW TO CLEAN STORE WINDOWS

Strange as it may seem, there is a right and wrong way to wash windows; and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor: Choose a dull day, or at least a time when the sun is not shining on the window; for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed simply in warm water diluted with ammonia. Do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth. Do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find this can be done in half the time taken where soap is used, and the result will be brighter windows.—Chicago Apparel Gazette.

A petition for judgment for three or four thousand dollars against the estate of Mrs. Pattinson, Dundas street, in favor of Samson, Kennedy & Co., was allowed Friday afternoon by Chief Justice Galt; H. T. Kelly, for the defendant, consenting. Mrs. Pattinson keeps a dry goods house on Dundas street, and when her husband died over a year ago Samson, Kennedy & Co. were the largest creditors, and held a mortgage, which is now foreclosed. Mrs. Pattinson disputes the amount, and there will be an account taken.

CANADIANS!

MILES & CO. TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

THE CELEBRATED

GUINEA TROUSERS, Etc.

WOOLLENS AND TAILORS' TRIMMINGS

JOHN FISHER, SON & CO.,

Balmoral Buildings,

Montreal,
Canada.



Huddersfield,
England.



The fancy goods trade has been quite brisk during the past two weeks, and will continue so for some time. Travellers are on the road and orders are fairly bulky; not due, however, to large quantities of any one line, but to the fact that small quantities and great variety seem to be preferred by most buyers. The coming holiday trade promises to be the best that has been seen for several years, and dealers are quite confident. Careful buying has been the rule, but while cheap goods have had their share of attention, the better class of fancy goods have also been carefully stocked by the majority of retailers. The novelties presented to the trade this year have been quite fresh in designs, and also have included many new versions of old attractions. Plush and leather goods have been improved in ornamentation and varied in design, and promise to have a fair share of the holiday trade. In fancy goods materials several new things are being shown, and quite attractive they are, too.

The new fancy goods firm of Boyd, Bover and Brumell at 3 Wellington street west are keeping up with the times in fancy goods. The latest thing they are showing is roccoco yarn work. This produces a very handsome effect, besides being fairly simple in execution. The roccoco yarn is worked either on felt or camilla canvas. The patterns are worked with the aid of paper moulds of different shapes; these are placed on the canvas, and the yarn worked over them; then the interior of the pattern is cut out and spider web patterns worked across the apertures with finer materials. Thus the patterns have a raised and peculiarly rich effect. Many other tasty things are shown, such as shaded plush cushion tops with floral designs; scrim ties with raised rose bud and butterfly patterns; tinted table covers, sideboard scarfs and doylies in new water-lily designs; double silk head rests in terra cotta, gold and electric figured silk, with and without bolting-cloth cover; plain silk headrests with hand-painted decorations; hand-painted, bolting-cloth ties; and a nice line of enamelled goods. This last line is something new and promises to be very fashionable. It includes towel racks, sponge holders, rattles, catch-alls, key racks, etc., and must be seen to be appreciated.

One of the latest novelties is a cigar cabinet shown by H. A. Nelson & Sons. These cabinets are made of oak, and decorated on the exterior with bronze, brass, or silver ornamentations. But the peculiarity of the cabinet is that it is lined throughout with electroplate metal, and is furnished with a removable pad for raising moisture. These two features combine to make this a perfect cigar case, serving to keep the cigars moist and fresh and with their original flavor. This is a very suitable and useful present for a smoker, and the firm carry a full range of sizes.

WINDOW DRESSING.

With the great abundance of materials the dry goods merchant possesses, he should have no trouble in keeping his windows well and showily dressed. To be sure it requires time, trouble and taste, but there must be a cause before a result. There must be an expenditure to bring in a return which includes a gain. City merchants generally keep their windows in proper shape, changing them sufficiently often; but town merchants are the people who lose by careless window work. Windows must be attended to regularly and carefully. Slipshod, post-haste work never pays. The fillings must be new. Always put new wine into old bottles—if the latter are clean.

The fall dress goods can be used for attractive windows by arranging them to represent a skirt, around the top of which are two or three folds or puffs of the material. This method of showing dress goods is the best, and is very much used. The skill of the dresser will vary each window in matter of arrangement, while still retaining the principle involved. On each sample so arranged there should be a card either stating the price or giving the name of the cloth, such as: Dumfries, Scotch, Domestic, etc. These cards, if neat and clear, draw attention to each one as being different from its neighbors; whereas if they are absent the onlooker will look more at the window as a whole, with a less inclination to examine details. It is often well to affix price cards, especially when showing low lines, or whenever good value is offered. Whenever there is the slightest reduction below the normal price, figured cards should be attached. In certain lines of dress goods a window is attractive which contains say a dozen different kinds of cloth, which are sold at a certain price. In such a case the dozen pieces, or two of each, should be used to fill the whole window, and in the centre, or perhaps near the front, a large card two feet square should be used to announce the price and the qualities, kinds, etc. This gives the window but one idea, and even the most hurried observer catches this. It is a mistake to have a window too complex. It is not necessary to show a sample of every line of your stock in every window you dress. Window displays should be used rather to advertise new goods, low lines, special drives, etc. In this way it can be made attractive at all times. Something startling and fresh is what takes the eye—and the cake.

POINTS FOR THE TRAVELING MEN.

The upright travelling representative will be open and above board with the house, and will not conceal the slightest detail of his intercourse with the trade. The house should encourage this confidence, and to that end it should be chary of criticism of such items of expense that may not be specially provided for, but may be shown to be expended for the house's benefit. I can imagine no valid excuse for the slightest prevarication in the matter of itemizing expenses; with

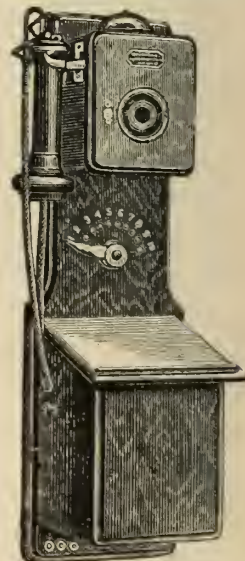
the proper mutual confidence between the traveller and the house it can never be necessary. When it occurs the blame is not altogether on one side. To illustrate the how and why of this small piece of deception, I give a synopsis of a conversation to which I was recently a listener. One of the party was asked if his house was liberal in the matter of allowance for "miscellany." "No," was his reply, "they will not even allow for a cigar for a customer, and it's bad policy. Why, only last evening I had worked a man my level best for an order, but without success. So giving up hope for the present, I determined to make an impression for the future. As he was closing up his store I asked him over to have a game of billiards. We grew quite friendly, and after finishing the game I said: 'See here; my samples are in the next room, and while I do not expect to sell you a dollar's worth of goods, I would like you to look over what I've got. Perhaps you may see something you may want later on.' The result was that I sold him a nice little bill right on the spot. Now, if I should enter that game of billiards as an item of expense, there would come back the biggest kind of a howl." "Well, how did you get even? Didn't go down in your pocket to pay for the game, did you?" "Not much; charged it up 'bus and baggage. But I don't like to do that sort of thing."

The traveller will probably be frequently advised by a fellow-traveller how he should approach particular dealers. He will make a mistake, however, should he attempt to follow this advice. A special method which may be successfully worked by one may prove a dismal failure when attempted by another. The traveller must have his own individuality, and the attempt to be somebody else will never succeed. And right here I may say it is not wise for travellers to discuss in public or on the train the peculiarities of their customers. Aside from the questionable taste of the practice, one never knows who may be listening.—St. Louis Grocer.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 765 Craig street, Montreal.

W.R.BROCK & CO.

It is our desire, (and we have succeeded fairly). to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

**W. R. BROCK & CO.,
TORONTO.**

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: **Mehalah, London.**

TELEPHONES: **London 58, 58 P;
Birmingham, 322.**

AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.

BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods, also Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the Linen Trade and have bought accordingly.

Please see our Samples and call when in the city.

TO THE TRADE.

John Macdonald & Co's Warehouses

Wellington and Front Streets E., Toronto.

Buying for cash in large quantities, through experienced buyers, and being satisfied with small profits enables them to show values unsurpassed. As Fabrics, Patterns, Colorings and Styles are constantly changing, and Buyers of the firm are always on the alert, procuring the latest productions of the designer and manufacturer.

Their different departments are as follows :

Silks and Dress Goods

Linens and Staples

Carpets

Woollens

Gents' Furnishings and Haberdashery

Each of these five great departments are as much a specialty with them as if they were in different parts of the city.

Merchants and Buyers are cordially invited to visit their warehouses and inspect their stocks. Orders solicited.

John Macdonald & Co.,

WELLINGTON AND FRONT STREETS E., TORONTO.

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

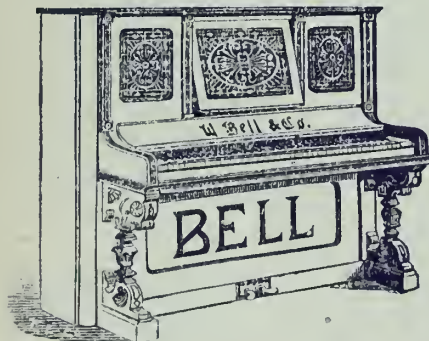
ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to **THE BELL ORGAN AND PIANO CO., Ltd.,** Guelph, Ont.

BRANCH WAREROOMS :

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.



WE HAVE TAKEN

This front page of THE DRY GOODS REVIEW to talk to our friends in the trade, with the view of drawing special attention to what we are producing.

The cold weather is rapidly approaching, so it would be wise to make up your sorting orders for the "Health Brand" quickly, and send them in.



Our Spring samples, which comprise cheap and pretty novelties in Pure Silk and other combinations of materials, outside of the regular staple lines, will be very shortly in the hands of the wholesale trade, and we would beg your careful attention to these, and comparison as to values, before buying any other make.

THIS IS WELL WORTH REMEMBERING.

The Montreal Silk Mills Co.,

MONTREAL.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

STILL TO THE FRONT.

Our staple buyer has just concluded purchase of 4,000 pieces Flannelettes, balance of manufacturer's stock, at price hitherto unheard of. Splendid range of patterns in checks and stripes. Price and value must ensure immediate sale.

GORDON, MACKAY & CO.

The BOYD, BOWER & BRUMELL CO., Ltd. 3 Wellington St. West.
TORONTO.

IMPORTERS OF

Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Cords, Tassels
Stamped Linen Goods. Novelties in Art Needle Work, Plush Boxes, Celluloid Goods.

We are daily receiving new goods from the English, French, German and American Markets.

Perforated Stamping Patterns-- We show the largest range in the trade.

We carry everything that is required in the Fancy Goods Business.

WRITE FOR PRICES AND SAMPLES.

LETTER ORDERS SOLICITED--Which will receive prompt attention.

The BOYD, BOWER & BRUMELL CO., Ltd.

≡⊗ FOR THE RETAIL TRADE ⊗≡

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dressmakers' Purposes, etc., etc.

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls, and may be obtained of all Wholesale Dry Goods Houses.

"BALED" Goods same quality, but less price.

THE CANADIAN GOODS DRY REVIEW

VOL. II.

TORONTO, OCTOBER, 1892.

No. 10.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN
Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by
THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, President.
H. C. McLEAN, Manager.
HEAD OFFICE: 10 Front St. E.
MONTREAL OFFICE: 146 St. James St.
E. Desbarats, Manager.
NEW YORK OFFICE: Room 41, Times Building
Roy V. Somerville, Manager.
EUROPEAN BRANCH:
Canadian Government Offices,
17 Victoria St., London, S.W.
R. Hargreaves, Manager.

CURRENT DRIFT.

In another column will be found an article on Bankrupt Sales. We hope that our readers will give the experience of their town for the benefit of other towns, with regard to the mitigation of this evil in our land, by complying with the request with which the article closes. We would also like to hear the retailer's side of the returning goods question.

By the way the bottom fell out of the spool thread market in Canada a few months ago, it was to be expected that manufacturers would have suffered. But we find that the directors of the J. & P. Coats Co., Ltd. have declared a dividend for the past year at the rate of 8 per cent, and placed the sum of £120,000 to reserve, and £47,000 to depreciation, carry forward the sum of £40,000. This shows an extremely satisfactory state of affairs. Their works are extensive, and their goods have a world wide fame.

At a recent sale of ostrich feathers in England—these sales are held in London every two months—42,500 pounds weight of feathers were sold, realizing £88,000. This shows pretty conclusively that ostrich feathers are yet a favorite adornment for the headgear of the civilized-savage beauties of our day and generation.

A new substitute for the expensive gum of

which India-rubber and gutta-percha are prepared, has just been invented. It is claimed that the invention will be in the cheapening of all rubber goods. Cheapness is to be desired, but not at the expense of quality. The growth of the study of organic chemistry and of our knowledge concerning it, is working great changes in some lines of manufacture.

In England there has just come into force an act for the regulations of shop hours, intitled, the Shop Hour's Act 1892. The essential clause states that "No young person (under eighteen years of age) shall be employed in or about a shop for a longer period than seventy-four hours, including meal times, in any one week. This is very similar to our law in this province of the Dominion the hours being the same, but nothing is said about meal times. These hours are really too long, especially for women, whether under eighteen years of age or not. It is very deteriorating in its effect on subsequent generations and on present morality.

The word "gents" is an abomination to a cultured speaker of our language, and merchants should taboo it. Men's furnishings is the proper expression and vulgarities should be shamed whenever possible. Custom and habit need to be moulded slightly, regarding the use of this improper and abominable word.

Charlottetown, P.E.I., seems to be shaken to its centre by the singular policy of its dry goods merchants, who have been cutting each other's throats in a business sense by slaughter rates. The affair seems to have originated with a firm which professes to be going out of business and which is offering its stock at a discount varying from 25 to 50 per cent. This action started all the dry goods men in Charlottetown to marking down their stock and advertising its sale at slaughter prices. The whole dry goods trade of the Island City became at once demoralized and matters reached such a crisis that a minister thought it necessary to preach a sermon on the subject. It is estimated that if the slaughter business is continued each of the dry goods firms engaged in it

will lose upwards of \$1,000. This is indeed a sad state of affairs and it is exceedingly displeasing to see merchants so far forgetting themselves, as to transgress all business rules, and to lower all high standard of business ethics which has been usual in the dry goods trade. But accidents will happen, and we hope that this is an accident which will be a warning to other merchants. It is like starting a toboggan down a slide, this cutting of prices. You can never tell when, where or how it is going to stop, nor how the occupants are going to fare. It must go on until it stops, which may be all right, but very often the breath of life is out of the participants in such a reckless ride, before the end is reached.

Frauds have occurred in the custom house business of several firms in Canada through the present system of making entries. The usual duplicate entry sheets are usually prepared by the importer's clerk, the amount of duty being computed and entered. The clerk takes the money, with the entry forms, to the custom house. There the entry is checked by the officials, who sometimes find an error in duty of say \$5 or \$10 too much. The entry forms are collected in duplicate. The money is refunded to the clerk, but both entry forms are retained at the custom house. The importer has thus no check on the clerk. A dishonest clerk may retain the refund, and he may intentionally make an overcharge error to enable him to get the refund. The dry goods section of the Board of Trade considered this matter some time ago. It was reported to them that the Montreal customs authorities gave triplicate forms, made monthly statements of the duties paid and had refunds in cheque instead of cash. The secretary of the Montreal association was written to for confirmation. He answered yesterday that there the Customs made triplicate forms, retaining two and giving one to the importer, and made repayments by cheque, but did not give monthly statements. A few days ago, Messrs, Campbell, Brock and McMaster called on Collector Small here, and discussed the matter with him. He finally consented to adopt the triplicate form system, but nothing was done regarding the other two points.

MERCANTILE EVOLUTION.

THE mercantile machinery of to-day is manifold. First the manufacturer is connected by his agent with the wholesaler; the wholesaler is connected with the retailer by the traveller. This is a complicated and expensive manner of distribution and at present it is threatened. The retailer sees this enormous addition of expense and profit and seeks a method of escape. The result is that he seeks to buy directly from the manufacturer. To do so he must sell large quantities, and to do this he must combine with others in order to crush out small dealers by means of close prices. The day of the small dealer is fast passing into the darkness of a night of forgetfulness. Concentration is the watchword of to-day. To speak practically of the dry goods trade, will make the meaning clear. In Toronto to-day there are two large bazaar stores where you can purchase anything from a bicycle to a tooth brush, from a set of furniture to a frying pan. They sell large quantities because they sell at a small margin of profit. They sell on a small margin, because the concentration of a large number of businesses under one roof means less administrative expenditure, less expense in a hundred different directions, besides the great saving—the wholesaler's profit. What is the result? Hundreds of small stores in Toronto are vacant. A gentleman of undoubted veracity claimed a few days ago that walking down Yonge street from Bloor to the Esplanade or a distance of about two miles, he counted nearly three hundred empty stores. It is much the same on the other streets. Outside of Toronto the merchants are suffering within a radius of one hundred and fifty miles, the suffering varying inversely as the distance. A net work of railways provides for speedy transportation of customers, with the continually recurring excursion rates. A ride to the city is a pleasant outing, the fare is recouped by a saving in prices, and the buyer has had a greater variety to choose from. The small dealer in the towns and cities is doomed.

These are hard facts and facts to which we would willingly shut our eyes if we could; but we cannot. From the course of events England and the United States, we catch the drift of the same movement. It is a mercantile evolution. There is an endless change going on. The methods of trade change and these changes we call advances. And the man who believes that the present state of mercantile arrangements will continue for ever and ever is clearly very ignorant regarding history and very short sighted as regards the trend of the affairs of to-day. In the United States we have seen the growth of great departmental stores. They are seen also in Montreal and Toronto, and their career has been successful beyond expectations.

Competition may be doomed and it may not, but the competition of the future will be

among greater units, because the small units will be absent. The smaller wholesale houses are also being crushed out. Great attention has been drawn to this fact in England by the amalgamation of the great wholesale houses of Pawson & Co. and Leaf & Co. The Draper's Record says: "With combined energy, consolidated connection, lessened administrative expenditure, and other economies, it would be irrational to conceive otherwise than that good will result, and we hope that the favourable expectations of those who have carried through one of the most important and significant events of our time, will be realised to the full." And this "combined energy and lessened administrative expenditure" is what is helping the great retail store.

In this great evolution which has already begun, and about the certainty of which there can be no doubt, there will be a lessening of the number of travellers. Now the travellers could be lessened by two-thirds and still all the goods necessary for the consumers would be sold. The dealers will miss their pleasant faces and cherry remarks, but they are too expensive for this era of great competition. Too many travellers add too much to the price of goods, and this is a thing which the buying world of to-day will not tolerate.

An abortive protest against the present distributive system has been made in Ontario very recently by the Patrons of Industry, and if they accomplish nothing else, they will at least educate people to a certain extent with regard to this expensive system which is in full bloom at present.

We do not set ourselves up as prophets, but we claim that what we have said is a just deduction from the mercantile tendencies of the day, and no wholesaler, no traveller, and no retailer should fail to study the signs of the times and profit by them. The changes may not be what we would desire, but they must be studied simply because they will be the inevitable result of a mercantile evolution.

RETURNING GOODS.

A FEW days ago the dry goods section of the Board of Trade had a reunion and discussed several matters of interest to the trade. Their discussion concerning the manner of passing goods through the Custom house has borne fruit, as may be seen in the report in another column.

But the most important topic from the retailer's point of view was that of returning goods. The result has been that a circular letter has been put out to all merchants concerned setting forth the grievances under which the wholesalers suppose themselves to be labouring. This circular shows that heavy parcels are returned at the wholesaler's charge, though the order has been filled strictly according to the letter of the law. Yet a merchant finds that they are

goods he would sooner be without and he sends them back, and that at the wholesaler's cost. This is indeed wrong. No retailer if his order is filled properly has any right to return goods at the expense of the man who has not made a mistake. Again, the complainants show that returned goods are badly packed and if the goods escape damages, the boxes or wrappers are torn, and the labels destroyed; stock number is gone and much trouble, if not serious loss, is caused. This must certainly be diminishing to the wholesale merchants.

The wholesalers maintain that if they have made a mistake they are quite willingly to pay the cost of that mistake, and this is mere justice, not generosity. Still a justice which leaves nothing to be desired. But they maintain that they cannot afford the serious losses occasioned by the indiscriminate return of goods which have been shipped according to order.

We apprehend that the difficulty will lay partly where there is an order and part of it implies a discretionary power regarding shade, variety or quality on the part of the person who fills the order.

Still there is a necessity of a change from the present state of affairs, and the mutual exchange of opinions will do much to remove the mote and the beam from the eyes of both. Arrangements should be made which will be made satisfactory to both parties, and these arrangements should be well known and morally binding on all.

SPRING DRESS GOODS.

THE different wholesale houses are getting ready for the spring trade and samples are abundant.

In prints some very new lines are being shown. The most striking things will be fancy shades in grounds, with less distinct patterns. These will form a real novelty as the patterns form a pleasing contrast to either stiff stripes or formal distinct floral designs. Indigo grounds will probably have as great a demand as last season; and some very pretty patterns are shown in navy grounds with white spots and figures, and with old gold spots and florals. Black grounds with colored patterns are shown in very great variety. Cream grounds will again be in high favor and some really excellent patterns are shown as well as an enormous variety. Mr. Sanderson the buyer of prints for John Macdonald & Co. states that they will carry seventy-one full ranges in English prints. Among the specialties of this house are a special pongee cloth for ladies' blouses, and navy and red drill-ettes.

In French stuffs the novelty for next spring will be the Velours Rouse which is now the thing in Paris. It is an all wool cloth with a cotton cord, thus enabling it to be dyed in any shade. Bengalines or poplins will be a leading line in different designs,

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, ONT.

Keep this List before you!

Wool Yarns. 3 Ply. Saxony. Baldwins.

Hosiery and Gloves. Full Range.

Ladies' Hygiene Vests. All prices in stock.

Meltons. Our 8 and 10 cent lines are unexcelled. Full stock of Garnet, Brown, Navy Blue and Myrtle.

Navy Estamine Serges yet in stock but selling rapidly.

Fancy Dress Goods. We are offering some big inducements, to clear.

Overcoatings. All the best makes. Send for samples.

Sealettes. The best values in the trade. Send for samples.

Flannels. All prices in stock in Grey, Navy and Fancy.

Blankets. Grey and White. Stock well assorted.

Shirts, Drawers and Top Shirts. Fine assortment of all the best lines. Production is limited, owing to burning of Mills, and we advise you to keep your stock assorted early in the season.

Linen Department. Stock bought when the market dropped. See our samples and compare goods.

An increased share of your trade solicited through our representatives, or through LETTER ORDER DEPARTMENT which is steadily growing. **Keep your Winter Stock Well Assorted for the Next Two Months.**

such as jacquards and spots, the latter being prominent. These will be shown from plain as well as from mixed yarns. Whipcord dress goods are going to be strong in favor for early trade. They are all wool and made in a fine diagonal cord. Serges with a pin stripe due to the presence of silk threads will also be among the novelties.

In other dress goods there is nothing very startling except the great demand prospectively for estimaines.

Caldecott, Burton & Spence are expecting a strong demand for a line of spring tweeds over which they have secured control. These are domestic goods and of a lighter weight than the goods now selling. The patterns run in stripes and plains. The plain mixes predominating. There are very promising goods.

THE CARPET TRADE.

WHILE Canadians consume a fairly large and increasing quantity of domestic carpets, yet the bulk of the carpets sold in this country come from Britain. Just now the English manufacturers are doing but a fair trade, and of this, the Canadian trade is the most lucrative. In 1891, carpets and squares imported from Great Britain were valued at about \$1,100,000 from the United States, the values of the imports were \$20,000. As these figures show only the dutiable goods they cannot be taken to show the absolute value of the carpets imported, but they

will serve to show the source of ninety-eight per cent. of the carpets consumed in this country. The Canadian consumption of British carpets is valued at about three millions by experts. The year 1892 will show a great increase in the imports from Great Britain of this class of goods, as this trade is in a prosperous condition, and English manufacturers are making the most of this market. Those manufacturers are especially profiting by this trade. In fact Canada has come to be England's best customer in this line. The trade with Germany, France and Spain is fairly good but is not increasing; while the exports to the United States have fallen off very materially during the past few years, owing to the heavy tariff, and the consequent growth of American made carpets. Australia has hitherto been a very good customer; but owing to the present panic state of trade in that island, English manufacturers are not anxious to extend their trade in that direction.

THE ADVANCE IN SILK.

THE advance in silk which was shown in our July issue to be probable, has become an accomplished fact. It was shown then that the Italian and Japanese crops were short and that raw silk would likely advance. Since then the upward movement has been gradual but decided, and now raw silk is held at an advance of over thirty per

cent. Some continental manufacturers say that the price will rise at least fifty per cent. Here the prices of spun silk and other varieties are considerably advanced, but not sufficiently to effect the market. This is the season of the year when the silk is being brought to this continent, a great deal of it coming from Japan, its silk being cheaper than the finer silks of France and Italy. Quite a large number of bales have arrived in Montreal from Vancouver. The steamer Bokhara which was wrecked in the China Sea a few days ago had as part of its cargo 1,300 bales of silk destined for this continent.

So far there has been no advance in manufactured silks on this market. Wholesalers will sell their stocks at former prices, but there will be no dropping of prices at the close of the millinery season. This usual feature of the market will be absent owing to the stiffening of prices. Then as to next spring's goods, there will be but a slight advance, as many of the Canadian wholesalers have already placed their spring orders at but a slightly increased prices. It takes a long time for the ripples, caused by the disturbance of the commercial pond at any point, to reach the boundaries. Hence the rise may be broken before it is fully felt here.

It is said that 32,000 varieties of good are manufactured from wool.

THE REAL CAUSE OF DEPRESSION.

THE following from the Cotton Factory Times gives the real cause of the depression in the English cotton trade :

Cotton mill shares in America show a much better state of trade than we are expecting in Lancashire, and this is said to arise from two causes, one being the effect of the tariff law, and the other keeping the supply within reasonable limits of demand, or in other words, the capitalists have not been so foolish as to build more mills than than the position of trade warranted. Nearly all the shares in cotton mills are quoted at a premium, and paying fair dividends to the shareholders. Why the industry is so depressed in Lancashire is because there has been too rapid an extension of cotton mills, not only in this country, but in India and other parts of the world where yarns and cloths are exported to. Not only have the spindles and looms been largely increased, but the improvements in machinery have tended to a great increase in the consumption of cotton, and these causes have brought about the present stagnation in trade. Since 1884 the consumption of cotton has increased 25 per cent., and that upon a finer count of yarn ; and if we consider that during the past two years 3½ million spindles have been added to England's producing power, we need not wonder about the present state of the yarn trade. Those who are responsible for the great increase in the number of spindles are the parties who have brought about the present unsatisfactory state of trade ; and if such results don't teach them a lesson to avoid such things in the future, we don't know what else will. There are quite sufficient spindles in use to satisfy all requirements for many years to come, and we cannot see much chance for any substantial improvement in the yarn trade for the next few years. There are mills in building as well as a good number being filled with machinery, which will require close upon two millions of spindles, and while such extension is taking place in this country the producing power of other countries is increasing at a faster rate, so that the output is really in excess of what the people require, or at least what they will buy. Prices don't stand in the way of a large business being done, as they are in all conscience cheap enough for all purposes, and buyers refrain from speculating on large lines for fear the values will shrink before they can dispose of their purchases. As the spinning trade is now situated, it will require some five or six weeks without any further increase in the number of spindles, before the markets can lift from the depression of low rates brought about by the too rapid increase in spindles. Those who have invested capital in the way of shares in the

numerous new mills which have sprung up of late years, have done something towards creating present troubles, and we suppose they will pay the penalty by having to go without dividends. These are the class of men who want the operatives to accept of a five per cent reduction in wage, but as the workers in cotton mills have had nothing to do with the floating of the new mills they rightly refuse to be penalised for other person's faults. We know the present situation will be a lesson to all who have been ready to float new mills when the state of trade didn't warrant them.

BRADSTREETS ON THE TRADE SITUATION.

THE Canadian Dominion (including Newfoundland) reports 1,287 failures to Bradstreets for the past nine months, as contrasted with 2,326 in a like portion of 1891, the decrease being only 39. But the general improvement in commercial conditions is more particularly shown in the reduced total of liabilities, the aggregate being \$9,290,000, against \$11,139,000 in the preceding year, a decline of nearly 17 per cent. Each of the Provinces of Ontario and Quebec reduced its failure totals this year, the former to a marked degree. This year's decrease of total liabilities of those failing in Ontario amounts to 32 per cent, in Quebec to 22 per cent, while Prince Edward Island, Newfoundland and North West Territories also show radical improvement in this direction. In Nova Scotia, as in Manitoba and British Columbia, increased liabilities shown, as compared with last year, are due to relatively heavy failures early in this year. During the past quarter a marked improvement has been shown in this direction.

	Number of Failures for 9 months		Assets.		Liabilities.	
	1892.	1891.	1892.	1891.	1892.	1891.
Ontario	555	633	\$1,293,351	\$1,685,435	\$2,855,707	\$4,103,196
Quebec	424	459	1,538,231	2,033,543	4,253,701	5,469,820
New Brunswick	65	64	294,350	293,450	463,602	469,958
Nova Scotia	119	83	428,440	225,500	822,507	412,916
P. E. Island	5	9	48,100	71,000	85,000	101,100
Newfoundland	3	5	19,040	49,100	37,000	90,400
Manitoba	53	44	216,868	148,028	430,430	204,014
North West Ter.	14	17	25,402	85,355	46,521	139,280
British Columbia ..	43	12	166,531	25,422	296,191	38,915
Totals	1,287	1,321	\$4,060,873	\$4,612,364	\$9,290,659	\$11,139,648

BANKRUPT STOCKS.

COMPLAINTS have reached us already, that the season when so-called bankrupt stocks are slaughtered in the various towns and villages of this country, has again commenced. It is the season when projectors and manipulators of fraudulent sales prey upon the honest retail merchant. The goods sold are second-class trashy goods, and are represented to be the best at lower than ordinary prices. Misrepresentation plays a great part in many of these sales. Some of the sales are genuine and the stock is really what it is represented to be—bought at a low price and sold at a low price. But even this is a cause of trouble to the ordinary merchant and he cannot afford such opposition.

Merchants who suffer by this in Ontario have only themselves to blame. The government has done its share and it only remains for the merchants to do theirs. For those who desire to know the law on the subject we refer them to the consolidated Municipal Act of 1890, section 489, sub-sections 9 and 9a. This Act gives any Ontario municipality—city, town, township, or village—power to pass a by-law to regulate all transient traders whose names are not entered on the assessment roll of the municipality. They may be subjected to a tax not exceeding \$100, payable before commencing to trade in a town or city, and not exceeding \$50 in a village or township. This tax will apply on their first or other instalments of taxes, but if they never pay taxes, it goes to the treasury fund of the town. The tax is not very heavy, but still it may be sufficient to cause many a transient trader to stay out of the municipality into which he has strayed. Merchants should bestir themselves and as everybody can see at a glance the injustice which is being done to regular merchants, there should be no difficulty in passing such a by-law. Collingwood is the only town in Ontario that we know of where a by-law is in force.

With regard to the other provinces we cannot say very definitely as to the law, but such laws exist in several of them, and the merchants should see that the good work is carried on. If remedial legislation is not on the statute books, it should be placed there as soon as possible.

We would be glad to have communications from our readers on this subject, showing the need of the law, or the actual working of the by-law in places in which it has been passed. Dealers should not be selfish with such knowledge as this.

Over 600 varieties of cotton exist ; 400 in Asia and Africa, 200 in America.

The Hingunghat and Berar cottons of India are equal to Sea Island.

Crompton's mu'e produced much softer and finer yarn than was ever before seen.

The United States manufacture 9,000,000 yards of carpet every year.

WYLD, GRASETT & DARLING.

Our stock in every department is kept well assorted all the year round.

DEPARTMENTS:

Staples, Dress Goods, Smallwares, Men's Furnishings,
Imported and Canadian Woollens and
Tailors' Trimmings.

LETTER ORDERS PROMPTLY EXECUTED.

TRAVELLERS' ORDERS SOLICITED.

WYLD, GRASETT & DARLING.



SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

C. N. VROOM,

St. Stephen, N.B.

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

Agents for Ontario.

THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full-Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, Mr. J. E. Warnock.
Manitoba, Mr. M. H. Miller.

WHOLESALE ONLY.

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

JAS. ADAMS & CO., Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

JAMES ADAMS & CO.

CANADIAN BRANCH, 64 Bay St., TORONTO. H. ADAMS, SELLING AGENT.

--- AGENCIES: ---

Glasgow, Scotland. London, England. New York City, U. S. A. Chicago, Ill.

THE LEE SPOOL

--- TOOK THE ---

- Gold Medal at the Jamaica Exhibition -

--- AS THE ---

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

THE DRY GOODS LEAGUE.

THE Toronto Dry Goods Football League was organized last fall with six clubs as follows:—Samson, Kennedy & Co., Wyld, Grasett & Darling, W. R. Brock & Co., McMaster & Co., Caldecott, Burton & Spence, and Jno. Macdonald & Co. The championship was won by Caldecott, Burton & Spence, with W. R. Brock & Co. second.

Great interest was added to the matches by the fact that the Dry Goods Review offered a handsome silver shield as a trophy. The terms were that it should be won three times by one club before becoming their property. It was won for the first time by Caldecott, Burton & Spence's team, and has been on exhibition in their warehouse ever since.

At the second annual meeting of the League, held at the Palmer House, in September, all of last year's clubs excepting McMaster & Co., were represented, as also were Gordon, McKay & Co., who were elected to fill the gap caused by the withdrawal of the McMasters.

The following officers were elected for the season:—

Honorary Prest., Mr. W. R. Brock ;
 President, Mr. Henderson ;
 Vice-Prest., Mr. Holton ;
 Secy.-Treas., Mr. Robt. Cooper ;
 Committee, Mr. Irving and Mr. McTaggart.

The schedule was drawn up and a rule was made whereby any player taking part in a championship match must be employed sixty days previous to said match. This was done to prevent "ringers" being played.

The season commenced October 1st, and since then the following games have been played:—

Oct. 1st.	—	{ Caldecott, B. & S.	0
"	—	{ Wyld, G. & D.	0
"	—	{ W. R. Brock & Co.	0
"	—	{ Jno. Macdonald & Co.	0
Oct. 8th.	—	{ Brock & Co.	1
"	—	{ Gordon, McKay & Co.	0
"	—	{ Samson, Kennedy.	1
"	—	{ Wyld, G. & D.	0
Oct. 15th.	—	{ Caldecott, B. & S.	2
"	—	{ Samson, Kennedy.	0
"	—	{ Jno Macdonald.	2
"	—	{ Gordon, McKay & Co.	1

The game of October 8th, Samson v. Wyld's, was played under protest. Wyld's claiming that Samson were playing a ringer in the person of Shanklin, who played with Caldecott's last season. Wyld's claim was that he had not been employed by Samson's sixty days prior to the match, and they were right, for at a meeting of the League Committee held October 13th, the match was awarded to Wyld's. The Samson v. Caldecott game was a clean knockout for Samson's, as they again played Shanklin, but from start to finish Caldecott's having the best of the play.

Just now it is pretty hard to pick the win-

ners, but the chances are in favor of Caldecott's, with Wylds and Brocks close up for second place.

Caldecott's team is more evenly balanced than any team in the league. Geo. Irving is about the best goal keeper in the league. Alex. Rodger and Masson are a good pair of backs, Passmore is the best of the three half backs, while Fauld, Glass and Peniston are the pick of the forwards.

Brock's team is the lightest in the league and they have a good defence with Dick Crawford in goal, Rogers and Gilmour, backs, Jackson and the Cooper brothers half backs. It will keep any of the teams hustling to get past them, although their forward line is very weak. Fairbairn and Fox are the best of the lot.

Wyld's have about the heaviest defence in the league. Prentice and Foster are a good pair of backs and the two Smith's and Lye as half backs make a very strong defence. Jones and McBrien are the pick of the forwards.

Samson's have also a very heavy team, their strongest point is their backs. Jim Kennedy and Wright are pretty big men to run against, Herb Kennedy is the best of the three halves, while Shanklin, Arnott and Doherty are the best forwards.

Macdonald's team is pretty well balanced, Mitchell and McFarlane backs, Boxall and Boyd half backs, Duquid, Armstrong and Jack forwards are all good men.

This is Gordon McKay's first season at the game, but they have some good players, and with a little more experience combined with a little team play now and again they will make any of the clubs hustle to beat them. In Ewing they have one of the best payers in the league, while Pete Knowles, Palin, Douglas, Cross and Harvard are all good men and will improve with experience.

Every team in the league were the customary White Duck Knickers, but the Jerseys are all different. Samson's are Red and White Stripe. Macdonald's are Light Blue and White Stripe. Gordon McK are Black and White Stripe. Brock's are Red, Yellow and Black Stripe. Caldecott's are Black and Yellow Stripe. Wyld's are Maroon.

POINTED ADVERTISING.

A PROMINENT Toronto dry goods merchant remarked to the writer a few days ago that he had done some advertising which had taught him a lesson. On being asked what it was, he said that he had a certain line of goods that he wanted to clear, and he advertised them and them only, and obtained direct results. "This," he said, "firmly convinces me that it is best to advertise only one line at a time." This is an idea which has been laid before the readers of the REVIEW several times, but it is doubtful if many have fully realized the importance of the rule.

In practise it would be something like this: If a man wishes to advertise dress

goods, he should pick out some particular line at some particular price, and make his advertisement tell all it can about that one particular line. If he wished to advertise hosiery, he would mention a certain line at a certain price, say 40 or 50 cents, and lay great emphasis on the value of this one line. If he desired to show that he carried umbrellas, he would advertise fully and pointedly a dollar line of rain-casters, setting forth fully and cheerfully all the merits of this particular line.

It is utter foolishness for a merchant to have an advertisement which simply enumerates a few of the various lines he carries, and tells nothing pointed about them, except perhaps a few phrases which have been worn threadbare by the use of several generations. If he has a leading line, he must advertise it, and if possible state the price, showing why this particular line at this particular price, should be preferred to other goods at the same price. An advertisement like a lesson or a story must have one leading idea, to which all other ideas in the advertisement are subordinate and explanatory.

The advertisement must be written to convey to the reader thereof, some particular information. Take for example the leading editorial in the same paper. It is on one certain subject, and it aims to inform the reader with all that is new on that subject. It does not usually consist of old news rehashed; but it is full of new ideas, thoughts, circumstances, and proofs. So with the advertisement, it must tell something about something; and must leave some new knowledge in the mind of the reader.

The rule that only one line should be advertised at a time must be modified according to circumstances. Two or three lines may be mentioned in a large advertisement, but the information concerning each must be separate and distinct, as well as pointed.

CURIOUS vs. USEFUL.

SOME window dressers confound the eccentric with the effective in their work. They think that if by any means, no matter how sensational, they can stop the passer-by, their object is gained. This is an entirely wrong and mischievous idea. Windows should inform rather than astonish or amuse. They are failures if the passer-by, after a glance, proceed on her way, commenting on the originality or simplicity of the design, but saying nothing and thinking nothing about the merit of the goods displayed or the attractiveness of their prices. Occasionally it is well to exhibit an eccentric window as a sort of spice to the regular viands, but this should be the exception. As a rule, windows should be "strictly business." They should impress upon the beholder novelties and bargains to the selling point. The "first prize window" is not the one which contains the most elaborate structure or shows the greatest ingenuity, but is the one which draws the most money through the street door.—Chronicle.

BUSINESS CHANGES.

ONTARIO.

F. C. W. Ash, merchant tailor, Markham, has assigned. The assets valued to \$1800 were sold to Mrs. Ash at 70c. on the dollar. Mr. Ash's business was in a healthy condition, but he was dragged into insolvency, owing to his connection with the firm of Foy & Co. of Brighton, who failed recently.

The stock of O. C. Rowse, dry goods, Peterboro is to be sold on the 25th inst.

The stock of E. Viger & Co., clothing merchants, will be sold by auction on the 25th inst.

The dry goods stock of the estate of John Leys, Sarnia, Ont., valued at \$18,091 will be sold by auction on Nov. 1st.

The dry goods stock of James Munroe, Thorold is advertised for sale by tender.

Eccelstone & Co., men's furnishings, Toronto, have assigned to Chas. A. Hunter.

James Foy & Co., dry goods, Brighton, have assigned to Wm. K. Doherty, Toronto.

Joseph Patterson, gents' furnisher, has made an assignment to W. A. Campbell. His liabilities are \$40,000 and the stock is worth about \$34,000.

John W. Brown, tailor, Belleville, is dead.

Norman McLeod, tailor, Keewatin, is dead.

J. C. Phillips, men's furnishings, Stratford, has assigned to J. C. Curry.

QUEBEC.

James McGinn, dry goods, Montreal, is offering to compromise.

P. Harkness & Co, dry goods, Montreal, are in financial difficulties.

A. Lalonde, dry goods, Montreal, has assigned. Stock to be sold on the 26th inst.

M. J. Lachapelle & Co., dry goods, Montreal, are trying to compromise.

I. Cohen & Co., clothing, Montreal, have assigned.

H. F. Poinier, dry goods, Montreal, has assigned to Kent & Turcotte.

Boisseau & Beland, wholesale fancy goods, Que., have compromised for 40 cents cash.

MARATIME PROVINCES.

Jno. T. Graham, dry goods, New Glasgow, is in trouble financially.

Chas. E. Kelly, tailor, Parrsboro, N.S., has assigned his book debts.

H. & P. Cullinan, St. Stephen, N.B., have sold out their dry goods stock.

The clothing stock of Mrs. E. Tierny, Halifax, N.S., has been sold at auction.

Miss Rose Burke, milliner, Buctouche, N.B. has been burnt out. Insured.

Maxwell & Walsh, tailors, Amherst. N.S., have been burnt out.

MANITOBA AND WEST.

W. G. Potter, tailer, Northfield, B.C. has sold out to A. Macaulay,

A. A. Richardson, dry goods and millinery, Nanaimo, B.C. has assigned to J. Ferguson.

H. Marymont, men's furnishings, Victoria, B.C. is offering to compromise.

Mrs. Thomas, millinery, Victoria, is out of business.

Burton Bros., tailors, Regina, N.W.T. have assigned.

SKIRT FACINGS.

THIS season has seen several lines of velvet skirt facing placed on the market. One of the best known and most praised of these is the Amazon. This facing is designed to supersede the old fashioned braids, and it is claimed will outwear a dozen of these. The velvet pile runs across and rapidly conforms to the skirt, the velvet itself giving a smart finish to the dress and preventing that injury to the shoes which is of such a frequent occurrence when a hard and coarse material is allowed to come in contact with them. The material is made up in lengths of three, four or four and a half yards for each skirt, and is supplied in all fashionable dress shades in boxes of a dozen pieces to a shade. The article has already, it is understood, had a very large sale in the United States, and is undoubtedly destined to come into great popularity in the Dominion.

A GREAT MACHINE.

IN Canada very few stocks of dry goods, millinery, etc., can be found that are free from pieces of goods which are in their original color unsaleable, mostly owing to the changeableness of fashions. Such cannot be disposed of except at great sacrifice and loss and even if sold are rarely found to give satisfaction to purchaser. Such sacrifices should not and need not be made. Many merchants do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store because they will not bring near their original cost price, forgetting at the same time that the longer such goods remain on hand, the greater loss they cause of interest and principle.

Recognizing that there were large amounts of goods which needed dyeing in pieces, if a proper way was only provided, Messrs. R. Parker & Co., the well-known dyers and finishers of this city have secured a machine which will enable them to do this work with more satisfactory results than have ever been attained in the city before. They have invested in a \$2,500 machine, which will enable them to dye all kinds of piece goods and turn them out with their original width. The great trouble has been that in dyeing and drying, the goods generally lose two to three inches in width. This machine being adjustable to any width from twenty inches up to seventy; goods can be dried by it and the proper width maintained. This will be a

great boon to both wholesalers and retailers, as unfashionable goods may now be turned into choice, saleable stocks, instead of lay on the shelves or being sold at a sacrifice.

The company is well-known throughout Canada, and this will make them still more familiar to the dry goods merchants. Their works have been enlarged several times, until now it is an extensive establishment employing over one hundred persons in this city, while hundreds of agents are scattered all over the country, branches being established in all leading centres.

The new machine will enable them to turn out from 1,000 to 5,000 yards per day, according to the texture of the material, and thus they will be enabled to do all of this class of work that can be desired.

HOW TO COAX TRADE.

LET us take up the subject of calling attention to other goods than those asked for. Clerks should be coached in this field, and in small stores where merchants themselves do this to a considerable extent, they can take some lessons to good advantage. There is a very great difference between placing a customer in an embarrassed position with reference to an article which she is being shown and drawing her attention to its excellent features and in an off-hand way pleasing her. The attention and pains you show in trying to supply your customer's every want makes established trade. The customer who becomes nervous and has to just tear herself away from you that she may not buy what she has no earthly use for, is not going to have the pleasantest feelings when she realizes the situation she was placed in, in your store. A great evil is reflected through those unpleasant feelings. An ever-present desire to enter your store, whether for a spool of thread or for a purchase amounting to \$25, is the spirit you should cultivate.—Economist.

Messrs. L. Davis, John Haskell, John Barker, H. J. Joseph and S. Joseph, all of Montreal, are seeking incorporations as the Montreal silk mills, with headquarters at Montreal and a capital stock of \$75,000

William Reichling, John Playle, Phaon Brauss, William Trimble and Florence Silverton, all of Toronto, have been incorporated as the Dominion Embroidery Company of Toronto, limited, with a capital of \$40,000.

Saturday Oct 15th being an off day for W. R. Brock's football team the boys visited Newmarket and although they were short four or five of their regular team they came out on top by 1 to 0. They say the Newmarket boys treated them in grand style. Brock's team were:—Crawford, Goal, Roger and, R. Cooper, Back's J. Cooper, Young, Hedges Half Backs', Miller, Dunn, Fox, T. Fairbairn and Crooks forwards. Miller scored the goal.

THE MONTH'S TRADE.

THE last two weeks of September were somewhat quiet with the wholesale trade, but since the first of the present month trade has been more active. The trade has been mostly sorting up but has extended to all lines. All departments are busy at present sending out goods, but the inward movement is quite small. The new shipments that are arriving are mostly repeats of fast selling lines, which have been mentioned before in these columns.

Collections during September showed a considerable increase in most houses over September 1891, and the first half of the present month has seen a continuance of this increased amount of money received. This is due in part to the increased trade, and is also partly attributed to the better state of the finances of retail merchants. Whatever the true causes may be, the fact remains that cash books show larger figures than last season.

Letter orders are very profuse this month, and the execution of these requires a great deal of attention. Some of the firms have advertised the fact that they give special attention to letter orders and that suitable goods would be chosen for them, and merchants trying the experiment, have learned to appreciate the advantage and to derive the benefit from the arrangement.

In millinery the trade has been but fairly brisk, although travellers are doing well. Fancy silks for dress goods and underskirts are in strong demand. Some very fine lines for evening dresses are shown. Silk velvets for manufactured hats are still in strong demand. In ribbons plain gros grains and double faced salins are leading. Fancy ribbons are not in strong demand, but stocks are very light with wholesalers. The leading hat shape is a fine fur felt beaver with napped edges and small sugar loaf crowns and with a wide flat brim. Walking hats and sailors are also in good demand.

Cloakings have been but fairly active, but some very fair orders have been executed. Beavers, spiral effects, black and grey Astrachans and Mattellasses have all shared the attention of buyers. But repeats will not come in until retailers break their stocks in these heavy goods. Ready-made cloaks have sold well this season; the total amount of orders having surpassed all expectations.

In hats the month's trade has been somewhat quiet for stiff hats. But travellers are now carrying spring shapes, and orders promise well. The spring shapes are not very different from fall styles, but compared with last spring, the crowns are much lower and the brims wider. Tam O' Shanters are selling well. Besides the ordinary Scotch goods, domestic goods are shown in sealette, camel's hair cloth, eiderdown flannel, and grey and white lamb.

In furs the demand is somewhat quiet, but will remain so until colder weather is ex-

perienced. Still the trade is very fair in muffs, caps, capes and boas. Overcoats and cloaks are not in so strong demand. Prices are holding very firm, due to scarcity of some lines of skins, and to the confidence of dealers.

In ready-made clothing the trade is experiencing a slight increase of volume and orders are being executed very fast. Overcoats are in increased demand as compared with last season. Some of the manufacturers are complaining of slow collections.

Dress goods have had a great sale, especially in tweeds. Most of the houses have nearly cleared their stock of domestic tweeds, only a few broken lots remaining. Trimmings of all kinds have sold well, especially ruchings, jets and grimps. Fur edgings have had a very strong demand also.

Tweeds of all kinds have been but fairly active, due to slowness in the tailoring trade. Worsted trouserings have been in good demand, especially in the cheaper grades. Overcoatings have sold but fairly, and then mostly in medium weights. Heavier weights are not being called for as much as dealers desire, but there is a chance yet for a good trade before the season closes.

Knit underwear has been moving freely and many orders are yet unfilled, and some of them likely to remain so. The supply of domestic goods is not equal to the demand, and some of the selling agents are in dire straits regarding their orders.

Linen goods have been in very fair demand, especially in tablings and napkins.

In men's furnishings the trade has been very good. Ties are moving freely, and some low lines offered have been rapidly picked up by dealers. Woollen shirts of various kinds have been much enquired after, while heavy hosiery has moved freely.

NOTES.

S. F. McKinnon & Co., are showing some very pretty striped silks which are the latest thing for silk underskirts or petticoats. There are mostly in dark grounds with colored stripes and make a handsome garment. A silk moire in a wool morenne effect is a very pretty fabric. In dress silks the newest thing is striped silks, the stripes being very narrow and numerous, making a very pretty effect. These are shown both in shot effects and plains. Some very beautiful 22-inch shot sourahs are being sold for evening dresses. They report an enormous sale on mantles this season and expect several thousand more in a few days. These shipments will comprise several pretty designs in beaver collared jackets.

Gordon, McKay & Co. have just received another shipment of fine Saxony flannels in whites and scarlets. These goods have been in exceeding strong demand for some time. At present they are showing a valuable line of men's woolknit gloves and mitts in a full range of prices. Their stock of kid-lined

gloves and mitts is very complete, and many varieties of style and quality are shown. While these better goods are increasing in their demand, yet the old-fashioned woollen handknit mitts are still a staple, and the wholesale houses mostly carry a large stock; but this is rapidly diminishing just at this season of the year. Another shipment which is just to hand is satin-backed velvet ribbons, which have been very scarce for the past few weeks.

Messrs. Caldecott, Burton & Spence have just received a shipment of whipcord dress goods. These are the newest thing from France in this line of fabrics, and are taking well in the States. The sale here promises to be good. They have also received another shipment of velveteens, which includes greys and fawns—the scarce shades—as well as black, and other more staple colors. Silk sectional trimmings in some very new and attractive designs are shown. These promise to hold strongly for next spring's trade.

W. R. Brock & Co. are having a great demand for men's ulsterings and freezes. Their stock of these goods is very complete at present, all classes of the fabrics being here represented. Cable orders are continually used to keep this department always in first-class condition in point of variety and completeness. They report an increased demand for the better class of woollen underwear in Scotch knit, in plain and stripes. Low-priced woollen underwear is always in good demand.

Wyld, Grasset & Darling are showing special value in several lines of ladies' cashmere gloves. Their haberdashery department is specially active at present, due to increase in sorting up orders, but their stock is well assorted in all lines, and fully equal to the extra demand. Their aim is to keep all kinds of small wares well stocked, and with good qualities of goods at regular prices. In neckwear the movement is also very strong, some of their new designs having found great favor with the trade. Hosiery and underwear are very active at present in all the different lines.

Wyld, Grasset & Darling are running out a nice line of fancy all-wool eiderdowns, which are being much used for children's cloaks. One low line is being offered which is an especial bargain. Plain eiderdowns are shown in some very pretty shades, and these being cheaper than the fancy patterns, are selling well. They are also offering at a reduced price a nice line of plaid dress goods. This is a taking variety of Canadian tartans, and at the price quoted would make an excellent leader for an enterprising merchant.

Caldecott, Burton & Spence have just received a shipment of barrel buttons, comprising four ranges running in fawns and grey mixtures and dyed colors, in horn and crochet. Astrachan and fur trimmings and edgings are moving very fast. Other kinds of

trimmings, although not so lively, are still selling fairly well. Their buyers are busy inspecting samples for next spring's trade, and report some very new things.

John Macdonald & Co. have just opened up some new shipments in hemp carpets, English floor oilcloths, piano felts, and lace curtains. The latter have had a very steady sale all season, not falling off about July as they usually do. Their stock is very complete at the present time, but the strong demand necessitates unusual care in order to keep the stock full and well assorted. They have just opened 25 cases of dress meltons in double-fold. These include all the leading colors, and were bought at a job price, consequently dealers will have an opportunity of securing some excellent goods at cut prices. Repeats in black cashmere hosiery are being opened up, and these make their stock in this department very complete at present.

Gordon, McKay & Co. are showing a beautiful range of pearletta buttons, which are so strong in favor at present. They show all sizes in leading shades. They are fast selling goods and should be always in stock. In ivory buttons they show some pretty varieties, especially in sizes suitable for ladies' jackets and ulsters. They have just received a full assortment of St Hyacinthe grey flannels in all widths, in light and dark grey, plain and twills.

Samson, Kennedy & Co. have just received a shipment of wool Tam O' Shanter in assorted colors; they are very neat and are becoming a staple with the trade. They are showing a number of lines of ladies' lace handkerchiefs at various prices, and in many very pretty shades. They are much worn for evening parties. In dress goods they are just receiving black and colored watered moreens, and several other lines, which will add to the completeness of the stock.

McMaster & Co. are having a good demand at present for wool bengalines. This line of goods has the two features of being of medium weight and medium price, and hence is becoming quite popular. This house carries a full range of colors and patterns. Their stock of other dress goods is very complete, considering the strong demand of the season.

Gordon, McKay & Co. have just received a shipment of five hundred pieces brown denims, in four ranges. These goods were bought at a specially low price and are being closed out on a small margin. They are calling the especial attention of their customers to this bargain in cotton goods. They are showing some clearing lines in dress goods, including particularly tweed effects, meltons, shots, fancy French flannels, dress robes and colored silk velvets. Their stock of ailted linings is quite complete in satins and Italians, with one specially low of satins.

W. R. Broek & Co. have had a very great demand for ladies' low-priced waterproofs, and the consequence has been that cable repeat orders have been very numerous, in or-

der to keep these goods in stock. Two more cases have just passed the Customs and been placed in stock. Grey and brown checks and stripes are contained in this shipment, and these patterns are the neatest that have been shown for some time on this market. They also have invoices of a repeat order of their now well-known line of honeycomb shawls, which can be retailed at that price. The demand this season for ladies' underwear has been exceptionally large with this house. Their leading lines at popular prices have proved to be the proper goods at these prices. They have just received a fresh stock of ladies' silk dress laces in all varieties. They have also re-filled their stock of overcoatings, and now show very complete ranges. Their choice of lines seems to have been very fortunate this season, judging by the strong demand that has been experienced, especially in chevots.

John Macdonald & Co. are showing a special drive in 28-inch grey flannel considerably below manufacturers' price. Another special line that is being shown at present is in tea-cloth, though both lines are limited in quantity. They have just received a new line of white quilts which fill a demand that has not heretofore been supplied. These are made of good material and not, as cheap goods usually are, made of waste cotton. A shipment of low-priced linoleums is just to hand, and the trade can now be furnished with them. They are showing a special line of ties in four-in-hands and knots. These are part of a shipment of ten cases just picked up by their buyer in England, and are being sold at very low prices. In knitted wool goods they are experiencing a strong demand, due no doubt to the large variety of the stock. It includes shawls, skirts, cardigans, caps, hoods, tuques, infantees and bootees. These comprise lines of both German and domestic manufacture. They are always replenishing their stock of ribbons and silks, and thus the ranges and varieties are kept up. Ribbons and silks are good stock just now on account of the recent rise in raw silks, and as prices in general have not advanced as yet.

OUR MONTREAL LETTER.

If the movement of goods from jobbers' hands during the months of September and October is a fair criterion, a good winter's trade is anticipated. All lines show a gratifying degree of activity, and the fact that reports regarding payments indicate a steady improvement is encouraging, for it shows that buyers are operating on a sound basis. Then, too, at least so far as Ontario and Quebec are concerned, a lot of weak people have been wiped out of the trade, while stocks of all kinds have been worked down so low that the fresh orders on which business is now moving are an actual necessity. There are no accumulations of old and unprofitable stock therefore, and jobbers are now reaping the benefit of this. Values all round are firm—in fact, remarkably so—the special features in this connection being advances in colored cotton goods and lines of woven silks, ribbons, etc., while indications are not wanting of the possibility of further stiffening in the near future. Reports from both country and city dealers speak of business as being active, while in addition

to the free movement that has taken place on regular fall account from jobbers' hands, letters and orders from travellers say that the sorting-up trade promises to be a very good one. Speaking of the general situation, a leading wholesale man summed it up as follows:—Trade in the far west might have been better, as the people out there are still working off the effects of a succession of bad crops. With the good crop last year, however, and the favorable prospects this season, better things are looked for. In British Columbia the evils of overstocking have not been entirely obviated, but the position is much modified and the anticipations now are for a fair average trade. In the lower provinces the movement has been hardly the average; and up to June last matters looked unsatisfactory. Since then a better feeling has been noticed. In Ontario and Quebec, however, business has been brisk, the improvement being more than sufficient to offset the reduced percentage in the two sections previously referred to, so that the aggregate movement if anything is considerably better than for the corresponding period last year. Payments in all the older provinces have been good, but in the far west there has been plenty of room for complaint. Better returns are hoped for now, however, in consequence of the two good crop years that they have had. With regard to spring trade, it is too early to speak yet. Buyers from all the houses in both heavy and fancy dry goods are now in England, and will not be back until the middle of November. Nothing will be done, therefore, with regard to spring samples until they return.

In heavy dry goods the movement was satisfactory. A feature is the scarcity and firmness of the better descriptions of blankets, the supply being too short, in fact, for the demand. Lower grades of goods have benefited in consequence. In tweeds and men's clothing material all the houses report good business. There is nothing special to note, the prevailing styles this season running to quiet shades of the pepper and salt description, browns and dark greys being the favorites. Checks seem to be out of it this year. In overcoatings meltons of various shades still rule the roost, while Irish goods seem to fill the bill in the heavier lines.

Dress goods have been in fair request, with a good movement. The exceptionally fine warm weather we have had has, however, somewhat restricted the demand in this connection. The styles this season are of the most modest description, both in design and color. Staples such as cashmeres, serges, etc., supplied most of the sales.

The movement in underwear, etc., has been fully up to, in fact over, the average, especially in Scotch woollens, and the houses are now engaged in rushing forward orders for this class of goods. The demand for mantles and lace trimmings has been very large. In fact the fancy goods trade, from regular millinery all through the list, has been gratifying.

Haberdashery and knit woollens were fairly active and in line with the general movement, but do not furnish any special feature.

In cottons it is a little too early yet to speak of the spring trade in the ordinary jobbing way, but an interesting feature has been the advance in

colored goods. The appreciation in price for the spring trade is fully equal to what was expected, this kind of goods being 15 to 20 per cent. higher than they were last year. Not only this, but as the output of each kind is kept from exceeding the possible consumption, there is no chance of any decline; merchants have to understand that if the price quoted does not suit them they can leave the goods.

The clothing trade reports a movement above the average. From the far west the demand was lighter than usual, but with the two good crop years that they have had out there manufacturers here hope for improvement. The lower province demand also was hardly up to the average, but in the two central provinces a good business was done. Travellers are now out with spring samples in the Maritime provinces and the Northwest, but it is a little too early yet to judge of what prospects are. The demand for the new Rigby waterproof lines, which are made up into all sorts of garments, is one of the special features of this branch of business.

In silk goods the feature is the cable news from Europe to the effect that raw silk has advanced from 20 to 30 per cent. within the past few days. Of course this will have a corresponding effect on our manufactured goods, and this is where the interest centres. In fact woven goods, such as ribbons, etc., have already been advanced 10 per cent., and further appreciation is likely to follow if the cost of the raw is enhanced, which is likely. American thread men have also put up their prices 10 per cent., and our manufacturers here are considering the advisability of marking up prices on similar lines here to the same extent. The advance in raw material seems to be due to natural causes also, and not any speculative boom. There has been a big revival in the dress silk trade of the south of France, advices from Lyons stating that it is better than for ten years back. This has led to a largely increased consumption of the raw material, and as the Italian crop is very short and that in China and Japan less than the average, the price of raw silk has jumped sharply under the natural force of the demand.

LONDON FUR LETTER.

THE depression from which our trade has been suffering for the last three or four months has not as yet entirely disappeared, although we are glad to say there is at last evident signs of vitality which we trust will be maintained. There is no doubt that a great deal of the shyness on the part of buyers has been caused by the uncertainty as to what would really go this autumn, and although we have now reached a point when our furriers should be very busy, indeed, there are some only working half time, whilst others are standing still for want of knowledge as to what to manufacture. This, of course, does not apply to the fur-lined mantle trade, as we have already pointed out in our previous letters, this branch of the trade is certainly having the pull this year.

The open-fronted jacket with roll collar, which was so much in vogue last autumn, is again coming to the front, and some good orders have been placed this week for this style of garment, most of them being trimmed with nu-

tria, whilst a few have been trimmed with skunk-dyed opossum or black Australian opossum. Our West End trade still keeps very much behind, and some of the general houses have been compelled to reduce expenditures by discharging some of their people, and this is certainly what we do not expect at this time of the year.

Susliki Linings.—It is very strange how this article fluctuates. It is but two months ago they were selling at 7s. 6d., and although the demand today is just as good, the price has tumbled down to 5s. 6d. and 5s. 9d.

Squirrel Lock Linings.—Although no fresh goods have been allowed to come from Nijni, prices are not so firm today as they were last month, and should the restriction be taken off there is no doubt we shall see prices very much easier.

Mink are in very good demand, dark skins being very much sought after.

Mink Tails.—Last year there was absolutely no sales for these goods, and thousands of good tails could be had here from 2 1-2d. to 3d. per tail, whilst today 1s. can be had for only middling quality, the best fetching as high as 1s. 6d.

Grey Fox.—The demand exceeds the supply.

Musquash is still selling pretty freely; natural black skins have been enquired after recently, but of course there are very few in this market.—Fur Trade Review.

GLOVE NOTES.

Mandarine seems to be a favorite color in both kid and suede.

Large pearl buttons in four-button gloves are offered for spring orders.

This is likely to be the best glove season importers have ever seen.

Several importers announce that there is a craze for navy blue in everything.

Black welts and black trimming on light gloves are not quite new, but are recommended again for spring.

Chamois gloves used to be considered a specialty. If the business done in these continues to be as large as it has been this year, chamois will have to be classed among the staples.

The glove stores of Paris claim that they seldom have claims for damages, which is certainly not the experience here among agents or retailers, the latter often taking a glove back that actually shows soil from wearing, though the customer claims that it was torn in putting it on.

It is important to know that snede gloves of best quality are usually wrapped in tissue paper, and this sometimes gives them a glazed look, which is very objectionable. To remove this all that is necessary is to have a soft long-haired brush, and brush them briskly a few times, and their natural velvety look will return and the goods improve in value considerably.

The only warrant that a Parisian house will give is as follows: "We agree only to replace such gloves as are actually imperfect in material or in manufacture, and we cannot be responsible for their being put on by anyone but our own assistants, as many nervous people can never have the patience which such a delicate article requires the first time of putting on."—Economist.

SOME WINDOW DRESSERS' ERRORS.

ONE mistake that is occasionally made by the window dresser is placing the goods too near the window pane. They have been seen to actually touch, especially at the sides of windows dressed with curved effects. Not only is the effect of this bad, but goods so placed are liable to damage from the moisture which gathers on the glass. But in no event should the goods be placed close to the front. In curves have the goods most to the front at least six inches from the glass, while straight lines of goods look better at three feet than one from the window pane. Another very common error in the arranging of windows is the placing of masses of dark material at the back. This turns the window into a mirror, and the display of colored goods in front is ruined by being mingled with the reflections of surrounding objects. And, furthermore, many passers-by will direct all their attention to the reflections of their own faces, and not bestow a glance on your goods. When dark backgrounds are used either cover them by the goods displayed, so that no large surfaces of the background can be seen from the front, or else break up the background by introducing lines of color and by having it lie in folds.

There are a few golden rules for neophytes before they have developed that window dressing instinct which will enable them to make the best of the materials at their disposal, even though they themselves may scarcely know how it is done. First of all, don't overdo it. Let your first display be simple, and carefully avoid overcrowding. Take care that there is an aspect of lightness and airy elegance over the whole display when you have finished. Don't try to do without fixtures. Have a good supply of them, and if possible, have them good. At any rate, let them be as brightly polished as possible. Shabby fixtures will take off from the effect of the best displays of goods, and actually make them look of less value.

After all, of course, your window, however beautifully and tastefully arranged, will not please everybody. But never mind the fault finders. Study to do your best, and use every opportunity you can get for observing the effects produced by those who are successful in this matter. Thus your taste will be educated, and without slavish copying of details you will be able to produce similar effects in your own case.

Don't be discouraged if your window is small or badly constructed. Make the best of it, and carefully think out what kind of display will best suit the circumstances. You need a very small space to prove your taste and originality, and make a show which people will cross the street to look at. Lay it down as an indisputable rule that windows properly dressed make trade. Avoid the mistake of being too glaring, too flashy, but at the same time avoid being too tame, too commonplace. Neatness is a point that always pleases, and is always attainable, even where there is no possibility of getting up a striking effect.—Chicago Apparel Gazette.

A BUSINESS MAN'S VIEW.

WHY does not Canada increase in population, considering its physical advantages, being beyond doubt a healthier climate than the United States, and its equal in natural resources?

The causes are many. We must consider the nations that colonize now in greatest numbers, and reason out what deters them. Take the Germans first. They are no doubt to a great extent deterred from coming here and go to the United States from the feeling that it is a Democratic Republic, free from a grinding militaryism and a privileged titled class, not knowing our liberty and equality here. The other continental emigrants have the same feelings, more or less. There is a very erroneous impression in Europe in regard to this country. I had the pleasure of entertaining two ministers lately—one from Germany, the other from Switzerland. Nearly all they knew about Canada was that we had grand ice palaces here and a big fight about Separate schools; the inference being that Canada was an ecclesiastical-ruled and frozen country. Further, all profit is made by exchange or barter. You trade your excess in your own country for the excess of your neighbor. The political lawyers who rule the United States and Canada have thought fit to discourage and destroy this exchange; hence the loss to both nations, but especially to the weaker—Canada.

Further, our local commercial laws, except in Ontario and Quebec, are probably the most infamous in the world. Take, for instance, in the Maritime provinces; a debtor can assign his whole estate and prefer some favorite creditors in full (relatives usually), and if there is anything left he can insist that the balance must be divided among those creditors who sign his discharge. The creditors that do not accept and sign the deed of discharge obtain nothing. The Dominion Parliament is to blame for this state of affairs, as the laws relative to trade, commerce, and insolvency are under their jurisdiction.

Further, the mode of municipal or local taxation is bad, leading to deceit, fraud and concealment, and is unfairly placed upon active capital. Agriculture, trade and commerce are hindered and discouraged by bad legislation and bad laws; monopolies are encouraged, the few are made rich and become too exalted to live with their fellow countrymen here. They take their persons, and, unfortunately, their immense incomes derived from the labor of the many in this country to Europe, where they spend it. A government should rather aim to diffuse wealth in a community, instead of concentrating and centralizing it.

One blessing we have here is, we have heaps of political corruption, which, as the great historian Gibbons says: "Is the infallible proof and evidence of constitutional liberty;" but, unfortunately, the mass of those classes that emigrate are not acquainted with this latter fact.

PAUL CAMPBELL,
of John Macdonald & Co.

KEEP A WANT BOOK.

A wise plan is to keep a want book, and to put down in it every week, nay every day, the names of such goods as are asked for, or such goods as you are running short of. Buy these goods in reasonable quantity proportioned to your turnover, or to what you know of the needs of your customers, remembering that your competitors are also buying. It is very risky business to make purchases of large lines in the hope that you yourself will be able to control all of one make of goods in your town. There are too many stores and too many wholesale houses for this now-a-days. A man who has a stock all paid for, and who has had long experience in his business can afford to speculate in such ways, if any man can, but not the man the goods in whose shop belongs to his creditors.—Chronicle

HOLIDAY SPECIALTIES.

FOR the coming holiday trade every dry goods merchant should pick out a number of lines which he will especially push during the gift season. There are many lines a dry goods merchant can handle which are useful and fast-selling presents, but which must be displayed, advertised and talked up. Other lines of staple goods suitable for presents need preparation for the trade, but do not require so much attention. This latter line includes ties of every description, which should be always kept well to the front, especially in furnishing stores. It also includes fur goods of all kinds, a line which should not be neglected; gloves for both sexes and all ages; and many other similar staple lines.

But with regard to specialties, more care is necessary in their purchase, and when once placed in stock they must be sold during this season or be kept for another year. This makes them a difficult stock to handle, and greater care is required to see that stock does not accumulate and die on hand.

One line of goods which can be much used in this connection for gifts is a set of table napkins, table mats and tablecloths. When two or three of these lines are combined, a good selling line is produced. For instance, what could be more useful for a present of a husband to his wife than a beautiful linen tablecloth and a dozen fine linen table napkins, with the addition of a set of table mats, all bearing the one decoration? In fact, if such sets were manufactured bearing a peculiar design or a certain coat of arms, they would sell well.

Another special line that can be much used is handkerchiefs of all kinds, especially silk; and with these may be included Windsors and neck scarfs.

Many lines are shown by wholesalers especially for the holiday trade. Some of these lines are set forth and described in the Fancy Goods department of this paper. As an aid to the merchant the following list is given as including a number of the lines bought by Mr. Blackey, of John Macdonald & Co., during a recent visit to Great Britain and the Continent. These goods are expected to arrive in the course of a week or two. The leading lines are: Broad frilled art cushions, cosies and head rests, in pongees, silks,

satus, combinations and embroidered velvets; opera glasses; porcelain vases and figures; plush ornaments; rattan goods in work, serap and lunch baskets, trimmed and untrimmed; art work tables; combination metal and satin goods, in card receivers and candlesticks; three-fold stand mirrors; bronze figure ornaments; engravings; purses; perfumery, including Jean Marie Farina Cologne; satchel sets; satin and plush photo stands; work boxes and desks; clocks of all kinds and sizes; and handkerchief, glove and collar boxes.

THE KANGAROO BEING EXTERMINATED.

"The same fate threatens the kangaroo of Australia that overtook the American Buffalo, and practically exterminated him," said the Hon. Frederick W. Gibson, member of the Queensland Legislature. "Only a few years ago a reward of \$5 was set on the head and tail of every kangaroo in Australia. They were then the pests of the continent, and we tried our best to kill them off as rapidly as possible. Now, when it is almost too late, we realize our mistake, and have set to work to rectify it. The animal's pelt, you know, is one of the most valuable that finds its way to market, and kangaroo leather is rated high all over the world for making shoes and harness. On the whole, when I reflect on the short-sighted policy that controlled us early pioneers in Australia in the treatment of the kangaroo, I realize that we were little less than idiots."—The Furrier.

"There is something that I first saw during my travels in Germany," said a gentleman who but recently returned. "I am referring to bed quilts made of paper. They are making great headway, and can be found with almost every family now. They are warm, and a great deal cheaper than those we use. It would not surprise me to hear of some one undertaking their manufacture in this country."—Sunday Advertiser. Paper bed quilts and clothing have been made for several years by two concerns in the United States.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

CANADIANS! MILES & CO. TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

THE CELEBRATED
GUINEA TROUSERS, Etc.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,

Wilkinson & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

B. Levin & Co.

491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.



— THE —
AMAZON
VELVET SKIRT FACING
A NEW FABRIC FOR BINDING SKIRTS.

ADVANTAGES:

DURABILITY—Will outwear a dozen old-fashioned braids.

NEATNESS—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.

ECONOMY—Being done up in continuous lengths (3 yards) sufficient for each skirt.

ALL FASHIONABLE DRESS SHADES.

MANUFACTURED BY

MEYERHOF, MARX & SIMONSEN, MANCHESTER.

Representative: FRED KING, 61 Piccadilly, Manchester.

WHOLESALE ONLY.

FALL, 1892.

A. A. ALLAN & CO.

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

A. A. ALLAN & CO.,

51 Bay Street, Toronto.

BUYERS WILL DO THE RIGHT THING

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.



TRADE CHAT.

A MANUFACTORY for woollen and knitted goods is to be established at Oshawa.

Mr. Ed. W. Rowell, buyer for John Green & Co., London, Ont., is dead.

About \$700 damages to the shoddy mill at Stratford were done by a recent fire.

P. Slavin & Co., dry goods merchants, of Napanee, have opened up in Deseronto, Ont.

Mr. J. E. Lewitt, of Guelph, has let the contract for the erection of a new knitting factory.

Seal skins valued at \$200,000 were shipped from Victoria for London on September 15.

Mr. K. J. Tobin, of London, has transferred his stock of dry goods to Mr. James Shea, of Hamilton.

Hepworth's woollen mills, at Selkirk, Ont., were destroyed by fire Monday. The loss is placed at about \$3,000. There was no insurance.

At a recent meeting of the Kingston Hosiery Co. a dividend of four per cent. was declared. The old directors were re-elected. There is said to be a fine outlook for work.

Messrs. A. Sreaton & Co., dry goods merchants, London, Ont., have moved into new and more extensive premises at 134 Dundas street. They do an extensive retail business.

John M. Brown, merchant tailor, Belleville, Ont., died recently after a long illness, aged 66 years and three months. Deceased, who was highly respected, had carried on business there for forty years.

The Commercial Travellers' Association have settled Mrs. Aaron Friendly's suit by paying \$500, or half of the amount she claimed under a policy her late husband held. Mrs. Friendly has accepted that sum.

Burglars recently forced their way into Geo. Tanner & Co.'s men's furnishings store, Mount Forest, and stole about \$150 worth of ordered clothing and other small articles, such as collars, ties, braces, etc.

Mr. William Logan, the well known woollen manufacturer of Renfrew, died in that village on Friday last, aged 71 years. He was one of the old-time settlers of Renfrew, and was well known throughout the Ottawa valley.

Judgment was given by consent against the city for \$780 and costs, in favor of John Macdonald & Co. It originated from the injuries to the hoist in the warehouse by sand getting into the city water at the time the pile was driven through the conduit at Hanlan's wharf.

Mr. T. J. Donogh, an employe for about ten years of Mr. R. Simpson, Yonge street, was presented on a recent Saturday evening with a silver watch, bearing the inscription, "With the compliments and well wishes of his late fellow employes." Mr. Donogh is leaving the city for California.

There were two meetings of creditors recently in the office of Henry Barber & Co. The first was that of the creditors of Ruby & Hilker, the insolvent general merchants of Port Elgin. The statement showed liabilities of \$25,141.56 and assets of \$17,007.45; of the latter \$7,740.19 was stock and \$7,267.10 book debts. The other meeting was that of the creditors

of Henry Hilker, of Underwood. Liabilities in this instance were \$9,321.77 and assets \$38,563.34, showing a surplus of \$29,187. This firm was dragged into bankruptcy by the failure of the first.

The dry goods stock of J. H. Pyper & Co., Stratford, has been sold to T. A. Mills, Wingham, at 43c. in the dollar. The general stock of Trowin Bros., Shelburne, has also been sold to E. H. Crosby at 51c. in the dollar. Mr. Crosby will continue the business.

Henry H. and J. H. Burrows, proprietors of the Royal Carpet Co., and A. & A. Burrows, manufacturers of Ingrain carpets, Guelph, Ont., have consolidated under the style of the Royal Carpet Company. The first-mentioned firm operated fifteen hand looms and the second fourteen.

Fire and water did \$500 worth of damage at the dry goods store of Mr. James Morrison, London, Ont., recently. The origin of the blaze is a mystery, but it started in a front room over the store. A large hole was burned in the floor, but the blaze did not reach the store owing to the prompt action of the firemen.

The whole business of the Williams, Greene & Rome shirt factory, the main part of which has been in Toronto, will now be carried on in Berlin. The old Berlin factory has been enlarged to over twice its former size, and is now one of the largest manufacturing concerns in that town. The firm employs ten commercial travellers, who go through all parts of Canada, and also visit the United States.

The International Monetary Conference will be held at Brussels November 22, with seventeen powers represented besides the United States. The governments which have accepted the invitation of the United States to send delegates to the conference are Austria, Hungary, Belgium, France, Germany, Great Britain, Greece, Italy, the Netherlands, Portugal, Roumania, Russia, Servia, Spain, Sweden and Norway, and Switzerland.

The Dominion Blanket and Fibre Co. are applying for incorporation to manufacture blankets, woollens, cottons and jute cloths, fibre chamois and fibre chamois garments, and generally to manufacture and trade in the above and other manufactures. The principal place of business shall be the city of Montreal. The proposed amount of the capital stock of the company is \$250,000, divided into 2,500 shares of one hundred dollars each.

A clerk named Jacob Perlstein, who has been employed for over two years in the dry goods store of Fournier & Forrest, Ottawa, was arrested recently for stealing both money and goods from his employers. In searching his rooms at the residence of his uncle on Daly avenue, the detectives unearthed enough dry goods to stock a small store. Silks, satins, staple and fancy goods of every variety were found, and two cab loads of the stuff were taken to police headquarters.

Owing to the rapidly increasing demand from all parts of the world for the Bissell brands of carpet sweepers, the Bissell Carpet Sweeper Co. have been compelled to erect a large six-storey addition to their factory at Grand Rapids, Mich. The new building will be 78 x 120 feet, and will add seventy per cent. to their floor space, and give them a total of 140,000 square feet of room. This addition will be

fitted with machinery of the finest type, and will contain every desirable appliance for the making of high grade carpet sweepers.

Hugh Moore, one of the oldest and perhaps the wealthiest man in Dundas, died on the 14th inst. He had been in feeble health for some years, and had for a long time been unable to leave his bed. His death was caused by natural decay; he had reached the good old age of 86 years. He was a resident of Dundas for half a century, and was for many years one of the leading merchants of the town, dealing both in hardware and dry goods.

Five writs have been issued against the Ancaster Knitting Co., late of Strathroy, by employes, for damages for injuries received in the late fire. Mr. P. McPhillips, barrister, of London, is acting for the plaintiffs, Miss Dell, Miss Maggie and Lizzie Head, Miss Walsh and Miss Butler. It is alleged, amongst other things, that the company was guilty of negligence in not providing fire escapes as required under the Factories Act. Some of the young women are in bed yet from the injuries they received at the fire.

The following gentlemen have applied to the Lieutenant-Governor for a charter of incorporation under the name of "The Worsted and Braid Co., Ltd.": James P. Murray, T. D. Wardlaw, J. H. Hoover, J. T. Jackson, L. E. Anston, J. H. Jackson and Aaron Muirshaw. The amount of the capital stock will be \$100,000, divided into 1,000 shares of \$100 each. The new company will take over the real estate, machinery and business of the Auston Manufacturing Co. The business is the manufacture of textile articles, such as braids, boot laces, carpet warps, yarns, twines, and ropes. The company will conduct operations at Toronto Junction.

Mr. Blackey, one of the buyers for John Macdonald & Co., has just returned from a trip to Great Britain and the Continent. His object was to purchase leading holiday lines for his house. His return voyage was on the City of Paris, which made the famous trip from Liverpool to New York from October 13th to 19th. The exact time was 5 days, 11 hours and 24 minutes, beating her own best record made in July by 1 hour, 34 minutes. On the 18th the good ship's log showed a distance for that day of 530 miles, being the largest day's run on record. Mr. Blackey says this is but a sample of the swiftness with which Europe's latest novelties will be placed on the market by John Macdonald & Co.

How many know how to roll an umbrella correctly, so to keep the ribs from twisting around the stick? Most people grasp the handle with the right hand and twist the silk through with the left. That will spoil any umbrella after it has been done half a dozen times. A clerk thus demonstrated to a customer how it ought to be done: Grasping the handle in his right hand, he encircled the silk at the tip with his left, which he slipped down about half way of the cloth, pressing the ribs and braces firmly against the stick. The right hand was then shifted to the tips of the ribs, which were held firmly against the stick, while the left hand adjusted the roll of cloth around them. By this method the ribs were kept straight along the stick and not partly twisted around it, as the customer's roll.

A NEAT CATALOGUE.

MESSRS. GILLESPIE, ANSLEY & DIXON have just issued a most artistic catalogue. They are manufacturers of all kinds of fur goods, and also deal extensively in hats, caps and straw goods. The cover is an original design, containing a neat representation of their large warehouse at 58 and 60 Wellington street west. On the first page is a neat photogravure containing in the centre the picture of the manager, Mr. A. Ansley, and also the pictures of their six travellers. The rest of the catalogue is made up of full-page lithographs showing the finest quality of artistic workmanship and delicate coloring. These lithographs show the leading styles in fur garments carried by this firm. Among the styles of ladies' jackets shown, the seal box coat is the most extreme design, but all are new and taking. Numerous styles of shoulder capes are shown, and the styles are equal to the leading designs in New York or London. Besides these the catalogue exhibits the leading lines in storm, blizzard and medici collars, boas and victorines, ladies' muffs and caps, men's coats and caps, collars and gauntlets.

They are sole agents here for Christy's goods, and do a large business in this and other leading lines of hats. They also carry a full stock of hatters' requisites, such as brass window stands, size rings, brushes, etc.

A CITY MADE BY HATS.

In very few manufacturing towns or cities of this country is the population entirely dependent upon one industry for a livelihood. In Pullman, Homestead, Bethlehem, and perhaps South Bend, this is the case, but in each one of these instances a town has grown up round one mammoth establishment which may have separate departments, but in which the capital invested is controlled by one individual, firm or stock company. In the city of Danbury there is no such concentration of capital. It is the great hat centre of the United States. Its population of over 20,000 is entirely dependent upon the making of hats. At least one-third of all the hats manufactured in this country are turned out in Danbury. In fact there is nothing manufactured here that does not have some bearing upon this one leading industry. But there is no community of interests between the factories, no distribution of profits among owners of separate establishments. The proprietors of the twenty-six hat factories situated in the city are, with but few exceptions, men of exceedingly moderate fortunes. They have the earnings of a lifetime invested in their business. Most of them have risen from the foot of the ladder. The process of hat making, from forming to setting, is as well known to them by practical experience and years of work at the bench as it is to the hundreds of men whom they employ. There are few retired hat manufacturers. Those who have engaged in the hat industry seldom willingly retire; old age alone compels them to give up. It is the rule rather than the exception that owners of factories originally were workmen. They began in a small way to manufacture, and gradually improve their plants to meet the demand.—Chicago Apparel Gazette.

LONDON SALES.

Messrs. C. M. Lampson & Co. will hold their sales of general furs on the 21st and 22nd of November, on which dates they will offer raccoon, skunk, American opossum, mink, marten, Russian sable, gray fox, bear, wolf, Japanese fox, Australian opossum, wallaby, wombat, chinchilla, monkey, red fox, white fox, otter, Thibet lamb. Owing to the late arrival of the seal skins the sale will be held on November 23, on which date there will be offered the following quantities of salted fur seals: Alaskas, 7,500; Copper Islands, 30,000; North West Coast, Cape Horn and South Sea, 20,000 skins.

FANCY SPRING TWEEDS.

Mr. A. Hudson, representing Holland & Sherry, 7 Warwick street, London, W., England, is now in Canada showing samples of novelties in woollens and worsteds for next spring and the summer season. His assortment this year includes a large variety of costume cloths, livery goods, riding tweeds, fancy vestings, silks, Italian cloths and trimmings. The prevailing colors are greys, and the designs are exclusively their own. The leading West End suitings next year will be composed of fine Vienna wools, forming whip cord effects. Neat, quiet patterns will continue the most popular. A feature about this firm's goods is that they are shrunk. When the cloth is received from the factory it is put into tanks of cold water, and remains there for some days; then it is hung up to dry, and afterwards passed through a hydraulic press. The pieces then go to the examining room, where they are thoroughly examined and every defect is marked by putting a small piece of twine on the edge opposite the defect. If the defects are numerous the piece is returned to the maker. If the defects are only those which come from the usual process of manufacturers it is allowed to pass, the bits of twine remaining in to show the tailor where the defects are, so that he may cut his cloth accordingly.

Orders are being placed very strong for boating and tennis flannels. The past season saw but a limited number of patterns and qualities of these goods offered to the Canadian public; but next season the variety will be much larger. This will no doubt stimulate the demand into greater activity. Judging from the orders already placed there will be a large sale of these light colored suitings next spring.

FUR TRIMMINGS.

At this early day the high-class retailers and modistes are showing cloths and reps trimmed with Astrachan and mink chiefly, though beaver will be worn later on, as it has been selling very well at the large manufactories. One of the newest ideas in fur trimmings is to use two kinds on one garment, a flat and long-haired variety, placing the bands side by side, as mink and lynx, Persian lamb and brown bear.

Narrow edgings from one to two inches on the pelt will head self-folds on skirts or be put on alone, and bias borders of the goods or of velvet will

be piped with the tiniest edging of fur. Cuffs are to be trimmed with a piping or band, collars the same, also girdles, belts, and corselets. The long Russian blouse belted with the skin of the animal, the head and tail crossing in front, and collars are trimmed to correspond.

From the fact that very narrow trimmings are in vogue, many will be able to indulge in them that have not been able to before. The jacket effects now popular for corsages, whether as fronts only or fronts and a slashed back, offer a field for fur, as the edges of French dresses made in this manner are piped with it, and plaid and draped silk or cloth vests are edged with a band of fur or with Directoire revers piped with the ever-attractive fur.—Economist.

AS THROUGH A GLASS DARKLY.



Mrs. Boozey (short-sighted)—“I can't understand what fun Boozey sees in everlastingly peekin' through that there old telescope.”



Boozey (between the gulps)—“Tell ye what, but this telescope racket works splendid. It's a good job that the old lady hasn't asked to look through it, though.”

LONDON WINDOW DRESSING.

A REPRESENTATIVE of this journal recently made a hurried visit to London, Ont. The retail dry goods stores in this city are not very large, but nearly all seem to be prosperous and very carefully managed. There is a very tasty appearance about the interiors of these stores, which betokens live merchants, fresh stock and thorough supervision. But what strikes the observer most forcibly is the fact that the windows are all carefully and artistically dressed, and much originality is displayed in their arrangement.

One very pretty window might be described as "a hollow square." Around the back and sides of the window were hung lengths of dress meltons, loosely folded to about nine inches in width, and arranged with a space between each two lengths about equal to the width of the goods. The sides and back of the window were possessed of a nickel steel framework, and on this were arranged card samples of all kinds of braid and jet passementeries and other ornaments. These were not crowded together, but placed at regular spaces and hung so as to be easily studied by the onlooker. Then the floor of the window was covered with a plain cream fabric, arranged in luxurious puffs and small erect folds, giving it a very rough but pleasant appearance. On this a few dress goods pieces were placed standing nearly upright, but still slightly inclined, and being also placed at an angle with the window. Only a few of these pieces were used and space was abundant. These pieces of dress tweeds, tied with white tape, looked quite fresh, and were ornamented by having one corner of the last fold turned back, and also by having a sample card of buttons attached to one side. Thus the window was very simple in arrangement, not overcrowded and very striking. It had a fresh appearance which detained the passerby for more than a mere glance.

Another worthy window display which was observed was in a smaller window, and consequently the goods looked more crowded. No framework was used. The window was only about six by eight, and was dressed so as to be properly viewed from the corner of the window touching the street and beside the entrance to the shop. The back and sides were hung with dress goods neatly arranged, and the bottom was filled with dress goods pieces with folded tops, and fluted folds on the sides in some cases. These were arranged so as to show the rear pieces over the tops of the front pieces. Then from the centre of the window ceiling boas and other hangings, artistically caught up, gave a cosy and cheerful appearance to the window.

Ribbons were shown in several of the windows, the favorite method being by a suspension of the roll from the ceiling by a double band of the material. By arranging the distances and plan of these hanging rolls, as well as by varying their height from the floor of the window, very pretty effects were produced.

Linen was used in one window and shown in profusion; the window being dressed pretty full and well to the front. Towels piled up made a foundation, which was topped off by a display of fancy and stamped linen goods.

Much attention seemed to be paid,

especially in clothing stores, to their outside displays and to the exhibition of price cards. The men's furnishings stores were also made attractive by well filled windows. Some dealers seemed to have acquired the knack of displaying neckwear, and most of this was shown with a white shirt as the background for each tie. Extensive displays of white goods, relieved with a proper proportion of colored ties judiciously placed, show to advantage in a good sized window. But the display should run back as far as possible from the glass, thus securing a heightened effect.

THE SUCCESSFUL ADVERTISER.

THE following description of the successful advertiser is from the trenchant pen of J. J. Jones, who has charge of the advertising for Jones & Co., Kanas City, Kansas:

If you were going to plant a crop, would you test all signs, read all weather prophecies, and if against you sit down and say, "the season's going to be against me, therefore I'll not put in a crop"? Would you not be considered a splendid subject for an insane asylum? Would there be any comparison between you and the cheerful farmer who went out early and plowed his land and then planted his seed and used his every hour in assisting in the growth of the plant after it should begin to grow?

Then there is another kind of farmer who is an inseparable part of this discussion. It's the fellow who sits back and says, "I've done my part, now let nature do her's."

These three farmers remind us very much of the three classes of business men in existence. First, the business man who never advertises because he's afraid he won't get his money back. Then the one who advertises about twice a year, sits back with his hands in his pocket and says, "I've put an ad. in the paper, now let the people rush in and take my goods and pay me the money." Then there's the last

fellow. Ah! he's the daisy! He advertises every day. Has something to advertise. Has the goods shown, explained, displayed, sold. Always at work; early and late tending his crop-killing weeds, but advertising! advertising! advertising! He may throw away some money occasionally, but he laughs at that and goes in further and bolder than ever.

Don't plant a crop unless you expect to cultivate it. Don't advertise unless you intend to work it for all it is worth.

How many goods do you suppose this ad. would sell? "John Smith, dealer in hats, caps, boots and shoes, dry goods and notions. We defy competition. J. J. Smith." How would this work? "I'm going to sell a bargain to-morrow. Listen. Twenty cases men's winter boots on sale to-morrow at \$2 a pair, regular value \$2.50. Bought 'em low, sell 'em low. John Smith."

Don't advertise a lie; tell the truth and prove it.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issue of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

R. Parker & Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.

RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.

BRAIDS, Dyed and made up in gross and One dozen Bunches

OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.

FINGERING YARNS, Berlin Wools, Dyed and made up.

Send for Wholesale Price List.

Works and Head Office:
787 to 791 Yonge Street.

R. PARKER & CO., TORONTO, ONT.

WOOLLENS AND
TAILORS' TRIMMINGS

JOHN FISHER, SON & CO.,

Balmoral Buildings,
Montreal,
Canada.



Huddersfield,
England.

Fancy Goods

The wholesale fancy goods trade in this city has been somewhat injured this past few months by the selling of a certain fancy goods stock at cut prices to clear. But now that this stock is nearly all picked up, trade is becoming more normal. By the elimination of these fancy goods the remaining houses are experiencing a slight increase in trade. This will not be very great, but the lessening of competition will lessen losses and prevent cutting. This will have a beneficial effect on both wholesale and retail trade, as the latter will not be so likely to become over-loaded.

Orders are numerous but not bulky, as dealers seem to be buying quite cautiously. This is a good sign, with regard to stability of trade.

Messrs. Brown Bros. have just received a nice line of fancy Japanese basket ware, which are useful in the office and can be utilized by the ladies for ornamentation. The shipment includes waste-paper baskets in different weaves and shapes, document baskets, writing desks, and pen and pencil boxes. Bedecked with ribbons, these articles form nice Christmas presents for business men. Besides being always a staple line.

Messrs. Nelson & Sons are showing a beautiful range of Jardineres or fancy flower pots, including enameled ware, majolica, and phoenix art china. A variety of sizes and designs are shown. They have also a beautiful range of the celebrated Royal Bonn ware, comprising a full range, from small jugs to large mantle centrepieces. Another attractive line of fancy goods shown at present is a line of ornamental mirrors, comprising single, double and triplicate mirrors in heavy gilt and silver frames. The line includes photo frames of similar design. The designs are new and with a quiet but very pretty effect.

A fast selling line of stand work-baskets is being shown by W. H. Bleasdel & Co. These are extremely pretty as well as eminently useful, and should take well with the buying public. The variety is extensive and the goods are of well finished wickerwork. They are also showing a very extensive line of dolls, some of which are very pretty. The dressed dolls include several lines which show extreme care and excellent taste on the part of the manufacturer.

Hemming Bros. are continuing to uphold their reputation for manufacturing fast-selling novelties in fancy goods. Their oak toilet cases and handkerchief boxes have been a strong feature of the fancy goods market this season, the sale having been great. Some very pretty things in chamois manicure sets and dressing cases are shown; these have been prepared especially for the better class of trade. Their celluloid photo holders with the patent roll have had an enormous sale this season, and seem to be holding their own very well. Another of their leading lines this season is that of photo boxes. Several very pretty varieties are shown in plush covering, with metal ornamentation. They are also manufacturing several patent lines of photo holders which are not easy

of description, but which are nevertheless simple in their use and well adapted for holding and showing photos without the slightest injury to the picture. Dealers should examine these lines.

One of the latest novelties made by Boyd, Bower & Brumell is a fancy ballon match holder. The upper or ballon part is made of an incandescent light globe, covered with silk netting. The lower part is a small Japanese basket, fitted with a glass tumbler, and trimmed with fancy ribbons and pompons. This is attached to the ballon by strands of silk. The novelty may be attached to a gas jet as a receptacle for burnt matches or used for other purposes. Another novelty is an egg cosy specially designed by this firm for the home trade. The cover is made of eiderdown flannel, fastened with bows of ribbon, and in the interior is a wire frame, surrounded by eiderdown cloth and holding four or seven eggs. This forms an extremely pretty as well as useful novelty. The great American craze is now for tinted or French painted pattern goods in linen, Bedford cord, sorrento cloth and art flannels. The firm are showing a full range of these beautiful goods, in sideboard covers, table covers, cushions, splashes, etc. These goods are guaranteed to wash and the colors will be preserved as fresh as before.

One of the newest lines in fancy goods is a very pretty enamelled ware. It is made from wood or cane, but enamelled so as to imitate the various colors of celluloid. The inventor or manufacturer of these goods has made a happy hit; and when these goods are decorated in various ways they make the noblest knickknacks that have been shown for some time. Towel holders are made of rings of this material and satin or silk ribbons; previously brass rings were used, but were much more expensive. Sponge racks are very nobby; but when these racks are lined with some delicately colored gauzy material and ornamented with little bows of ribbons, they make neat catch-alls to hang on the wall of a room for receptacles for spoons, button hooks or any little articles that are likely to be lost if not kept in a certain place. Very pretty rattles are made from rings of this material decorated with ribbons and cobwebbed in the centre with silk cord; little brass bells are fastened at various distances on the cords.

Darner sets are a taking novelty. A glove darner set consists of a wooden darner for inserting into the finger of the glove, a shape of wax, an emery bag for cleaning the needle, and a button bag. These are all fastened together in a neat way by ribbons. A similar set is used for darning stockings. These are sold by the Boyd, Bower & Brumell Co. They show also a very pretty brush and comb holder, which is made of a square of tinted cloth worked in silk, fastened on covered pasteboard, this being caught up at two diagonally opposite corners, thus forming an oval receptacle. It is then finished with a frill of silk and lace and tied with a bow-knot of ribbons. They are also expecting novelties in hand-painted toilet stuff, and these goods will be in stock in a few days.

Most of the wholesale dry goods houses are now preparing lines of fancy

goods suitable for the holiday season, and these will be soon offered to the trade. These lines will be very new and taking, and will form a line which dealers cannot fail to make a lucrative part of their holiday stock.

Over 17,000 styles of silk goods are known to dealers.

The dyeing of one piece of linen requires eighteen distinct processes.

The bleaching of one piece of linen requires forty-four distinct operations.

Window Dressing

Fully explained, or How to Trim Your Windows in "300 Ways." A book of 250 pages, 150 illustrations, adapted to Grocers, General Merchants, and all lines of business. Price, post-paid, \$1.50.

HARMAN'S WINDOW-DRESSING HAMMER. Nickel-plated, self-sliding handle, so it may be carried in pocket. Handle serves as a receptacle for pins or tacks. Price, post-paid, 50cts.

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Glove-Fitting. Long Waisted. TRADE MARK.



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At Popular Prices.
The Perfection of Shape,
Finish and Durability.
APPROVED BY the
whole polite world.

SALE OVER
ONE MILLION PAIRS
ANNUALLY.

A large stock of these
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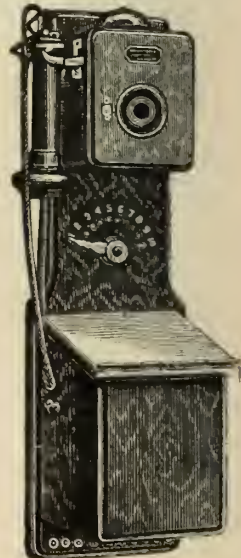
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See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

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It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

W. R. BROCK & CO.,
TORONTO.

JOHN F. POWER,

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—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

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• DRY GOODS, FANGY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning** and **Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths** and **Suitings**.

We purpose taking a larger share of the **Linen Trade** and have bought accordingly.

Please see our Samples and call when in the city.

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To the Trade:-

OUR DRESS GOODS stock is specially assorted for the assorting season, in Serges, Cheviots, Scotch Tweeds, Canadian Tweeds, etc., etc.

We have just received an excellent range of OVERCOATINGS, in Montagnacs and Fine Naps.

Our linen stock is fully assorted in Tablings, Towellings, Towels, Table Napkins, Hollands, etc., etc.

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FILLING LETTER ORDERS A SPECIALTY.

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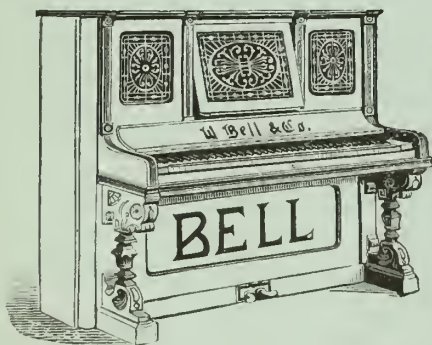
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THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

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THE CANADIAN

Dry Goods

REVIEW.

HATS, CAPS & FURS.
Millinery & Clothing.

WE HAVE TAKEN

This front page of THE DRY GOODS REVIEW to talk to our friends in the trade, with the view of drawing special attention to what we are producing.

The cold weather is rapidly approaching, so it would be wise to make up your sorting orders for the "Health Brand" quickly, and send them in.

Our Spring samples, which comprise cheap and pretty novelties in Pure Silk and other combinations of materials, outside of the regular staple lines, will be very shortly in the hands of the wholesale trade, and we would beg

your careful attention to these, and comparison as to values, before buying any other make.

THIS IS WELL WORTH REMEMBERING.

The Montreal Silk Mills Co.,

MONTREAL.



GORDON, MACKAY & CO.

Corner Bay and Front Sts., Toronto.

PRIOR TO STOCK-TAKING

WE OFFER Special Inducements in all Departments,
Particularly close prices on CLEARING LINES.

GORDON, MACKAY & CO.

THE BOYD, BOWER & BRUMELL CO., LTD.
3 Wellington St. West, TORONTO.

IMPORTERS OF—Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Gords, Tassels, Stamped Linen Goods, Novelties in Art Needle Work.

We are now showing novelties for the Holiday trade in Fancy Enameled Wooden goods, Plush Boxes, Celluloid Goods, Silk Head Rests, Hand-painted Silk Tidies, Hand-painted Glass Bottles, Baskets, Japanese Goods, etc. We are also showing many novelties only to be seen at our warehouse.

Perforated Stamping Patterns—We show the largest range in the trade. We carry everything that is required in the Fancy Goods Business.

Write for Prices and Samples.

Letter Orders Solicited—Which will receive prompt attention.

THE BOYD, BOWER & BRUMELL CO., LTD.

THE C. TURNBULL CO., Ltd.
OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full-Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

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MILES & CO.
TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

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GUINEA TROUSERS, Etc.

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McDONALD,**
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Toronto Agency: 30 Wellington St. East.

Special lines of Linens always in stock.

Close buyers would do well to inspect our samples.

W. MOWAT.

SP

R. Parker & Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.
BRAIDS, Dyed and made up in gross and One dozen Bunches
OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.
FINGERING YARNS, Berlin Wools, Dyed and made up.

Send for Wholesale Price List.

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TAILORS' TRIMMINGS—
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Canada.



Huddersfield,
England.

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Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

THE CANADIAN DRY GOODS REVIEW.

VOL. II.

TORONTO, NOVEMBER, 1892.

No. 11.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, H. C. McLEAN,
President. Manager.

HEAD OFFICE: - - 10 Front St. E.
MONTREAL OFFICE: 148 St. James St.

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CURRENT DRIFT.

REPORTS from Great Britain indicate that the cutting of prices in cotton thread, which Canada witnessed during the past summer, is likely to become general. The English manufacturers such as Chadwick, Lee and Roworth have been pursuing a course of business which seems to be displeasing to the thread kings of Paisley—the Coates firm. The Scotch blood at last is up, and the slogan has been heard. The result will be financially disastrous to all, but it may bring about a better understanding among all concerned. It seems to resolve itself into a struggle for supremacy in the thread world. Somebody will be benefitted while the giants fight, and that somebody will be the consumer; but after the battle is over, and honor has been satisfied, then somebody has got to make up the deficiency, and then the rag-tag of the earth—the much-to-be-pitied consumer—will have to pay for it. Let the war begin—for you cannot prevent it. Like the thunder shower it must wear itself out.

* * *

Poplins have experienced a stronger demand this season, than in previous seasons. This seems to be a peculiarity of the Canadian dress goods trade alone. The Textile

Mercury takes the Isish poplin manufacturers to task because they do not establish amicable relations with the wholesalers, but prefer to sell direct to the consumers. It would seem that the journal is right and the manufacturers wrong. But shouldn't a man be able to do as he likes with his own? A few decades ago, this question would have been regarded as needing no answer; but now it is different. The advanced of democracy, socialism, and liberty has narrowed individual liberty, and hampered individual action. The good of society, the welfare of the community, the rights of the proletariat are coming to be more dwelt upon and of more consequence. Slowly but steadily, socialism is permeating the world's institutions, the world's inter-regulations, and the world's thoughts; and some predict a speedy arrival of the time, when a man will never pursue his own interest first, but rather that of the community.

* * *

At a recent meeting of the dry goods section of the Board of Trade, it was decided that the Dominion government should be asked to act at once concerning the proposed Insolvency Act, as the country was suffering from the lack of a proper Bankruptcy law. The need is much felt among all classes of mercantile trade. A wholesaler of this city remarked a few days ago, that accounts in the Maritime provinces were so uncertain, that when word arrived that a merchant had failed down there, his firm simply closed the account into the loss and gain account, and tried to forget that they ever had such a customer. But the bill proposed last session had many serious defects which should be remedied before passage; the main objection to it, being its complicated and lengthy nature. The main feature of the bill were as follows: Creditors have power to attach the property of insolvent debtors who refused to assign; unjust preferences are prohibited; provision is made for the equal distribution of

the assets among the creditors, and provision is also made for the discharge of insolvents. There are to be no official assignees, but, except in counties or districts containing cities with a population of more than 20,000 the sheriff of the county or district (and in the Province of Quebec the prothonotary) is to be a guardian, and in counties and districts where there is a city of over 20,000, the Board of Trade is to appoint a guardian to take charge of the insolvent estates and call meetings of creditors, and at such meetings liquidators are to be appointed by the creditors. These provisions are apparently all right but they might have been written down in a more concise form.

* * *

Some people are taking strong exception to the article on Mercantile Evolution in the previous issue of THE REVIEW. They decidedly object to the idea that the big store is displacing the small store, and that distribution is centralizing. It must not be understood that we thought this change to be imminent, but rather that the change is both possible and probable. People must not expect that what is now, will always be; nor even that what is, is best, and that change means ruin. Change does not mean that the retailers of this country are to be deprived of a livelihood; it simply means that no young man will enter the trade in a small town, if he thinks the central machinery is too strong for proper profits. He will go to a larger and stronger town or away out of range of the big cities into northern Ontario, or the unbounded west. The old men will struggle on and die. The people will need just as great a quantity of goods as ever, and every man will find a place somewhere. The change is going on now, has been going on and will continue to go on. We don't see it, because it is so gradual. Moreover the towns won't necessarily vanish; certain stores will exist and certain trades will be carried on. But there will be more concentration. The little villages of from 25 to 100 houses are now vanishing; some towns in Ontario are growing, and we suppose it is the same in the other older provinces. A few large towns and large cities, will displace numerous small villages, and numerous small towns.

THE COTTON SYNDICATE.

THERE have been murmurs of war against the Cotton Syndicate during the past few weeks, especially in this city. A cotton factory has been talked of, but not seriously, by men of wealth. But to say the least, all dealers are not perfectly satisfied with the prices and methods of the syndicate.

It is often a little stone that makes a big ripple, and it was a little thing that caused an outburst of anger among Toronto wholesalers. The company commenced to charge for baling goods, an innovation, and there were a few unpleasant remarks made—by whom, no one knows; but at any rate they were made. We understand that the company have decided to remove this grievance, and henceforth the baling will be free.

But since the formation of the syndicate over a year ago, prices of cotton goods have advanced considerably. Grey cottons have advanced at the mills between 16 and 17 per cent., and colored shirtings have advanced from 10 to 17½ per cent. Tickings and cottonades have advanced but very slightly, and that only on certain lines. Now this advance can be added to the lowering in price of raw cotton, which has declined nearly 19 per cent. Thus combined, the advance on greys and colored shirtings is seen to be very large; and the question presents itself: Is this advance greater than circumstances justify? Much can be said on this question, and it is hard to arrive at a satisfactory conclusion. Before the buying up of all the mills, goods were sold at prices much below the cost of manufacture, and much money was lost. Hence a rise in some prices were necessary in order to put the business of making cottons on a paying basis. This has certainly been done, and now prices are high enough. This is certain. But whether they are too high or not, is an undecided question. It is not apparent that wages have advanced, but it is certain that the quality of raw cotton is not so good this season as in previous seasons. This is a circumstance which cannot be left out of consideration.

Still in spite of the fact that prices were below cost of production last year, and that raw cotton has been inferior in quality, many persist in saying that cotton goods are too high, and that importation will soon begin. If prices are too high, they will be a boom-crang to the manufacturers; and this remains to be seen. It is extremely probable that another mill will be started in Canada, or English goods imported to compete with the goods of the syndicate, before we have reached another November. When people get to starting and hearing rumors that any manufacturer is making fabulous sums of money out of his business, capital is soon forthcoming to establish opposition. But whatever may be the future course of prices, the condition of the domestic manufacture of cotton goods, or the fate of the present cotton syndicate, the latter must be credited with a business skill and energy which has placed our cotton manufactures on a paying basis.

CARPETS AND THE TARIFF.

JUST now there is a strained state of feeling among the carpet men with regard to customs regulations. For example when the dealers here object to certain of the appraiser's decisions they write to the commissioner, but he refers the matter back to the appraiser. This is a farcical method of appeals. Hence the persons who objects must send to the minister of customs, because no satisfaction can be got in any other way, and then the matter dies; or at least ceases to be a live issue. Such is the dealers side of the question.

Then the manufacturers have a larger grievance. United States cotton and jute carpets are being sold as unions on this market. This is a deception worked on consumers and on the customs department. One of the United States carpet papers has a quite laugh over it, and points out that there is a big demand from Canada for unions," and in the next sentence says that some Philadelphia firms have shipped large quantities of cotton carpets to the Dominion this season. The carpet men of this country have been trying to have this matter regulated and have asked the government to do so several times during the past nine months, and the dilatoriness of the remedy has been displeasing to them. But it was gall and bitterness, when they read the sarcastic little speech of the aforesaid trade paper, intimating that cotton carpets made good "unions" for Canadians. The dealers and manufacturers claim, that the whole difficulty can be obviated by directing these goods to be classed under "two ply and three ply carpets of which the warp is composed wholly of cotton and other material than wool, worsted, hair of Alpaca goat, or other like animals" on which the duty is 5 cents per square yard and twenty per cent. At present these goods come in under cotton manufacturers N. E. S. or under jute goods, on which the duty is only 25 per cent. This makes a considerable difference, e. g. a carpet which can be laid down here for 38c. under the first and proper class, can be laid down now under the last two classifications at 34c. The remedy is simple—direct that such goods come under the first class.

It may be asked, What are the reasons for this? The answer is easy. In the first place the consumers are getting poorer carpets which are being sold as unions, and it is necessary that proper and just goods should be sold. An ordinary customer in a retail store can not tell a woollen thread from a jute thread that is pulled out of a carpet. For jute and the worst kind of shoddy are used in the manufacture of these United States carpets. Moreover they are displacing good unions of domestic manufacturers. Domestic carpet manufacturers should be protected from such frauds. But the Canadian manufacturers base their claims on higher grounds even than this.

They say that at present the appraisements are wrong, and that they are asking for justice only, not for favors. These are strong contentions, and the government should attend to the matter at once.

There is nothing in modern manufacture which should be guarded against more than this selling of cheap, deceitful goods. This tendency has been made a great deal of by writers who have written on the evils of competition. Manufacturers in the United States are kept busy filling spring orders, during a few months preceding the spring delivery. But after this period there are not so busy, as fall orders are not so large, and if they can make goods, and sell them even at cost price, in order to keep their mills full and their machinery running, it is a bonanza for them. They do not seem to care what class of goods they sell, as long as it brings them the almighty dollar. But the Canadian market should not be their dumping ground, and it lays with the Minister of Customs to say whether it shall be or not.

THE PERSONALTY TAX.

ENOUGH has been written concerning this pernicious municipal tax to supply a student with five years' reading, but still it is with us. The cities of the United States have been trying to free themselves from it, but with only moderate success. In Canada, the leading cities from Halifax to Victoria have labored with the problem; but still the oppressive and iniquitous tax is used by our municipalities. The rulers of this country are too conservative altogether. The fathers of the municipality think that what was good enough for the grandfathers is good enough for the grandsons. In fact they find this problem too heavy for them, and for fear of making new mistakes, they retain the mistakes of the past. This is a nice rule of thumb, but it is exceedingly disastrous to the welfare and morals of the community.

Equality should be apparent in all systems of taxation, but it is not one of the results of the personal property tax. Part of a community's personal property cannot be found by even the shrewdest assessors; and when part cannot be found, the part that is found bears its own share, and the share of the unfound part. For example, suppose a municipality tried to tax a man on his bank deposits—does any sane man think those deposits would be there, when the assessor came to examine the books. They would be withdrawn. Theoretically they are taxable in Ontario; practically they are exempt.

Moreover, a personal property tax is inexpedient. It drives moveable property away from the municipalities which impose the tax most thoroughly. Now in cities, the value of real estate depends altogether upon the accumulation or personal property upon it;

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,
HAMILTON, ONT.

Keep this List before you !

Wool Yarns. 3 Ply. Saxony. Baldwins.

Hosiery and Gloves. Full Range.

Ladies' Hygiene Vests. All prices in stock.

Meltons. Our 8 and 10 cent lines are unexcelled. Full stock of Garnet, Brown, Navy Blue and Myrtle.

Navy Estamine Serges yet in stock but selling rapidly.

Fancy Dress Goods. We are offering some big inducements, to clear.

Overcoatings. All the best makes. Send for samples.

Sealettes. The best values in the trade. Send for samples.

Flannels. All prices in stock in Grey, Navy and Fancy.

Blankets. Grey and White. Stock well assorted.

Shirts, Drawers and Top Shirts. Fine assortment of all the best lines. Production is limited, owing to burning of Mills, and we advise you to keep your stock assorted early in the season.

Linen Department. Stock bought when the market dropped. See our samples and compare goods.

An increased share of your trade solicited through our representatives, or through LETTER ORDER DEPARTMENT which is steadily growing. **Keep your Winter Stock Well Assorted for the Next Two Months.**

and to drive away this moveable property is to create in this way, a double loss in assessable property.

Some forms of personal property are already exempt, and thus the burden falls more heavily on the other classes. For example, in Toronto all machinery in actual use for manufacture is now exempt, by a by-law.

But the greatest and gravest objection is the fact that a man must perjure himself or pay more than his share of taxation. Suppose you have two men doing business with \$50,000 capital, mostly in form of merchandise, one claims that his debts are so great that he is worth almost nothing, and he gets off with an assessment of \$5,000. Many men make such a statement who have few or no debts but do it to escape taxation. The other, being more honest admits a net worth of \$50,000 and is taxed on that. He pays ten times as much taxes as the other, and perhaps makes less profit. Tax debts as well—that is make no deduction for them, and the assessment is unfair and double taxation results. Exempt debts, and fictitious debts are created with a view to escaping taxation.

There is a strong idea abroad that a man who is engaged in commerce should pay full taxes. These men are the bone and sinew of our country, and their burdens should be lightened. In Toronto the merchants are suffering very much, as they pay the double share in many cases, due to faulty assess-

ments; and then this double share is again doubled by reason of the exemptions of other classes.

Now the personalty tax should be done away with for the above and other reasons. A tax on realty is better because realty is visible, easily valued, and permanent in location; it derives an increased value from public security and public works; and it is a permanent source of revenue. A personalty tax might work fairly as a Dominion tax, but it is useless as a municipal tax.

The Dry Goods Section of the Board of Trade are about to ask the provincial government to appoint a commission to investigate the subject. This is the least it could do towards learning truth. The dry goods merchants of this city are well knowledgeed in this matter and know whereof they speak. The most indefatigable worker for this reform is Mr. Paul Campbell, of Jno. Macdonald & Co.; but the movement has the sympathy of nearly all the leading merchants and other public men of the city.

A BUSINESS GUIDE.

Mr. C. C. Fleming, of Owen Sound, a member of the Institute of Chartered Accounts of Ontario and the author of several works, has issued a book, entitled Expert book-keeping, an advanced work in connection with this subject, which has never been treated by any other writes in as special a manner. It deals almost entirely with the formation, incorporation, and book-keeping, of joint stock and loan societies, churches,

partnerships, auditing, investments, municipal book-keeping, etc. It contains both the Dominion and the Provincial laws relating to corporations. Besides this it contains a great deal of information which is valuable and useful for all kinds of book-keepers and business men. It will be of special benefit to officers, shareholders, etc., of all classes of incorporated concerns, as well as to students of the advanced branches of book-keeping. The author has treated his subject in a clear yet exhaustive manner, and has produced a classic work on this subject. The book is elegantly gotten up and contains 337 pages.

LITTLE VS. MUCH.

Advertising to business is what the pastepot is to the editor—the grand motive power. But there is advertising and advertising. He who takes a quarter of a page in a journal, and puts into that space sufficient matter to run an edition of a half-penny evening paper, fondly imagines that a big business must result therefrom, because he has thoroughly and exhaustively described the wares he has to dispose of. But a vain delusion it is indeed for he finds, on comparing notes, that the advertiser whose announcement occupies double the space in the same journal, and who says what he has to say in a few well-chosen words, gets more enquiries and more direct business than his more wordy rival. Advertisers—take as large a space as you can: say as much as you can—in as few words as you can; and as often as you can.—Ex.

Mr. Corrigan acknowledges a debt of gratitude to the DRY GOODS REVIEW, as the success of his advertising scheme mentioned in another column was partly due to ideas received therefrom. But it requires an intelligent business man to make a paying venture from mere ideas.

ADVERTISING ADVICE.

INGENIOUS ADVERTISING.

SOMETHING startling in the way of advertising dropped on the town of Gananoque not long ago, and stirred the town to its very depths. It came like a gentle breeze, growing stronger and stronger as the interest grew deeper and deeper, until at last the merchants who had opened the cave of winds, and stolen the storm, were struck themselves by a blast so strong, that their doors had to be locked to keep out the crowd, and an extra watchman and revolver guarded the safe for one night.

One day the town and surrounding country were deluged with a storm of small handbills set up in fair display type as follows :

COMING.

ONE NIGHT ONLY.

Positively the best play on record entitled the
BIG DROP.

In Six Acts.

Act I—Fell in Love at first sight.

Act II—A Great Sacrifice made to gain a Reputation.

Act III—A Mystery to be solved.

Act IV—Another mystery, the whole town excited over the great slaughter.

Act V—A Duel is fought and witnessed by hundreds.

Act VI—The mystery is solved and everybody goes away pleased.

Between Acts there will be a great display of Novelties.

Don't forget the date,

SATURDAY, OCTOBER 22.

Look out for large circulars next week.

Everybody wondered who was trying to spring a joke, but very few people understood it. Its mystery was its greatest quality. The large circulars came. The front page of this four page poster contained in large type, the substance of the smaller. The back page contained only the words : Don't forget to attend the Big Drop, October 22nd, 1892. The two inside pages were filled up with reading matter telling about the big drop in prices at the dry goods store of Corrigan & Co. The story was well told, and well flanked with columns of information concerning the prices and quantities of stock. Below is the description of the last act.

ACT VI—The mystery is solved and everybody goes away rejoicing

First The reason we are the only store in town that sells for cash is that we can afford to sell cheaper as we have the use of the money, which enables us to save our discounts, which is in itself a fair profit. The majority of wholesale houses terms are 5 per cent. off 30 days, or 4 months' time, which means by paying cash you save 5 per cent. every 3 months, or equal to 20 per cent. saved in one year (simple interest.) If a customer owes an account for one year, the merchant to whom he owes it is simply losing 20 per cent. of his account, providing he cannot take advantage of his discounts.

Second. We are free from any losses of bad accounts.

Third. Our expenses are light, and our

profits at the end of the year have not to be divided among two or three.

Fourth. The greatest secret is in knowing how to buy. Goods well bought are half sold. After a person has bought hundreds of thousands of dollars' worth of dry goods they should have some idea of what suits the people. Our Mr. M. P. Corrigan has had ten years training with one of Canada's greatest dry goods men, Mr. F. X. Cousineau, now of Toronto, proprietor of the Bon Marche. When only one year employed with Mr. Cousineau he was appointed buyer for different departments of his store, and when only twenty years of age was sent on several occasions to Montreal and Toronto to buy thousands of dollars worth of goods. He was also buyer for the last six years for the late firm of Cousineau, Quinn & Corrigan, of this town.

ADVERTISING SPACE.

Here lies a difficulty which many retail merchants have encountered, and which has remained unsolved or solved in various ways. How much space should I use, is a question which every merchant must answer for himself. He must consider in the first place how much money he is willing to spend per year in advertising. Then he must consider where he is going to spend it, and thus figure down, how much he can afford or spend on a certain medium, say the daily paper in his city or town called the Star. He has studied the matter over carefully and finds that this paper is perhaps more worthy than its competitors and an advertisement in it will bring greater return than in any other paper. He allows it a more liberal sum than to any of the others, but does not discard all others, unless absolutely useless.

Then the question arises shall the contract be made for the same space all through the year or shall it be for a certain amount of space to be used at discretion. The former plan is used by many, but it is not suitable for some classes of mercantile business, because there are dull seasons when small advertisements are sufficient, and rush seasons when a larger space can be used to great advantage. But it may here be interpolated, that an advertisement should never be removed altogether ; it may be safe to contract it, but it is never safe to remove it altogether.

The Holiday season is here and holidaying advertising should be more stirring, more striking than at any other time. More space can be utilized at such a period than in ordinary seasons, and hence the latter of the two above-mentioned plans finds its advantages at holiday season or on special occasions. But circumstances alter cases.

BUSINESS AND ADVERTISING.

Fortunes have been made and lost in advertising. Fortunes have been made and lost in business. Those who lose often become soreheads, grow disgusted and cry out, Fraud ! Because we are less familiar with

advertising than with business we are more deeply impressed with the failures in advertising and more easily led to believe that it is a matter of luck and uncertainty, subject only to whim and caprice. But this is all wrong. The same maxims apply to advertising as do to business. "First creep, then walk, then run." Put the same energy and thought into buying and using advertising space that you do into buying and selling goods, and you will earn even larger profits. If you have never advertised before, begin at once and lay aside ten per cent of last year's profits and invest that amount in advertising, carefully, judiciously, slowly. Study, trace, and classify the results, and, arriving at conclusions borne out by the facts, modify or revolutionize your advertising accordingly. To do a retail business without advertising, where there is competition, is like using a sail-boat to catch a steamer. Ten per cent of your profits invested in advertising is a good rule to follow in beginning. Your ability to do advertising, like your ability to do business, is the chief factor in bringing the result.

ADVERTISING MOTIVES.

There are various motives in advertising. A merchant in a large Western city had built up an enormous retail dry goods store from small beginnings, having come from the East a poor boy. He was solicited to invest several hundred dollars in advertising in a finely illustrated Eastern periodical. He was gratified when he thought how his old friends in the East would stare in amazement at the picture of his establishment and the flattering account of his successes, and he concluded to make the contract. Not long afterward he was heard telling how he had invested hundreds of dollars in advertising and it never paid him a cent. But he was greatly mistaken, for he got just what he was bargaining for—taffy, flattering publicity, tickled vanity.

Men who buy advertising space just to see their names in print ; men who give out advertisements simply to secure somebody's good will ; men who make advertising contracts simply to make a great splurge before the public, all get what they pay for, but they don't get trade, which is the thing to advertise for. The man who gets trade through advertising is the man who buys space and writes his announcements with the sole object of getting trade. He studies to attract, to convince, to sell ; he does not study to win applause or admiration

The Cocheco Mfg Co have printed on a cloth a doll and elephant, which upon being cut out, sewed as directed, and stuffed with cotton, makes a durable, cheap and safe toy. There are two dolls or elephants in each yard. This should form a strong novelty for the holiday trade. These goods are for sale by all jobbers, the agents being Lawrence & Co., New York.

WYLD, GRASETT & DARLING.

Our Travellers are now on their respective routes with Spring Samples of Imported and Canadian Woollens, Dress Goods, Prints and complete ranges of Canadian Staples as well as full lines for sorting trade.

Orders solicited through our Travellers and by mail.

WYLD, GRASETT & DARLING.

V THE COLUMBUS BRACE

Is made by C. N. Vroom, St. Stephen, N. B. It is detached in the back and gives ease of motion and is easy on buttons. We have other specialties and a fine assortment of all grades of Suspenders. Don't buy until you see our samples. Orders by mail will have prompt attention.

C. N. VROOM,

St. Stephen, N.B.

FOR THE ASSORTING TRADE.

We are constantly in receipt of repeat orders and merchants visiting the city will find our stock specially attractive for the assorting season. Just opened the undernoted desirable lines, viz:—Colored Henriettas in Creams, Cardinals, Navys, Myrtles, etc. BLACK HENRIETTAS, all prices, special value. BLACK VELVETEENS, all prices, special value. COLORED VELVETEENS, Navys, Browns, Garnets, and scarce shades. NAVY AND BLACK ESTAMENS, all prices, A 1 value! NAVY AND BLACK HEAVY DRESS DIAGONALS, all prices, A 1 value! BRONZE, FAWN AND BROWN Cheviot Serges, new and fashionable goods. BLACK MANTLE BEAVERS, CHEVIOTS, SERGES, DIAGONALS, etc. Splendid Range of New and Fashionable TWEED ULSTERINGS. BLACK AND GREY ASTRACHANS AND SEALETTES—Extra value. BLACK VELVET RIBBONS, Satin and Linen Backs, all Numbers.

NOTE—We are now offering some very cheap clearing lines, in DRESS MATERIALS, DRESS ROBES, DRESS TWEEDS, CHEVIOTS, HOMESPUNS, etc., also prior to stocktaking we will offer clearing lines of odds and ends in every department at sweeping reductions.

INSPECTION RESPECTFULLY SOLICITED.

ALEXANDER & ANDERSON, 43 Front, Street West.

THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, Mr. J. E. Warnock.
Manitoba, Mr. M. H. Miller.

WHOLESALE ONLY.

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

THE LEE SPOOL

—TOOK THE—

- Gold Medal at the Jamaica Exhibition -

—AS THE—

Best Sewing Cotton for Hand or
Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

WINDOW DRESSING.

DISPLAY OF HOLIDAY LEADERS.

HANDKERCHIEFS can be displayed very nicely in about a thousand different ways. The filmy embroidered and initialed handkerchiefs which are now in great demand can be nicely displayed by taking a sheet of cardboard and make a good sized cylinder. Over this place a colored cloth, draw tightly, and then pin the handkerchiefs to the cloth, letting them drop in loose folds from the centre or affixing point. A row of these should be placed every three or four inches in the depth of the cylinder. If it can be hung so as to revolve somewhat automatically, it will be more noticeable. Some dealers use a pasteboard cone instead of a cylinder. A cone about four feet high, hanging in the centre of a window, looks well.

Neckwear may be well displayed if each tie is placed on a laundered shirt. Or they may be left unfolded and hung over a brass bar, if alternated with a pair of cuffs or a collar. Dark ties need a relief of white in some way, or a proper effect is not produced. Dress ties and shirts show best in combination.

Silk mufflers may be displayed by using the methods usually adopted for displaying either handkerchiefs or ties.

Cashmere and woollen gloves are best displayed in boxes. This is also a suitable display for kid gloves, hosiery and light underwear. A good stock is generally to hand, and a profuse display can be introduced as a change. In a furnishing store kid gloves can be nicely shown by hanging over a brass rod, alternated as in the case of ties. Many dealers place packages of lined gloves in the bottom of their windows, the wrist of one glove protruding a few inches and one of the

flap corners turned back, so as to show the lining.

A millinery window is never complete without hangings and a mirror. Lace curtains at the back and a mirror at the side do very nicely. Art muslins are much used for draping millinery windows. Then a nice plush, velvet or felt cloth must be used on the floor, and it must be kept scrupulously clean and neat. The colors of the window drapings and floor cover should not be too gaudy, or they will detract from the harmony of the colors in the headwear. A mourning millinery window should be all black and white. Children's white bonnets alternate beautifully with mourning millinery.

AN ENGLISH DISPLAY.

The following being a description of an English advertisement of Canadian goods is interesting. The Drapers' Record says:—

Blankets in themselves, however tastefully arranged, cannot be said to make a catchy window. A firm in York has struck upon the happy idea of making their annual blanket show an exhibition of unusual novelty. The establishment in question has been noted for years for its unique displays, and its knowledge of the art of window dressing. Upon each row or pile of blankets are placed some exquisite specimens of Canadian photography, chiefly representing scenes in the snow, each of which appropriately describes the article it is attached to: for instance, a pair of dainty erable blankets bears a photo of two Canadian youngsters with their toboggan, and labelled "a nice little pair," with the price; another instance, a large and strong looking blanket is embellished with the picture of two sturdy Canadians standing in snow shoes, and the words, "a very stout pair," such and such a price; a third instance is a pie-

ture of several hundred Canadian gentlemen, in their blanket-like costumes, having the notice in large letters, "Don't shiver, but join our club," and so on humorously throughout the very pretty shop front, many of the photographs being three feet square. This, no doubt, accounts for the unusual sight of a crowd of men minutely inspecting stock in a draper's window.

An abandonment was recently made on behalf of the creditors of the gents' furnishing and glove firm of Messrs. Godbee, Brown & Co., Montreal, on whom a demand for assignment was made some few weeks ago by Perrin Freres & Co., of Grenoble, France, and Montreal. The total liabilities will amount up to about \$45,000, with the creditors scattered in Montreal, Galt, Hamilton, Quebec, Sherbrooke, New York, Brooklyn, Rochester, Boston, Newburyport, and Lynn, Mass., New Haven, Conn., London, Edinburgh, Glasgow, and Grenoble. The principal ones are Messrs Parent Freres & Co., \$3,901; Gault Bros. & Co., \$2,084; George T. Slater & Sons, \$803; H. H. Wolff & Co., \$755; N. E. Brais, \$699; H. Shorey & Co., \$548; D. Maenaughton \$550; Ames, Holden & Co., \$439; John Murphy, \$427; F. & T. Leclair, \$417; Glover & Brais, \$402; Campbell-Lane estate, \$725; Bank of British North America, indirect, \$14,500; W. Brown, Ottawa, \$2,800; Gale Manufacturing Co., Toronto, \$1,484; Wyld, Grasset & Darling, Toronto, \$1,053; Hyslop, Caulfield & Co., Toronto, \$841; Samson, Kennedy & Co., Toronto, \$522; and John Maedonald & Co., Toronto, \$697. At a meeting of the creditors held subsequently Mr. John McD. Haines was appointed provisional guardian. The assets, which consist of stock, fixtures and good will, are put down at \$35,000, but they will not realize anything like this amount at a forced sale.



THE DRUMMER on the road.



THE DRUMMER'S return to the office with less than the usual number of orders.

MONTHLY COLLECTIONS.

THE great objection among retailers to monthly collections is the fact that the drop-letter postage is two cents per letter. It seems unfortunate that such an excellent system as this should be negated by a faulty postage system. Our postage costs us dear, because the federal government has seen fit to use the postal system as a colonizer, and for this reason many offices are kept open and postal routes used which do not nearly pay expenses. True, we have had a certain reform in having an ounce rate of three cents instead of the same rate for a half-ounce. But nevertheless the two-cent drop letter rate bears heavily on business men in the matter of statements. In England statements can be sent for the same rate as printed circulars, and if a regulation such as this were adopted by the Postmaster-General, it would be a great boon to business men. All other classes of drop-letters might be left at the present rate. This would not mean a serious loss to the department; in fact the history of such changes shows that it would increase rather than diminish revenue. Moreover, the prosperity of the government depends on the progress of trade, and this would be a powerful factor in putting business on a firmer footing. It would allow of statements of accounts being sent out more promptly; it would induce a shorter credit system; it would aid prompt settlements, and thus benefit business generally.

Monthly settlements are useful to business men, both creditors and debtors. It teaches the debtor carefulness in the amount of credit he assumes; it helps the creditor in obtaining prompt remittances and settlements. In a large business it is positively necessary. In a small business it is not so necessary, nor so profitable, because where accounts are small the expense is as great as where the accounts are large. But even in this case the arguments used above regarding cheaper postage for statements applies just as fully, because in this class of businesses accounts must be rendered at least once every three months, and thus the amount of postage is as heavy, correspondingly, as where the larger class of business houses send out monthly statements.

No dealer should allow any account to run longer than three months, unless there is a counter account, and even then there should be an adjustment and striking of balances every quarter. Where customers are agricultural there might be an exception with regard to certain customers, but here we are leaving exceptions out of consideration. Each dealer must arrange for his own exceptions. But to allow an account of any size to run for longer than three months is like driving along the edge of a precipice—you cannot tell at what moment you may be thrown over and crushed in the fall. It is not safe.

The great departmental stores in the cities do a strictly cash business, and consequently can afford to sell on closer margins. Thus the retailers of this country, outside of these big bazaar stores, are cutting their own throats. Men pay cash—why? Simply because they are forced to. But if a man knows he can get credit, he will not pay cash. This is a rule to which there are, we are glad to say, a few exceptions.

But the men who pay cash in the modern retail business of this country are very foolish—because they lose the interest on their money, which they might otherwise receive. A cash customer is seldom treated with more respect than a credit customer, often with less. Thus it is seen that it rests entirely with dealers themselves as to whether short credits and few losses, or long credits and many losses, shall be their practice and experience. In nine out of every ten failures the fault is bad debts and poor financing, and the sooner monthly or quarterly settlements are adopted the sooner the retail business will be on the solid rock.

OUR MONTREAL LETTER.

The aggregate movement in dry goods and allied lines since our last letter has been fair on the whole; but during the latter portion of October and the first part of November there was some falling off in trade. This, however, is not considered unfavorable, for dealers generally expected a gradual diminution in the sorting-up trade. Speaking generally, therefore, there has been little change to note in the position. Summing up all over Canada, our remarks of last month can be repeated. Reports regarding remittances have been good throughout the month, and prospects seem to be encouraging.

In heavy dry goods business has been limited in its proportions as compared with last month, but up to the middle of November sorting-up orders were of a very satisfactory character. Travellers have commenced to start out with their samples of spring lines, but it is yet too early to speak of returns.

The fine weather that has prevailed during the fall has interfered with the actual demand for dress goods, but with a spell of cold weather dealers expect to see better trade.

Business in fancy goods and millinery during the latter part of October was not as good as some dealers would wish, the weather interfering with the movement in this line, as in the case of dress goods. Travellers for fancy goods and millinery expect to get out in the course of a week or so.

In underwear, knit goods and other similar lines of woollens, the warm weather has naturally prevented the demand from developing to its fullest dimensions. Dealers believe, however, that the goods are wanting, and that it only requires seasonable weather to induce a good demand.

The movement in cottons has been for small wants only, but agents of the various mills here claim to be booking good orders on spring account from jobbers. This is taken as an indication of a good business next summer, as the percentage, according to their statements, is larger than at the corresponding period last year. Owing to the combine, values on colored lines rule very firm, and as the production is limited, there is little prospect of any lower values. This fact is having a sympathetic effect on other lines of cottons.

In clothing the actual movement is small at the moment, as the fall de-

mand is pretty well over. Houses here, however, report fair orders on spring account from their travellers in the Maritime Provinces and the North-west. In the central provinces their men are not all out yet with complete spring lines, and it is too early to give an opinion of the prospects.

The advance in silks to which we referred last month has fully developed, the expectations for an advance all round being realized. We note an advance in broad goods last month, and the appreciation has extended to all lines of silk manufactured in Canada, the rise being equivalent to ten per cent. There is nothing in the advices to silk manufacturers here indicating any change abroad. All coincide regarding the firmness of the raw silk market.

The wool market has ruled steady here throughout the month, and the fact that several cargo lots of imported wool have been turned over may be taken as an indication that the woollen mills require supplies. In this connection a wool salesman who has just returned from a trip through Ontario and Quebec states that all the mills report plenty of orders.

BUYERS RETURNING.

Some of the buyers for our big houses have returned, but not all of them.

Mr. R. L. Gault, of Gault Bros., returned via the Vancouver on the 2nd of November.

Another passenger on the same steamer was Mr. Jos. Slessor, of Jas. Johnston & Co.

Mr. John McLean, of John McLean & Co., only sailed for England a few weeks ago. He is expected back sometime during the first part of December.

Mr. J. Kissock, of Caverhill, Kissock & Binmore, is expected back by the close of the month. Mr. Kissock, it is understood, has been consulting some of the famous London oculists during his sojourn in England regarding his eyes.

Mr. Jno. Robertson, of Robertson, Linton & Co., is expected to sail for home in the course of a week or so.

Mr. Fisher, the buyer for the men's furnishing department of Wyld, Grasett & Darling, has just returned from a trip to Europe, and as a result of his visit there, the house is offering a number of desirable lines in neckwear especially suitable for the holiday trade.

Jos. Kellert, with the Montreal Waterproof Clothing Co., Montreal, was in the city this week showing a fine range of samples. He is one of those travellers who is known and liked by everybody, and his order book shows that he has not been loafing while in the city.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO

THE MONTH'S TRADE.

THE past month's trade has been very satisfactory to the wholesalers. There has been an increased demand for all lines of goods. Numbers of buyers have run into the city, and odds and ends have been picked up very rapidly, but of course at shaved prices. This pushing of broken lots and remnants is due to preparation for stock-taking. Stocks of all kinds are getting low; and every head of a department is desirous that the stock shall be as low as possible by December first. That is the day when the business of the year will be summed up and profit or loss reported.

Most houses are taking stock at present, or preparing for so doing, and many special drives are being offered in clearing lots. These oddments and endments are well worthy of the attention of dealers who can handle odd lines in any class of goods. The goods are new, fresh and popular, but the quantities are odd.

Fancy dry goods of all kinds are selling extra well. It is not all the houses that make a specialty of this class of business, and this makes it much more profitable for the few who do engage in it. It is a somewhat risky trade, but a profitable one; and which requires attention only at a slack season. This latter remark will apply to both retailer and wholesaler, as both may push fancy lines with considerable profit, just at this season of the year. The lines of fancy goods shown are really excellent in many cases; that is, the goods are both artistically fancy and eminently useful.

Spring orders are quite satisfactory and no one is complaining.

A strong demand is being experienced for men's and boys' heavy gloves of all kinds, and most of the houses have been compelled to re-order during the past week.

In overcoatings the demand is for friezes. This fall the domestic friezes or etoffs, as they used to be called, have been in stronger demand. The ready-made clothiers have consumed large quantities of this class of goods. It is an imitation of the Irish goods, and is much cheaper. The domestic manufacturers have made a fairly good hit in these goods. All other kinds of overcoatings are selling moderately, as the weather is not severe.

In tweeds the wholesalers are complaining that the demand is running to lower priced goods. These shoddy goods can be given a nicer finish, and consequently sell better to the middle class of consumers. These goods are partly domestic and partly imported, but it may be safely ventured that the bulk is imported. People demand cheap goods and they get them; but in the most cases it is veritable trash.

The feature of the past three weeks has been the great demand for cottons. This may be due to the announcement made a few weeks ago of an eighth advance on greys, and the expected advances on other lines. The demand has been on all lines of shirtings, cottonades, tickings, etc. But these have been sold by the wholesaler at the old prices, with a dating of December 1st; but as soon as the dating changes to April 1st it is expected that all the houses will advance their prices more or less. In fact, it will be necessary to do so. Colored shirtings and grey cottons can-

not be sold at the old prices when the dating of April 1st—four months—is given, and leave a profit to the wholesaler.

The lower grades in knit woollens—such as undershirts, topshirts, and half-hose—are advancing slowly in price. This is due to the regulations preventing the importation of waste from Belgian, German and other continental ports. This has caused a falling off in manufacture, and a compulsory use of better material to execute orders placed for October and November delivery. Underwear in some low lines has advanced 35c. per dozen.

The sorting trade in such goods as hosiery and underwear is likely to continue strong well on to December. This is the result of small ordering in previous months, and now dealers are placing small and more frequent orders. Consequently the demand will be brisk until the retail season is nearly over.

Most of the houses are laying in a strong stock of fancy handkerchiefs for the holiday trade. The trade manifests itself very clearly with the wholesalers during the latter half of the present month. These gentlemen are preparing for this expected run on this line of goods, and many beautiful ranges in Irish, Japanese and other makes are displayed.

Cloakings are selling well at present in all lines; some houses report a very strong increase over last year in this class of goods.

Dress tweeds are not selling so rapidly as before, but the great demand is now on black and navy serges. The old stand-bys have sold well this season in all varieties, and at present stocks are very low. Although wholesalers were prepared for a moderate demand, they did not anticipate so great a reaction in their favor.

The fur trade is fairly good considering the weather. Some of the manufacturers are very busy; in fact, orders have in some cases been refused. The prices are well maintained, and business is on a good solid basis. The feature of the demand is the inquiry for capes in all kinds of furs and in all varieties of shapes and styles. This was not unexpected, but still the demand bids fair to go away beyond expectations, if anything like a severe winter should set in. October seals sold at advanced prices, and this has stiffened the prices of manufactured goods and braced up the ideas of the holders of skins. Seals will in all probability be much dearer next season than at present. This October advance will not materially affect prices for a few months, as October skins are not manufactured this season.

In hats the fedora is holding its own in all kinds of shapes and styles. The Tourist has had a big run in the States, and this is a fedora. The rolling brim and the round crown are the favorites; but all varieties of this neat soft-felt class of goods are taking the fancy of buyers. People get tired of stiff hats and change to these more easy-going styles. In stiff hats the tendency is to order mainly in the old styles for spring, with perhaps a few of the more extreme designs now shown. But the latter are not becoming general. Tam-o'-Shanters are still in good demand, and promise well for cold weather. Heavy mits and gloves of all kinds are in strong de-

mand. Domestic manufactured lines are selling very well.

The millinery houses are quiet at present. The sorting-up trade not being very voluminous. Still most of them are doing a fairly good trade in fancy dress silks, and in spring goods such as parasols. Some straw goods are on the market, but it is too early to say much concerning them. Ready-made mantles are selling well. Fur-trimmed garments are in great demand, with beaver and astrachan leading. Among the better classes the Wattean pleat seems to be the prominent feature in heavy tweed, melton, beaver, and frieze jackets. Very few box coats seem to be worn.

NOTES.

Wyld, Grasett & Darling report a strong demand for overcoating, especially Irish and domestic friezes.

Gordon, Mackay & Co. are running off a special lot of 350 dozen comforters of full size, 72 x 74, in three ranges. These goods have proved quite a leader for them.

W. R. Brock & Co. are selling two lines of blankets which are taking well with the trade. Their sales in all lines of blankets have been large this year; but these lines are claimed to be extra good value.

Gordon, Mackay & Co. are making a specialty of several lines of fancy handkerchiefs, suitable for the holiday trade. Japanese handkerchiefs are shown in huge variety, while all other classes of fancies are in abundance.

Two special ranges of Turkey chintzes have just been opened up by Gordon, Mackay & Co. These are scarce goods, and they claim to be selling them at low prices.

Caldecott, Burton & Spence report a falling off in the demand for gauntlet gloves and an increase in that for lace gloves. These have been inquired after quite strongly during the past few weeks, as they are more suitable for fall wear with a jacket than the gauntlets.

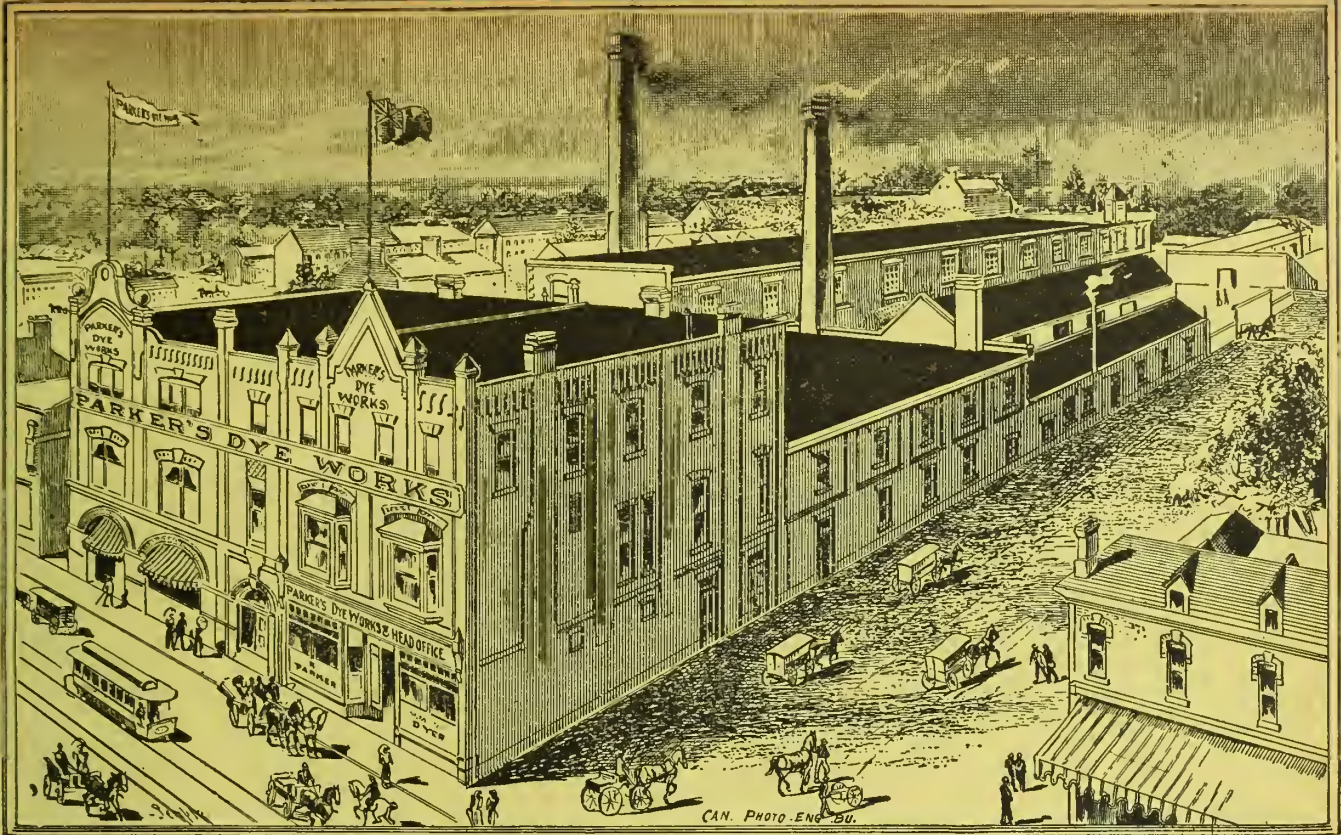
Gordon, Mackay & Co. have just received a shipment of white silk elastic in round and 6 and 8 cord; also black in round and 4, 6, 8, 10 and 12 cord. These goods are somewhat scarce at present.

John Macdonald & Co. have a line of overcoatings called the Montagnac. It is a very heavy nap goods, and combines the fact of making a dressy overcoating and at the same time one which is heavy and impervious to wind. The goods are of excellent quality, and their appearance and feel make them very saleable.

Gordon, Mackay & Co. are showing a good stock of St. Hyacinthe flannels, in light and dark greys, plain and twill. They have also restocked in white and scarlet Saxony flannels.

Wyld, Grasett & Darling are having a strong run on neckwear at present. This is a line which they make a specialty of, and their buyer is now in foreign markets securing the latest novelties for the holiday trade.

Alexander & Anderson report having a capital season in dress goods, and are now closing out some specially cheap lines to end up the season. They have just received navy estimanes and diagonal serges. These are repeats of these goods rendered necessary by the great demand for them; they have now in stock a full range of these goods at the different prices. In mantlings they



PARKER'S DYE WORKS AND HEAD OFFICE

R. PARKER & CO.

: *Dyers and Finishers* :

787 TO 791 YONGE STREET, TORONTO

WE MAKE A SPECIALTY OF THE
 Dyeing, Finishing of Dry Goods and Millinery Goods
 FOR MERCHANTS

∴ *WE ARE PREPARED to do the Very Best Work, employ only first-class artisans, using the most approved dyes and chemicals, and having the latest and most complete machinery for finishing goods*

*.....We especially wish to call attention to the Dyeing and
Finishing of All-Wool and Union Dress Goods, which
by the aid of our New Machinery we can guarantee no
shrinkage in the width of the goods.*

GOODS RECEIVED FROM ALL PARTS OF THE DOMINION
 SEND FOR QUOTATIONS

DRY GOODS DEPARTMENT



All-Wool and Union Dress Goods dyed and finished, without shrinkage in the width, and made up as originally.

BRAIDS—Mohair, Military and other Braids dyed and made up.

HOSE.—All-Wool and Cashmere Hose dyed and put up in half-dozens, and boxed when desired. Our FAST BLACKS cannot be beat.

WOOLS.—Berlin Wool dyed and made up in quarter-pounds. Fingering Yarns dyed and put up in spindles.

TWEEDS.—Cloakings, Jersey Cloth, Meltons, etc., dyed and finished.



MILLINERY DEPARTMENT



OSTRICH PLUMES.—We beg to call special attention to our Dyeing, Cleaning and Curling of Ostrich Plumes. Milliners who have a quantity of old feathers on hand can have them dyed and cleaned and made up in Flats, Tips, Aigrettes, Pompons, Mounts, etc.

RIBBONS—Union and Soft Silk Ribbons dyed and finished equal to new and re-blocked.

NEW GOODS SHOULD BE FORWARDED TO THE WORKS DIRECT

R. PARKER & CO'Y

787 to 791 Yonge St.

TORONTO, -:- ONTARIO

TO MERCHANTS



“ In Canada very few stocks of dry goods, millinery, etc., can be found that are free from pieces of goods which are in their original colors unsaleable, mostly owing to the changeableness of fashions, such cannot be disposed of except at great sacrifice and loss, and even if sold are rarely found to give satisfaction to purchasers, such sacrifices should not and need not be made.

“ Many merchants do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store, because they will not bring near their original cost price, forgetting at the same time that the longer such goods remain on hand the greater loss they cause of interest and principal.

“ We have already been the means of converting many thousand dollars worth of old and unfashionable goods into choice saleable stock, and we are fully assured that there yet remains millions of dollars worth of undesirable dry goods evenly distributed with merchants throughout the Dominion.

“ By sending to us for our wholesale price list, and making a careful calculation, it will be found that it pays to have the old stock re-dyed, and that by doing so it is the only possible way that the capital invested can be recovered.”

R. PARKER & CO.

- Dyers and Finishers -

787 to 791 Yonge Street

TORONTO, CANADA

To Our Many Kind Customers



We thank you most heartily and sincerely for the vast amount of patronage which has been bestowed upon us during the past sixteen years, and we feel that the efforts which we have put forth have not been in vain.

Our idea has been to do the best work, and as the demands of the trade required, we have from time to time added new buildings and the latest

- Improved Machinery -

Our latest addition has been machinery for finishing All-Wool and Union Dress Goods, one machine alone costing us over \$2,500.00. Goods such as Bedford Cords, Merinos, Cashmeres, Nun's Veilings, etc., can now be finished without any shrinkage in the width.

As in the past we will "Hold First Place," and our customers may rest assured that all goods which we take in hand will be dyed and finished as well as it is possible for them to be done, and as good work as is done in any part of Europe.

R. PARKER & CO.

Dyers and Finishers

787 to 791 Yonge Street, Toronto

BRANCHES AT

HAMILTON, BRANTFORD, LONDON, ST. CATHARINES, GALT, WOODSTOCK

have also received repeat orders, and have now in stock all the leading lines, such as heavers, chevots, serges, diagonals, astrachans and salettes.

Wyld, Grasett & Darling are showing two special lines of blankets and are creating quite a movement for them. One is a special line of all-wool, and the other a special line of union, in all weights. In some lines of Campbellford flannels they are offering special inducements to buyers. Their stock is full and well assorted by recent repeats.

W. R. Brock & Co. have just had a repeat of their celebrated dollar line of honeycomb shawls. Among other special lines just received are a line of ladies' grey ribbed vests to retail at 25 cents; a line of ladies' heavy wool underwear, which they control on this market, and which is beautifully finished and can be retailed at a dollar with a wide margin; and a line of domestic lined gloves, heavy and substantial stock being used in their manufacture.

Foreign rattan goods are just being opened up by John Macdonald & Co.; the shipments contain such goods as letter baskets, work baskets, scrap baskets, lunch baskets, and music racks. These are really beautiful goods. A large shipment of several cases of silk handkerchiefs is to hand, and placed orders will now be filled. Repeat orders for men's heavy wool half-hose have just been received. Vases in great variety and in different kinds of ware are shown. Their stock of lined kid gloves has just been replenished by new shipments.

Gordon, McKay & Co. have just secured four thousand pieces of flannel-ettes in checks and stripes. This lot will comprise one hundred different patterns, but only one quality. These goods have been bought at about 20 per cent. below manufacturers' prices, and will be sold at a close margin. They guarantee them first quality and worthy of attention in all respects. Although cottonades have advanced in price, this firm is offering two special lines of overalls at low prices which are excellent value. They have large quantities of them.

John Macdonald & Co. have a number of special lines of small wares among which the following may be mentioned:—Lindsay's patent safety pins, pin and string tickets; H. B. Embroidery cottons; dressmakers' belt-ings, bone casing, seam bindings, horn strips, dress stays, feather-stitched braids, Barbers' linen thread, wire and hair brushes, miscellaneous pins, dress shields, hair curlers, loom-webs, elastics, suspenders, corset and dress laces, linen, cotton, and silk handkerchiefs. All these lines have been sorted up during the past few weeks, and stocks are very complete at present.

Samson, Kennedy & Co. are opening up a lot of chenille curtains, which comprises a large range both as to pattern, color and quality. In children's and misses' wool caps and hoods they are showing a good range. One of their specialties at present is a line of cornice poles in antique oak, ebony, mahogany and ash, at all prices. For the cheaper class of trade these poles are taking extremely well, and the enquiry for them has been increasing, notwithstanding the short time they have been on the market. The poles are fitted up with wooden rings and brackets. They are also doing a good

trade in brass pole trimmings. In seal-ettes and mantle cloths their range is extensive at present, having been kept so by repeats, notwithstanding the strong enquiry for them and the numerous and bulky orders executed. They have a low line of all-wool Henriettas which they are running on at present. A shipment of black and colored velveteens has just passed the Customs and will soon be placed in stock.

John Macdonald & Co. have opened up another shipment of ladies' and children's fine ribbed wool hose. They are the balance of a manufacturer's stock, secured at a low figure, and early purchasers will get the benefit. Odds and ends of dress goods are now being offered at clearing prices, and are being rapidly picked up. Their lines of dress goods have been good sellers this season, and consequently odd and broken lines are valuable. A manufacturer's stock of braces, comprising over 2,000 dozens, has just been opened up. This shipment contains 23 different styles, and are placed on sale so as to be cleared rapidly at about one-third less than usual prices. They have also just passed into stock three cases containing eleven hundred dozen of manufacturer's job handkerchiefs. A case of ladies' portmonnaies have just been received in ten different numbers. They have refilled their stock of yarns by repeats in Saxony wools, fingering and domestic yarns. Eight different numbers of new style American corsets are being shown. They are extra good value, and with Thompson's English glove-fitting corsets, and the best domestic makes, their stock presents a very large variety.

Wyld, Grasett & Darling have placed in stock a fresh shipment of glass cloths in fancy checks ranging through all usual prices. They claim that these goods are of the best quality. In domestic shirtings they are offering some splendid drives. These cottons bought at old prices, and are now being sold at prices equal to the present cost at the mills. They are showing one special line in ladies' underwear at \$9 per dozen, which is taking well; this is a line of natural wool, the sale of which is controlled by them in this city. They are also pushing a nice line of laced kid gloves which were received recently. These are much in demand at present, and they carry a full range. In their furnishing department underwear is moving freely, and there is a strong demand for lined gloves in kids, napa bucks, buckskin, etc.; and also mufflers in fine cashmeres and silks. These latter are shown in fancy designs, such as polka dots, checks and Paisley patterns.

John Macdonald & Co. are in receipt of a shipment of the "Amazon" velvet skirt facing, the new fabric for facing and binding skirts. It is becoming very popular here.

Messrs. Gillespie, Ansley & Dixon have quite a collection of heads and horns of fur-bearing animals decorating their establishment. Among the most noticeable are: The head of a Cape Horn buffalo, which is very wild looking compared with the shaggy, ferocious looking head of the American aborigine; several heads of Peace River moose, which are remarkable for their length of nose and the size of their shovel-shaped horns; and the long

spreading horns of the Russian deer, much like our wapiti. Mr. Ansley during a recent visit to the West tried to secure a large musk-ox head, which is in the possession of the Hudson Bay Commissioner. He offered a good round sum for it, but did not succeed in obtaining possession of the prize. A very pretty musk-ox has recently been added to the museum of the University of Toronto. It is a medium-sized bull. It and its mate were killed last winter in the northern regions, and one was sent here and the other to McGill University in Montreal.

Mr. H. Adams, of Jas. Adams & Co., Belfast, Ireland, who has been home on a business visit, has returned to the city and may be found taking orders for all kinds of linen goods at 64 Bay street.

Messrs. Bradshaw & Sons have become comfortably settled in their new warehouse at 9 Wellington street E. Mr. Bradshaw, Sr., says that they have all the business they can attend to, and the busy aspect of their establishment bears out his words. They handle the output of several woollen mills, and do an extensive general trade.

Mr. William Mowat, who manages the Canadian office of Messrs. Stewart & McDonald, of Glasgow, at 20 Wellington East, is at present in Western Ontario on a business trip. This Glasgow firm do a general dry goods trade and their goods are justly celebrated. Mr. Mowat is doing an excellent trade for his firm.

Chalcraft, Simpson & Co., manufacturers and dealers in readymade clothing, have removed from 43 Colborne street to 62 Front street west. This was necessitated by the enormous increase in their business during the past year. By prompt attention and live management they have established an extensive trade.

Alexander & Anderson have received repeat orders in black and colored velveteens and black and colored Henriettas in scarce shades. Another shipment comprises black satin-backed velvet ribbons in all numbers. Silk handkerchiefs and other lines of fancy goods are to hand for the Christmas trade.

In staple goods Alexander & Anderson are showing special values in grey and white cottons, shirtings, flannel-ettes, denims, etc.

W. R. Brock & Co. have a well-assorted stock of novelties for the holiday trade. These have been chosen with a special view to meeting the demands of all classes of traders, and will no doubt be carefully inspected by these different classes, especially by the pushing retailers who make a push for big sales whenever the slightest opportunity offers.

Window Dressing

GRAND HOLIDAY PREMIUM OFFER, good until 15th Dec: (Harman's Xmas Pamphlet with illustrations and full particulars to trim holiday windows. Price 75c.) "300 ways," a book of 250 pages and 150 illustrations for dressing windows, also gives a series of displays for Christmas (Price \$1.50.) (Harman's new hammer with sliding handle for dressing windows. Price 50c.) This entire outfit mailed post paid for \$2.25 or separate.

Free. To Purchasers a Pamphlet of catchy ideas. Harry Harman, Room 1204, The Temple, Chicago, Ill.

Window Dressing supply Catalogue mailed on application.

CORRESPONDENCE.

To the Editor of THE REVIEW :

Sir,—With regard to this question of returning goods, I km of the opinion that the wholesalers must bear with their own little troubles. We have enough of them, and they cannot shelve all their grievances on the poor retailer. The trouble is generally due to the great number of travellers and the intense competition among them. They must sell goods whether we want them or not. They tell us the whole truth about their goods, and a great deal more, and force us to buy, or at least put us in such a position and in such a frame of mind, that we are afraid not to buy; not physically, but morally afraid. You will find, sir, if you inquire, that the goods returned are not often staples. In fact, seldom will they be the usual and staple stock. But the parcels marked "returned" are parcels of novelties, fancy goods, new brands, new designs, etc., warranted —by the traveller—to sell at sight. But when they arrive and are opened up, the merchant thinks the matter carefully over, and he concludes they wont sell and he decides to send them back. This, I say, is a just privilege, due to the retailers who buy goods under the pressure of oily-tongued travellers. With regard to the bad packing, of course, I must admit that to be a real grievance.

Yours truly,

COUNTER.

Montreal, Que., Nov. 3rd, 1892.

To the Editor of THE REVIEW :

Sir,—With regard to the circular sent out by the Dry Goods Section of the Toronto Board of Trade, I must say that I think the wholesalers are making a mountain out of a mole hill. By sending out the circular they have sent, they imply that this is a general practice among the retailers. Now, sir, this is not true, as far as I can judge of the trade. The majority of retailers may send goods back, but this majority do not send goods back for the reasons nor in the manner set out in the circular. The wholesaler may have made a mistake in the quantity or pattern, or may have substituted one line for another; in any or all of these cases the dealer is justified in sending back goods if they are not suitable for his purposes. And he is also justified in doing this at the wholesaler's expense; because when the wholesaler does anything of this kind, he knows that he is incurring this risk, and consequently the retailer should not be accused of wrong doing when he is doing simply what is expected.

Moreover, I decidedly object to the imputation that goods are generally damaged when returned, due to slovenly, careless packing. If some wholesaler has a few such customers, he should not endeavor to reflect this bad light on the whole class of retailers, but settle this matter with his own customers. The retailers in the dry goods business in Canada are, in my opinion, as gentlemanly and upright a class of business men as exist anywhere, and it is discouraging to them to have such general charges laid at their doors.

Yours truly,

GEORGIAN BAY.

Nov. 10th, 1892.

DRY GOODS FOOTBALL.

The Toronto wholesale dry goods clerks have been much interested as to the result of the contest for the shield presented to the League by THE DRY GOODS REVIEW. Exciting matches were played all through the season, and finally the team of Caldecott, Burton & Spence won the shield for the second time. Once more, and it is theirs forever. The teams of W. R. Brock & Co., and of Wyld, Grasett & Darling were tied for second place. Many believe that Brock's team is the best in the League, but Caldecott's are the champions, avinning it by careful management and strong play. The team of John Macdonald & Co. withdrew from the League early in the season, on account of an unfortunate disagreement between them and the executive committee. They had a strong team. If possible the readers of this journal will be favored with a picture of the champions and their trophy in next issue.

IN MONTREAL.

There has been considerably rivalry between the employes of the firms of McIntyre & Son and Lonsdale, Reid & Co., regarding their prowess in Association football. The matter was decided by two matches early in the month, but the matter resulted in a tie, each house winning a match. Since then the weather has not tempted them to decide the matter.

The first match was played on Saturday, the 22nd October, the Lonsdales winning by two goals to none, all made in the last half.

On the 11th of November the two houses met again in the Crystal Rink, when the McIntyres administered an overwhelming defeat to the Lonsdales, winning by a score of five goals

to two. Following were the teams on this occasion:—

McIntyre, Sons & Co.—J. Duhamel, F. J. Shaw, Jas. H. McKenzie, L. Clark, R. Park, D. Lynch, H. Shaw, F. Forster, W. McKenzie, C. Hostler, R. Binning.

Lonsdale, Reid & Co.—M. Baker, W. J. Chidley, J. Hannah, A. Chiquette, A. Gibb, W. N. Ahern, E. A. Lapierre, C. W. McFarlane, R. B. Murray, N. Marchbanks, W. C. Murray.

Referee, John Doig.

FURNISHINGS NOTES.

The Inverness overcoat will be in favor this winter with the best dressed county and town gentlemen, perhaps not so popular in the cities. The Chesterfield will be as popular as ever. But last year's fashions are not going to have much change, except perhaps a tendency to longer garments. The Clothier and Furnisher says:—"The overcoats of the winter will of course be longer—the long undercoats necessitate that—and then there is a tendency for greater length in topcoats, for cold weather wear, that has been fomenting in the fashions for several years past. They will be box in shape, rough and double breasted, with the lapel rolling lower than last year, save when the chill blast blows. There will be a minority of the long-tailed Newmarket-like overcoats; for they are tight-fitting and bind the undercoat, while they very noticeably vie in shape with the coachman's livery."

The fashionable hat is the Tourist, and it bids fair to conquer public fashion, taste and everything. The rush seems to be into all sorts of soft hats, lessening slightly the demand for stiff hats.

Everything indicates colored shirts for next summer's wear, both in negligence and ordinary.



WANT OF PERSPICUITY.

PARSHLEY (who has lunched at the same restaurant with GAYJER without seeing him) —Some infernal rascal stole my hat in there, just now!

GAYJER.—That's funny! I lost mine there, too! (And they part, resolving never to visit the place again.)

BUSINESS CHANGES.

ONTARIO.

P. J. WALSH has retired from the dry goods firm of Walsh & Steacey, Kingston, and a new firm has been formed under the style of Steacey & Steacey.

W. C. McArthur, fancy goods dealer, Ridgetown, has assigned to Herbert Long.

Eccleston & Co. and Joseph Patterson, dealers in men's furnishings in this city, have failed, and their stocks have been sold. The goods were mostly bought up by city dealers, among whom were Quinn and the Army and Navy. There has been a large number of failures this year among the Toronto furnishers, and this lessening of the number may put the trade here on a better basis.

Isaac Coolidge, dealer in hats and caps, Brookville, has assigned.

When the creditors of M. W. Read, general merchant, of Bobeaygeon, who failed with liabilities of about \$5,900, met in the office of Campbell & May, assignees recently, Mr. Read had no offer to make, so the creditors instructed the assignees to offer the stock for sale. It will be put up at auction at Suckling's warerooms on Tuesday, Nov. 29. There is merchandise to the value of \$1,000; book debts, \$1,000; horses, \$300; and a house and lot estimated to be worth \$1,500.

QUEBEC.

Clarke & McCubbin, tailors, Montreal, have dissolved partnership.

P. Harkness & Co., dry goods, Montreal, have dissolved partnership, and Hilda Helen Gatehouse registered as proprietress.

The furnishing stock of W. G. Brown & Co., Montreal, is to be sold at auction on the 25th inst.

MARITIME PROVINCES.

Harris & Stewart, wholesale dry goods merchants, Charlottetown, P.E.I., have suspended.

M. M. Bruce, tailor, Campbelltown, N.B., is dead.

L. E. Jost & Co., dry goods merchants, Windsor, N.S., have assigned.

Henry Hermes, Jr., tailor, Halifax, N.S., has assigned.

MANITOBA AND THE WEST.

Hill & Wallace, dry goods, Lethbridge, Man., suffered by a recent fire. Fully insured.

G. W. Watts, millinery, Regina, N. W. T., has sold out to Miss H. A. Crooks.

Cope & Young, dry goods and commission merchants, Vancouver, B.C., have sold out their dry goods stock.

The dry goods stock of A. A. Richardson, Nanaimo, B.C., is advertised for sale by the assignee.

Macauley & Higginbottom, clothing, Victoria, B.C., have assigned.

A. M. McInnes, tailor, Nanaimo, B.C., has assigned to Jas. H. Simpson.

SOMETHING ABOUT FEATHERS.

The man who can understand woman and her vagaries is indeed a wonder, and in no case does she show her peculiarities more than in the constant changes through which she follows the Goddess of Fashion. In this connection your Montreal correspondent had an interview with a leading Montreal feather dealer recently that may prove interesting to the readers of the DRY GOODS REVIEW. "The feather trade," said he, "has been very slack recently;

it has been pretty slow business with me for the last couple of years. They are coming into fashion again, however, and before the fad runs to its legitimate conclusion, I expect to be able to recoup myself for the two dull years that I have had. What are they used for, and what kind of feathers? Oh! everything that fancy can suggest—from the long feather boas that you see blowing in streamers in a gale of wind to a regular aviary of all kinds of birds, from the humming bird to the bird of paradise. It is on ostrich feathers, however, that I hope to make my biggest deal. They are more in vogue now than for two years, and it will take five years at least for the style to run out. This is easily understood. First of all, the society leaders adopt the new idea, and I make a fair thing out of it; then they are followed by the women folk of the middle classes, and lastly the shop and work girls take up the idea. It is out of the latter that feather dealers make the most money. Why? For the very best of reasons. The rich lady has everything, from her storm bonnet to the dazzling creation of the millinery art with which she bewilders her envious female friends at church parade on a fine Sunday. The working girl has not, but wears her finest on all sorts of occasions, and as she is bound to be in the swim in this democratic land of ours, it is the most expensive she can afford. But she cannot have one to suit all occasions like her luckier. The natural result is that her feathers lose their curl, so to speak, and wear out more quickly, and that is where the feather man makes his money. The rich lady's hat and feathers may cost more at first, but the working girl will spend in the aggregate, in keeping her's in condition, by paying small sums from time to time, more than double what the others' cost. Yes, of course I want the rich lady's custom, but in feathers, like everything else in this world, it is out of the poorer classes that we make our biggest profits," and the feather man walked away, and the correspondent was inclined to coincide with him.

HOLIDAY DISPLAYS.

This is the time of year when the fancy goods dealer starts in to harvest the crop which he has not sown—unless he has advertised. But he is going in for a quick crop, and he sows the seed in window displays, and expects prompt returns. He will get it even if the other drill—the advertising—is left in the barn. The crop will only be half the size, but that is to be expected.

One leading point must be borne in mind. You cannot make your windows too showy. This is true because the coloring of nature has gone. Like the bobolink, she has cast off her many hued garment with all its brilliancy, and now has donned her sombre garments of white and grey. Then man kind looks to other sources for brilliancy, and find it they must whether it's in the gay ball-room, the brilliant theatre, the pleasant home fireside, or the trader's window. Coloring in all its richness will please, by contrast with nature's dullness.

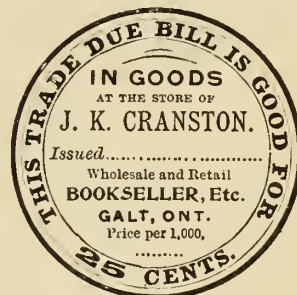
If you are going to make a series of displays during the next two months, make a short survey of your store and jot down your leading and most attractive lines, not forgetting

the lines that you have a dangerously large stock of. Write the latter lines down twice. Then you have your list of window displays for the season, subject to one or two alterations later on, when you get something new.

When having decided what goods should be shown, all that remains to be done is to show them. If you have marked dolls as one line, fill your window with dolls, big and little, black and white, dressed and undressed. In the centre should be your largest, with a pretty bouquet of flowers, or in some other charming attitude. If you handle dolls' carriages, put one in and exhibit dolls in it. Do the same with dolls' cradles, beds, houses, etc. Arrange a doll tea party, showing your finest range of children's dishes. In fact a hundred different ways exist for showing dolls, if the dealer will take time to think of them. Dolls on swings, dolls at home, dolls on the street, dolls at work, dolls awake, dolls asleep, mother dolls, baby dolls, comic dolls, and various other kinds, ought to be represented. If you care to show plush goods, show plush goods. Do not do it in a mean, stingy way. Be generous, for it is the season of generosity. Don't do things in a half-hearted way, or your customers will be the half-hearted people. So with other lines. Fill your window full with a certain line and make huge displays. But do not get too general in your window dressing. Do not advertise your stock; advertise some particular line, by showing every possible variety of it that you possess. This is the advice; the application is more important, and it is the test of the ability of the dealer and his clerks.

Great Boons to Active, Busy, Wide-awake Merchants and Clerks are offered by the J. K. Cranston Store Office Supply Co., Galt, Ont.

Here they are! Two of them! More to follow!



The Cranston Trade Due Bills
In 1c., 5c., 10c., 25c., 50c., and \$1.00

Each amount printed on Fine quality, different colored, Bristol Card Board.

DENOMINATIONS.

Used the same as money. \$5.00 per M. Will last 5 years. EACH BILL CAN BE USED and reused till worn out.

The Happy Thought Counter Check Book. No Carbon paper required. Send for Sample and Price Lists to J. K. Cranston, Galt.

J. K. C., GALT.

Dear Sir,—The Happy Thought Check Books are the best we ever used, and would not be without them. KAISER & JARRETT, Pine Grove. Oct. 22, '92.

TRADE CHAT.

A BRANDON Knight of the Goose Board recently had a narrow escape from death by a rifle explosion.

The Standard Shirt Co., Montreal, Que., suffered \$1,000 damages by a recent neighboring fire.

Corsets have been found on the waists of Egyptian mummies.

The capital stock of the Kingston hosiery mill has been increased from \$100,000 to \$200,000.

It is rumored that Senator Sanford, of Hamilton, will remove his cotton mills from Dundas to Windsor.

On October 28th the collar factory of Miller Bros. & Co., Montreal, was damaged by fire to the extent of \$30,000.

Messrs. J. D. Williamson & Co., of the Lion, Guelph, Ont., have lately made extensive alterations in their ordered clothing department.

The tailor shop of Thomas McElligott, of Essex, was entered at an early hour on the morning of the 4th inst., and \$125 worth of goods taken.

Messrs. S. F. McKinnon & Co. have entered suit against the city, claiming \$1,500 for damages to elevator by the sand in city water.

The Belleville police commissioners have awarded the contract for clothing to Brignall & Thompson, and that for boots to John McKeewn.

Uriah Shoemaker, for years a clerk in the dry goods store of Groff & Hymonen, went to Detroit about eighteen months ago, and now his friends fear foul play, as he cannot be found.

Mr. William Munns has issued a writ for \$11,634 against John Macdonald & Co. There has been a good deal of complicated litigation between the parties, and this is simply another branch of it.

Messrs. Newland & Co., plush manufacturers, in Galt, Ont., intend starting a branch factory at Buffalo at once. They feel able to compete with any firm on the other side.

Mr. J. K. Macdonald has been re-elected president of the Toronto Children's Aid Society. Like the founder of the firm of John Macdonald & Co., he abounds in good works, a worthy son of a noble sire.

Northey & Co. have commenced an action against T. Eaton & Co., dry goods merchants, of this city, claiming \$25,000 damages for alleged breach of contract and for slander regarding the Northey Gas Producer.

Dry Goods Genius—How shall I mark these goods? Old Tapeyard—Just figure out fifty per cent. profit and add seven odd cents, so the women will think it's a bargain.

James Byrne, tailor, 258 Church street, Toronto, wants \$5,000 damages from M. McConnell, Peter Small, R. Bescolby, and P. Playter for alleged excessive distress and for wrongful entry on his premises.

Mr. W. G. Rickert, late of London, Ont., has been appointed western representative of Messrs. James Coristine & Co., Montreal, wholesale manufacturers of hats and furs.

Stirrett & Co., dry goods merchants, of Petrolia, Ont., are so well pleased with their trade there that they have withdrawn their branch store from Forest, and will centre all their efforts in Petrolia.

The Woodstock, Ont., Woollen Mills, G. Wetmore Merritt, Alexander Willis, and A. L. Trueman, incorporators,

have applied for a charter as the Woodstock Woollen Mills Co., Ltd., with a capital of \$20,000.

The St. Hyacinthe papers announce the arrival there from Sherbrooke of about 50 employees of the E. T. Corset Company, which has now removed its operation to the former city.

G. Wood & Co., Brandon, have opened the doors of their fine new store in Macdonald block. They show an immense stock of dry goods, mantles, furs, gents' furnishings and ready-made clothing.

Hyslop, Caulfield & Co. are defendants in a suit in which a man named Andrews is plaintiff. Andrews is a Montreal man who is claiming damages, alleging that they broke a contract with him by refusing to send him samples.

Mr. Fred. McGillivray, of London, Ont., died there recently. He was a traveller for Messrs. Dickson, Nicholson & Co., wholesale milliners, of London, and just before his sickness had accepted a new position with a Montreal firm.

The proprietors of the Montreal Silk Mills are turning their business into a joint stock company, the principal shareholders being L. Davis, John Haskell, John Barker, H. J. Joseph and S. Joseph, all of Montreal. The capital is to be \$75,000.

In another column will be found a holiday offer from the famous window dresser, Harry Harmau, and dealers who have not yet secured his leading works on window dressing will do well to examine his offer carefully. His ideas on window dressing are practicable and original.

Messrs. Hamilton and Cassels, inspectors of the insolvent estate of Kilbourn, Bishop & Co., Owen Sound, have issued their statement. The claims against the estate amounted to \$12,852.55, and the assets are \$7,182.36. The expenses amount to \$1,314.62, leaving for the creditors 39 1-2 per cent. on their claims.

The Yarmouth Cotton Duck and Yarn Company are adding to their outfit a new mill, which they expect to have in operation before the end of the year. The new factory, with its equipment, will cost from \$70,000 to \$80,000, will have a capacity of 10,000 to 12,000 pounds per week, and will give employment to 65 or 70 hands. The old mill is kept fully at work and gives employment to 130 hands.

The Y. M. C. A. held a reception to the dry goods employees of this city on a recent evening, when about 300 young men and ladies were present. Invitations had been sent to all the large wholesale and retail establishments. A gymnastic exhibition was given in the gymnasium, where Mr. Stephen Caldecott made an address, in which he pointed out the benefits the Y. M. C. A. held out to young men.

An order in council has been passed providing for the entry into Canada free of customs duty of horse hair when, besides being cleaned as provided for free admission under the terms of tariff item No. 279, it is also dipped or dyed. Such exemption from duty will only apply to cases in which the horse hair so cleaned and dipped or dyed has been imported by a manufacturer of horse hair cloths for use in his own factory in the manufacture of such cloths.

A strike has been in progress among the employees of Holbrook's clothing

establishment at Ottawa. Seven men demanded of Mr. Holbrook that he should compel the girls working for him to join the tailors' union, and when he declined they left work. Mr. feels that he has no right to compel his working girls to join any organization, and much less have his men a right to dictate in the matter, and he has given the men to understand that if they do not return to work in a reasonable time, he will fill their places with others.

The International Monetary Conference will be held at Brussels November 22, with seventeen powers represented besides the United States. The governments which have accepted the invitation of the United States to send delegates to the conference are Austria, Hungary, Belgium, France, Germany, Great Britain, Greece, Italy, the Netherlands, Portugal, Roumania, Russia, Serbia, Spain, Sweden and Norway, and Switzerland.

A good story is told about a recent transaction. A traveller sent to his house an order for about \$100 worth of goods at sixty days, which he had taken. The house looked up the rating of the customer, and not being satisfied wrote to him and said that it would fill the order if he would pay the first \$200 cash and the second \$200 in sixty days. The customer replied: "Your terms are accepted, but you can cancel the first half of the order."

For some time past Thomas C. Watkins, the well-known Hamilton dry goods merchant, has been in ill health, the result of too constant attention to business, which at his advanced age, 74 years, causes a much greater strain than in a younger man. On the advice of his physicians he has decided to take a rest, and has gone away to recuperate. It is hoped that he will be benefited by the change and that a short time will suffice to restore him to his usual health and vigor.

The following Irish news will be interesting. In September the exports of linen piece goods exhibit an increase to four countries only—viz., Germany, 38.4 per cent.; British North America, 37.3 per cent.; British East Indies, 19.4 per cent.; and United States, 19.1 per cent. Amongst the decreases are Spain and Canaries, 60.9 per cent.; Foreign West Indies, 49.1 per cent.; Italy, 43.2 per cent.; Brazil, 43.1 per cent.; and Australasia, 40.3 per cent. The nine months' shipments, however, are still above those of 1891, by 9.2 per cent. and 6.2 per cent. in quantity and value respectively.

A meeting of the clerks of the town of Renfrew, Ont., was held the other evening, to consider if they would take steps to try to induce their employers to continue the early closing movement—six o'clock three nights in the week—the year round, instead of for the summer months only. All agreed that they would like to get the concession; but the general store clerks were not quite sure, if they were the bosses themselves, that they would want to close up so promptly any nights in the winter months, when far-off customers get in late in the day and want to do their shopping at night. It was decided, however, to name a committee to find out the opinion of the senior merchants themselves on the matter, and D. W. Stewart, W. R. Barnard and J. R. Morley were selected.

MILLINERY

WHOLESALE
SORTING UP TRADE.

WEEKLY SHIPMENTS OF
NOVELTIES

ARRIVING.

Everything New and Fashionable found in our
Departments.

ORDERS SOLICITED.

D. McCALL & CO.,

12 and 14 Wellington St., East, Toronto.
1831 Notre Dame St., Montreal.



— THE —
AMAZON
VELVET SKIRT FACING
A NEW FABRIC FOR FACING AND BINDING SKIRTS.

ADVANTAGES:

DURABILITY—Will outwear a dozen old-fashioned braids.
NEATNESS—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.
ECONOMY—Being done up in continuous lengths (3 yards) sufficient for each skirt.

ALL FASHIONABLE DRESS SHADES.

MANUFACTURED BY

MEYERHOF, MARX & SIMONSON, MANCHESTER.

Representative: **FRED KING, 61 Piccadilly, Manchester.**

WHOLESALE ONLY.

WE beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

LINCOLN, BENNETT & CO.,
WILKINSON & CO., and
J. E. MILLS,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.



B. LEVIN & CO.,

491 & 493 ST. PAUL STREET,

MONTREAL. P.Q.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 illustrates a bonnet of velvet having a soft crown, spangled-knot in front and a soft plaiting around the head, with darker upright feath-



FIG. 1.

ers in front. Ties of satin ribbon, knotted carelessly on the left side.

Fig. 2 represents a capote of beige colored felt trimmed with a border, Alsatian bow and soft ties of emerald colored velvet, with a bird's head



FIG. 2.

and tail aigrettes in a lighter beige shade.

Fig. 3 represents a misses' hat of gray felt, trimmed with a band and side bow of lighter satin ribbon and



FIG. 3.

two broad quills, flecked with black near the top.

Fig. 4 shows a child's hat of pearl

gray felt, having a full crown, similar to a pastry cook's cap, of velvet a shade darker, with band and bow on the side and two erect ostrich tips



FIG. 4.

in front. This soft flat is allowed to droop in any way it naturally falls.

Fig. 5 illustrates a tan colored felt, having a furry beaver border, with a large bow at the left of the front



FIG. 5.

of fancy plaid ribbon, having two brown quills thrust in it, and a band of brown velvet around the crown.

PUSH AND PLUCK.

The successful merchant to-day must be intelligent, energetic, and push himself and his wares to the front. The business world is now filled with active, alert and progressive workers. Onward and upward is their motto. The world seems to have grown tired of old things, old ideas and old ways. The pulse of trade has been quickened by the progress of science in utilizing steam and electric force, and now wants new ideas and new things. The merchant who cannot keep pace with the times is succeeded by those who can. No matter what the business is, it requires push. Push rightly and intelligently directed accomplishes more than talent or money. Those possessing this irrepressible energy, or whatever else it may be termed, find that the greater the effort made the easier of accomplishment plans become. Constant push to do a certain thing increases the will power and suggests through continued thought new ways and means of doing it. The better matured plans are, the easier their fulfillment. The man who says, "I will do so and so," and is noted for his push and pluck, impresses those around him with the idea that he will do what he says, and that is half the battle gained. Keep up the stroke and you will not only succeed, but have others rely upon you.

What push can accomplish was told to the writer by an old Philadelphia merchant some years ago. He said that when he stepped ashore from a foreign vessel on the wharf at Philadelphia he was told by the captain that to succeed in this country he

must have a "motto." He said he did not know what a motto meant. It was explained to him and he started out to find work. As he walked along he saw the sign "Push" on a door. Well, he said, that is a good motto, and pushed and walked into an office for real estate conveyances. He was asked what he wanted. He replied, "Work; the sign 'push' on your door is my motto, and I want work." The agent after talking to him a few minutes was pleased with the boy and his motto and hired him. Success followed. He made a fortune and attributes it to push and pluck. How many merchants can say the same thing?—Ex.

A LIVE CONCERN.

The special advertisement of R. Parker & Co. in this issue is worthy of the attention of all the merchants of the Dominion. It contains information which is of inestimable value to every dealer in dry goods, and moreover, this information is reliable. Every dealer knows to his sorrow the loss he sustains annually on account of the low prices received for goods which are not in the fashionable swim. If this loss can be prevented, it will be a grand boon for the dry goods trade of Canada. Messrs. Parker & Co. confidently assert that this loss can be remedied or prevented, and the testimony of merchants who are regular customers of the company fully bear out the assertions here presented. The illustration of the dye works, situated on Yonge street, in this city, show how an extensive establishment is required to do the delicate work which the company undertake. With the new and improved machinery now in operation, the company is prepared to do all the trade that comes in their way.

SPECIAL ISSUES.

We omitted to mention in our October number the excellent issues of the Dry Goods Economist of September 10th, and also that of the Drapers' Record of the 17th of that month.

Our English exchange, the Drapers' Record, is always welcome to our desk and we are pleased to receive its autumn special number. The paper is remarkably well edited, always contains the latest and best news, and this issue surpassed all its previous attempts.

The Dry Goods Economist issued a Columbian edition as its fall special number, and an extremely handsome issue it was. The cover was handsomely lithographed and suitably designed, while the advertisements were numerous and striking and the reading matter just what one would expect from this live journal, with twenty-five per cent. of the unexpected added.

The American Hatter also issued a Columbian Edition for October. The front page of the cover showed the Columbus Exhibition of 1492 and also that of 1892. The issue is artistic throughout, and its reputation for hat news will be fully sustained by its efforts on this occasion.

The Hat Review has issued an extra edition for October. The reading matter is pleasing and very valuable, while the general make-up of the paper is really creditable.

CARPETS AND CURTAINS.

THIS month has been a quiet one with the jobbers as regards sorting up orders. There has been but small inquiry for carpets for immediate delivery. With regard to curtains the same may be said. A large number of orders have been placed during the past month by retailers for spring delivery. These have been very satisfactory, and the total amount of orders surpass previous seasons in a slight degree. The orders in some cases show a tendency to buy better classes of carpets, although large quantities of cheap carpets are still being sold.

Both with retailers and jobbers the stocks are light at present, and the feeling is good. Manufacturers have nearly all sold their spring output, and are busily engaged in manufacturing the goods already ordered.

SPRING CURTAINS.

John Macdonald & Co. have just sent out to the trade their book of lace curtain designs. This book contains the latest additions to their stock for spring delivery. The designs this year are a decided change from those of last year. Many of the new curtains have designs in which there is no repetition, but simply one large pattern. An example of this is noticeable in their two leaders for spring, the Maypole and the Fountain, which are two of the most striking designs that ever have been shown in the Canadian market. These are Nottingham goods; but in addition to these they carry a large range of Swiss and Irish Pointe, and their spring samples are all new designs, fresh from the Continental markets. They also handle a large range of patterns in curtain nets, and are now showing new designs for spring.

A NEW JOBBER.

H. Bradford Clark, recently in the commission business in Montreal, and previous to that connected with the Hault Manufacturing Co., of Ingersoll, has opened a warehouse at 32 Colborne street, in this city. Mr. Clark will sell for several French and Bel-

gian firms who manufacture table covers, curtains, furniture coverings and other specialties of this class. A line of saddle bags or furniture rugs is one of his leaders. He will carry a sorting stock, and has entire control of the Canadian business of the firms whose goods he sells. His business will be with the wholesalers and leading retailers only.

A HUGE CARPET FACTORY.

The Canadian carpet industry is still in its infancy, and there is plenty of room for development. Toronto boasts of the largest carpet factory in Canada. On the 20th of August, 1891, the newly formed Toronto Carpet Manufacturing Co. opened their establishment to do business. Having thoroughly studied what not to do, what to avoid and how to avoid it, and finally what must be done and how to do it, their agents started on the road with a line which speaks for itself. Orders came pouring in from merchants who had determined never again to buy Canadian carpets. Success followed on their efforts so rapidly that it was soon evident that the premises Nos. 1 and 3 Jarvis street would never accommodate the increasing business. Arrangements were therefore immediately entered into for a new factory that would give the room and facilities required. The building, situated on the south-west corner of Jarvis and Esplanade streets, has a frontage of one hundred feet with a depth of seventy, four storeys high, and lighted on three sides. On the ground floor will be found the looms, two and three ply, of both Murkland and Crompton build, and also some art square looms. On the second floor are the offices, superintendent's rooms, show room, dyed stock, shearing, rolling and shipping departments. The next floor contains the cop-winders (a new one of the Altemus make has just been added), twist-ers, spoolers, warpers, designing and card cutting and machinists' apartments, the top floor being devoted to the crude yarns. Across a lane twenty feet wide is the engine house; beside the engine house is the dye house, 35 by 80 feet, part of which has been set apart as the drug room. Over the engine room and dye rooms are the drying rooms, which connect with the main building by a bridge over the lane, making it most convenient to the dyed yarn bins on the office floor. As a protection against fire two immense water tanks, holding seven thousand gallons, are placed on the roof, to which are connected hydrants on each floor, and as there will be

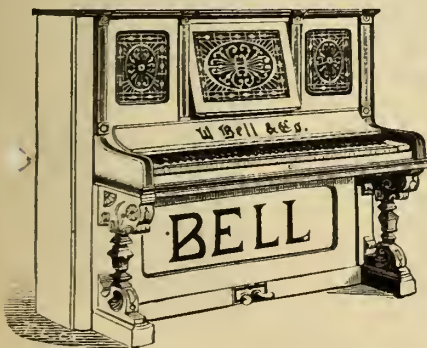
no fire of any kind in the main building, the power and heating being supplied from across the lane, and it being intended to light the factory by electricity, all risk has been done away with. Every comfort needed to make it a cheerful and healthy factory has been looked to, and with plenty of sunlight and air, the factory hands will be able to turn out more and better work.

The officers of the company are: Jas. P. Murray, president; Jno. A. Murray, vice-president; F. B. Hayes, secretary; Henry Wolfe, superintendent. They manufacture all kinds of two and three-ply Ingrains, Cotton Chain, Medium and Union carpets.

The president and vice-president having been for many years connected with the finest dry goods trade in Canada, the secretary-treasurer's long service as accountant with one of our banks, and the superintendent having graduated from one of the largest Philadelphia factories, places this company under officers who, with their technical knowledge and experience, their energy and progressiveness, will not be satisfied until "the Maple Leaf brand" of ingrain carpet shall be known throughout the length and breadth of Canada.

When our representative was passing through the factory he was shown the first Axminster rugs and carpets ever made in Canada. The company hope to have the machinery in sufficiently good running order to place a line of these goods on the market for the spring retail trade.

After an illness of some months' duration, Mr. George Boyd, Sen., passed away on Monday evening, the 7th inst., at his late residence, 63 Wellesley st., Toronto. Mr. Boyd, in the course of a long and busy life, did much to advance the material prosperity of this his adopted city. He was born in Dumbarton, Scotland, in the year 1815, and came to Canada in May, 1857, taking up his residence in Toronto. He associated himself with his brother-in-law, Alexander Buntin, and J. Y. Reid in establishing a wholesale paper and stationery manufacturing business, and the firm, which is still in existence, enjoyed great success in its undertakings. In 1880, however, Mr. Boyd retired from active business life, and from that date he devoted his attention to financial matters. He was a director of several companies in Toronto, as well as in other places, and was a well-known figure among the business men of the Dominion.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

BRANCH WAREROOMS:

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.



FANCY GOODS.

THE Sunflower pin cushion is again to the front, but much improved by the addition of green leaves and two hanging yellow buds. The whole article is made of felt, and makes a good selling novelty. A similar article is a fancy felt whisk-holder, with a large white water lily, with appendant buds, as an ornament.

A neat horsey whisk-holder is made of a silver stirrup, with a silver bit and small strap as a hanger. It is exceedingly chic and novel.

A large range of celluloid novelties is carried by the Boyd, Bower & Brummell Co. The latest addition to this range is a little holder made of oval celluloid segments, fastened to a pasteboard after a fish-scale pattern. The whole is hand-painted, and makes an exceedingly pretty and useful wall ornament.

During the month of September fancy goods to the value of \$162,569 were entered for consumption, the duty amounting to nearly \$59,000.

The Copp Clark Co. have some very handsome lines in albums, dressing-cases and fancy inkstands, which they are clearing at present. These are fresh imported goods, not job lines.

Mr. E. Nerlich, of Nerlich & Co., is at present in New York, picking up the latest fancy goods novelties for the Xmas trade.

Warwick & Sons are now busy delivering their import orders for albums and Xmas cards. Their trade is all import, but their range of samples this year was a magnificent one.

The month of October completes the shipments of fall orders, as well as of spring import orders. The goods are now in the hands of the dealers, and repeats of fast selling lines are coming in. Nearly all dealers are stocked, but those in small places have not yet placed their orders in many cases, as they want the goods to be fresh for the last two weeks. The goods may be fresh, but they will be tagments and endments. Travellers are all out seeking sorting orders.

Many dealers in fancy goods overlook the fact that the largest stock of fancy silks is carried by John Macdonald & Co. In pompons, filocelles, rope and other silks their stock is unsurpassed. But besides this class of goods they are carrying strong lines of general fancy goods, some of which merit mention. In papermachie goods, they carry a great variety of all kinds of ornamental ware. Their bamboo furniture is finding good demand in such articles as screens, music racks, hook stands, etc. A very pretty line of handkerchiefs and glove satchets are shown. The peculiarity is the addition of a well-formed pansy, tacked on to the surface of the satchet, making a rich and striking ornament. Other lines of new goods opened up recently are portmonnaies, opera glasses, magnifying glasses, fan-shaped photo holders with metal stands, per-

fumery and perfumery sprayers, soaps and florida water.

Darner sets are a taking novelty. A glove darner set consists of a wooden darner for inserting into the finger of the glove, a shape of wax, an emery bag for cleaning the needle, and a button bag. These are all fastened together in a neat way by ribbons. A similar set is used for darning stockings. These are sold by the Boyd, Bower & Brummell Co. They show also a very pretty brush and comb holder, which is made of a square of tinted cloth worked in silk, fastened on covered pasteboard, this being caught up at two diagonally opposite corners, thus forming an oval receptacle. It is then finished with a frill of silk and lace and tied with a bow-knot of ribbons. They are also expecting novelties in hand-painted toilet stuff, and these goods will be in stock in a few days.

One of the newest lines in fancy goods is a very pretty enamelled ware. It is made from wood or cane, but enamelled so as to imitate the various colors of celluloid. The inventor or manufacturer of these goods has made a happy hit; and when these goods are decorated in various ways they make the noblest knickknacks that have been shown for some time. Towel holders are made of rings of this material and satin or silk ribbons; previously brass rings were used, but were much more expensive. Sponge racks are very nobby; but when these racks are lined with some delicately colored gauzy material and ornamented with little bows of ribbons, they make neat catch-alls to hang on the wall of a room for receptacles for spoons, button hooks or any little articles that are likely to be lost if not kept in a certain place. Very pretty rattles are made from rings of this material decorated with ribbons and cobwebbed in the centre with silk cord; little brass bells are fastened at various distances on the cords.

FANCY GOODS DEFINED.

A writer in a recent issue of the American Stationer writes as follows:

Webster defines fancy goods as those articles which are distinguished from simple or plain, and no one will be inclined to seriously quarrel with this definition. The constant increase in the variety of the stock of the fancy goods dealer, however, is giving a wider significance to the term than it formerly had. The fancy goods house of to-day is a great bazaar, a sort of curiosity shop, a novelty in itself, and is becoming a more important factor every year. It not only handles goods which are distinguished from "simple or plain," but also includes the many which are accounted necessities. The fancy goods line now has in it a large percentage of the useful, and where both can be combined the value will generally be enhanced and the sale greater. The eye admires that which is beautiful, and sentiment will continue to spend its millions every year in purchasing what must please it; but there is, nevertheless, the practical ever asserting itself and demanding that manufacturers shall not only gratify the taste, but shall give to their goods that solidity of finish which shall render them of real service to the purchasers. Perhaps it is this desire for the combination of the useful and fan-

ciful which has caused so many dealers in recent years to largely increase their stock. Fortunately or unfortunately, a fancy goods dealer finds that in order to compete with his rivals he must keep a collection of articles which he otherwise would have left untouched. Thimbles and coal scuttles, penholders and fire irons, work baskets and medicine cases, masks and bibles, clocks and jockey costumes, are only a few of the strangely different things which a modern house is now carrying. The dividing line between a fancy article and a novelty becomes every day more difficult to define. Southey says that the latter is the great parent of pleasure, but terms are becoming so mixed that it is difficult to keep track of the parentage. We do not expect that the fancy goods industry will, for some time at least, include washtubs or steam engines; but even this is not beyond the limit of possibility.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.



CORSETS

At Popular Prices.

The Perfection of Shape,
Finish and Durability.

APPROVED by the
whole polite world.

SALE OVER
ONE MILLION PAIRS
ANNUALLY.

A large stock of these
GOOD VALUE Corsets

always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS:

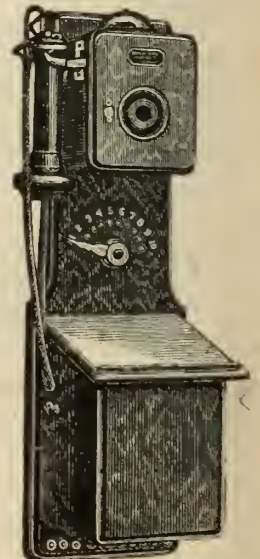
W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 765 Craig street, Montreal.

W. R. BROCK & CO.

Having had many years experience in the Wholesale Dry Goods Trade of Canada, we are in a position to assure our Customers that a well assorted stock of goods suitable to the requirements of our Country and offered to the trade upon fair Terms and at reasonable prices, has been our best mode of advertising, and surest means of retaining the business of those worth doing business with,

We still continue on these lines and ask a continuance of support.

W. R. BROCK & CO.,
TORONTO.

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be **considerably below** those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: **Mehalah, London.**

TELEPHONES: **London 58, 58 P;**
Birmingham, 322.

AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.

A. A. ALLAN & CO.

WHOLESALE.

FUR DEPARTMENT--Ladies' and Gents' fine Furs a specialty. Ladies' Fur Lined Circulars at all prices. Sealskin Jackets on hand or made to order. Ladies' and Children's Grey Lamb Jackets and Sets in all sizes.

CLOTH CAP DEPARTMENT--As we are large manufacturers of these goods, special styles and prices in all grades.

A. A. ALLAN & CO.,

51 Bay Street, Toronto.

BUYERS WILL DO THE RIGHT THING

When ordering **LAMA BRAID** if they order it put up in rolls and see that this label is on the cover of each box. We put 3 or 3 1-2 yds. on each roll as required.



Gents' Furnishings, Haberdashery and Notions Department.
 Holiday Season---To the Trade.

A	EXHIBITING	OPPORTUNITIES
BRIGHT	FASHIONABEL	PASS
CONSPICUOUS	GENTS' FURNISHINGS	QUICKLY
DEPARTMENT	HABERDASHERY	
	JOINED	RESULTS
	IN	SECURED
	KINDRED	TO
	LUXURIANCE	USEFUL
	MID	VANTAGE
	NOTIONS	

WITH XMAS YOUR ZEAL FOR NOVELTIES INCREASES.

Come and see this aggressive department.

John Macdonald & Co.,
 WELLINGTON AND FRONT STREETS E., TORONTO.

PERRIN FRERES et CIE.

PERRIN'S
 PERRIN'S
 PERRIN'S

GLOVES

ARE THE BEST.
 ARE THE CHEAPEST.
 ARE PERFECTION.

7 Victoria Square, Corner St. James St,

MONTREAL.



TRADE MARK

THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemens' Odorless Steam Vulcanized

WATERPROOF GARMENTS.

IMPORT AND COMMISSION IN ALL KINDS OF FURS,

Glove Leathers, Plushes,
 Corsets, Silks, Etc.

HERMANN S. SCHEYER,

39, 41 and 43 St. Sulpice, 20 de Bresoles, 149 LeRoyer St., Montreal

Special Attention paid to mail orders.

Perfect fit guaranteed.

DECEMBER, 1892.

THE CANADIAN

Prin Goods

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

HAVE YOU SEEN

Our range of samples for Spring, 1893? It will pay you to order from same, as they will be in good demand. We have produced a large number of Novelties. Our pure silk vest which can be retailed with a good profit for

65c. is a wonderful article.

The Montreal Silk Mills Co.,

MONTREAL.



Gordon, Mackay & Co., Wholesale Dry Goods.

On Monday the 2nd day of January, we will place in the hands of our travellers, a collection of samples for the Spring trade, fully up to our standard,

UNEQUALLED.

CORNER BAY AND FRONT STREETS,
TORONTO.

GORDON, MACKAY & CO.

THE BOYD, BOWER & BRUMELL CO., LTD.

3 Wellington St. West, TORONTO.

IMPORTERS OF—Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Gords, Tassels, Stamped Linen Goods, Novelties in Art Needle Work.

We are now showing novelties for the Holiday trade in Fancy Enameled Wooden goods, Plush Boxes, Celluloid Goods, Silk Head Rests, Hand-painted Silk Tidies, Hand-painted Glass Bottles, Baskets, Japanese Goods, etc. We are also showing many novelties only to be seen at our warehouse.

Perforated Stamping Patterns—We show the largest range in the trade. We carry everything that is required in the Fancy Goods Business.

Write for Prices and Samples.

Letter Orders Solicited—Which will receive prompt attention.

BOYD, BOWER & BRUMELL CO., LTD.

THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all-Wool, Merino and Medium. Men's Full-Fashioned Underwear in all-Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

CANADIANS!

MILES & CO. TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

THE CELEBRATED
GUINEA TROUSERS, Etc.

STEWART & McDONALD, GLASGOW.

Toronto Agency: 30 Wellington St. East.

Special lines of Linens always in stock.

Close buyers would do well to inspect our samples.

W. MOWAT.

R. Parker & Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.
BRAIDS, Dyed and made up in gross and One dozen Bunches
OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.
FINGERING YARNS, Berlin Wools, Dyed and made up.

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Works and Head Office:
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R. PARKER & CO., TORONTO, ONT.

—WOOLLENS AND TAILORS' TRIMMINGS— JOHN FISHER, SON & CO.,

Balmoral Buildings,
Montreal,
Canada.



Huddersfield,
England.

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SITUATION WANTED.

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THE CANADIAN DRY GOODS REVIEW.

VOL. II.

TORONTO, DECEMBER, 1892.

No. 12.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps, and furs, Millinery and Clothing Trades.

Published Monthly by
THE DRY GOODS REVIEW CO.,
TORONTO.

J. B. McLEAN, President.	H. C. McLEAN, Manager.
HEAD OFFICE : MONTREAL OFFICE :	10 Front St. E. 148 St. James St.
NEW YORK OFFICE :	E. Desbarats, Manager. Room 41, Times Building
EUROPEAN BRANCH :	Roy V. Somerville, Manager. Canadian Government Offices, 17 Victoria Street, London, S. W. R. Hargreaves, Manager.

PAST AND FUTURE.



WITH this issue THE REVIEW completes the second year of its existence. Its growth in size has not been very noticeable but the growth of its subscription and advertising lists has been phenomenal. To-day THE REVIEW stands on a firm footing; because the trade have learned

to look for it, and would not be without it. We feel that the journal is appreciated, and this is exactly what we aimed it. With our next issue, we shall increase the size and introduce several improvements in our journal. This step has not been decided upon hurriedly, but after careful investigation, and after due consultation with the leading gentlemen of the trade. The conclusion reached is that a larger and better journal will be more acceptable to the trade, even if the price must necessarily be increased. The improvements which will be introduced will render THE REVIEW a more artistic and well-dressed journal, and for this purpose our tailor is preparing a new suit for us. We will then be dressed in the latest style, and hope to be acceptable to our most aesthetic readers. The increase in size will also enable us to give more news and treat of more subjects which are of worthy of the consideration of the trade. The increased space taken up by our advertisers would of itself render a larger paper necessary, and of this we are proud. We are proud because the dry goods trade is seriously awake to its interests, and knows that a journal to support these interests is very necessary. We are proud moreover because we have been able to produce a journal

which can fill the important position of organ of the great dry goods trade. We appreciate our important sphere.

The present year has seen no very great change in the dry goods trade of Canada. The most important feature has been the growth of our domestic textile industries. This year has witnessed a marked improvement in the position of nearly all the mills including cotton, woollen, knitting, and carpet mills. In each of these branches of manufacture, there has been a decided advance in the quality and quantity of the goods turned out. But what is more gratifying is the fact that the people are looking for these domestic goods, and the enquiry is so strong and favorable that the next few years will, no doubt, see a rapid extension of our textile industries. The present working capacity of the mills is heavily taxed to keep up with the orders.

Among the wholesalers there have been few changes; but all the houses have had a prosperous year. Only one wholesale house caused any financial trouble in Toronto; while in Montreal there has been also a very prosperous year. The wholesale houses all over the country report an increased consumption of goods. One feature of the wholesale market is the establishment of a large number of agencies for foreign firms. Nearly all the leading firms now have permanent agents in Canada to look after their business in this country.

In the cities the dry goods stores have not increased in number, but they have in size. The "big" store is leading the way and promises to have a serious effect on the present status and methods of the trade. These changes will cause severe distress among small dealers, which distress of course will vary inversely as the distance. But the growth of such stores as Eaton's, Murray's and Simpson's of Toronto, and such stores as Hamilton's, Morgan's and Carsley's in Montreal are phenomenal. These large stores also set an example to the retail dry goods dealer, as showing that the size of a retailer's business depends almost entirely on the size of his capital and his brains.

Every indication is that prosperity is before the dry goods trade of this country, and all that is necessary is a practical faith in the future, and the power of making that future great. The future seems bright in anticipation, but the brightness of the realization depends on the illuminating power of its creators.

The financial condition of the trade could not be better. The credit of the dry goods trade stands high in the markets of the United States and Great Britain, as well as in our own market, and this must be a source of great satisfaction to all concerned. Since the growth of tariff legislation in other countries, the British manufacturers have come to look upon Canada as one of its best and most profitable customers, and one which will improve with time.

In closing this brief review of the situation we wish to thank our readers for a year's courtesies and to wish them a genuinely profitable holiday trade. We hope that the bright festivities of the Christmas season, will discover them in a mood to enjoy all that is best, truest and noblest in the friendly and Christian celebration which is at hand. We would recommend also that the troubles of 1892 be forgotten as the New Year dawns; let no cares be carried forward with the debit and credit balances of the old year's accounts. "Ring out the Old; ring in the New." We wish you all a Merry Christmas and a Happy New Year.

BROKEN LOTS.

THIS is one of the months when the dry goods merchant expects an increase in sales. Many merchants have done extensive advertising, and they especially will be rewarded. No person can expect to do a roaring Christmas trade without some energetic action in persuading the people that his store is filled with goods at low prices; or else it contains that which they want and cannot procure elsewhere. Each merchant must blow his own horn; no person else will do it for him, and it takes a long and loud blast to work up extra trade in these days of close competition. It is the energetic merchant who succeeds.

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Just now comes up the question of collections. Many merchants have waited until the end of the year to collect their accounts. And what a gay time they will have! They will wish several times, and mighty hard wishing it will be, that the whole credit system was in Hades. But they will go on giving credit in 1893 just the same as ever. They will perhaps never even stop to consider that cash or short credits would be a huge improvement. Let it be graven on the hearts and minds of merchants, in deep burning letters, that 90 per cent of the failures in mercantile life are due to bad debts. Consider the labor you are going to have collecting old debts, and then decide your course for next year. But, remember, it takes a heap of courage and pains also to adopt a new system.

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Instead of trying to bolster up the price of silver in order to benefit the miners of that metal by extraordinary purchases by all the nations, it would seem better if each nation was to regulate its own silver supply and make gold the international currency. One ton of gold will do the work of fifteen and a half tons of silver. It is extremely doubtful if silver could be advanced in price by assuring for it a certain periodical demand. It would simply cause existing mines to be worked harder, and new ones to be opened up. Nevertheless, there is something wrong now, as the purchasers from foreign countries know to their sorrow. A short explanation of the principles underlying this subject will be found in another column.

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The taxation question is troubling the merchants of this country very much. In Quebec the merchants have taken a decided stand against the new provincial taxes. This province is paying for the first time a direct provincial tax. Two lawyers in Quebec city have given a legal opinion that the merchant cannot be compelled to pay two sets of taxes on their business, one to the municipalities and the other to the local government. Two Montreal lawyers have given a joint opinion that the imposition of the tax is ultra vires. The Montreal merchants complain that they would have to pay two-thirds of the whole amount of the provincial taxes, and that this is not fair. The merchants and manufacturers of that city have accordingly decided to raise a fund by subscription and contest the constitutionality of the Act. But there will, undoubtedly,

be a move on the part of the government to equalize and distribute more properly the burden of the tax. The merchants seem to be very decided on this matter. The great trouble has been that the merchants of this country have been too easily bled by both provincial and municipal authorities. The provincial and municipal taxes should blend together so that the two burdens will be properly distributed. No municipality should tax capital directly. All the cities are trying to do away with the personalty tax. The merchants of Vancouver, Winnipeg, Halifax and Toronto are waging war against the defects in the municipal methods of taxation. Charlottetown, P.E.I., and St. John, N.B., are also being stirred by their leading merchants concerning this question. Certainly from out of this general discussion much good should come. The great cry is that a personalty tax falls heaviest on the honest merchant. After all is said, the great trouble is to make the necessary change. The people must be roused from apathy and educated on the subject. This is part of the price paid for our democratic government. But assuredly the death knell of the personalty tax is rung, and now the funeral will be in order. It may take a year or two to complete arrangements, but when the burial takes place it will be in so deep a gravestone the obnoxious hydra-headed monster will never again show its head. Let the merchants of all these cities take courage and continue the good work in favor of justice and morality.

• • •

We are in receipt of an encouraging letter from Mr. Arthur P. Silver, of W. & C. Silver, Halifax, N.S., on this subject of the Personalty Tax. Mr. Silver has done a great work towards the enlightenment of the public on the question of taxation. The business men of this country are surpassing the scholars in the dissemination of sound theories of taxation.

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By the influence of the dry goods section of the Toronto Board of Trade, the Council of the Board has decided to ask Sir Oliver Mowat to appoint a commission to investigate the whole question of taxation. This request, coming from the Council will have a great deal of weight for it is composed of Toronto's leading merchants. The interests of the country, in their relation to municipal taxation must be thoroughly investigated. The ultimate aim is to secure such remedial legislation as seems to be demanded by the evidence adduced. Two years ago the matter was brought before the Provincial Legislature, but it was withdrawn on account of the dense ignorance concerning the subject of municipal taxation which was found to exist among the members of that body. But with the discussions which have taken place since, there should be an improvement. One thing is certain, if the promoters of this movement wish to succeed in getting a Tax Commission appointed, they must be able to lay a well-prepared brief before the members of the Legislature when the session opens, or else apathy will prevent the accomplishment of this very desirable object. It will be no easy task to secure this commission, and this must be carefully borne in mind.

THE TWO LAWS.

THERE are two great economic laws which are always spoken of either in conjunction or in contrast. One is the law of increasing returns and the other the law of diminishing returns. Business men should know them thoroughly.

Suppose a farmer to have a hundred acres of land, which he is cultivating with a small capital in the form of a few implements and one horse. He hires no laborers, but he and the horse work steadily on through spring ploughing, seeding, haying and harvesting. He cannot cultivate the land thoroughly, has to neglect his fallows, and do his work superficially. The earth yields gratefully and his grains of all kind amount to 300 bushels. He has lived and made a few dollars more to go into the old sock. Now, suppose that bright-eyed son of his comes home from business college, and he says, "Father, let us get some more horses, another waggon and hire a laborer, and let us cultivate this land properly." It is done. More labor is put on the land and the next harvest time sees a heavily cropped farm and a huge return of 1,500 bushels of all kinds of grain. The net proceeds in money are \$500 more than before, the wages, interest, etc., are \$200, and three hundred dollars extra gain is made. This is an illustration of the law of increasing returns. Apply more capital and receive a greater rate of profit. This applies to business also. For example, by investing \$150 in advertising, \$300 may be gained. Here the extra investment brings in a gain equal to double itself. This is increasing returns. With \$5,000 stock a man may do a business of \$15,000 a year and a net gain of \$1,000, after deducting expenses amounting to \$500. With \$10,000 stock a man may do \$30,000 worth of business and have a profit of \$3,000, from which must be deducted expenses which have arisen to \$750 or a net gain of \$2,250. This is the law of increasing returns.

But there is a point where the law ceases to operate. As soon as a farmer has his farm well cultivated, under-drained, etc., a further investment may lower the rate on the whole investment. When a business man has reached the limit of possible consumption he must invest no more. Some people claim a business man never reaches this limit; that the law of diminishing returns never begins to operate on his business, but that further investments, if judicious, will always slightly increase the rate of return on the whole investment. But this is a case of circumstances. The law may never apply to city dealers, but it applies very strongly to dealers in the smaller towns where the scope is limited. But as soon a certain point is reached the law of increasing returns ceases to operate and the law of diminishing returns begins to take its place. This point then should be the goal of all business men. Invest carefully, but invest until you think you have reached the point where the two laws make an equilibrium and then rest on your oars. Every business man must ascertain the point of equilibrium for himself.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

We wish all Merchants a prosperous year in 1893, and trust business will be as healthy as this year's has been. See Domestic and Imported Samples for Spring in Travellers' hands.

WHAT IS BI-METALISM ?

JUST now the whole financial world is looking to Berlin with considerable interest. There sit the great financial giants from several different countries, and on their discussions and decisions must depend the future currency of the civilized commercial world. Not that they will bind any government but the governments will be guided by the results of the conference—if there are any. Simply, then, what is meant by bi-metallism ?

In England to-day gold is the basis of the currency. This means monometallism, or one metal as a base. The value of the silver and bronze coins, such as shillings and pennies, are fixed by law in terms of gold. Twenty silver shillings are not really worth a gold sovereign, but the law of the land gives these small subsidiary coins this fictitious value. It takes gold as its standard, but of course it cannot regulate the price of gold. The sovereign simply exchanges for what it will fetch. Gold is, moreover, legal tender up to any amount. But silver coins are legal tender only up to £2—i.e., in paying any debt no more than £2 can be paid in silver, if the creditor objects. So pennies are legal tender up to one shilling. In Canada our legal tender is one and two dollar Dominion bills, but there is no gold currency distinctly Canadian. Silver is legal tender up to ten dollars.

A bi-metallic system of currency, to be completely effective, must, in the view of those who advocate it, include two essential features (a) an open mint ready to coin any amount of gold or silver which may be brought to it; (b) the right on the part of the debtor

to discharge his liabilities, at his option, in either of the two metals, at a ratio fixed by law. In the countries of Europe called the Latin Union, the ratio fixed by law is 1 gold to 15 1-2 silver by weight. This was established by a treaty in 1865 which included France, Belgium, Switzerland, Italy, Greece and Roumania. But since 1874 the coinage of silver was restricted and practically suspended in these countries except France. The object of the United States, which possesses enormous amounts of silver, and valuable silver mines lying idle, is to restore silver, which has fallen in value, to this normal value as established by the Latin Union, namely, 1 gold to 15 1-2 silver. From 1794 to 1834 no gold was coined in the United States, for the coinage was based on the assumption that gold was only fifteen times as valuable as silver. Thus the people who had gold did not send it to be coined because it was not so valuable in coin as it was in bullion. The law wouldn't allow enough silver for it. In 1834 the Congress resolved to alter the coinage on the assumption that the true proportion was sixteen to one. Then silver ceased to be coined because the law wouldn't give enough gold for it. These instances are sufficient to show the kind of difficulty which besets any attempt to keep two metals circulating at their intrinsic value. The value of each depends on the demand and the supply. When gold was plentiful on the discovery of the Australian and Californian gold mines it depreciated in value and silver appreciated, and thus gold drove the silver out of circulation to a great extent. Now silver is plentiful, and, as it sinks in value for this reason,

just as any other commodity would in like circumstances, gold is being driven out of circulation. When gold is at a high price it takes more goods to buy it, and hence it becomes expensive. Now, the idea of the bi-metallists is to establish some plan whereby both metals can be made to circulate concurrently. This would keep the circulating medium stable and keep prices stable. The use of both gold and silver as standards of value is obviously most important, and it equally cannot be doubted that the misuse of either must lead, as the disuse of silver has recently done, especially in India, to considerable fluctuations in the prices of commodities.

Further particulars of the death on the prairie of C. F. Church, of Winnipeg, traveller for the Sanford Manufacturing Company of Mamilton, are to hand. The Macleod (Alberta) Gazette says that Mr. Church arrived there on November 19, and on the 22nd hired a four-horse team and started off for Pincher Creek, intending to then go to Lee's Creek, and thereafter return to Macleod. On Wednesday he left the dry forks of the Kootenay river for Lee's Creek, but got mixed in his bearings towards nightfall. The kingbolt of the waggon came out, and the vehicle was rendered useless. His teamster proposed to him that they take a horse each and strike out for shelter. Church, being played out, refused, and told the teamster to go for assistance. At 3 o'clock next morning the frozen body of the young man was found by a rescuing party. All night a snow-storm had raged, and the rescuers had to brave an atmosphere 20 degrees below zero.

COTTON GOODS.

DURING the past month raw cotton has advanced in price nearly 40 per cent. This has had a stiffening effect on all the cotton stocks throughout the country, but prices as yet have been unaffected. The rise in the raw cotton is due to light crops, so that it is not a temporary advance.

With regard to the domestic manufacturers, they have not yet altered prices. This may be due to what was shown in the last issue of the REVIEW, that prices had already been advanced as far as consistent with a policy which aims at keeping out other countries' goods. Another reason undoubtedly is that the stocks of raw were fairly heavy in anticipation of a probable advance. But the prevalent opinion among the buyers in this city is that after January first an advance will be announced. This will probably be confined to greys, shirtings, cottonades and other colored lines. Prints may be expected to advance also.

These advances are based on the conduct of United States and European manufacturers. In the United States printing cloths have advanced very much; and, though Canada makes its own printing cloths, the price of these must necessarily rise to make up for the increase in the cost of raw material. English, German, and other continental firms are refusing orders for all kinds of prints at the old prices. The advance seems to vary from an eighth to a farthing per yard. Orders already placed by wholesalers in England and on the continent will, of course, be filled at old prices, but repeats and new orders cannot be placed at the old figures, hence this will have a strong effect on Canadian prices for these imported goods. Moreover the cotton operatives strike in and around Lancashire is having a weighty effect on prices, and, in conjunction with the rise in raw material, it will be productive of heavy advances before spring.

The wholesale houses are now receiving their first shipments from the new Canadian Cotton Co., which now controls the colored cotton mills. The shirtings, as regards appearance and quality, are fully up to samples, and buyers seem to be well satisfied with the goods. True, the prices have advanced during the past year, but the advances are not yet at an end. Taking everything into consideration, there are no complaints of any kind worthy of mention. With regard to the domestic prints which are now being delivered to the jobbers, much the same may be said with regard to the quality of the cloth. This shows a marked improvement in point of fineness. The great trouble is that the patterns are staple and lack in variety. But no doubt improvements will follow, and buyers are much pleased with the improvements already made.

Cotton challies promise to take the place of prints to a great extent in next summer's trade. This will result from the placing on the market of lower grades which can be sold as low as 12 1-2 cents. These are extensively made in Canada, and dealers are encouraging the domestic manufacturers. The goods are wider, and, being much softer, drape beautifully, thus surpassing prints, dresses of which are necessarily of conventional styles. Moreover they have a richer appearance.

DRESS TRIMMINGS.

The trade this year has certainly shown a tendency to return to trimmings. For nearly three years and a half trimmings have been left out of it, and the consumption limited. This year just past has seen a revival of fashion, and gimps and jets had a fair demand. Moss effects and other ruchings had also a fair share of trade, but the indications are that next year will see a better demands for all lines. The United States factories are turning out some beautiful goods; so are the European manufacturers. Stocks here will not be complete until February, but we have been privileged to look over a line of samples bought by Caldecott, Burton & Spence. This will give an indication of what retailers may expect to buy for the spring trade.

Perhaps the most striking thing in the new trimmings is the Persian effect in the cords of the gimps. This is a two-tone mixture, having a sort of mixed shot effect, and is very pretty indeed. This is shown in its isolated form in narrow gimps, and then in combination with moss effects in the wider gimps. It is shown, moreover, in the leading patterns, and also in insertion patterns, being generally in combinations in the latter style of gimps. Some call the Persian a cashmere effect; but by whatever name it may be called, it is a beautiful thing.

Moss effects are very prominent, running from the narrow or block moss effect in combination with a gimp cord, to the wide three inch moss band. One very pretty variety is shown where two colors are introduced, the wide centre part being bounded by narrow borders of a different color. Then there is a curious Persian moss effect. The band moss effects are used much like fur trimmings, on the bottom of the skirt.

Another new variety of trimming is the Russian band, which has also this characteristic Persian effect. It was used in Millinery the past season, being run around the lower part of the narrow hat crowns. Now it will be introduced into the dress trimming department. It is exceeding pretty in either the tinsel or two-tone Persian mixtures, and runs in widths from one to two and a half inches.

In braid trimmings many new varieties will be shown. The wide Hercules predominates, especially that variety of it known as the basket-weave Hercules. It will be shown in great variety in black and colors.

Silk trimmings are staple stock. A Spanish mesh effect introduced into the centre of some patterns adds very materially to the appearance of the goods. Silk heading patterns are more doubtful than the gimp headings.

Frings, especially in the six and seven inch varieties, promise well. They are shown in silk and in silk and jet combinations.

An experienced dealer says that the retailer should buy wide ranges and small quantities, and then when he finds out what is selling best increase his range of colors and patterns, and also arrange that repeats may be frequent. This will avoid serious losses by a careful method of buying. Dealers should bear this advice in their minds, as it is invaluable.

WOOLLEN GOODS.

The past year has seen a straightening up of the domestic woollen market. The woollen manufacturers are on their feet once more, and profits are coming out of the obscurity of the distant past. Every mill is busy. Orders are now placed for spring goods which will keep all the mills running overtime to fill by the proper dates.

The past three months has seen a stiffening in prices of all classes of woollen goods; in some lines strong advances being made. Wool itself has risen two cents, and this has had a tendency to make prices firm. Knit underwear has had a good season, and mills are still busy filling orders. Prices next season will be stiffer than during the past two seasons. This is due to the rise in wool and better demand for domestic goods on account of improved finish. Many dealers say that low grades of woollen goods such as blankets, yarns, etoffs, druggets, etc., will be quoted at higher prices for autumn, 1893, delivery. This again is disputed. But the rise in price of wool, and the prospect of a reduction in the American tariff on the importation of this raw material will have a strong effect on the domestic market, which must not be overlooked. There is a prospect of continued stiff prices for domestic tweeds of all kinds. Dress tweeds are in greater demand than supply, but no advance is anticipated.

There is no doubt that our dress tweeds are displacing foreign competing lines. In the light colored tweeds some beautiful goods are shown for spring in diagonals and hop-sack tweed effect. These goods surpass in quality imported goods at the same price. Domestic indigo-dyed dress goods have been leading in this market for some time, and promise to continue in this favorable position.

English and other European prices for woollen goods are also stiffening, and an advance is reported in tweeds, henriettas, and other dress goods. This may not be sufficient to affect jobbers' prices on the market. French dress goods have risen about 10 per cent. This will affect the quality of the dress goods brought to this market from that country. There seems to be some sort of sympathy between the prices of silk, cotton and woollen goods, as all prices are advancing together.

Samuel Lennard, one of the oldest and highly respected residents of Dundas, Ont., was stricken down to death with terrible suddenness recently. He was about 60 years of age. During the evening on which he died Mr. Lennard had been down town and had conversed with several friends, and seemed to be in the enjoyment of his usual good health. He returned to his home in a cheerful frame of mind, and afterward, when he retired to rest, he made no complaint of feeling unwell. He was not long in bed, however, when he was seized with a fit of coughing, which broke a blood vessel, and inside of an hour he had passed to the rest eternal. The deceased was for many years engaged in the knitting business in Dundas. He left a widow, three sons and two daughters. The children are all full grown, and the sons were partners with their father in the knitting factory, which is known by the firm name of S. Lennard & Sons.

WYLD, GRASETT & DARLING.

Christmas Novelties-- Just Opened

A fine range of the latest styles and shapes in Men's Neckwear—Four-in-hand, Derbys and Knots, Fine Umbrellas, Waterproofs, Underwear, Hosiery, Collars, Gloves, Braces, etc., Silk Handkerchiefs—Initialed, etc.

ORDERS SOLICITED. INSPECTION OF STOCK INVITED.

WYLD, GRASETT & DARLING.

V THE COLUMBUS BRACE

Is made by C. N. Vroom, St. Stephen, N. B. It is detached in the back and gives ease of motion and is easy on buttons. We have other specialties and a fine assortment of all grades of Suspenders. Don't buy until you see our samples. Orders by mail will have prompt attention.

C. N. VROOM,

St. Stephen, N.B.

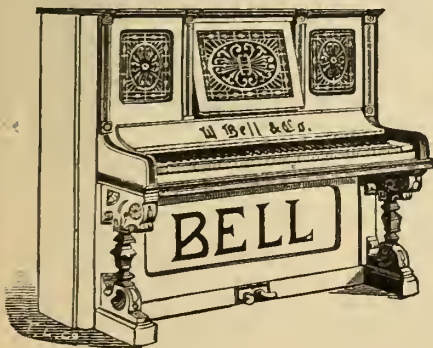
FOR THE ASSORTING TRADE.

We are constantly in receipt of repeat orders and merchants visiting the city will find our stock specially attractive for the assorting season. Just opened the undernoted desirable lines, viz:—Colored Henriettas in Creams, Cardinals, Navys, Myrtles, etc. BLACK HENRIETTAS, all prices, special value. BLACK VELVETEENS, all prices, special value. COLORED VELVETEENS, Navys, Browns, Garnets, and scarce shades. NAVY AND BLACK ESTAMENS, all prices, A 1 value! NAVY AND BLACK HEAVY DRESS DIAGONALS, all prices, A 1 value! BRONZE, FAWN AND BROWN Cheviot Serges, new and fashionable goods. BLACK MANTLE BEAVERS, CHEVIOTS, SERGES, DIAGONALS, etc. Splendid Range of New and Fashionable TWEED ULSTERINGS. BLACK AND GREY ASTRACHANS AND SEALETTES—Extra value. BLACK VELVET RIBBONS, Satin and Linen Backs, all Numbers.

NOTE—We are now offering some very cheap clearing lines, in DRESS MATERIALS, DRESS ROBES, DRESS TWEEDS CHEVIOTS, HOMESPUNS, etc., also prior to stocktaking we will offer clearing lines of odds and ends in every department at sweeping reductions.

INSPECTION RESPECTFULLY SOLICITED.

ALEXANDER & ANDERSON, 43 Front, Street West.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

BRANCH WAREROOMS:

TORONTO, ONT,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.

ADVERTISING ADVICE.

READABLE ADVERTISEMENTS.

WHEN the dealer gets tired of huge display advertisements, and has no particular lines to advertise, he turns to quiet but well-written advertisements, leading off with seasonal topics.

For example, he begins by such a phrase as "The proof of the pudding is in the eating of it," and talks about Christmas puddings, and winds up by telling that proper ingredients make a good pudding just as genuine woolen cloths make good suits procurable at the store of ——. The Christmas turkey is another such subject. Here are other subjects which may be written upon in a nice chatty way: Swearing Off, New Year Promises, To be Well Dressed Supersedes the Rest (Shakespeare), The World is Full, A Wet Season, The Snow Drifts, Muddy Roads, Market Your Wheat, a Bad Spell of Rheumatism, 32 Degrees is Freezing Point, A Winter Blast, The Ponds are Frozen, The Roses are Gone, A Bad Fall, The Untrodden Snow, The Bleak Winds, The Hoary Frost, Nips by Jack Frost. All these headings can be taken and written about in a readable way. People like to read neat, chatty, witty articles, even if they are advertisements. Each heading should be carried in the mind of the writer two or three hours and thought about, and ideas will be suggested that will be surprising. But they cannot be properly treated off-hand. Advertisements written in a hurry are generally failures. There must be real downright earnestness on the part of the writer, especially when he is not a professional advertiser. First attempts may be poor, but luxuriant thoughts, ideas and sayings will come with practice. Every man can be original if he tries sufficiently hard, for originality is not a natural gift except in very rare instances. What is called originality is often, nay always, the result of hard and honest labor.

FOR THE CLOTHIERS.

All the retail clothiers view the question of advertising in the peculiar light that it affects each individual firm.

Most retail clothing men believe in advertising in one form or another. This is shown by the almost constant use of printers' ink. I am safe in saying that clothing is as well advertised through the public prints as any other branch of merchandise. The great point is to present the necessity of wearing apparel—put a man in mind of something he needs and he will buy it—if he has money enough. In order to create a demand for an article, the advertisement must appear in a readable and attractive manner. It is not always the "ad" which contains the most highly-colored and smoothly-polished sentences that sells the most goods; the blunt, plain, honest style is far better, but this can be carried too far. There is a happy medium and it must be reached in order to make an "ad" the most effective.

In writing an advertisement be honest, not only with the reader, but with yourself. Conviction carries weight. In order to make others believe your story you must be thoroughly imbued with the idea that your bargains are worth advertising—and worth the consumer's attention.

Never promise anything in an "ad"

which you do not, or cannot, carry out to the letter.

Honesty is the very best policy in advertising.

Use good judgment in the selection of a medium.

There are so many different ways of advertising that it is not easy to discriminate, however, I have no hesitancy in saying that there is no better or surer way of reaching the public eye, ear and purse than through the newspapers.

It is hard to make a comparison of the relative returns of different forms of advertising, for the simple reason that you can never tell what induced the purchaser to come to your store.

I believe in advertising, in every way, shape and form, but place this restriction to my "ads"—They must not be fakes.

To my notion it shows enterprise and good business judgment to see a firm get out large roadside advertising and posters; put up large signs on the store, use liberal space in the newspapers, make attractive window displays of advertised lines. To keep stock in good order, decorate both inside and outside of the store with the goods for sale, and make the store both inviting and interesting to the trade. It is a good idea to study to make the store as popular as possible. Once you get people coming to your store you have no trouble in gaining their trade.

There are certain elements that combine to give an advertisement the greatest strength, among these are courteous treatment, a desire to please, politeness and obliging manners, a proper display of salesmanship, not alone in showing up to the goods, but after affecting a sale, to leave the customer in that happy frame of mind when he will make additional purchases and have no hesitation in recommending your goods and your methods to his friends.—Charles M. Wiener in Clothier and Furnisher.

ADVERTISING A NECESSITY.

"The only business man who can afford to dispense with advertising is the man who has no business to engage in business," says a well-known advertiser. "I have made advertising a study for years, and the more I look into the question the more I am convinced that it is an absolute necessity. If I had enough money to retire from business, I might oppose the expenditure of large sums in advertising mediums, but so long as I have to depend upon a commercial pursuit for my income, I must depend upon advertising to influence, if not bring me business directly. It is only a question of the best mediums. A great many men start out to advertise with a flurry and blare of trumpets, and then, because they do not get immediate results in the way of cash, they say that advertising does not pay. Now, any experienced advertiser knows full well that many of the benefits of advertising are not visible. They may come in a thousand ways that we never count upon. I use trade papers extensively, and I do not expect that every man who reads our advertisement will write to tell me of the fact, nor do I expect that when he even writes, after reading the advertisement, that he will always mention that he saw it. If the dealers, however, would more frequently mention where

they see the advertisement that influenced them in writing to a business firm it would prove of great value to the advertiser as well as to the legitimate trade paper.

MANNER AND METHODS.

At the outset it must be distinctly understood that simply putting one's business card in the paper is, in itself, a very feeble attraction, and to catch the reader's eye, a striking head-line or design must be used. The columns of many newspapers containing a meaningless lot of two-inch "ads," one after another, with little break in the type or variation in style, remind one more of a business directory than the mute representation of a live business concern, and is the reason why so many dealers grumble at their advertising bills and complain that they do not pay.

If a gardener planted a garden with good seed and then left it to the mercy of the weeds, nobody would sooner see the mistake and neglect than that same advertiser (the name is misplaced) who pays his coin for an advertising space and then neglects to keep it clean and attractive. It is better, in my estimation, to put ten poorly-written advertisements in a paper during a month than but one fairly good one, because the change excites curiosity, and curiosity is the bump of human nature on which you must operate to be successful. The way to have fresh advertisements, if your time is limited, is to have a blank book at home, and when you find an idea in what you read or hear, jot it down in the form of an advertisement, and so always have a stock on hand to draw from. Read other people's advertisements, especially in the large cities, and notice points which you can utilize, and watch local events and work them into your advertisement. They make your local notices and space work hand in hand.

Many people will tell you that it is a hard matter to keep advertisements fresh and attractive, and so in truth it is, but is it not also difficult, and often tedious, to wait on customers and suit their varying fancies? If you had a clerk who was impatient or unwilling to bestow enough labor and tact to sell to these customers, would you keep him? Is it, therefore, a valid excuse to allow the question of "hard work," which is indispensable in any line of success to deter you from reaching the trade for which you pay the newspapers?—D. T. Mallett.

The Canadian Government has consulted the Marquis of Ripon on a projected commercial treaty between Canada and Mexico, the former allowing the free importation of Mexican raw sugar, cotton and tobacco in exchange for the free importation into Mexico of Canadian wheat and flour, manufactured cottons and woollens and machinery.

Since the Canada Cotton Company purchased the Ontario cotton mills at Hamilton extensive improvements have been commenced, and the company proposes to increase the capacity of the mill from 400 to 800 hands. A new dye house is in course of erection that will be one of the finest in America, and improved machinery is being put in. The output of the mill will consist principally in future of colored shirtings.

WINDOW DRESSING.

CHRISTMAS DISPLAYS.

THE Toronto dry goods retailers are now in a battle of holiday window designing. Nearly every window on King, Yonge and Queen streets has been the object of extra attention during the past two weeks.

One very noticeable feature is that windows without plate glass are passed unnoticed. Another is that plate glass must be shiningly clean to do justice to even the most brilliant display. The store, with its shining, glittering panes is much more attractive with a poorer display than its neighbor with a better display, but with dingy windows. Another noticeable point is that plush floor cloths are used to a great extent. These are made up and kept for use in the windows, and, although the investment is a neat item, yet the length of time it lasts makes it a small yearly expenditure. It is wonderful what an effect a rich background like this has on a window. It adds at least 25 per cent. to the richness of its appearance.

Sprigs of holly and of evergreen, natural and artificial leaves, and flowers have been very much used, but in very small bunches. They are used only to touch up sombre displays, not with brilliantly colored goods. Moreover they are used so as to draw attention to the goods rather than to themselves. This is a point which is too often overlooked by window dressers.

Many of the designs are crude but original, and for that reason striking. One of the best to be seen was that of a double bridge, built high up so that the top was considerable above the spectator's eye. All the frame work that was needed was of single board thickness, the thickness of the bridge not showing. One archway was at an angle of about 30 degrees with the front of the window, and the second span at right angles to that, and almost parallel with the side of the window which bordered the entrance to the doorway of the store. A white boa fastened on the dome of the archway made a neat fringe, and gave a thick appearance to the structure. The solid part of the structure was covered with silk handkerchiefs, tacked by their centres, and hanging in close and graceful folds. On the top of each bridge was a large toy train, thus adding a sort of reality to the representation. On the floor and half way through the main archway was a ribbon bedecked bicycle, astride of which were two beautiful dolls. On the floor of the window were piled heaps of different articles, such as gloves, toys, handkerchiefs, etc., each surmounted by a motto card. The effect was striking. Not that it showed fast selling goods, but it drew attention to the store. This is not the aim of window dressing at all seasons of the year, but it is at this particular season. Then to a certain extent it showed goods especially advertising the lines heaped on the floor of the window.

Another design was the large sails of a schooner, covered with fantastically arranged gauzy and other fancy handkerchiefs. The boat was represented by a board running diagonally across the window floor, and covered with

plush, the mast rising from the centre.

Another design was a marriage ceremony, with pretty pages of all sizes and descriptions. It was used to draw attention to various lines of presents which were exhibited in the window.

Many of the windows were beautiful with an abundant display of holiday novelties of all kinds; staple goods being relegated to the shelves for the time being. The more gorgeous the displays the greater crowds they seemed to attract.

A GOOD PICTORIAL WINDOW.

"It Sells Goods," is the test which The Dry Goods Economist uses in deciding upon the merits of any window decoration idea. It is not always necessary that prices should be given on the goods which you have in the window, but it is necessary that everything which goes into the window as a part of the make-up should be first-class. A lace window, with a sign that shows age and ragged edges, is not allowable. If the goods in the window are the most fascinating creations of the age, you will "botch" the whole thing by having dusty or rusty rods, dirty window casings, either inside or out. Don't wait until all the putty has cracked away from the glass before you repair it, but examine everything every time you enter the window to trim it, and make good any unsightly appearance at once.

Realistic windows may be employed in selling goods. The fancy goods and art department should have a display once in a while.

Do not attempt to make it too much of an affair. Use one-half the depth of the window. You can use some rich shade of China silk or Canton flannel to make your window smaller in appearance, and bring such a display nearer the glass. Artistic placing and proper companionship are sure to produce an effective window of fancy articles.

If anything is to be criticised in this window it would be that there is too much in it. Don't try to show too much, but preserve a daintiness which permits each gem to produce its own result in attracting. If this is done, the window which has but ten pieces in it has an aggregate of ten attractions.

SOME ABUSES.

A writer in the Dry Goods Economist criticises complicated designs, and from his remarks the following is taken:

When we pass from the large cities to the smaller towns, there we occasionally meet strange freaks. Mr. K. is possibly listening to a very dry sermon, and his mind goes wandering about seeking for some good idea to stir up business. It occurs to him that a model in his window of the new city hall or post office or soldiers' monument would be a drawing card, so he hears no more of the sermon. By Monday morning the idea has full possession of his mind, and for the next two or three days he is at the back of the store busy planning the great design. Thursday, Friday and Saturday are devoted to the building of the model and its accessories. A whole week has been devoted to this great work, during which every interrupting customer felt he was an annoyance to Mr. K. She could see it in his eyes and in his teeth, although he smiled in his most lavish manner; they knew that

he was mad, and they felt aggrieved, at least they were angry enough to make up their minds "not to trouble Mr. K. any more; there were lots of other stores in town, just as good as Mr. K.'s." Business generally neglected and customers snubbed is the history of the first week of the great work.

Second week, Monday A. M. The curtain is drawn and the great display is now in progress of being finished. Everything is now subordinated to that great work. Spools of cotton, linen, silk, etc., etc. are gathered, grouped and regrouped, built up and knocked down, built up and knocked down again, but on goes the work. Every clerk is now excited, and their faces plainly say to customers, "Oh! why do you bother me; don't you see I am busy." The work progresses and possibly Thursday morning the curtain rises, and "The New Post Office," "City Hall" or "Soldiers' Monument" appears in all its button and spool glory. Mr. K. and his clerks are now all smiles. "We did that!" is plainly written on their faces, and the crowd stands on the sidewalk and admires it. Not one of them offers to buy it and carry it home and put it up in the parlor. Mr. K. would be surprised if anybody offered to, for it was not made to sell; it was made to be looked at—"only that, nothing more."

Mr. K.'s neighbors avail themselves of this opportunity made for them by Mr. K., so they display in the most fascinating manner possible, millinery, cloaks, dress goods, hosiery, gloves, etc., even spools and buttons, but all to entice people to buy. So Mr. K. has the crowd of admirers on the sidewalk; his neighbors have the people inside, tempted there by the practical enticements of their window displays.

What are the net results to Mr. K.? Loss of a week and a half of attention to business, and loss of many customers by want of proper courtesy and attention. Has the great work paid Mr. K.? Certainly not.

If it seems that I am writing against professional window dressers, it is only a seeming, for they are now necessities in all large houses. My object is to call attention to practical and unpractical window dressing.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.



CORSETS

At Popular Prices.
The Perfection of Shape,
Finish and Durability.

APPROVED by the
whole polite world.

SALE OVER
ONE MILLION PAIRS
ANNUALLY.

A large stock of these
GOOD VALUE Corsets
always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS:

W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.



Midwinter's snow lies deep and chill
 On field and forest, vale and hill,
 And wintry winds are blowing :
 The short-hour'd day is almost past,
 The sun has reached the west at last,
 Just o'er the hilltops showing.

The sleigh-bells jingle at the door,
 And happy young folks full a score,
 In friendship warm are meeting :
 The Old Year dies this winter night,
 And these whose hearts are free and
 light
 Await the New Year's greeting

Without, King Winter holds his reign,
 And gathers 'round a snowy train
 Of Jack Frost and his fellows :
 They search for cracks wherein to creep
 While 'round the house with whisk
 and leap
 The noisy west wind bellows.

But in the house, defying cold,
 The fires blaze up with red and gold.
 From solid pitch-knots burning,
 While logs of oak and solid beech,
 That come within the wild flame's
 reach,
 To glowing coals are turning.

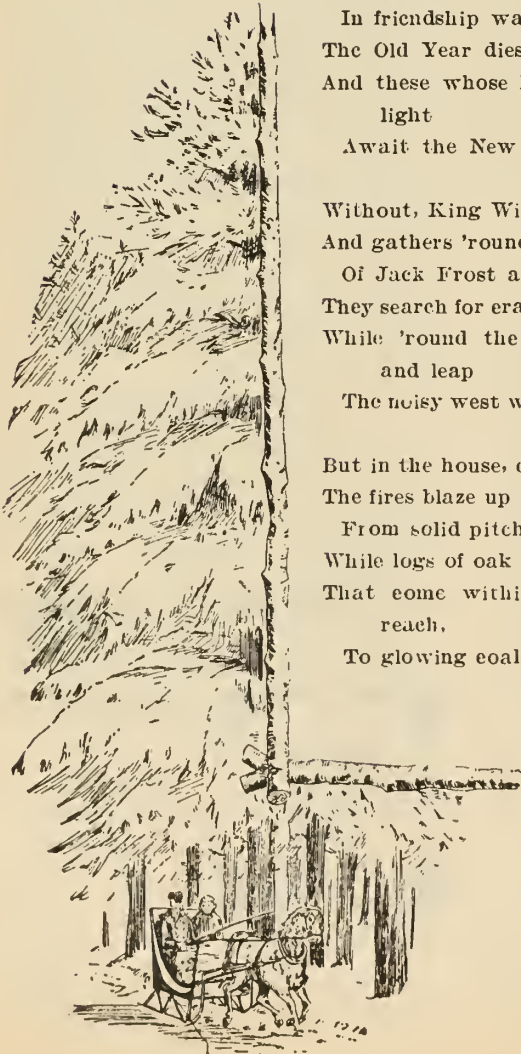
With sumptuous feast the board is
 crowned,
 Where father smiles on all around.
 And joins in laughter hearty ;
 While mother, seated at his side,
 Regards her flock with looks of pride,
 The happiest of the party.

When supper's done, the merry throng
 Meet round the fire with laugh and
 song,
 And each some tale is telling
 Of Indians, ghosts, or goblin things,
 Which fly at night with black bat's
 wings,
 Or haunt some lonely dwelling.

The hands across the clock dial creep ;
 The little folks are going to sleep,
 As midnight hour draws nearer,
 But when the clock at twelve rings out,
 Then "Happy New Year" is the shout
 Of every watchful hearer.

The crescent moon rides in the west
 Before the household seeks their rest,
 And in their dream-thoughts mingle
 The many memories of the night,
 The happy faces, young and bright,
 And distant sleigh-bells jingle.

—Good Housekeeping.



THE INSOLVENCY BILL.

A JOINT deputation from the Boards of Trade of Toronto, Montreal and London waited on the Government on the 15th inst., to ask for the enactment of an insolvency law as a Government measure in the coming session of Parliament. The members of the deputation were as follows: Hugh Blain, first vice-president of Toronto Board of Trade; F. Wyld, Paul Campbell, S. Caldecott, E. R. C. Clarkson, D. E. Thompson, Q. C., and Edgar A. Wills, all of Toronto, and the following gentlemen from Montreal: E. B. Greenshields, James A. Cantlie, James Slossor, A. L. Kent, C. P. Hebert, J. B. McLea, J. B. Learmont. The London Board of Trade sent the following delegates: M. Masuret, president, and Mr. Thomas. They were received by the following members of the Government: Sir John Thompson, Hon. G. E. Foster and Hon. A. R. Angers.

Mr. Greenshields made a long and able speech. The deputation represented, he said, all the business interests of Ontario and Quebec, where there was an almost unanimous sentiment in favor of a Dominion insolvency law. At present a distribution of assets act existed in only two provinces. They were simply insolvent acts under another name, and without any provision for discharge. There were no preferences under the laws of Quebec, but there were in Ontario, such as chattel mortgages and preferential judgments, which were first claims on the estate. A transfer of book debts, even when dated back several years, became a first lien on all the book debts, including those contracted since the execution of the transfer. Under the existing law in Ontario "A," debtor, may sell out to "B," and the sum realized may be handed over to "C," a creditor in the same town, to the detriment of other creditors. The maritime provinces were a hotbed of preferences. He gave several illustrations of the state of the law down there, which, he declared, was so unjust that it should not remain on the statute books. It might be said, he knew, that wholesale merchants should shorten their credits or sell for cash, and not make bad debts. That was almost impossible so long as they had to compete with the merchants of the world. The agents of British merchants came over and offered long credits and goods equally cheap and Canadian merchants had to offer equal terms. They looked to the wisdom of the Government to provide a way out of their difficulties.

Mr. Blain advanced the argument that it was not in keeping with the character of the confederation that there should be different laws in the different provinces discriminating in favor of local creditors. They would be loth to return to the insolvency law of 1875. There were serious defects in that law, and there was no doubt a feeling of relief when it was abandoned. He thought they could frame a law without these defects. With that object they had brought down a draft of a bill for the consideration of the Government. In framing it they had had the benefit of the great experience of Mr. Clarkson, as an assignee, of Mr. Thomson, who was generally acknowledged to be the most competent commercial lawyer in Toronto, of the opinions of Mr. Walker,

general manager of the Bank of Commerce, and the views of a number of merchants in the chief commercial centres.

Mr. Thomson explained the salient features of the bill. It proposed to apply the law to traders only. The Government have to consider the question as to whether the law would have to be made applicable to all classes, as it was in England, but upon that point they had nothing to say. Under the act of 1875 the assignee got things ready for liquidation before calling a meeting of the creditors. Instead of that the bill proposed the appointment of a guardian, who would usually be the sheriff in Ontario and the prothonotary of a court in Quebec, but in the case of large interests a special officer appointed by the Board of Trade, to whom every estate in the first instance must go. Such guardian would hold the assets until the creditors could be got together, and he was declared ineligible for the appointment as liquidator, leaving the creditors free to deal with that appointment, and thus removing one of the most serious objections of the act of 1875. In regard to the granting of a discharge, it was proposed to do away with compositions altogether. The liquidator was in every case to sell the assets, leaving the creditors, if they chose, to give him his discharge, but independently. As to the granting of a discharge by a court, it was not supposed that the Government would set up a bankruptcy court owing to the additional expense which for small estates in a young country would be unjustifiable, but it was felt that under the jurisdiction of the local courts there was no uniformity of practice, and a creditor was driven to go all over the country in the settlement of difficulties. It was thought that a particular court, say in Ontario, a division of the high court of justice, might be indicated for administering the law. It ought not to be regarded as a hardship on the debtor if he was to be relieved of the payment of his debts in full if he should be compelled to go to a forum convenient to his creditors instead of vice versa. Under the proposed bill there would be no official assignee. There would be a temporary guardian, and then a liquidator would be appointed by the creditors, but without the intervention of a court. They had a law in Ontario providing against preferences, but the legislature in dealing with this subject was hampered by the question of jurisdiction. For instance, they had never provided for discharge. Nor was there jurisdiction to seize on a man's assets and distribute them. It was true, as stated by Mr. Greenshields, that if a man could sell his assets for cash he could pay over that cash to one creditor alone to the exclusion of all others. In the proposed bill the discharge clause was practically as in the act of 1875, except that the grounds have been made a little more clearer, and it was proposed that if the debtor applied to the court direct without the consent of the creditors to put the onus upon him, whether it was opposed or not, showing a title, and that he had dealt fairly by his creditors.

Mr. Foster, in reply to the deputation, said: "We are very glad to hear your views, and I have no hesitation in promising, for Sir John Thompson and the rest of my colleagues, an examination of your bill, and a thorough consideration of the whole subject, and

if you will judicate to me within a few days the names of a small sub-committee of this deputation, if we should wish to consult you, then when the time comes we will call upon you for further explanations, either as to the principles or details of the bill."

Copies of the bill were left with the ministers.

The following members of the deputation were subsequently named as a committee to be at the call of the Finance Minister in promoting the measure: Messrs. Thompson, Greenshields, Blain and Kent.

BUSINESS CHANGES.

ONTARIO.

R. W. House, merchant tailor, Woodville, is advertising his business for sale.

Robert Barfeet, tailor, Newcastle, has sold out to Thomas Miller, and removed to Oshawa.

McNaughton & Co., clothing, Kingston, are offering to compromise.

Tolton Bros., men's furnishings and hats, are advertising their business for sale.

W. H. Schneider, dry goods, Mildmay, has sold out to J. D. Miller.

Oscar Hendry, dry goods, Simcoe, had his stock damaged by water during a recent fire in that town.

William Hill & Co., merchant tailors, Ottawa, have had their stock damaged by fire and water recently.

Rotz & Co., dry goods, are leaving Rodney.

QUEBEC.

L. L. & C. P. Cayley, tailors, Montreal, have dissolved.

H. Prevost & Co., dry goods merchants, Montreal, have dissolved. Corinne Prevost, spinster, registered proprietress.

Joseph Steinburg, dry goods, Montreal, is in difficulties.

Dominion Blanket and Fibre Co. is the name of a new incorporated company in Montreal, with a capital stock of \$250,000.

Albert Prevost, dry goods, has sold his stock at auction.

Mr. F. W. Walker has retired from the firm of Walker Bros., linen goods, Montreal.

The St. Timothe Woolen Co. had made an abandonment of their property for the benefit of their creditors.

Peltier & Co., tailors, Montreal, have advertised their business for sale.

The Sherbrooke Corset Co., of Sherbrooke, is offering to compromise at 25 cents on the dollar.

Shaffer & Sisenwain, pillow shams, Montreal, have dissolved.

MARITIME PROVINCES.

John A. Wilson, tailor, St. John, N.B., is in a bad financial state.

Mrs. James Connolly, milliner, St. John, N.B., is dead.

MANITOBA AND THE WEST.

H. A. Potts & Co., tailors, Victoria, B.C., have been sold out.

M. Marks, clothing, Victoria, B.C., has his stock advertised for sale.

T. G. Sheret, tailor, Victoria, B.C., has assigned.

Mr. T. F. Kingsmill, the well-known dry goods merchant of London, left for the British and foreign markets on the 14th.

Tenders for the summer clothing of the Montreal fire brigade will be received up till noon on December 22nd by the city clerk.

THE MILLINERY TRADE.

MILLINERY is very quiet at present, but the open weather of the past two months has been very favorable for retail millinery business, while it was unfavorable for the retail dry goods trade. Stocks of millinery, both with wholesaler and retailer, are very light indeed. Travellers are now in from their routes, and most of the houses are stock taking.

Mantles have had an enormous run this year, and this has seriously crippled the mantle cloth trade. People like to buy the mantles direct from

pointed in regard to their repeat orders.

Mr. Blakely, of D. McColl & Co. has been in Montreal on business for about a week. Mr. Guthrie, of S. F. McKinnon & Co., was also in that city recently.

Miss Pinning, the head milliner for S. F. McKinnon & Co., has gone to London and Paris to get thoroughly posted on next season's head ornamentation. She will help their foreign buyer, who resides in London, to pick up novelties for next season's trade. Mr. McKinnon himself sailed on the 6th for London to buy next season's mantles. This firm does nothing second-handed.

won, 2 points lost; W. R. Brock & Co., 7 points won, 3 points lost; Wyld, Grasett & Darling, 7 points won, 3 points lost; John Macdonald & Co., 3 points; Samson, Kennedy & Co., 3 points, and Gordon, Mackay & Co., 2 points. The team averages in weight 143 pounds, and in age 22 1-2 years.

The following contains a few personal points about the team:

Alex. F. Rodger is captain, and plays the position of full back. He has been playing football since 1882; a cool, firm and gentlemanly player, he has won respect from friend and foe alike. He has the distinction of being the best player in the Commercial League.

George T. Irving is goal keeper. To



JNO. MIMMS. JAS. MICKLEBOROUGH. WM. TRIMBLE. GEO. IRVING. GEO. F. WATSON.
 FRED. WASTELL. D. W. CLASS. C. H. PASSMORE. A. F. RODGER. C. L. PENISTON. WM. MASSON.
 ALF. RANDALL. ED. FAULDS.

THE CHAMPIONS.

The REVIEW has much pleasure in presenting to its readers a portrait of the team which for the second time carried off the beautiful shield which the proprietors of this journal offered for competition to the Toronto Wholesale Dry Goods Football League. It was won by the team of Caldecott, Burton & Spence last year and again this year. The standing is as follows: Caldecott, Burton & Spence, 8 points

his good judgment a good deal of the success of the champions is credited. He is the right man in an important position. He looks after the team in the absence of Capt. Rodger.

William Masson, full back, is a steady and reliable player. He was strongly averse to playing this season, on account of throat trouble, but was prevailed upon to again don the blue and yellow by his fellow players. It is doubtful if his team would have again won without his assistance.

James Mickleborough, centre half back, is a new man, though a prom-

the continent and get their fashions first handed. The nutria or beaver trimmed garments were in strong demand, as were lamb and Astrakhan trimmed garments. The volume of the sales will much surpass previous years.

NOTES.

S. F. McKinnon & Co. has several cases of mantles on the Spree which recently broke her shaft when about 1,000 miles out from Europe. These goods will, consequently, not arrive for another week. Some of their customers have been grievously disap-

ising one. He has good weight and is a splendid kick.

Charles H. Passmore, right half back, is a young but clever player; has played a strong game throughout the season, and has materially assisted in placing his team at the head.

John H. Mimms, left half back, though light in weight he manages to get there in a way that surprises some of his heavier opponents. He uses his brains in playing as well as his feet.

Ed. Faulds, inside left forward. To this player's lot comes the bulk of the hard work of the forward line. A good dodger and an indefatigable worker, he cannot be too highly praised for his good work, and he will stand any amount of hard usage.

William J. Trimble, outside left forward; good on combination, and a

THE FUR SITUATION.

THE great talk among the merchants interested in furs is concerning the rise in seal skins alluded to in our last issue. Prices are advancing rapidly, and seal skins will be a luxury here next season. Reports from the recent fur sale in London indicate that Alaska seal, of which there was an offering of 7,000 skins, showed a decline of 5 per cent., compared with the October sales of 1891 (but prices were very high last year), whilst Copper island seals, of which there was the usual quantity, realized an advance of 23 per cent., on the October sales of last year. Of North-west coast skins there was a full offering, and they brought the enormous advance of 40 per cent. over the prices of twelve

beaver are said to be great favorites, and for them the demand is consequently great. The demand, however, can be fully met. Although the supply of beaver is decreasing each year, the price does not show any material alteration. Mink appears to be coming somewhat more into use, and those engaged in the trade anticipate that it will become still more fashionable. Silver fox is too scarce to admit of its coming into use to any great extent, the whole catch of Canada being estimated at not more than 250 skins in a season, and these represent all grades. The proportion of prime skins is very small, and the prices range all the way from £10 to £100 per skin, whilst the poorer qualities run from £1 and £1 5s. to £50 or £60. Astrakhans and Australian furs are in fairly good demand, the former especially when made up into garments such as ladies' sacques and jackets. Bear skins are very high in price, fashion calling for a number of them being made into boas, which creates a brisk demand. The call for raccoon appears to be about the same as in previous years, and prices are likewise about the same.

Advices have been received of the sales of the Hudson's Bay and Lamson's collections, which will take place from January 23 to the end of the month, and from March 13 to the beginning of April, showing that of beaver there will be offered in January 52,654 skins, or about 4,000 less than in January last, and there will be 928,686 muskrats, or about 150,000 in excess of last year.

CHAS. C. ROBB.

Mr. Charles C. Robb, of the firm of Gordon, Mackay & Co., died suddenly on Thursday evening, the 15th inst. Deceased was in the best of health a week before his death, but met with a slight accident which left him with a bruise on his face. This turned to erysipelas, and it spread from his cheek to his brain, resulting in death. Mr. Robb was 57 years of age, and had been connected with the firm for 31 years, and for several years a member of the firm. Whether among the employes or the customers of the house, or among business men in the city, no one was more generally liked and respected than the deceased. He was always in the business department of the house, and while partner of the firm had entire control of the counting house and banking. But it was the sunshiny temper and jovial bonhomie of the man which endeared him to all his acquaintances, and made him always welcome in the best social circles. He was an energetic business man, who had made his way in the world on his own merits.

Deceased was the eldest of a number of brothers who have done well in life. One brother is manager of the Boiler Inspection Co., of this city; another is judge of the county of Norfolk, and other is manager of an insurance company in New York. He leaves a wife and five children, one only boy being about sixteen years of age, not having yet left school. He was a member of the Carlton Club and a Freemason. He took a keen interest in politics, but never ventured into public life himself, being content to remain quietly in his own business sphere. His birthplace was Halifax, and he was the son of a Scotch Presbyterian minister.



DAN. PHOTO-ENGLAND

sure shot on the goal, and with his partner Faulds will make things lively around any goal they may be attacking.

Fred. Wastell, inside right forward; a young player of good promise. This is his first season on the team. Another winter over his head and he will make a good man.

Dave W. Glass, outside right forward; a hard worker on the field. He "heads" the ball very cleverly, having scored several goals in this manner. He is good at combination play.

C. L. Peniston, centre forward; the "artful dodger" of the team. He passes the ball to the wings fast and accurately, and is a good shot.

George F. Watson, the club's president, is liked and esteemed by all who know him, and is an especial favorite with the boys.

months ago. The latter skins (North-west coast) were the collections made by the British Columbian and American sealing schooners. This will give an idea of the advance there will be in the retail season of 1893-4. Even now prices are stiffening on the market, but sealskins sold at the recent London sale, will not be manufactured for the present season.

The catch of what is known in the trade as "South sea seal" has been restricted, owing to the Behring sea arbitration, and for some time to come these skins will remain an expensive article. The demand, however, can be fully met. The high price may, as usual, lead to imitations being put on the market, but anyone who knows genuine seal can never mistake these imitations for it.

In the finer furs, Persian lamb and

CARPETS AND CURTAINS.

THE trade in carpets has been very fair during the past month with retailers. Jobbers have taken some orders which were fairly bulky, but, while orders were numerous the majority of them were for small quantities. A large number of back orders were executed. The manufacturers report a very good demand, and most of the factories have orders booked which will take some months to execute.

The curtain trade has been excellent with all dealers. On account of the advance in cotton, lace curtains have stiffened considerably in price, but no actual advances are to be noted among jobbers..

CHENILLE CURTAINS.

Most of the chenille curtains sold on this market are made in Philadelphia. Their sale on this market has been, and is, increasing in a wonderful degree. This may be explained by their lowness in price as compared with the prices of three years ago. Since then prices have dropped nearly 50 per cent., and there is a consequent greater enquiry. Almost every dealer now handles chenille curtains in small or large quantities, according to the size of his business. At the same time these goods have improved in appearance very materially, and are consequently more taking. The machinery used in their manufacture has experienced a semi-revolution, and faster and better work is being done. Instead of weaving one curtain at a time, they now do cloth enough for four, with almost the same amount of trouble. Tapestry curtains during the same period have advanced in price if anything, while lace curtains have cheapened but slightly.

WILL THERE BE A CHANGE?

The United States carpet people are wondering what changes in the tariff will be made to affect them. The American Carpet and Upholstery Trade says: The general query is: Will the coming season's business be much affected by the election of Cleveland? We cannot see why it should be. The great World's Fair year is upon us, when millions of people will be moving and travelling, and the need for furnishing and re-furnishing will be something extraordinary. The price of carpet and upholstery materials cannot possibly be affected by the change in politics within a few months to come unless Mr. Cleveland should call a special session of Congress soon after his inauguration. Other than this the new regime will take shape in December, 1893, and the overthrow of the present tariff cannot follow under some mouths thereafter. Things are apt to travel about as now during this period. It is safe to prophecy that under the Democracy free wool, free jute, and other essentials classed as raw materials, will enter this country substantially free of tax; that Mr. Cleveland will tolerate free textiles we do not anticipate. Even Mr. Mills, the Texas apostle of free trade, did not dare confront the north with anything like free trade in woven stuffs. His "free wool and 40 per cent." on carpets was entirely satisfactory to Mr. Lyman, of the Lowell Co., and to other thinking men. Even with free wool

and 25 per cent. we need not fear a devastation of our giant industries.

DISJOINTED FACTS.

A well-known Philadelphia retailer inserted recently the following "want" in a daily paper:

Carpet Salesman—Wanted, young man, willing to push himself to the top; plenty of work; good pay.

He received 164 answers. Either there are a good many dissatisfied carpet salesmen in the city, or else the opinion has become prevalent that such a position is a very easy and lucrative one.

* * *

Scotland is gaining high repute for its curtain products; there are some eighty machines in Scotland, and the climate, the water, and the skilled help up there are conducive to superior lace curtains. Glasgow, Darvel, and points in Ayrshire, are the habitats of the lace mills, and altogether the industry there is flourishing in a quiet way.

* * *

England exported to the United States during October 49,100 yards of carpet, as compared with 81,700 yards for the same month in 1891. For the ten months ending October 31, 1892, the exports amounted to 696,000 yards, while for the corresponding period of 1891 they footed up 639,500 yards.

* * *

Germany tried a few years ago to build her machines, but even when Bismarck put up the duty on everything she could not succeed, and found the experiment very unprofitable. This tariff stimulated lace weaving very greatly, however, and Plauen, Falkenstein, Dresden, and one or two other towns ordered something like 150 machines from Nottingham.—The American Carpet and Upholstery Trade.

* * *

During the past week Vancouver has entertained two gentlemen from England, who are interested in one of the largest industries in that country. They are Messrs. G. B. Bird and Marchette, the former being a director, and the latter the son of a director in the well-known carpet manufacturing firm of Messrs. John Crossley & Sons, Ltd., of Halifax, England. This firm is the largest carpet manufacturing institution in the world, and employs a very large number of hands. These gentlemen are out for pleasure more than anything else, and before returning to England intend to visit the principal cities in eastern Canada and the United States. Mr. F. W. Hart is the agent for the mainland for this firm, and he has shown the visitors all the sights here. This firm do a large business in Canada, and Mr. Hart has just placed an order for \$10,000 worth of goods with Mr. H. A. Driscoll, the firm's agent at Winnipeg. This is without doubt the largest importation ever brought to Vancouver, and some novelties in carpets may be expected next spring.—News-Advertiser.

* * *

Michael Gates, carpet manufacturer, Woodstock, Ont., is contemplating removing to Paris, Ont., where a firm has recently vacated a factory.

* * *

John Macdonald & Co. are showing an elegant range of Wilton and Axminster rugs at present. They carry

these goods in a wide range of makes and qualities, and their stock is large enough to supply all customers. Their buyer in this department, Mr. Dewar, is one of the most experienced buyers who has ever gone to foreign countries to purchase carpets, curtains, or rugs for the Canadian market. They have just passed into stock a huge shipment of the latest style curtains; their stock having been almost depleted by the huge enquiry during the first week in December. They have also secured a line of mottled carpet, which will be sold at a price never before equalled on the Canadian market. It can be made a leader and retailed at 25 cents. Enterprising carpet men will remember this.

Foster & Pendar, wholesale upholsterers' goods, are about to move into an elegant store at 14 and 16 King East, in the very heart of this City. About a year ago they were burnt out of their premises on Colborne street, and moved their salvage stock of upholstery goods, carpets, rugs, etc., up to a store on Yonge street, where they ran off the stock at retail, although previously they had done only a wholesale trade. But being pleased with the retail trade they have secured they have decided to continue in their new premises on King street.

A NEW CONCERN.

At 103 Adelaide street west is a new firm doing business as The Globe Hat and Cap Mfg. Co., Ltd. They have been running only a few months, but have done an enormous trade and are now about to enlarge their factory. This will enable them to do a much larger trade next year than has been done this. Their superintendent, W. Williams, has left for England and the continent to secure a supply of raw materials for next year's manufacture, and to see the leading styles in his lines. The company is under able management, Mr. W. P. Page, a gentleman well known in financial circles being the president, and Mr. E. H. Hilborn, the secretary-treasurer. There is a big field for such manufactures as this company turn out, and they will no doubt be successful. Their gods so far have given excellent satisfaction.

Mr. E. A. Benjamin, manufacturers' agent, of 1724 Notre Dame street, Montreal, who represented the colonial house, The Mosses, Loudon, England, dealers in high-class dry goods and novelties, has left his creditors without warning. It is reported on good authority that a wholesale furrier of Montreal is in his books for \$5,000, while among other creditors in the city are said to be M. Michaels, A. Morris, and a large number of prominent men in the city. Mr. Benjamin has been in the habit of visiting Toronto frequently and always put up at the Rossin house, where, with the hotel proprietors, he was very popular. The result is that they are now looking vainly for \$1,000, the amount of his hotel bills and borrowed money. As to the total liabilities there seems to be some difference of opinion. One creditor, who evidently wanted to draw the matter lightly, said the total would be about \$8,000, while another gentleman said confidently that they would aggregate \$15,000.

MILLINERY

WHOLESALE
SORTING UP TRADE.

WEEKLY SHIPMENTS OF
NOVELTIES

ARRIVING.

Everything New and Fashionable found in our
Departments.

ORDERS SOLICITED.

D. McCALL & CO.,

12 and 14 Wellington St., East, Toronto.
1831 Notre Dame St., Montreal.



— THE —
AMAZON
VELVET SKIRT FACING
A NEW FABRIC FOR FACING AND BINDING SKIRTS.

ADVANTAGES:

DURABILITY—Will outwear a dozen old-fashioned braids.
NEATNESS—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.
ECONOMY—Being done up in continuous lengths (3 yards) sufficient for each skirt.

ALL FASHIONABLE DRESS SHADES.

MANUFACTURED BY

MEYERHOF, MARX & SIMONSON, MANCHESTER.

Representative: FRED KING, 61 Piccadilly, Manchester.

WHOLESALE ONLY.

HOW I MADE MY FIRST GOLDEN SOVEREIGN.

TWENTY years ago I was a lad going to school in a little Yorkshire village. The incident that I am about to write happened on Christmas eve. Our family consisted of grandfather, grandmother, aunt, a little cousin and myself. We two lads slept together. That night our aunt paid a visit to an old neighbor who was supposed to be dying. He lived on a farm about two miles away from our own farm, and it was about 10 o'clock when she returned home. In those days almost every woman wore a Paisley shawl. My aunt's shawl was fastened with a large oval brooch; I think it was an opal stone covered with forget-me-nots; the brooch being an old family heirloom. The names of the eldest daughters in the family were engraved on the back. It had passed through four generations, and, consequently, was very highly prized. After aunt came into the house I jumped on her knee, and listened to the conversation about her visit. She afterwards went upstairs to take off her shawl and bonnet, and soon returned with the startling information that the brooch was lost. Candles were lighted, and a general search was made—without success. She remembered distinctly putting it in her shawl when leaving, consequently it must have been lost between the two farms. We boys were sent up to where the farm hands slept and told them about the loss of the brooch, and also to tell them that whoever found it would receive a golden sovereign. There was an old man

living in a thatched cottage near us who had a pretty young donkey for which he wanted a sovereign. My heart was set on buying that donkey but I had never been able to "raise the wind." You may imagine how excited and anxious I was to find the brooch, earn the sovereign, and become the proud possessor of the donkey. I said to my cousin, "Now, Jimmy, if you wake before I do be sure and call me." But this he refused to do, saying in his Yorkshire dialect: "Thou mun waken theesel fur ah weecant; ah'm gannin after't brooch afore dayleet." We laid awake talking over the lost brooch a long time; we discussed the different places that she would be likely to have dropped it. She came across the fields part of the way home; there was a footpath and at the end of each field there was a stile to climb over. We were quite sure the brooch would be found at one of these stiles. There was also several small water dykes and ditches to cross. We two boys knew every foot of ground as we were over it almost daily looking after sheep or other things connected with the farm. This matter of buying the donkey seems trivial now; but to a little nine-year-old boy, with twopence a week for pocket money, it was a gigantic affair. Well, at last we fell asleep. The next thing I remember was seeing my aunt climbing over a stile, or rail, by the side of a pond at the corner of different pasture fields. It was so arranged that the cattle could get to the pond, but could not pass from one field to another. I saw her drop the brooch, proceed on her way, leaving the brooch on the sand. I do not know how long I slept, but when I awoke Jimmy was fast asleep. The moon was shining brightly—was I

really awake, or was it a dream? I sat up and nipped my arm. I was certainly awake. Then I thought of the sovereign, and the donkey, and that decided me. I crept out at the foot of the bed, carried my clothes down to the kitchen, where the fire on the big open hearth was yet smouldering. The terrier and the sheep dog were laid by the fireplace. They began to growl, but I spoke to them and they kept quiet. When dressed I took the two dogs, also a foxhound that was chained up outside, and off I went along the road and down the fields. The dogs enjoyed the run, but I was afraid of my own shadow. I did not stop until I reached the scene of my dream, and there lay the brooch sparkling on the sand. I ran back home; my heart went pit-a-pat; I could almost hear it beat. I chained up the hound, took the dogs into the kitchen, undressed, and crept back to bed, putting the brooch under my pillow. When I awoke it was broad daylight, and I was alone. When I went down stairs, I heard the village boys singing at the door: "We wish you a merry Christmas, a happy New Year, a pocket full o' money, a cellar full o' beer, good fat pigs to serve you all next year; please to give us a Christmas box." The man and Jimmy were away searching for the brooch. Old grandfather said: "Thoo's nae good; it's the early bird that catches the worm and finds the brooch." Then I told my dream, at which they were greatly amused; but when I told about my midnight run across the fields and produced the brooch, to say they were puzzled and amazed is to express it mildly. However, I got the sovereign, bought the donkey, and that indeed was a merry Christmas day.

TOM SWALWELL.

TAILORING AND FURNISHING GLEAMINGS.

THE Thornton Inverness continues a fashionable overcoat in England, according to Minister's Gazette of Fashion. The shoulder seam is carried across square with the natural level of the shoulders, giving a squarer appearance. The cape reaches to about the knees, and is furnished with a fly front. The materials used are mostly fine Cheviots, Shetlands and Vicunas.

This journal also describes a dress coat with turns arranged to roll very nearly to the bottom, and with the ordinary "step" form of fronts, which are covered right out to the edge with silk. It has also plain round cuffs four inches deep. The Sartorial Art Journal points out that dress coats are several inches longer than in previous seasons. In materials it prefers Oxford Vienna.

Geo. Anderson & Co., 8 Wellington east, are desirous of purchasing \$30,000 worth of raw furs for the English market.

The United States tailors are going to have an elegant building of their own at the World's Fair at Chicago. This will give suitable accommodation for the visiting brethren; although of course no one but subscribers to the building fund will be entitled to its privileges.

The question at present agitating the minds of manufacturers and the trade generally is whether or not regatta shirts will become the rage. Buyers are timid, and are acting with a good deal of reserve and caution. There is one thing certain, that the open back dress shirts in medium qualities are not going to be knocked out to any degree, and the goods shown for spring are superior to any former season in quality and general get-up. Although regatta shirts can be worn with any suit for business, or for walking, etc., yet not on dress occasions, when men must don the conventional full dress court shirt. These are mostly of German make. In fact the Germans make the best lines on account of the amount of hand labor which is bestowed on them, such as hand-made button holes, etc. It seems strange that the Germans can import Irish linens, pay 15 per cent. duty on it, manufacture it into shirts, export it to Canada, pay 30 per cent. and a dollar a dozen, and still compete with Canadian manufacturers. Surely there must be a lack of snap somewhere. But the fact remains, and there seems only a slowness on the part of our shirt manufacturers to explain the startling state of circumstances. The duty amounts to a heavy bounty, but still the domestic goods cannot compare for nicety of detail, with foreign made goods.

The regatta shirt which promises to lead during the coming season is the open front shirt worn with a white collar. Many dealers predict an enormous sale. Neglige shirts with a stiff collar and a short stiff bosom will be much in favor. Bedford cords in the regular neglige shirts will lead, especially when varied by the introduction of a silk stripe. The furnish-

ers will have to watch carefully for the next season or two, because fashion promises to exceed her usual fickleness in the matter of shirts.

The newest thing in knot ties are the smaller knots and the loose, flowing, unlined ends. This is a variety which promises well. Shot effects in ties are taking well, especially in fantastic line patterns. These are even ahead of the florals. Spots hold well. Derbys of all kinds are in as much demand as ever.

Men's gloves and mitts have had a somewhat slow season as yet; due no doubt to the mild weather of the past two months. Stocks in the wholesale houses are fairly heavy, while the same seems to be the case with the retailers.

The fur garment season has opened up poorly for the retailer. Ladies' capes, caps, gloves and jackets have sold fairly well, but men won't buy their goods till they need them, and consequently stocks are almost unbroken. Seal goods have been in fair demand in ladies' jackets; boas in restricted quantities have sold, but capes are the proper caper. Ladies' fur goods would have sold in even larger quantities if fur trimmed cloaks had not been imported in such large quantities. The fur trade, considered en toto, has not been so brisk as dealers would have liked. But the weather is an uncontrollable element in varying trade. If January turns out cold, it will lighten stocks; if not, there will be little profit in this fur season.

In the men's furnishing department of Wyld, Grasett & Darling's warehouse may be seen a crowded display of holiday neckwear, and also of lines suitable for the spring trade. They have just opened up a shipment of 27 cases of these goods, which includes many novelties, and embraces all qualities. These were picked up in England quite recently by their buyer, Mr. Fisher, and he claims that he has secured the finest line of neckwear ever shown in Canada. This statement was made with the calm confidence which always betokens honest knowledge. The newest thing in these English goods is what is called the American "turning" in Derbys. This feature is that the lining of the tie comes only within a quarter of an inch of the edge. Thus it is impossible for the lining to be visible when the Derby is properly tied. This idea is shown in all qualities, and they have made it a leading feature of their goods. They claim to be the only jobbers in Canada who have secured this improvement in their lowest priced Derbys. They have also received a shipment of their English "Grandee" two-inch collars, and have now all sizes in stock, and back orders are now being executed. They are doing a good trade in Japanese silk handkerchiefs, both in initial and plain hem-stitched, and are showing special value in a job line of colored brocaded silk handkerchiefs. Another shipment of their light colored cheek waterproof coats has been passed into stock. The trade have handled this line in large quantities for three successive seasons.

John Macdonald & Co. are in receipt of a large shipment of their celebrated full dress German court shirt. This shirt has been on the market for years

and has in every respect proved satisfactory and superior to any other competing shirt. This year they have introduced a lower grade, which can be retailed at \$1.25, still retaining their standard quality. These shirts possess many peculiar features which other shirts do not, and buyers if not already familiar with these leaders should become so.

W. R. Brock & Co., in their furnishing department, have just passed into stock, for the holiday trade, large shipments of the latest novelties from the London market, purchased quite recently by their European buyer, Mr. A. Crawford. They consist of men's neckwear in knots of all styles, Derbys, and Windsors. One of the newest knots is called the Manvers, being a combination of a knot and Windsor tie, having long flowing unlined ends. Spots, figures and brocades lead. Their stock is very extensive, and exceedingly well chosen. Silk handkerchiefs in white, cream and colored brocade, and shot effects are very attractive. They have a large shipment of Japanese handkerchiefs direct from Yokohama. This gives them a range of handkerchiefs of all kinds for the holiday trade which has pleased large numbers of buyers. A new Christmas novelty is a new silk umbrella done up one in a box. These are shown in both ladies' and men's styles in natural, celluloid, gold and silver mounted, and other fancy handles. These are extremely rich and fantastic in effect.

John Macdonald & Co. are making a special display of neckwear in all varieties. The usual space allotted in the warehouse for these goods was too small, and increased space has been given to them, and there are better facilities for inspecting them. They display thousands of patterns, and the turnover of these goods will be phenomenal this month. It is astonishing the volume of trade done in this class of furnishings. The handkerchief trade has reached a volume already unprecedented in the history of the house. During the past week one buyer alone purchased over a thousand dozen of assorted lines of handkerchiefs, and yet the assortment on hand has never been better nor larger. Merchants from all parts of Ontario have visited their haberdashery department during the past week, and a huge business has been done in holiday goods, which will be advantageous to these buyers as well as to the house. Five cases of finest American braces have been opened up. Nineteen cases of white dress shirts, collars and cuffs, three cases of men's novelty umbrellas, and sundry cases of underwear and half-hose have also been passed into stock. Thus the arrivals of half-hose and underwear are about at an end for the season.

At a recent meeting of the Winnipeg Board of Trade the matter of petitioning the Government to insure money packets sent by registered post was remitted to the council to take direct action with the Government in conjunction with the Boards of Trade of Montreal and Toronto. The council were also requested to take up with the Government the matter of the reduction of postage on city drop letters from two cents to one cent. It is understood that other boards are moving in this direction.

OUR MONTREAL LETTER.

THE month's business in dry goods has been satisfactory and wholesalers have no reason for any serious complaints. The mild wet weather during the latter part of November interfered with the actual consumptive movement in some lines, but it was not without its benefits, for it led to demand for seasonable goods, and developed matters as it were for the advent of the cold weather, which closed November and opened up the present month. This led to a demand for winter goods of all kinds, and stocks in consequence began to show material signs of shrinkage. Now, however, all of the houses are stock-taking, and while this is in operation nothing extensive in the way of business is to be anticipated. Values generally are firm; the striking feature in this connection being the tendency of values on colored cottons, the sharp advance of which has been firmly maintained; while the position of the raw material has led to still further advances, the additional rise on the leading lines being about equal to 7 1-2 per cent. The prospects seem to be for higher values. Although there is no actual advance to note in the case of imported goods, the tendency in their case also is firm, while silk has firmly maintained the advance referred to in reports of last month. In the matter of payments, remittances were moderately good during the closing weeks of November, but since then some complaints have been heard, and at the date of writing there is room for improvement in this connection. The change, no doubt, was due to the fact that dealers in the country have been liquidating the more urgent of their interest-bearing debts, preparatory to the close of the year.

The demand for tweeds, overcoatings and other heavy lines of goods in the matter of gentlemen's furnishings has benefited by the colder weather. In overcoatings the favor is equally divided between Meltons and freizes, with the fashion leaning a little more in the direction of the former than the latter, but both have furnished a satisfactory volume of trade. Tweeds have been fairly active; in fact, the warm, mild weather of the early fall may possibly have been a benefit. At any rate heavy overcoats were not necessary until late, and the presumption is that more suits were ordered in consequence.

Knit goods and the leavier lines of woollen underwear were influenced by the weather, but, although the movement was restricted at one time it picked up again, and the movement on the whole was about up to the average. In fact the sorting up trade in these lines during the past few weeks was considerable, and one of the more active spots of the dry goods market.

Dress goods, both tweeds and serges, furnished business of a fair volume, although the weather operated against them to a certain extent.

Cloakings have shown considerable activity, and the big retail houses report a very active business both on city and country account, which has increased recently.

Fancy goods and millinery have not furnished a very active business, the wet weather being a drawback. The cold, clear days of December, however,

operated to produce some improvement.

Cotton goods have furnished perhaps the most notable features of the month owing to the marked appreciation in price which colored goods have exhibited. Throughout the month the goods showed an upward tendency, and the sharp advance in raw cotton made itself felt before the opening of the present month, as the combine took full advantage of the fact. Buyers attempted to repeat orders of several lines given in the early fall for spring delivery, but they were refused except at a considerable advance, and finally the flat-footed information was given during the first week of this month, that colored lines, such as cantons and linings had been advanced an additional 7 1-2 per cent on the rise noted in October. Grey and white cottons are very firm also at the date of writing, and the prospects point to higher values.

The demand for furs has been quite up to the average, in fact, some of the manufacturing firms report that they have been taxed to fill the orders of which they have been the recipients. Prices generally do not vary much from those of last year, except in some lines which went with a greater demand owing to the vagaries of fashion. The catch of south sea seal has been restricted owing to the Behring sea difficulties and this has stiffened prices on the already very expensive article. In fact, the high price has led to imitations being put on the market, otter being the best adapted to the imitators' requirements in that direction. But seal is seal, and there is nothing else like it. At the sales held during the early part of November in London the advance in the price of seal was equal to 25 per cent. over last year and this in the face of the fact that last year's figures were exceptionally high. Dealers anticipate that such an appreciation as this will tend to check the call for the fur, and the feeling is that way already. Persian lamb and beaver have met a good demand, and values on them are about the same. Mink appears to be more of a favorite this year, while silver fox is too scarce to permit of any large volume of trade. In the cheaper furs there is a very good demand for Astrakhans and Australian furs. In fact, the former is quite the fashion in the undyed state for such articles as ladies' sacques and jackets, and also the trimmings thereof.

NOTES.

B. A. Boas, A. Boas, S. Davis and A. Hartz have applied to the Legislature for letters patent incorporating them under the name of the B. A. Boas Co., with a capital stock of \$100,000 to carry on the wholesale dry goods business in Montreal.

Mr. James H. M. Welsh, confidential counting house clerk for D. Morrice & Sons, for nearly 20 years, and widely known in banking and insurance circles, died recently at his residence, Mackay street. The late gentleman, who had suffered from heart disease and dropsy, had only been confined to his house for two weeks. He leaves a widow and two children.

Mr. E. A. Robert, manager of the Dominion Blanket Company, was married recently to Miss Shirley Foley, daughter of Mr. James Foley, of the Petroleum Oil Trust, Gaspe.

There have been rumors here during

the month that the colored cotton combine, which controls all the mills in Canada, excepting the Parks mill of St. John, N.B., had also secured control of the latter, thus making the combine complete. One of the leading directors of the Colored Cotton Co. said that matters were not actually settled but admitted that arrangements are in progress. They have probably been consummated, although nothing definite can be learned, but the visit of several leading members of the combine to St. John very recently is considered as signifying that the matter has been closed.

The annual meeting of the dry goods branch of the Board of Trade was held on the 15th. As usual the gathering was strictly private, and beyond giving the list of new officers to the press, Secretary Irwin had nothing to say. The officers are as follows:

President—R. L. Gault.

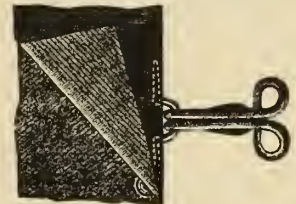
Vice-president—E. B. Greenshields.

Treasurer—Wm. Reid.

Directors—Messrs. Frank May, Geo. Sumner, Jas. Slossor, A. D. Thibaudeau.

METAL LOOP HOOKS AND EYES.

Francis' Patent Metal Loop Hooks and Eyes were devised to fill the long felt want by those who make up ladies' and children's garments for a proper eye to work with the ordinary dress hook; When hooks first came into use many years ago loops of thread were



made to work with them; later on, eyes of bent wire, such as are now generally sold, were made, and, as no better article was to be found they were accepted, and the dressmakers have been struggling along as best they might with the thread loops and the unsightly eyes. The Francis device is an important departure from old methods, and, although a simple contrivance, is perfect in result, and



has the great advantage of saving time. When fitting a garment these loops can be adjusted in a moment with no bad effects to the fabric, and this is a great advantage. They are invisible when the garment is hooked and are more secure and slightly than thread loops or eyes. These goods are being well received by the American and Canadian trade.

The Government has been asked to place ramie fibre and the yarn or thread spun from it on the free list. The article is used as a substitute for silk in the manufacture of silk and woollen fabrics.

THE MONTH'S TRADE.

There is quite a struggle for holiday novelties, and enquiries for the latest importations are numerous. Orders are not bulky for this class of goods, but varied and numerous.

The rise of Kerr's 200 yard six-cord spool cotton from \$3.20 to \$3.50 has created a feeling that other brands will follow, and consequently prices are very firm.

Scalettes are not selling so well as last season, while the demand is for cheaper goods. Prices run now from \$2.50 up to \$10 per yard, but the great quantity average about \$1. When these goods were first put on the market six or seven years ago, the prices were from \$7 to \$20 per yard. But now the better classes have discarded them, and the people demand cheap goods.

The past month has been rather quiet among wholesalers generally. Stock-taking is over, although results are not yet announced. While trade is slack all hands are busy getting out samples of spring stock. Domestic colored goods are being poured into the houses now and the dress goods and staple departments are putting on a summer appearance. Staples are not moving out very fast, but orders for future delivery are being secured in fair bulk by the travellers. Sorting orders from travellers and by means of letters are very fair. These are of too diversified a nature to be described in detail.

The month of November has been a favorable one for most of the wholesale houses. The volume of business done was greater than the corresponding month of 1891. The increase was much greater than was the case in October. October was a somewhat discouraging month. December has opened up well. Heavy dry goods are moving both with retailers and wholesalers. Holiday novelties and holiday staples are in good demand. In fact the amount of holiday goods moved out indicates a very strong confidence among the retailers in the volume of the Christmas trade. In Western Ontario sleighing has made business quite lively. In the more southern districts the rural trade has not been so active.

Most of the houses have completed their stock inventories, and stocks cannot be said to be too heavy. The results of the year's business will not be known for nearly ten days.

Letter orders continue numerous. Strong enquiry has been made for handkerchiefs of all kinds, neckwear and some lines of staples such as flannelettes. Here it may be remarked that the huge trade done during the past three months in flannelettes has seriously limited the volume of the trade in grey flannels. Most dealers are complaining, but stocks will lighten very slowly.

NOTES.

Caldecott, Burton & Spence are offering certain lines of silk dress trimmings at extremely low prices to clear. These are new goods, but are broken lots, and must be cleaned out. At present they are doing a nice trade in silks generally, especially in lighter shades for evening wear, and for fancy goods

manufacture. They report very hopefully concerning spring orders. They are numerous and bulky. Stock-taking is keeping all hands busy at present.

John Macdonald & Co. have just passed into stock a shipment of new daisy ball cotton fringe. This is something extremely nice for trimming the new art muslins and silks. There is also to hand a repeat delivery of four-hole and shank large smoked and white pearl buttons. The demand for these goods is still very active. In silk and satin pompons, tassels and chenille cords they have very full lines at present. In fact they are always able to fill orders for any color or quantity.

In cotton challies and dress tweeds for spring Caldecott, Burton & Spence show nice ranges. These are excellent goods and dealers will have to pay extra attention to them. They report a steady sale for buttons. Large 70 and 80 line pearl and bone are selling very well.

John Macdonald are showing some very new things in their samples of spring prints and shirtings.

W. R. Brock & Co. are showing an extensive range of flannelettes. They are busy getting in all kinds of domestic spring goods.

Alexander & Anderson report a steady demand for staples. Heavy underwear has been a strong feature of their fall trade.

John Macdonald & Co., in their rubber goods department, are showing an entirely new range of patterns in their Rigby waterproof goods. These goods can not be distinguished from an ordinary spring or fall overcoat. It is perfectly waterproof and sanitary in the highest degree. This is one of the most improved fabrics ever produced in Canada. This house has the only line of samples of these goods shown in Toronto. They have introduced a new improved wire hair brush, which is possessed of a row of bristles around the outside, thus being really a combination brush. The only invention in a century of hair pin manufacture is one just put on the market in the shape of a round blunt point which will not hurt the head. Sara Bernhard says it is the only hairpin that she cares to sleep in. A new thing akin to this is a hair waving press, a small wire arrangement for producing a wavy appearance to the hair in five minutes without heat. It is highly recommended by Mary Anderson.

Alexander & Anderson have finished stock-taking, and are now opening up their first shipments of domestic spring goods. They have been very fortunate in placing large orders before the recent advances in cottons, woollens and silks. They are receiving samples of British and continental dress goods. The prominent features for the coming season will be whipcords, diagonals and shot effects. The range will be as large and varied as usual.

Gordon, Mackay & Co. are pushing some very new Christmas goods in the shape of damask sets of table cloths, with napkins to match. These are novel and choice goods, and have been well approved of by the trade. The patterns are very choice, and the designs new and original. This house has secured a large repeat in friezes, which are so much in demand at present. The run on these goods has been strong and continuous, and stocks are almost depleted with the jobbers, while manu-

facturers are running hand to mouth orders. Still the enquiry from retailers is brisk, and a house is fortunate in having a stock of these goods.

W. R. Brock & Co. are succeeding very well by use of post and cable in keeping their stock fully equipped for the demand in all kinds of overcoatings such as friezes and ulsterings. They have a reputation of keeping their stock well assorted, and they always try to maintain this, no matter how difficult or expensive it is.

John Macdonald & Co. are showing some nice holiday novelties in their linen department, such as sideboard covers, doilies, table sets, five o'clock tea cloths, etc. They are opening up spring lines of flannelettes, prints, etc. Their flannelettes are taking extremely well.

Messrs Alexander and Anderson are showing a full range of navy estimaines and heavy navy diagonals, also diagonals in the new fashionable green. This new shade is very fashionable at present in England, and, being a shade of bronze green, is very pleasing. It looks extremely well in diagonal dress serges. Stock taking is in full blast in this house, and special offers in job lots and remnants are being cleared out at reduced prices.

Messrs. Gordon Mackay & Co. are offering a special low line of domestic wool hose in ladies sizes. This is a special line they are running out in order to clear. Other job lines are numerous in hosiery, underwear and gloves. In their dress goods department they report tartans selling extremely well, and also all shades of greens. Greens sell well in the city, and in all other places which lie anywhere near the border of the United States, as there the color is in strong demand in all kinds of dress goods.

John Macdonald & Co. have just received a shipment of new veilings in blacks, browns, navys and creams, chenille spots, chenille borders, masque nets, and complexion nets. These are scarce goods, and are also choice goods, fresh from France and England.

Messrs. George Anderson & Co., manufacturers' agents and jobbers in hats, caps, furs, etc., have now got settled at 8 Wellington East, with a number of good agencies, prominent among which is the huge concern of Macqucen & Co., of London, Eng. This firm ranks among the largest and best hat manufacturers in Great Britain, keeping three large factories, two in London and one at Bredburg, Stockport, to meet the demand for their goods. It is their intention to make a big attempt to get a share of the Canadian trade, and, judging from their large range of fine samples, they bid fair to carry out their intention. Messrs. G. Anderson & Co. also represent Triest & Co., of New York, in the "Lion Brand" and "Monarch" hats.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

A VERY LIVELY MEETING.

THE Dominion Commercial Travellers have had their meeting in Montreal, and, as every one expected, it was of the lively order. The commotion all arose out of the contest for the presidency and the manner in which it had been carried on. In fact it looked at one time as if active hostilities would ensue over some remarks made by Mr. D. Watson, one of the newly elected directors. The discussion waxed very hot at one time, indeed, but the counsel of the wisest heads eventually prevailed, and the resolution which threatened to make matters unpleasant was tabled; the fervent wish of all being, as the new President remarked, that the hatchet would be buried so deep that no one could find the time to dig it up again. The interest taken in the meeting was plainly demonstrated by the crowded attendance at the rooms of the Natural History Museum, where it was held. According to Secretary Wadsworth, and he ought to know, it was the largest gathering of the boys he ever had to record. It was about 8 o'clock when the meeting got down to business, for considerable hand-shaking had to be indulged in as a preliminary. The retiring President, Mr. F. Hughes, accompanied by an enormous yellow chrysanthemum, which reflected a genial yellow glow over his smiling face and handsome mutton chops, took the chair about a quarter past eight. He carried two more of the fashionable blossoms in his hands, and the boys indulged in some small wagers on the quiet as to what they were intended for. The mystery was solved, when he called up Messrs. Cains and Wilson, the two gentlemen who were aspiring for his seat, and, amid thunderous applause, decorated each of them. Then the refulgence was dazzling to behold and it took some time for the meeting to get down to regular prosaic work after this little bit of sentiment.

But everything has to have an end, and, after Secretary Wadsworth had read the minutes of the last annual and quarterly meetings, the annual report was read as follows:

Gentlemen,—Herewith your directors beg to present the annual statement for the fiscal year just closed, and again congratulate the Association upon the rapid and substantial progress made during the year. Three hundred and forty-five new members have been admitted, while 247 old members have dropped out, leaving a net gain of 98, and making our present membership 2,349. Your attention is called to the accompanying duly audited financial statement. The total income for the year, it will be observed, amounts to \$29,557.19, and the expenditure \$19,680.80, which with \$248.05 written off, leaves a net gain of \$9,628.34 carried to capital account, which now reaches the sum of \$117,641.16. Sixteen members have been removed by death during the year. While this is about the average number, it will be noticed that the amount paid in death benefits is much above the average. This is accounted for by the fact that many of the deceased were members of long standing and three of the deaths being the result of accident. In the last annual report, mention was made of an important meeting with the railways early in December last, when deputa-

tions from the various Associations with many of our leading merchants, waited upon the railway representatives and pressed for further concessions. Their reply was received early in the year, granting only a very small concession, viz., the extension of the week end ticket. While the more important matter of a two-cent rate and further excess baggage privileges were not granted. An important joint letter from the railways has just been received with reference to the admission of applicants to membership, whereby the "four months" clause is to be more rigidly enforced, and which will necessitate many of our present members in renewing their subscription, to become associate members, who will be entitled to all the privileges of the Association except railway concessions. During the summer an excursion to Portland, under the auspices of the Association, took place, and proved a very enjoyable affair. The commercial travellers of Portland and the citizens generally gave us a public welcome and treated us in the most cordial and hospitable manner possible. A benevolent fund, to provide assistance for members in destitute circumstances has recently been established. This has been a long felt want and has often been discussed, and various ways suggested for raising a fund of this kind, but, owing to opposition to the several schemes presented, the matter was not taken up until recently, when it was resolved to appeal to the members for voluntary subscriptions, and we trust that the circular recently issued respecting this fund will be liberally responded to. The monthly social entertainments held during the past winter were a source of pleasure to those who attended. The Association is indebted to the gentlemen of the committee who arranged these entertainments at their own expense. While the year has not been marked by anything of an unusual character, the Association is to be congratulated upon its gratifying progress, the good feeling which exists among its members, and the important position which the Association has attained in public estimation.

Respectfully submitted,
FRED. HUGHES,

H. W. WADSWORTH, President.
Secretary.

The financial statement showed that the receipts for the year, including a cash balance of \$6,124.87 from 1891, had been \$53,685.31, of which membership certificates represented \$23,734; interest on investments and bank deposits \$5,774.27, and investments realized, \$18,000. The disbursements had been \$38,228.85, leaving a favorable cash balance of \$15,456.46. Of the expenditure, working expenses had swallowed up \$4,216.08; assurance indemnity, \$19,680.80, and investments \$18,500. The assets were put down at \$117,628.69, viz., cash \$15,456.46; investments, \$100,770; accrued interest, \$802.23, and furniture \$600.

The following "In Memoriam," of members who had passed away during the year, closed the report: D. Dobbie, A. G. Hill, Thomas Kearney, Charles Lowe, Daniel Robertson, J. G. McArthur, J. F. Gregoire, Sam. Austin, Wm. Clarke, G. T. Beard, Alf. Labbe, J. E. Doyle, Alfred Lang, J. W. Taylor, E. W. Heffer, G. A. Pontbriand.

In speaking to the report the retiring President called attention to the fact

that the general expenses of the Association were smaller now than in 1890, which was owing to the fact that there was no dinner deficit, the total expenditure being \$600 less. On the other hand they would see by the annual report that they had lost no less than sixteen members, and that the Association had paid out for assurance indemnity \$15,464, which was the largest amount in the history of the Association. The number of deaths, was exceeded by one in 1890, but the amount then paid out for indemnities was \$1,000 less, which went to show how closely the old members were sticking to the Association, and that it would have to closely husband its forces in the future. The number who had dropped out was about the same as usual. In 1890 it was 235; in 1891, 257, and in 1892, 247. The increase in membership was in about the same proportion as in the past. In 1891, 71; and in 1892 a net gain of 98. In the report mention was made of the "four months" clause in connection with applications for membership. This had always been on the application paper, with the exception of one year. The railway companies requested it to be restored, and this was done. Many members travelled less than four months in the year, and the railway companies now wanted it stated about the number of days they travelled, and about the number of pounds of baggage they carried. They also wanted it more clearly defined whether the member was a commission merchant or not. Concluding, Mr. Hughes remarked that he was sure that the members were satisfied that the board of 1892 had done its duty, and it was evident that the members thought so from the applause with which the remark was greeted.

After Mr. White had asked some questions about the educational fund, Mr. S. Woods had something to say. He commenced with the rather ambiguous remark that the annual reports always looked on the bright side of things, but as he proceeded it was found that he was perfectly satisfied with it. The only thing he wanted was separate accommodation at the rooms of the Association for smokers and non-smokers. He noticed they had a constantly increasing reserve fund, and thought some of it could be acceptably disposed of in the matter of securing better accommodation at the home of the Association.

The chairman replied that the retiring board had thought of the matter, but as they would be moving out of their present rooms this spring they had concluded that it would be more appropriate to leave the incoming board to settle the matter.

Mr. George Forbes, while admitting that the report was a good one, thought that the ratio of expenditure to income was not as small as it should be. After some discussion as to the object of the recently established benevolent fund, Mr. W. Percival moved the adoption of the report, which was seconded by Mr. Price, and carried unanimously.

This matter disposed of, everyone settled down with a look of expectancy for the report of the scrutineers as to the incoming board. Mr. T. Paton, the chairman, came forward with his usual impassive smile so well known on the lacrosse field, and announced

the following, being interrupted frequently by cheering and applause :

For president :

G. L. Cairns, 1,121.

L. Wilson, 602.

Majority for Cairns, 459.

For Vice President :

J. H. Morin, 1,077.

George Forbes, 640.

Majority for Morin, 437.

Treasurer—F. Birks, acclamation.

Directors elected—D. Watson, 844

votes ; James Armstrong, 819 ; Max

Murdoek, 674 ; F. X. De Grandpre, 614 ;

M. E. Davies, 562.

The chairman in retiring referred in grateful terms to the honor done him in the various positions he had held in the Association, and, in concluding, thanked his friends for the fact that mark was the occasion of quite a little mark was the occasion of quite a lively little battle after the incoming President, Mr. G. L. Cairns, had taken the chair and fingered the official gavel.

Mr. Cairns in doing so thanked the Association for the honor done him in a few appropriate words, and expressed the hope that now the battle was over everyone would bury the hatchet. Unfortunately, as subsequent developments proved, this advice was not accepted.

When the new President concluded Mr. Galbraith jumped to his feet and took exception to the remark of the retiring President that he had never suffered defeat. With fire in his eye and every hair of his patriarchal whiskers bristling with aggressiveness, he demanded if Mr. Hughes intended to cast any reflection on those members who had suffered defeat. If so he would have Mr. Hughes to know that just as good men as he had stood and suffered defeat. This defiance was greeted with disapprobation by the meeting, especially as Mr. Hughes in strong terms disclaimed any such intention. He regretted that his remarks had been construed that way, for he meant only to express his gratitude to his friends for what they had done for him.

Mr. Galbraith had a little more to say, and, to cries of "sit down," he persisted, amid a regular pandemonium in saying it. He repeated that if he was a defeated candidate he would consider Mr. Hughes' words a reflection on himself, and it was just as well that it was explained.

The excitement subsided for a spell after this exhibition, and Mr. T. H. Morin, the Vice-President thanked the Association for the honor conferred upon him.

Then Mr. David Watson proceeded to light the torch of wrath in earnest, and the proceedings became decidedly interesting. After some general remarks expressing his thanks, and conveying the assurance that he would ever have the interests of the Association at heart, Mr. Watson went on to refer to some circulars that had been sent out during the recent contest. There was no outburst until he had characterized this action as disgraceful and then it was easy to see that there was music in the air. Mr. Watson regretted that the contest for president had this year taken that form ; but he hoped and trusted that every member of the Association would put his foot down upon the system of canvassing for votes, and sending out private dodgers. He thought that, above all things, they ought to be honorable.

He had looked upon it as an honor to belong to that Association, and he looked upon it still as an honor. The members ought to be very guarded that they did nothing which would stain in any way the character which that Association had borne for years. The merchants of the city would not come forward for positions, as in the past, if the tactics of late years continued to be followed out. He hoped from that time forward every member of the Association would act straightforwardly and honorably in connection with the election.

He had no sooner concluded than Mr. Callahan rose to his feet and denounced Mr. Watson's remarks as unequalled for, amid marks of disapproval and dissent from the different parties. Unless Mr. Watson would take them back and show that there had been a slur cast upon the Association in the late contest, he had better apologize for what he had said. Mr. Watson said that he had never asked for a vote, but was he cognizant of the fact that there were an army of men working for him.

Mr. Watson—I was not cognizant of any such thing. I say again, I authorized no one, I asked no one, and I neither authorized nor gave any right to anyone to do anything of the kind on my behalf. I hope that is satisfactory.

Here the new President, who was evidently nervous at the difficult initial task that had been imposed upon him, got in a plea for the funeral of that hatchet. The obsequies, however, were deferred until Mr. Wood, Mr. Harris, Mr. Gormley, and others had given their opinions.

Mr. Allan arose again and remarked that he had one of the circulars in his pocket, and was proceeding to speak at length when the President ruled all discussion out of order until there was something before the chair. Mr. Allan replied to this by a motion, seconded by Mr. Freeman, that the circular be produced and read. This made everyone look anxious, and there was a painful lull until Mr. W. Percival, seconded by Mr. Hughes, proposed a motion which carried out the funeral recommended by the President in approved style. It was a motion in amendment that the circulars be tabled, and they were by an overwhelming majority. It is needless to remark that there were few mourners, and that the combined sigh of relief was audible.

The report of the trustees of the educational fund was read. It showed that there were now three children at school, one at the high school, Montreal ; one in Newfoundland, and one in Liverpool, Eng. This left five vacancies at the disposal of the board. The treasurer's statement showed that the receipts had been \$291.44, and the expenditure \$78.14, leaving a balance in hand of \$213.30.

With the exception of Mr. Fred. Hughes, who took the place of Mr. David Watson, who retired, the old board of trustees was renominated.

In accordance with notice, Mr. S. Woods moved "That no investment of the Association's funds be made except in first mortgages on real estate or its equivalent."

This was seconded by Mr. George Forbes, and agreed to.

In accordance with notice, Mr. W. Percival moved "To annul section of clause 3, article IV., reading as fol-

lows : 'The nomination of candidates shall be made in writing, with the signatures of at least six qualified members of the Association, and the names of six proposers shall appear as such on the voting paper.'"

After a brief discussion the motion was voted upon and lost.

A vote of thanks was then accorded the ex-president for his services whilst in office, and the business portion of the meeting was at an end.

The papers for the coming year were then disposed of to the highest bidder, Mr. J. H. Morin acting as auctioneer.

STUDY CUSTOMERS' WANTS.

Some of our subscribers say that the best trade of their town or section is diverted from them by large city retailers, who send catalogues to customers, and thus secure a patronage which should come to them." Others, who live near large cities, say that "their finest trade goes to the city retailer."

While it is impossible to stop city merchants from catering to the country trade as they may see fit, yet, if they can send out their catalogues to reach the trade you speak of, you have a like opportunity of mailing to your trade samples of such goods as they send for to the city. In the first place, familiarize yourself with the wants of your best trade, their peculiarities, tastes, and their purchasing capacity.

Every lady expends a certain amount on dress every season, and the class you speak of want the best. By catering to this class, and there are many in every community, you will secure some of it. Endeavor to get in touch with them, learn their wants, and then aim to supply them. When you buy your stock, always keep in mind what styles and grades of goods are used by the best, medium, and general trade of your town and section. When you come to the city to select your spring or fall stock, before doing so, drop into the leading city retail stores, just the class who send out catalogues, and see what they are selling. Many of our near-by and state trade do this.

It is necessary to make your store as attractive as possible, and so do everything you can to contribute to the comfort and pleasure of your lady customers ; This goes a great way. Every courtesy and attention tell. Women rule the world of trade, especially in dry goods.

The out-of-town merchant has the same stock to select from that the city retailer has. The only difference is, when he can use one hundred pieces of certain lines of dress goods you may only be able to sell one or two. You can buy a pattern of different lines. You must be able to gauge the quantity by your knowledge of your trade. The means of ordering goods are such that you can quickly replenish your stock, in any and all lines. You have to keep a well-assorted stock in order to hold trade. When you come to the city go to the jobber or importer who has the largest and best-assorted lines to select from. If you don't keep the class of goods your trade demands, your customers will go elsewhere and purchase their supplies.—Chronicle.

TRADE CHAT.

MR. Cook, merchant tailor, Sarnia, was much injured by a recent experience with a runaway horse.

The store of Mr. Thomas Craig, merchant tailor, Ridgeway, was entered by burglars recently, and \$500 worth of goods stolen.

The Empress of China brought 200 tons of silk to Vancouver, B.C., on her last trip from Yokohama. Most of this silk was destined for Montreal.

Mr. O. C. Rowse, a prominent dry goods merchant of Peterboro', died there recently. He was an energetic business man and a prominent church worker.

Mr. J. S. Collins, men's furnisher, Simcoe, Ont., was burned out on the 3rd inst. Loss amounted to \$5,000, and the insurance to \$2,000. Part of his stock was saved.

Messrs. Newland & Co., Galt, Ont., are having plans prepared for an enlargement of their works, owing to the heavy demand for their imitation buffalo robes.

The Worsted and Braid Company, of Toronto, have amalgamated with the Austin Manufacturing Company, of Toronto Junction. Operations on a large scale have commenced.

On Saturday last the employees of A. A. Allan & Co., cap and fur manufacturers, Bay street, presented Mrs. Walker, the esteemed forewoman, with a handsome gold watch.

The British Columbia Jute Company is to erect a factory in Vancouver for the manufacture of jute and cotton bags of all descriptions, and is to be exempt from taxation thereon.

Mr. James H. Carrie, son of Mr. James Carrie, St. Thomas, has purchased a partnership in the dry goods business of T. W. Gray & Co., Woodstock, and will remove there soon after the new year.

Always anxious to be abreast with the times, the Canada Glove Works at Acton is about to put in steam power to run their sewing machines. This should render the work much lighter for the operatives.

A young Englishman in Stratford, by name Albert E. Elcombe, recently married an elderly lady, and ten days afterwards deserted, taking with him \$200 belonging to Tolton Bros., men's furnishers, in that city.

The dry goods store of D. Hendley, at Tilbury Centre, Ont., was broken into on Saturday night, the 10th inst., and about \$1,000 worth of goods carried away, consisting of ready-made clothing, silks, plush and ribbons.

The matter of addressing the Government on the question of introducing at next session the Insolvency Bill, agreed upon by the joint boards, was left in the hands of the president and Mr. J. W. Little, with discretionary powers at the last meeting of the London, Ont., Board of Trade.

Robert Barbour, president of the Barbour Flax Spinning Company, died recently of apoplexy at Paterson, N.J. He was born in Ireland, and came to the country in 1864, and established an extensive American industry. He left a fortune estimated at from \$5,000,000 to \$10,000,000. Canadian merchants are well acquainted with this brand of thread.

It is stated, and on very good authority, that if the Park's mill, at St.

Johu N.B. has not already been secured by the colored cotton syndicate, negotiations to that end will very shortly be consummated. This is the last mill outside of the syndicate, and the fact that it will soon be gathered into the fold, materially strengthens the stock of the latter in the market.

The mayor of Toronto has received a requisition signed by many prominent citizens asking that a public meeting be called to discuss the question of establishing a manufacturers' and commercial exchange, which shall, by disseminating information regarding established industries and others that may be projected, and be advertising the advantages of Toronto as an industrial centre, promote the prosperity of the city.

Mr. Chapeau in the customs department recently listened to the particulars of a case wherein goods had been seized for undervaluation. Stewart & Son, Lisburn, Ireland, manufacturers and importers of Linen thread, have been invoicing goods to Canada for 50 years, and their representative, Mr. Fawcett, of New York, states that the same basis of valuation had been used all these years that was used in invoicing this lot seized.

Messrs. Dundas and Flavelle Bros., Lindsay, Ont., are said to have one of the best equipped dry goods stores in that district. Their dress goods are kept in the front of the store, while the rear is filled up with tweeds and ready-made clothing. On upper flats are the carpet room and the millinery and mantle rooms. They carry a huge stock and do a rushing trade. They are also interested in other industries in the town.

Mr. Robert Simpson, who runs an immense dry goods business on the south-west corner of Yonge and Queen streets in this city, has been making some extensive purchases of real estate. For the lot on which he does business, which is 100 feet deep and has 28 feet frontage on Yonge street, he paid \$70,000. For the lot immediately south of this, with 42 feet frontage on Yonge, he paid \$84,000. The lot on Queen street just west of the two mentioned cost him \$46,000. The three deals are said to have been all cash transactions.

At a meeting of the Executive Committee of the Toronto City Council, it was decided that in January the people shall be asked to answer the following question: Are you in favor of the City Council asking the Legislature for power to reduce or abolish taxation on personalty, income, merchandise, as well as machinery, and, if necessary, on buildings? The voters who will have permission to answer this question are only those entitled to vote for the election of aldermen. It was decided to ask for power to abolish exemptions on land within the city.

On December 12 fire broke out in Mrs. Wyckoff's fancy store, London, Ont., and before the flames were extinguished, the stock was completely ruined by fire, smoke and water, entailing a loss of about \$5,000, on which there was no insurance. Very little damage was done to the building, although the store fittings were badly damaged. A little granddaughter of Mrs. Wyckoff's after lighting a lamp threw the burning match on the floor which ignited some paper and started to blaze, seeing which the

child ran down cellar, from which she was rescued by firemen through a window.

Speaking of failures, it is said that the circumstances connected with the closing down of the firm of McKinnell Bros., Vancouver, under a bill of sale, are such as to demand investigation and legislative enactment to prevent the possibility of its recurrence. In this case a bill of sale in a large amount was given, which shuts out all creditors, and it seems that in this province such an enactment will hold water even when given when a man is in a position of insolvency, and this has been the means of defrauding more than one creditor in British Columbia.

After an existence of half a century, the well-known wholesale dry goods firm of Mackay Bros., Montreal, is about to retire from business. The firm was established in 1840 by the late Joseph Meakay, founder of the Mackay institute, and a few years afterwards his brother Edward was taken into the firm, and later on the Hon. Hugh Mackay and Mr. James Mackay, nephew of the founder. All are now dead, and the only member of the family at present connected with the firm is Mr. Robert Mackay, who holds the principal interest, and is now retiring. The business will be disposed of as soon as possible, the sale of the stock and goods taking place some time during the present month.

A change has taken place in the firm of Wall & Butler, the well known and popular dry goods merchants, of Chatham, Ont., by which Mr. Butler retires from the business. His interest has been assumed by Mr. John Wall, jr., and the future designation of the proprietary will be John Wall & Co. In withdrawing from this old and well established house Mr. Butler carries with him the fullest respect and confidence of his former partner and business associate, together with the well-wishes of the house for his future prosperity. His retirement, it was learned, was voluntary, and the terms upon which it was arranged were mutually satisfactory, and reached in the best possible spirit and with perfect understanding. Mr. Butler, it appears, has simply given opportunity to the son of the senior partner to gratify a natural and cherished ambition for membership in the firm. Mr. Butler has always been regarded as one of the leading business men of Chatham, and was held in high respect by the citizens of that town.

Mr. Robert C. Milne, with R. C. Macfie & Co., hats and caps, has returned to London after a successful ten weeks' business trip to Manitoba, the Northwest Territories and British Columbia. His trip evidently agreed with both him and the firm.

W. R. Brock & Co. have an enormous stock of new prints. They have several ranges in domestic goods which are entirely confined to themselves. Already they are shipping out these domestic goods and the comment on them is very favorable. Their samples of English prints are on the road, and orders are coming in very well. In German blues their samples show a well assorted stock. They also carry a nice range of the better class of American prints. They expect fine gingham to be in good demand, and are preparing to meet this with a good supply.

Fancy Goods

MANUFACTURES of art silks, pongees, and such like fabrics, are the leading things in fancy goods this year. Head rests have been and continue to be a leading novelty. They are ornamental and useful, and thus their double purpose makes them doubly desirable. Art cushions have also had a great demand in plain silk or in combinations of all kinds. Wide frills are a striking feature of most of the lines that have sold best. Then comes fancy curtains and screens, which use up a great deal of fancy silks of all kinds. As to fringed scarfs and other like ornaments, these have consigned the old-fashioned tidies of ten years ago to the realms of the lumber room and oblivion. They are more artistic, and give scope for the exercise of that taste for fancy work which is one of the strong features of the weaker sex. To plan out some new fancy article is a sweet morsel to nearly every housekeeper; and the demand for these goods is limited only by the merchant's power to convince his customers that they are the proper thing for fancy work.

Many dry goods merchants are having a heavy sale of printed cloths of such a nature that when the figures printed thereon are cut out, they can be sewn up and stuffed into a most taking imitation of some domestic or other animal. Thus formed, it supplies a very pleasing and desirable toy.

In pongee silks John Macdonald & Co. show a range of fifty shades in each of two widths, 18 and 22 inch. The newest shades are art shades, and are used especially for scarfs, curtains and cushions. In satins they also show a full range of colors in 18 and 24 inch goods. These comprise four different qualities. Their range of silk faille, satin and faille, double-faced satin, and other lines in new shades to match their stock of pongees and satins. In hair ornaments they are now passing into stock a large shipment of the latest continental novelties. This includes a large range of new jet, steel points, imitation pearls, rubies, diamonds and amethysts, imitation floral, crescent, spray and insect designs. They also show the new hair or hat one-pronged dart in neat gilt designs.

A large connection of small stick pins for millinery in numerous varieties are exhibited. In brooches, they show the latest thing in jets, gilts, and fancy jewelled brooches. One line of these is an effective combination of a floral design and a floral bow, finished in exquisite colorings.

The Mackie-Lovejoy Manufacturing Co., of Chicago, have put a new hair curler on the market which is said to be ahead of anything yet sold. The distinctive feature is the hidden and durable spring. Their three leading lines are the "Dwarf," "4'00," and "Tuxedo." No doubt these lines will have a great sale.

The trade during the past month in novelties and fancy goods of all descriptions has been somewhat quiet considering the season. Nearly all orders have been filled, and nothing remained but sorting orders, and orders from late buyers. This would be an

accurate description of the trade, if dry goods dealers were left out of view. But while the regular fancy goods retailers were opening up and pushing their lines, the dry goods dealer was flitting among the wholesale houses buying up fancy lines. Still the mild weather has had an effect on trade which cannot be overlooked. Cold, stern weather is needed to brace up the trade. A dull sermon makes men listless, and so does dull weather. Retailers have commenced to move out their stock, but the pace is not rapid as yet. Nevertheless both wholesaler and retailer are confident.

No trade journal, no wholesale salesman or buyer, no retail dealer, and no consumer can ever say a word derogatory to notions. In trade, in all stocks, and in all personal requirements they are goods which have the stamp of popularity, reasonableness in prices and as articles of usefulness and comfort. The present season has shown them in larger demand than ever before, and the next season will be a still more important and successful one. The notion department is worthy of the greatest attention in whatever branch of trade it is conducted. It is already large, it can be made larger, and if it is small it should be made large. The goods sell readily, the lines are particularly noted for novelties, and there is no difficulty in giving prominence to the stock at all times, from the fact that it is always made up of interesting lines.—Fabrics and Fancy Notions.

A NEW INDUSTRY.

The growth of our home productions has been very marked during the past twelve years, and we are informed by one of the oldest buyers in this city in the dry goods trade that blankets, flannels, tweeds and other woollens are now made so well and cheaply in Canada, and sold at such close prices, that, considering the fact that there is less shoddy in them than in imported goods, they are sold to the consumer at prices little if any above those paid in the retail shops in Britain. This remark applies of course mainly to the low and medium goods; the finest classes being still imported; but those who buy them are well able to pay the duty. In keeping with this progress a new concern has recently started in Toronto, just south of the King street subway, called "The Merchants' Dyeing and Finishing Co.," for the purpose of making a specialty of dyeing and finishing textiles of wool and half wool. In Europe this has long been a separate business from manufacturing, but this is the first concern in Canada to make a specialty of this class of work alone. They expect to get work from the large importers, who will find it to their advantage to bring out their dress goods in the grey state, and then get them dyed here weekly, whatever shade may be most required by the current fashion. They expect also to get work from the smaller manufacturers who cannot afford to put in the expensive machinery required for the purpose, and no doubt it will help forward the production of goods in our own country, which, up to this time, have not been successfully dyed and finished here. The building is entirely new and specially constructed for the purpose, and the machinery is of the most approved kind in use in Europe. The works are under the management of Mr. Alfred Burton, a young

Canadian, who has had the advantages of a technical education in Europe in both weaving and dyeing, holding diplomas from the City of London Guilds and Institute, added to which is practical work and experience as a dyer and finisher in one of the largest and best concerns in Britain. They are also fully equipped for re-dyeing bad shades, and have already turned out some good work. We wish the new concern every success, and are glad to find that we have amongst us men who have confidence in the progress of our own country, and are willing to give their youthful energies to aid in the development of the country in which they were born.

A general meeting of the Commercial Travelers' Association of Canada was held at 51 Yonge street in this city on the 2nd inst. Mr. John Burns, who has been chief officer of the association for 20 years, resigned, and Mr. C. C. VanNorman, of Harvey & VanNorman, was chosen to fill his place. The nomination of officers for the ensuing year was made as follows: First vice-president, R. H. Gray, R. J. Orr; second vice-president, H. Bedlington, James Haywood; treasurer, James C. Black; directors for Toronto board, nine to be elected, F. T. Butler, C. J. Bothwell, W. Bingham, P. R. Carson, W. J. Caldwell, W. B. Dack, J. H. Devaney, W. C. Ellis, John Everett, T. P. Hayes, George E. Hannah, W. S. Hunter, C. E. Kyle, Joseph Kilgour, H. Morrison, John A. Ross, John Orr, W. H. Williamson, E. E. Star, H. Stanbury and Geo. West.

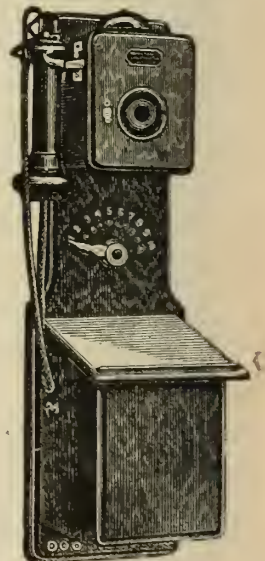
Hamilton board: First vice-president, H. G. Wright; second vice-president, John Hooper; directors, W. E. Lechance, W. G. Reid, E. A. Dalley, J. H. Herring, Fred. Johnston and R. B. Wilson.

Winnipeg board: First vice-president, G. F. Gault; directors, two to be elected, H. Miller, W. L. Brock, H. A. Galbraith, J. B. Ferguson. The annual meeting of the association will be held on December 29, when the ballots will be counted. On the same evening the "Circle" will hold its concert.

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