

REPORTS FROM THE WEST.

SATISFACTORY reports of the Northwest were given to THE REVIEW this week by Mr. J. D. Allan, of A. A. Allan & Co., who has just returned from an extended trip there. Mr. Allan has gone west once a year for about 13 years, and notes a steady and marked improvement in the material prosperity of the country. The cattle trade has grown to respectable dimensions, and while the present rainy season has interfered somewhat with the Manitoba wheat crop, further west on the prairies the moist spring has resulted in fine pasturage, from which stockmen will sensibly benefit. The people of the west, Mr. Allan says, are evidently getting better off as a whole, farm buildings show improved appearance, and there is far less tendency to discount future crops. Merchants adhere to a cash business with much persistence, and the trade outlook is, on the whole, distinctly favorable. Both in the rich Kootenay district of British Columbia and about Rat Portage, in northwest Ontario, the country is evidently on the eve of a mining expansion of no speculative character, but based on actual results and on the proved resources of these rich territories. Some of the Johannesburg people, who are feeling the set-back to mining there due to the South African troubles, are going into the Kootenay, and the future development is very promising. Mr. Allan, who is a stalwart Canadian and an admirer of British institutions, notes with satisfaction that in our mining districts law and order prevail and authority is respected. The rough types who come over the border from the States from lawless mining camps recognize the difference in our laws and act accordingly.

MODERN NAME ABSURDITIES.

THE modern vernacular as applied to textile fabrics is one of the surprises of this fertile day and age. Men who from boyhood beginnings have grown grey in the dry goods business are daily confronted with words, trade terms and phrases so new and startling as to cause them to look for a modern Babel to keep company with the apparent confusion of tongues.

The modern dry goods neologist (says The Dry Goods Economist) gropes not in the ancient classics nor in a modern Thesaurus for his vocabulary, but boldly plucks from any source a name for the article which is to be brought into notice. An ordinary storm serge woven to produce a seeded effect is classed by some departments as "sharkhide." This term is readily un-

derstood by barbers as applied to razor strops, but no lady would care to boast of being attired in sharkhide, and the average country merchant would be groping in Egyptian darkness so far as knowing what was being quoted.

A manufacturer, long in the embroidery business, who ought to know the technical terms for embroidery of all kinds, was asked by a dress goods man if he had a "pompadour." Being a bald-headed man he disclaimed any pretensions, and proceeded to display his types. Imagine his surprise to see the dress goods man take up a piece of embroidery with a very coarse round thread prominently thrown to the surface, and call it a "pompadour."

Fine silk and linen batiste comes to us this season under the gauzy name of chiffon. India linen is brought out by one house as linen de India; and another, not to be outdone, classes this fabric as India linon. Common 4c. lawn, starched stiff enough to stand alone, masquerades under the sobriquet of batiste. Ordinary cheviots are termed piccadillies, a name also applied to shoes, hats, and collars. Domestic dress goods, woven on looms old enough to vote, are termed printed warps. New and appropriate names for old favorites may be all right to arrest attention and bring them into notice, but modern misapplications frequently indicate flashes of incipient insanity. It has been well said that "the greatest thoughts are the simplest, and so are the greatest men." Let us have a little more simplicity in trade terms for staple articles.

A SPECIAL IN SUPERIOR BLOUSES.

Caldecott, Burton & Spence have manufactured some splendid lines in blouses, stylish goods, which they are offering so as to enable the retailer to sell for \$1 and \$1.25 with good profit.

Caldecott, Burton & Spence show a splendid lot of wash fabrics, including crinkles, piques, zephyrs and spot muslins.

In underwear, Caldecott, Burton & Spence have cleared several mill lots, which they offer at a small advance to the trade.

The new shaped collar canvas is held by Caldecott, Burton & Spence in 1½, 2 and 2½ inch widths.

Caldecott, Burton & Spence are showing amongst other things the latest novelties in parasols and sunshades, specially the new fad--inside trimmings.

Our travellers are now on the road and will call on you shortly with our samples of Fur Skins, Manufactured Furs, Cloth Caps, Gloves, Mitts, Moccasins, and we would kindly ask you to defer placing your orders until you have examined our collection. We can safely assert that for completeness of detail in regard to finish, fit and tasteful selection of materials and designs, our lines will be unsurpassable.

Z. PAQUET,

QUEBEO.

