

unhesitating knickerbockers, of very moderate fullness, which, with a long-skirted coat, forms a safe, comfortable and neat garb.

H. H. Ayer & Co., Moncton, N.B., who are carrying on a successful grocery business, are putting in a stock of dry goods and boots and shoes. One of the first things they did was to order THE DRY GOODS REVIEW to be sent to them regularly.

At Macy's in New York a point is made of civility and attention to customers. It pays. A true story, which illustrates the value of this practice, appears in another column. Read it.

A Lucknow subscriber writes: "We like THE REVIEW and get many valuable hints from it." Thanks. The paper's aim is at once to represent the trade and be of service to it.

About Christmas time, and all through the holiday season, there is a large demand for "gentleman's goods," and with the exception of smoking jackets and handkerchiefs, all this trade goes to the tobacco stores, the jewelers, the stationers, and the fancy goods stores. It is suggested that a much larger proportion of this demand could be turned into the channel of the dry goods trade if the stores gave more prominence to covered down cushions, tasty tea cosies and down quilts. All and any of these are very acceptable for bachelors' presents, but the limited stock carried by most houses precludes them, to a large extent, from participating as fully as they might in the Christmas shopping fury. The down quilts now made in Canada will fill this void very nicely.

"The development of department stores does not attract new merchants with capital to a city," said a Quebec man to THE REVIEW last week. "I know of a Sherbrooke man, shrewd and capable, with money to put into a nice dry goods business, who visited Toronto, looked over the ground, saw the department stores and decided to go elsewhere. He is now seeking some other point in Ontario."

MR. BROCK'S TRIP.

Mr. W. R. Brock, of Toronto, returned last week from a month's trip to Manitoba and British Columbia. He said to THE REVIEW: "The business situation throughout the west is more satisfactory, mainly on account of the improved prospects. It is not so much an expansion in trade, for cautious buying still prevails, but there is a steadier volume of business. Probably it would take several years of really better times in Canada to show a marked increase in business. Into the Kootenay country great numbers of miners and speculators are crowding from California, Nevada and other places, and a great deal of gold is being got out. There appears to be a general agreement as to the richness of the district, for old miners with whom I talked on the spot said it was the best paying gold field on this continent. The increase in population results in a large consumption of Canadian produce, and I noticed that a quantity of butter, cheese, etc., came into the province from as far east as Portage la Prairie, supplies that were formerly drawn from Seattle. All over the great west there is the hopeful feeling for which westerners are famous, but there is this additional feature at present: that there are better grounds for hopefulness than usual, and the country is accordingly elated."

EVEN THE AOTRESSES READ IT.

Franklin MacLeay, the clever young Canadian actor, who is playing in England with Wilson Barrett, takes an interest in the dry goods trade. Writing to a friend in Montreal he says: "I get THE DRY GOODS REVIEW nearly every month from John Macdonald's office in Manchester, and am always proud of its artistic style, which shows what fine work we can do in Canada. The ladies of the company are always interested in its contents"

WHERE SANDFORD WAS THE BOY.

When the general subscription agent of THE REVIEW was in Great Britain recently he called on Robert Heggie, linen manufacturer, Kirkcaldy. In talking about Canada, Mr. Heggie said that Sandford Fleming, C.M.G., now one of the leading civil engineers in Canada, was a boy in his office many years ago; "and a good boy he was too," added Mr. Heggie.

VELVETEENS.

Those who bought velveteens early and got lots of them are fortunate, for manufacturers have instructed their representatives to take no orders at old prices, or at the advanced prices, but to book "at prices at date of delivery only." To quote one agent: "The velveteen market is crazy."

SEASONABLE LINES.

Regarding trade, John Macdonald & Co. report payments better, with sales advanced and stocks reduced considerably in every department. There is a healthy indication of better times. The firm's buyers were early in the market, and, realizing the advances caused by revived trade, contracts were placed early for spring goods before any advance took place, especially the large advance of a few months ago. In this way the firm are at an advantage in their spring showings, and in imported suitings and pantings goods are selling at the old prices.

Several clearing lines in top shirts, wool underwear, half hose, dress trimmings, large buttons, etc., are being offered.

In special lines for the social seasons are to be found German court shirts for dress and evening wear, stylish-shaped collars from 2 to 2¼ in. high, white dress bows (imported), white kid gloves, silk handkerchiefs, etc.

Lines for the holiday trade include albums, leatherette calendars and cases, metal jewel cases, pin-cushions, bronze ornaments, mirrors, etc.

The firm announce elsewhere their freedom from any binding agreements as to selling prices of their goods, and this applies particularly to prints, of which John Macdonald & Co. are showing the largest range they have ever had, with prices in some cases lower than last year. The lines comprise the latest designs and novel patterns from the leading European printers, and include navy and reds, indigo and whites, indigo fancies, red grounds, black and white grounds, grenat grounds, pink grounds, indigo covers, black and greys, checks, regattas, seed plates, reversible zephyrs, blouse fancies, silk discharges, light chintzes, light fancies, dark fancies, light crepons, dark crepons, fancy sateens, black and white crape cloth.