

WOOLENS AND CLOTHING.

DO THEY DESERVE SYMPATHY?

REGRET is generally expressed for the proprietors of the Canadian woolen mills who now find themselves in financial difficulties. It is questionable if they have the genuine sympathy of the trade. Instead of following the European manufacturer and advancing prices as wools advanced, they actually reduced them. Their aim seems to have been to sell as many goods as possible regardless of cost or profit. The European makers give a good article, and endeavor to get as much as they can for it, instead of endeavoring to see how great a quantity they can sell. Briefly, our manufacturers go in for big overruns rather than big profits. When the first mill agent sets out to sell his goods he quotes, say, 35c., which gives him a reasonable profit. The next salesman who shows his samples hears this, and rather than let his competitor have the order quotes 2½c. less, and so on, until prices are cut to a figure which is sometimes below the actual cost.

THE REVIEW is a strong friend of Canadian manufacturers of wool, and loses no opportunity of bringing the merits of the domestic makes before the trade. It is needless to say that the dealers themselves would like to see the Canadian mills prosper. They cannot be blamed if they try to buy at the closest price when they know prices are being cut, but they would all prefer to see values firmly maintained. They want the mills to make a profit, for when they do, so do the dealers themselves. There are a number of clever business men among the manufacturers, but there are more who should be employees instead of employers. The trend of the discussions at their meetings shows that some of them have not learned the first principles of successfully conducting a business. When the latter are weeded out—as they should be—there will be good times for the others.

W. R. Rock & Co. in their woolen department show stocks

which cover all the requirements of the tailoring trade in both city and country. They draw special attention to their range of black and colored cheviot Scotch suitings, and Scotch and West of England trouserings, and have all their well-known numbers of black worsteds and serges, etc., the values of which have earned for them the highest reputation on the market in these goods. In Canada tweeds they have a most complete range of 3-4 and 6-4 suitings. Amongst these are a few lots of mill stocks and overhades, an opportunity of seeing which should not be missed.

FINE CLOTHING.

The chances of an excellent trade in ready-made clothing are good. Some fine lines are being prepared for fall. The writer saw at Chalcraft, Simpson & Co.'s some of the lines now being got ready, and it is evident that the best materials and the best workmanship are going into the new goods. All the fashionable cloths are being purchased by the firm for suitings and overcoatings, so that everything may be up to date. A suit in dark tweed, made with sack coat, is a specimen of what the retail trade are to see this season; in every detail the coat was unexceptionable, silk piping, linings, buttons on the sleeves, etc., not distinguishable from custom-made. The firm show the less expensive as well as the better grades of clothing. Mr. Chalcraft is at present making a tour of the principal points in the Eastern States, New York, etc., to observe the latest ideas which may be adapted to suit this market.

STYLE IN BUTTONS.

Large buttons are still worn. Kyle, Cheesbrough & Co. are showing a well assorted stock of the latest novelties. Sequin and bead trimmings are also stocked in all makes and styles. One of their best is a pearl trimming for evening dresses. It is quite new.

Accessory Trade.

Lots of people buy stuff they didn't expect to buy just by seeing it.

But they don't see it in your store unless you have it.

A line of our Capes and Jackets for Women, Misses and Children will help your accessory trade.

Fact is, you'll sell these garments to ladies who come to look at dress goods, or gloves; and you'll sell dress goods, etc., to those who come to look at wraps, etc. Works both ways.

And whoever buys one of our garments buys satisfaction—in fit, in style, in workmanship, and in price.

They're permanent trade-makers.

Spring Styles are now ready for your inspection and your Orders.
If you come to Toronto we shall expect to see you.

JOHN NORTHWAY & SON, (Merchants Import Co.) Toronto