

DEVELOPMENT OF A NEW ENTERPRISE.

THE announcement that the Merchants Dyeing and Finishing Co. are to assume and carry on the business of Caldecott, Burton & Spence (the details of which appear on page 3) is a matter of decided importance to the trade. The enterprise itself is quite unique in this country, since the company will not only import fabrics in the grey state, and dye and finish them in this market, but also sell them direct to the retail trade. For this purpose the staff of travelers of the old firm will be utilized. The selling department will handle the dress fabrics as well as the accessories, linings, trimmings, velveteens, velvets, laces, embroideries, etc. Making a specialty of these particular lines, the company will therefore concentrate their attention upon a department which is very profitable to the retail trade when prices, shades and styles are right.

In these three respects the company show what exceptional facilities they have: as to price, they save in the first cost of the rough material and also in importing it, since the duty is lower on goods in the grey than when they come in finished; as to shades, the practice of dyeing continuously enables the local demand to be supplied according to the requirements and tastes of the Canadian market; as to styles, the latest patterns and designs are purchased in Europe, so that this market obtains the newest things in the colorings that the retail trade find to sell best.

The dyeing and finishing processes have already demonstrated their perfection. This branch of the industry has been referred to once or twice before in THE REVIEW. It is conducted on the most approved and extensive scale with the finest appliances and according to the latest methods. The Congo Black materials are absolutely fast to acid, and the finish in all goods has been brought to the highest state of superiority. The company has, therefore, all the elements of success, and it confidently appeals to the trade for

a share of patronage. As an essentially Canadian enterprise it deserves to receive a cordial support from Canadian merchants. Mr. P. H. Burton, who has brought the undertaking to its present successful issue, is favorably known in Canada for his intimate knowledge of goods, his up-to-date ideas and his experience as a buyer in the continental markets. Under such auspices it is safe to predict for the Merchants Dyeing and Finishing Co. a career of marked success, since it holds out to the retail trade the certain prospect of large profits on salable lines of goods.

PRINTS.

James Johnston & Co. having secured entire control of the line of English prints No. 103, formerly handled by Robert Linton & Co., report a most satisfactory sale of the line, although the samples have been in the hands of their travelers only a few days. The range of patterns is unexcelled, and the cloth, which is known in the trade as the best value shown at the price, is fully up to the standard.

TWO LINES THAT ARE GOING.

In department "B" W. R. Brock & Co. have two great bargains for immediate delivery: A 24-inch twilled dress tartan and a 28-inch dark check flannelette. Of these two lines they have bought the entire mill's stock, and at the rate that orders are coming in for them the supply will not last long.

THE WINNER.

This is the name given to a line of women's seamless black cashmere hose shown by W. R. Brock & Co. to retail at 25c. per pair. They are the heaviest and best finished goods ever produced at the price and are rapid sellers.

OUR SPECIALTIES

Dress Goods Silks and Henriettas

WILLIAM AGNEW & CO.

305 and 305 1/2 St. James St.

MONTREAL

Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
and...
Importers of

KID GLOVES

of all Styles
and...
Qualities...

Our travellers are now out with new samples
for Spring trade.