

only a very inferior line of goods are made in this country, goods that it would be impossible to use in making first-class clothing. In reality a great quantity of what are really Canadian goods are sold as imported, and on that account are accepted without question. In a recent issue of this paper we cited an instance where a fashionable tailor in Montreal refused to use Canadian goods when they were ordered by a customer, stating that they were not at all suitable for first-class clothing. The gentleman in question procured the goods required himself and sent them to the tailor, who afterwards confessed that he had been using the same goods, under the impression that they were imported.

Is it impossible for Canadians to believe that right here in our own country goods are made which are just as good as those which we can get from outside? Let goods be sold upon their merits and let us cease believing that everything we import is better than what is made in Canada.

CHILDREN'S CLOTHING.

Chalcraft, Simpson & Co. have prepared a line of children's clothing in a variety of pleasing styles which reach the standard of fashion and make which this leading house established for their men's wear. They have given it the best thought and most careful attention, with perfectly satisfactory results. Chalcraft, Simpson & Co. is one house in which the biggest buyer of clothing can secure as many styles and enough quantities in all sizes of clothing to gratify his largest ambition as to stock.

PROOFING FALL GOODS.

Messrs. H. Shorey & Co., of Montreal, have taken a new departure for the coming fall, which up to date has been a very successful trade producer. They are proofing by the Rigby process all of their frieze ulsters, melton overcoats, etoffe pants and smocks, and many of their other lines, and are selling them at the same price as the unproofed goods. They look for their remuneration in the increased sales which they expect to make, and the result of their Lower Province business indicates that they are not looking in vain.

A GOOD PHRASE.

Mr. James Steen, of Winnipeg, who is a great phrase-coiner, calls Messrs. H. Shorey & Co., of Montreal, the "TT's" for trade, which he interprets as the "tireless toilers." Mr. Steen, as a rule, is very happy in his selection of phrases. After the collapse of the boom in Winnipeg, he made use of the word "sheriff-proof," in connection with the boomsters who had been left in their real-estate speculations, and who could not be got at, by reason of their financial embarrassments, by judgments of the court. In his reference to Messrs. H. Shorey & Co. we are with him, as we look upon them as a shining example of what judicious advertising can do in promoting trade.

AT POPULAR PRICES.

Chalcraft, Simpson & Co. are showing for the fall season a line of popular-priced clothing, which is full of novelties and embodies a great variety of materials. They are makers of clothing that is entitled by merit to the high position it occupies. They make the very finest ready-to-wear apparel that can be made.

A FORETASTE OF FALL.

John Macdonald & Co. report new shipments in Belwarp serges and coatings and Kirk's doeskin-finish Italians. In mantlings for fall, '97, they report their range of mantle cloths equal to anything in the trade for value, variety and up-to-date styles. In the merchant tailoring department they are showing all the latest

designs and colorings in tweeds, serges, trouserings and overcoat-ings; special value in naps, friezes, meltons and beavers.

P. Carneau, Fils & Cie., of Quebec, have the values in mantle beavers, dress beavers, cheviots and serges for the fall trade. Their samples may now be seen.

The improvement in trade has shown itself distinctly in the woolen departments in W. R. Brock & Co.'s warehouse. This is due to the exceptional range and values they are showing in Canadian tweeds, suitings, black trouserings, and worsteds.

LATEST NEWS OF THE TRADE.

FIRE in a carpet factory at Guelph last month was not, as some thought, with the Royal Carpet Co., but with G. A. Burrows' factory, another concern. The Royal Co. are doing a thriving business, as usual.

W. R. Ross, late of the firm of Nugent & Ross, Winnipeg, has located at Fort Steele, B.C.

John Edwards, of Sherbrooke, has removed to Winter's block, as he requires more room to show his stock of carpets.

The W. E. Sanford Manufacturing Co. were given the contract for supplying the new uniforms to the Canadian military contingent which went to the Queen's Jubilee in London.

G. H. Scott, clothier, of Chatham, Ont., has secured the Jahnke stand near the market. He will take possession June 1st, and will carry a full line of clothing, gents' furnishings and shoes.

W. J. Elliott, who was for several years connected with the Massey-Harris Company in Winnipeg, has severed his connection with that firm, to become western representative of Edgar, Swift & Co., manufacturers and importers of furs.

Mr. A. W. Grasett, of Messrs. Wyld, Grasett & Darling, has just returned from the British and continental markets, where he has been making purchases for the sorting season and also making contracts for the delivery of fall goods. Mr. Grasett reports great activity in nearly every class of business in England, in preparation for the great jubilee celebration, so much so that he was detained a week or two longer than usual in consequence of the manufacturers being so busy with the requirements of the home market. Prices of all textile fabrics are very firm as a result of the increased demand.

John Armstrong, an old and much respected resident of St. John, N.B., died May 17th. He was a native of Donegal, Ireland, but has been a resident of St. John since boyhood. In 1883 he entered the employ of Lawton & Vasse and later, in partnership with the late John Gillies, conducted a wholesale dry goods business. This partnership existed for many years, until Mr. Armstrong started a wholesale dry goods business on Prince William street on his own account. He was burned out by the great fire of 1877, and has not been actively engaged in business since. He was largely interested in shipping. The deceased, who was 80 years of age, leaves two daughters, Mrs. George R. Ellis and Mrs. Gilbert R. Pugsley. Messrs. Aaron, Martin and Samuel Armstrong, all of St. John, are brothers. Death was due to old age.

SWEATERS AND BICYCLE HOSE.

In spite of all talk to the contrary, white sweaters still hold their place in the hearts of our athletes. Navy, cardinal, tans and heathers all have their adherents, but a white or cream sweater on a cyclist or oarsman on a sweltering hot day "takes the cake" every time for both comfort and appearance. Brophy, Cains & Co. have all kinds and colors, at all prices from \$2.25 to \$15, and bicycle hose from \$4.50 to \$15 to match.