

DIDN'T KNOW CANADA.

During a business correspondence which Mr. MacBurnie, of Montreal, had with a large French firm lately, there cropped up that ignorance of Canada which is one of the difficulties this country has to contend with abroad. The firm, which is a big lace house rated at a million, said, regarding a possible extension of trade: "We do not know anything about Canada nor the rating of the firms there." This is one of many instances which prove the necessity of making Canada better known abroad.

SPRING TRADE.

Speaking with Brophy, Cains & Co. of the approaching season's business they said: "Two months ago in our REVIEW 'ad.' we asked our friends to give their attention to specialties and leading lines which we were then showing for spring 1896. The result has been away beyond our expectation; orders to date are more than double what they were this time last year. We have already received nearly 400 packages of new goods."

CLAPPERTON'S THREAD.

Trade in thread is very good, report Wm. Clapperton & Co., and double the business is being done this year to last. This is partly due to the improvements made in the manufacture of this thread, which is being appreciated generally, with a result that proves satisfactory all round.

A DEPARTURE IN COSTUMES.

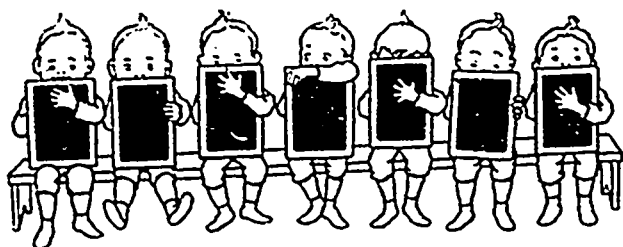
New lines are being introduced this season by Kyle, Cheesbrough & Co. in the shape of costumes and costume skirts for ladies and children. These will be shown in serges, and in all the new materials for the season. A specialty is also being made of ladies' blouses at very low prices, both in colored and white cotton and silk.

A SPECIAL IN GINGHAMS.

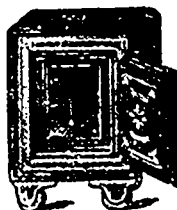
S. Greenshields, Son & Co. have made a large clearing purchase of fine gingham in all new designs and colorings. Can be retailed from 8½ to 10 cents.

PRIZE NEEDLEWORK BOOKS.

Barbour's prize needlework series are books which everyone interested in lace-making, embroidery, needlework, etc., will like to have. They contain many beautiful patterns, with instructions how to work, and are in four issues, the latest of which have only been recently published. The books can be got in Canada from Thos. Samuel & Son, 8 St. Helen Street, Montreal, or 22 Wellington street west, Toronto.

**DON'T LOOK**

For increased trade, or don't expect to retain the old, without advertising. No house ever did it yet, and never will in our generation. Make a start in our Special Edition, issued February 1, in time to catch the spring orders.

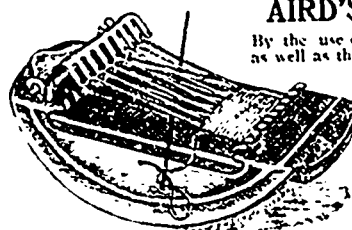
**Champion Fire and Burglar-Proof Safes**

Made with Solid Welded Angle Iron Frame, Iron Inside Doors; 1,000,000 Changes Combination Lock. Twelve years trial have proven them the Best. Fifteen sizes in stock. Write for our Price List.

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By the use of this little loom the finest table linen, as well as the coarsest stockings, can be more neatly and better repaired than by hand, and in one-twentieth of the time. Made in bronzed steel, and pays nearly 50 per cent. profit.

CANADIAN DEPOSITS.

E. C. TINLING, Winnipeg.
BLAKLOCK BROS., Montreal.
Lavery & Corbett, Room 1,
Arlington Chambers, Yonge St.,
Toronto. Agents for Ontario.

NORTHERN

Established 1836

ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000

Revenue, \$5,545,000

Dominion Deposit, \$200,000

Canadian Branch Office:
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ROBERT W. TYRE,
G. E. Moberly, Inspector. Manager.

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Jas. J. Riley & Sons,
Managers for Canada

.. MONTREAL**BEAVER LINE STEAMSHIPS****WINTER SERVICE**

The only Canadian Line plying exclusively to a Canadian Winter Port. Sailing between ST. JOHN, N.B., and LIVERPOOL.

Proposed Winter Sailings, Season 1895-6.

FROM LIVERPOOL	STEAMERS.	FROM ST. JOHN
Saturday, December 21	LAKE WINNIPEG.....	Wednesday, January 23
" January 4	LAKE SUPERIOR.....	" February 5
" January 18	LAKE ONTARIO.....	" February 19
" February 1	LAKE WINNIPEG.....	

Steamers sail after arrival of Canadian Pacific Railway Express, due at St. John 1.30 p.m.

Reduced Rates of Passage, St. John to Liverpool, During Winter Season.

SALOON. Per SS. Lake Winnipeg, single ticket, \$40; round trip, \$80. Per SS. Lake Superior and Lake Ontario, single ticket, \$40 and \$45; round trip, \$80 and \$85, according to location.

SECOND CABIN. To Liverpool, Glasgow or Belfast, \$27.50; to London, \$30.50. From Liverpool, Glasgow or Belfast, \$30.00; round trip, \$62.50. From London, \$33. round trip, \$65.50.

STEERAGE. St. John to and from Liverpool, London, Londonderry, Belfast, Queenstown, Glasgow, at lowest rates.

In addition to the above fares will have to be added the rail fare to or from St. John, N.B. Note: Steerage Passengers by the Beaver Line are provided with the use of bedding, also eating and drinking utensils, free of charge.

Each steamer carries a duly qualified Surgeon and experienced Stewardess. Passengers and berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply

D. & C. MACIVER,
Tower Buildings, Liverpool,

D. W. CAMPBELL,
General Manager,
18 Hospital Street, Montreal.

BEAVER LINE OF S.S.

Montreal, December 2nd, 1895.

St. John, N.B.