

the handsomest in the Lower Provinces and equal to any in the Dominion. The firm are taking a prominent place in the carpet trade, and are carrying a very large stock.

G. M. Smith & Co.'s handsome retail store is being put in order for the holiday trade.

Merchant tailors report a good fall business. One drawback the trade in the city has to put up with is the custom of young men sending to England for their clothing. There is no city in the Dominion where better fits can be obtained than in Halifax, yet strangers are struck at once with the large number of persons wearing misfits. This is due to the fact that Halifax is a military city, and the young men have a burning ambition to be English in every particular, even to the sacrifice of personal appearance.

TAUNTON.

### SPECIAL ST. JOHN NEWS.

ST. JOHN, N.B., Nov. 29, 1894.

**D**RY goods merchants in St. John and elsewhere in New Brunswick have no reason to complain of this season's business. It has really been good, and now they are making extensive preparations for Christmas and the coming year. A number of new lines of fancy goods will be shown by the various firms in a few days, but as yet they will not say what those lines are. THE DRY GOODS REVIEW's representative has been around among them during the past few days.

Messrs. Manchester, Robertson & Allison report business good. They are getting ready for the Christmas season, and have many surprises for the purchasing public. The firm do not begin to take stock until January, and in that respect are unlike a number of firms who are doing it now.

Messrs. W. C. Pitfield & Co., wholesale and retail dry goods, are doing a splendid business, and at present are busy sending out goods to their customers for the Christmas rush.

Messrs. Brock & Pattison have practically finished their trade in millinery and fancy goods for the season. Mr. Brock goes to New York in ten days to secure new lines, and on his

return will be able to give THE REVIEW a better idea of what will transpire in the business world in which he moves next year. The firm are now carrying a big stock of fancy handkerchiefs and stamped goods, and find ready sales. Mr. Brock showed your representative a beautiful China silk handkerchief which they are selling at 12 1/2 cents a piece, a ridiculously low price, considering the quality of the article. This is being done to throw out the stock before the spring opens. The firm are fitting up a large workroom upstairs in their establishment, in which to carry on the manufacture of their hats. They will employ a couple of dozen girls. Last season they manufactured 400 dozen hats. Mr. Brock says this market is one of the hardest in the world to cater to. "We lie between the English and American markets, and the people hardly know what to buy. One style sometimes will not run here longer than ten days, and the merchants have to be very careful in the selection of their stocks." Hats which sold during the season at 75 cents are now being cleared out at 25 cents.

D. Magee's Sons, the popular and enterprising King street hatters, have an intense regard for THE REVIEW, and gave the representative a number of valuable hints about business in St. John. The general tone of trade, they say, has been dull, but they have been very fortunate. Their cash and charging business has been good, but collections are a little slow. Taken altogether, they think trade has been better this year than last. Messrs. Magee are making big sales of fur-lined coats at from \$75 to \$200 each, and in most cases are receiving cash payments. Greenland seal is in much demand, and articles made of that excellent fur are bringing good prices. The fall hat is large and full. Already the low, full English hat is being much worn, and the tendency is for the American style to run to them in the spring. Fedoras are to be worn large. There is an unprecedented demand for girls' "tams." Messrs. Magee have introduced a double-band yacht cap into the market, which has become very popular. Already hundreds have been disposed of, and the sales are getting larger day by day. The cap is a combination equally suitable for warm or cold weather.

GEO. McLEAN.



**YOU SHOULD** know a good thing when you see it. Don't you see a good thing in THE DRY GOODS REVIEW? Don't you notice an increase in our advertising? An increase in advertising means an increase in subscriptions. Why? Because, when the live advertiser notices THE REVIEW in the hands of all of the best retailers throughout Ontario, Quebec, Nova Scotia, New Brunswick, Manitoba, North-West Territories and British Columbia, it does not take him long to decide that the most economical way to cover the whole ground is by an advertisement in THE DRY GOODS REVIEW. Our address is Toronto, and our office is open day and night.