

HERMANN H. WOLFF AND CO'S. '97 ANNOUNCEMENTS

MESSRS. HERMANN H. WOLFF & CO. are assuming a leading position amongst the dry goods houses of the Dominion by their enterprise in seeking to control specialties for this country which have a world-wide reputation in others. The strength and resources of this house, being a branch of Messrs. R. D. Warburg & Co., whose status in Europe and all over the world, where they have branches, is on a par with such institutions as the Rothschilds for strength and credit, are probably not quite realized in Canada. It appears that they have decided to take a leaf from the books of our neighbors across the line, and make well-known specialties, that have already proved successful in other markets, their aim for the Dominion. Such is not easily accomplished, as it means a large outlay in machinery and the necessary adjuncts of a special staff, etc., but to control the sale and put such articles on the market at a low price, this is absolutely necessary.

One of two important industries being established for the coming season is the manufacture here of the "Feder Brush Skirt Protector" controlled by J. W. Goddard & Sons for the United States, one of the largest houses in the world. Everyone, of course, who takes The Dry Goods Economist in Canada has knowledge of this successful concern, who a few weeks ago had one advertisement alone in this journal, costing five thousand dollars. Hermann H. Wolff & Co., being aware of the great success the "Feder Brush Skirt Protector" had achieved in the United States, and how it was taking the field against many other kinds, decided to make arrangements with the owners of the patent to manufacture it here, and to bring on a portion of the machinery, now in use there, and skilled labor familiar with this particular industry. They have engaged the services of an able gentleman who will do nothing else but interview the retail trade of Canada on the subject, so that they may be fully informed as to what this article has accomplished by figures, against everything of a similar character known. An extensive campaign of advertising is in process of being worked out, whereby every lady in the Dominion will have it so brought to her notice that she cannot fail to be interested. The dressmakers will all be interviewed, and several thousands of dress lengths will be distributed amongst them, so that they can practically find out for themselves that the "Skirt Protector" will outwear any skirt it is put on, which is the standing guarantee. These are simply a few facts furnished in connection with this matter by one of their managers of departments, to illustrate the general lines of this important article that will be placed by them on the Canada market.

The second specialty involves a much larger outlay of capital. It is what Europe and the United States know as "Viyella," the most exquisite fabric before the world to-day, on the order of the finest imported flannel, made in over five hundred beautiful patterns, and suitable for gentlemen's shirts, ladies' blouses, children's dresses, tennis and summer suitings, and an endless variety of articles used in this market, and the only flannel recognized in England as absolutely unshrinkable. The chief feature of Viyella is that both warp and weft are composed of the same material (a mixture of wool and cotton of the finest quality), prepared and spun together, making a most consistent cloth.

The manufacturers of these goods in England are Wm. Hollins & Son, Ltd., the large spinners of fine yarns. The manufacture of Viyella is controlled in the United States by The Aberfoyle Manufacturing Co. With such a record, and special advertising to bring it to the notice of the consumers, there can be no doubt as to the success of this venture in a country where a good article, at a popular price, is the "open sesame" of trade.

Messrs. Wolff & Co. report the engagement of five additional men to augment the strength of their underwear department,

and it seems as though the "Diamond" brand, which they started last year, was going to make a battle royal for supremacy with the "Health," though the latter, having nine years of a start, and being well known throughout the Dominion, will probably take them all their time to catch.

By such a programme for '97, this firm comes to the front as being well in the van of what the age we live in requires, and which fact the enlightened retail trade of the Dominion will doubtless recognize by their support. We are glad to see the policy we have so often advocated endorsed by the actions of a house of such standing. In the face of the general lament of "bad times" and "poor business," this seems to be the proper mode of action to solve the problem of the abolition of these terms. The introduction of first-class specialties, under a brand or trade-marked name, well advertised and properly brought to the notice of the consumers of the Dominion, is the policy THE REVIEW has repeatedly urged and brought before the notice of the trade in this country as the proper lever for a successful result.

R. FLAWS & SON Dry Goods Commission Agents
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