

**CLOTHING AND WOOLLEN TRADE.—Continued.**

latter naturally hold the tailor responsible, and the tailor, in his turn, blames the woollen merchant. The merchant cannot do more than have his goods shrunk once, when they come in; and no London house sends out unshrunk goods, although second-rate provincial houses shirk this expense. London shrinking, too, is recognized to be the best in the world, and, if it does not take all the 'shrink' out, it must be put down precisely to this enforced cheapening of goods which has been forced upon the trade just now by causes beyond their control.

"To the tailor, who has to bear the brunt of the battle in this matter, this is but cold comfort, but there is really no alternative except to stick to a good article and pay the price for it. The one thing that can and should be done under these circumstances is to cut all loosely-woven goods, such as homespun, serges, chevots, tweeds and worsteds, rather longer than measure, say one inch in the leg and half an inch in the sleeve, and flannels, which are subjected to washing, even a good deal more. Another point to consider is that it is the inherent nature of wool to go on shrinking in wear, so that what cannot be cured must be endured."

**NEW WOOLLEN FIRM.**

Mr. Hutchison, lately of the firm of Hutchison, Nisbet & Auld, has formed a new woollen house in Toronto, as R. B. Hutchison & Co. Mr. Hutchison is well known to the trade as having occupied a prominent place in the woollen trade of the country for the past 25 years. The firm occupy premises in the new Carlaw building, No. 30 Wellington street west, and will confine themselves to a wholesale jobbing woollen business, dealing chiefly, though not exclusively, in Canadian fabrics.

**CLOTHING FOR THE SOLDIERS.**

The Sanford Manufacturing Company have shipped away an order for 11,000 overcoats for the Indian troops now in China. The order was received through the India office on August 20, and it was stipulated that the last consignment must reach Vancouver on September 27, in order to be loaded on the C.P.R. boat leaving that port on October 9. The company had no material on hand, and soon the telegraph wires were kept humming with orders to the mills throughout Canada for Canadian frieze and linings. The company turned out 500 overcoats a day. It took 220 cases for the order. The cases are addressed to the transport officer at Wei Hai-Wei, via Shanghai. Of the order, 5,928 coats are ordered to be marked: "Warm clothing, for the third and fourth brigades." The Sanford Company have yet in hand the War Office order for 30,000 suits—tunics and trousers—for the South-African warriors. Of these, 20,000 suits have been shipped away.

**CHANGE OF FIRM NAME.**

Messrs. E. J. Dignum and J. Monypenny, of Toronto, who have been associated together as manufacturers' agents and importers of dry goods, woollens and tailors' trimmings for a number of years, under the firm name of E. J. Dignum and Co., have decided to change their name, and will meet their customers after this date under the style of Dignum & Montpenney. There has been no change in the personnel of the firm, the same members continuing together under the new name.

**TRADE NOTES.**

The Rogers Clothing Co., of Rat Portage, have purchased the bankrupt stock formerly owned by Max Rothchild.

Reid & O'Hara, clothiers, St. Catharines, have dissolved, and R. O. Reid will continue alone.

The creditors of J. E. Fleury, tailor, Toronto, have decided to wind up the estate. Liabilities total \$4,500, with assets, consisting chiefly of stock and fixtures, valued at \$3,110.10.

R. J. S. Grimshaw has started business as merchant tailor in Ottawa.

Campbell & Vincent, merchant tailors, of Sarnia, are now installed in their handsomely fitted-up and very convenient premises in the King Block. They are well known in and around Sarnia, and will doubtless be successful in securing a satisfactory share of the public patronage.

W. Farrer, for 28 years with the Sanford Co., for 22 of which he managed Oak Hall, is going into the clothing business for himself at Hamilton.

A. J. Graham, clothier, Lindsay, is enlarging and improving his place of business owing to expanding trade.

"Beaverhall" is the name of J. P. Chiswell's new clothing store in Stratford. It is, as he claims, an ideal clothing store. The two big mirrored windows are one of the advantages of the store, and Mr. Chiswell shows great skill in utilizing them to the best advantage. They are very handsomely dressed and show the various lines which are handled. Ready-made clothing, ordered clothing and mens' furnishings sum up the stock. A decided advantage of the store will be the facilities for showing goods, and the goods carried are such as may be shown in any light. The display tables are of solid oak, piano finish. From nickel-plated stands hang the men's furnishings.

**A PHRASE EXPLAINED.**

"Predestined Under Right Impulse To Achieve Success" is the effective way in which a Montreal manufacturer of a certain brand of comforters and quilts expresses the motto he has adopted. It will be noted that the first letters of the words put together consecutively form the name "Puritas," which was originally adopted by the manufacturer as a Latinization of the word "Purity," and referred to the filling of the quilt (white carded batting). As to the meaning of the phrase, especially the words "right impulse," no doubt it means advertising, pure and simple, so that it could be expressed "The Puritas Comforter is predestined to achieve success if rightly advertised," a statement no live merchant would dispute, since the benefits of advertising are so freely recognized. The motto is, therefore, an apt and effective one.

The well-known Canadian wool manufacturers, the Paton Manufacturing Company, of Sherbrooke, Que., have been awarded the gold medal for their exhibit of tweeds, etc., at the Paris Exposition.

Lindsay merchants are encouraged by the action of their local chief of police in insisting on a transient dealer in furs paying his license. The man had left town without paying, but the chief followed him to Toronto and insisted on the payment of the legal amount with costs.

Mr. A. F. Banfield, Winnipeg, Man., has purchased the Ryan block in that city and is making a large extension before placing in his stock of carpets and housefurnishings. When completed, the building will be 180 feet deep, fronting on two streets, five storeys on one street and four on the other. The new store will be fitted up in the most modern style, with a stock second to no store in Canada.