

## CANADIAN WOOLENS—PLAIN WORDS.

THE woolen industry is an old and creditable one in this country. We hope it will receive every consideration at the hands of the tariff framers. Let them consider conditions rather than theories, and the woolen schedules of the tariff will be better framed.

But before passing our esteemed friends, the woolen manufacturers, over to the tender mercies of the commissioners, THE REVIEW wishes to say one or two things. The small mills which run on cheap stuff solely ought to consider whether digging gold in Ontario or British Columbia or wheat farming in the west are not occupations better suited to their mental and physical healths than the present system pursued by them. If they have not the capital to be enterprising, why keep at the business at all? Low-priced stuff at cut prices is a losing game. It tends to lower the reputation of Canadian woolen goods as a whole, and the better class materials find it hard to make a name and a living. This is unfortunate, and should be met by some policy which will differentiate the low from the high in the eyes of the trade.

Of course, the big mills are not faultless either, yet we do think it rather hard that when they turn out such good stuff as one gets nowadays from Oxford, Rosamond, Paton, Brodie and half-a-dozen others, they should not get full credit for their enterprise. As a matter of fact, to take one instance, Canadian tweeds have usually an up-hill time of it. Who is to help them? The wholesaler will push lines that he makes the best profit on; that is natural. The retail merchant also feels the same way, and he hears nothing from the jobber to think the contrary. The consumer is pretty much governed by what his tailor tells him. Between them, the Canadian material gets the go-by. We can quite understand that the large mills would not find it profitable to sell direct to the retailer. The stuff is more conveniently handled in large lots by the jobber. But the retailer should know the merits of the goods. That is the manufacturer's business, and therefore we cannot agree with a mill which, once having used THE REVIEW as a medium, on receiving queries for samples from the retail trade, politely referred the enquirers to the wholesale houses. The chances are these people would never take the trouble to write a second time, and might feel hurt besides. But the wholesalers might not like a mill they buy from sending samples out to merchants? Well, let them get over their dislike. A mill that is making prime material at a selling price can afford to ignore the small etiquette of these things. Get at the trade, make them think well of your goods, and these goods will sell.

Now, a word to our friends the tailors. As a rule, you discourage the home-made stuff, partly because a suit of imported tweed fetches a better price. Be careful that you don't overdo the thing. You will notice that some people, even very fastidious persons, who would have fallen over in a dead faint at the proposition a year or two ago, are now wearing ready-made clothing. It is being well turned out these days, and such concerns as Small, Sanford, Chalcraft Simpson, Shorey and others report an increasing trade. They use Canadian material very largely. Take care that the tailoring business in Canada is not eaten into as it has been in the States. If you can make a fair profit out of Canadian suits, make them. Once people get the impression that there is an immense saving in ready-mades, that they look pretty well, then custom tailoring—which is a great art in itself, and ought to thrive forever—will permanently lose a great wedge of its support.

## JAPANESE HOLIDAY GOODS.

K. Ishikawa & Co. are showing drapes and handkerchiefs, for particulars of which see their advertising announcement. In men's

smoking coats they have some very handsome goods to retail at \$5. The hand-made Dantsu rugs are well suited to this season and this climate. These rugs may be had in sizes from 1½ by 3 feet to 10 by 14 feet, and are shown in many intermediate sizes at prices that may range, retail, from 50c. to \$15 or \$20.

The Canadian manager, Mr. Togou, has issued a neat price-circular covering all these and other goods. Those of our readers who have not seen it may obtain one by dropping him a card.

## WYLD, GRASETT &amp; DARLING.

An active demand for full-dress requisites is now on. White kid gloves in all sizes and several qualities are shown. White muslin ties in bows and string ties are selling, both square and bias ends, the former preferred. Bows are worn in fairly good sizes. Full-dress shirts, 9-in. bosom, are called for, those opening back and front desired; they permit of the stud in front remaining in the shirt. They are worn with square cuffs attached, and have one or two buttonholes, as taste indicates.

In collars Glendower and Grandee are having a large sale; the tendency is for a somewhat smaller point, such as the Melrose, an English collar in exact copy of the latest American shape. The roll point of various heights meets with favor.

Colored ties are shown in adjustable bows, lombard ties and puff scarfs. Small scroll patterns are favored and others of a similar kind, the set stripes and spots dropping out. Bright colors in green and red shades prevail. An attractive range of English bows is particularly good. Samples are out and the goods will be in for Christmas trade.

## SPRING EMBROIDERIES.

S. Greenshields, Son & Co. are showing for spring trade the new "Honiton Magnet" and Valenciennes embroideries, as well as novelties in the real linen all-over edgings and insertion. They also show a beautiful range of Valenciennes and Plauen laces, which will be popular during spring and summer season.

## LOOK FOR ONE.

Gault Bros. Co. intend sending out circulars shortly with reference to the dye and finish of Ripley's Pirle finished goods.

## CAPS.

Cloth caps in all the new shapes, such as lynx, golf, varsity, etc., are seen at John Macdonald & Co.'s, and find ready sale. They show several new numbers.

## IMPORTANT CLEARING SALE.

Caldecott, Burton & Spence are clearing out the whole of their gents' furnishings goods at special quotations that must be very interesting to retailers who desire some trade stimulators for the present season. Amongst other lines they are offering. White shirts, to retail at 35 and 50c.; men's braces, to retail at 10, 15 and 20c.; choice designs in derby and knot ties to retail at 10, 12½, 15 and 20c., and a special clearing line of men's cardigans.

## A SNAP IN LINENS.

The Gault Bros. Co., Ltd., have bought a manufacturer's stock of linens, which are being offered at very low prices, consisting of napkins, tablings, towels and towelings.

## NEW MILLINERY FIRM.

Mr. Wm. Blackley and Mr. W. J. O'Malley have formed a partnership, and will continue the Montreal business of the old firm. Mr. Blackley was the active business partner of D. McCall & Co., and enjoys a high reputation, and Mr. O'Malley, likewise, stands well in the trade. We bespeak for the new firm a favorable reception.