

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

Our samples for Fall will be completed next week, when our travellers will start out with a full range of Domestic and Imported Goods.

We would call the attention of the Western trade to the following suitable lines:

**Black Pantings, Black Worsteds, Blue and Black Serges,
Dress Goods, large Range Tweed Effects,
Cashmeres, at old prices, Velveteens, Sealettes,
Towlings, large range.**

FOR SORTING AND IMMEDIATE DELIVERY:

**Cotton Hosiery and Kid Gloves, Art Muslins from 5 cents up,
Damasks and Towels, great variety.**

THE REVIEW AND ITS READERS

A LEADING dry goods merchant in the Province of Quebec asked a DRY GOODS REVIEW representative the following questions:—First, "Has the editor of your paper been a successful dry goods merchant?" Second, "Does he know anything at all about a dry goods store?" Third, "If not, do you not think that the advice he might give in the paper would be more likely to be wrong than right, and more likely to do harm than good?"

Let us consider these questions. As to the first, the editor has not been a successful dry goods merchant. If he had been he must either be possessed of godlike wisdom or else he must stand as an autocrat, having certain views and attempting to impose these views and methods on men who know probably more than he, although differing from him in regard to views and opinions. As to the second question, the editor is not too modest to admit that he would know a dry goods store from a steamboat, and that he could probably, if pushed, distinguish between a pawnshop and a properly regulated dry goods store.

THE DRY GOODS REVIEW contains news derived from all quarters: newspapers, trade papers, wholesale men, retailers and commercial men of all kinds. The editor must necessarily be a man without prejudice. He stands at one side and looks upon events, studies their course, and investigates their cause and effects. He gives, as far as he can, an unbiased opinion on all matters of trade concern, this opinion being founded upon the facts as he finds them. He studies business from both ends, from the re-

tailer's point of view and from the manufacturer's point of view. He must have a certain knowledge of business and especially of the dry goods business; but the fewer prejudices an editor has, the better he can present to his readers the circumstances of any case which require his attention.

There is no dry goods dealer who, whether retailer or wholesaler, stands at the head of this great trade and to whom alone the rest of the trade look for infallible advice. The editor of this paper must keep his views if he has any in the background, and describe matters as they are without fear or favor. He must be the passionless man of science, studying causes and effects and recording results as they appear to be, not as he thinks they should be. Every question that he is called upon to consider must be considered much as a geologist would consider a fossil found in a rock. He looks at it and studies its appearances, the likely and possible causes of its existence, and its relation to the other matter which surrounds it. He probes into and discovers its structure. He analyses its parts and discovers its composition and ascertains its probable nature. So with the editor. He studies business and its relations according to the latest methods. He is seeking after truth, not seeking to justify any circumstance, course or method. All editors are fallible, but the most fallible editor would be one who had had a long training in a retail dry goods store, as preconceived ideas would unfit him for recognizing the truth or worth of new ideas which might be laid bare by circumstance or discovery.

Example is the school of mankind, they will learn at no other.—Burke.

DRESSES IN PARIS.

The following is from the Paris correspondent of the Draper's Record:

"Light colors continue to predominate, the materials preferred being crepons, printed muslins, also embroidered ones, the patterns recalling those of the last century. There are flowers and knots of ribbons everywhere. These thin materials are worn over silk, which are of various light shades of blue, vert d'eau, cream, etc. Several of these costumes are made in the Empire style, with gathered short waists and wide sashes tied behind, the sleeves very full at the top, and generally in continuous puffs, which are distinguished by ribbons of a contrasting color designating each puff; they are always tight towards the wrist. I have seen a lovely dress of very full, soft heliotrope satin made in this style. The puff sleeves had bands of lettuce green silk ribbons round. The flowing centre and sash was of the same narrow green satin.

The ordinary walking dresses are of crepon-de-laine, beige, hussar blue and cream being favorite colors. There is a tiny flounce edged with satin or a narrow fringe of a contrasting color on the plain skirt, the bodices made with rather short round waists, with revers counties. Then there are the soft serge dresses trimmed with shot velvet arranged as revers, with a small flounce round the skirt. A neat walking dress is of navy blue serges with a full blouse of striped cotton, and the corsage made as a figaro, the skirt perfectly plain and close-fitting, trimmed with gold passementerie at the foot.