

JOHN MULDREW AND COMPANY.

HOW CHADWICK'S IS PUT FORTH.

THIS is an age of specializing, and those who engage in new businesses nowadays must be specialists in their class. The new wholesale firm of John Muldrew & Co. can claim to have this qualification. They have established themselves in Toronto and will deal exclusively in woollens and tailors' trimmings.

Mr. John Muldrew, the head of the new firm, has been actively engaged in the Canadian woolen trade for the past 25 years and has become a specialist. Mr. Muldrew has sewn on the bench, been head salesman of an extensive woolen department, been traveler for a large woolen house, buyer and managing salesman for a second and for five years partner in the firm of McMaster & Co., Toronto. This experience, combined with a natural mercantile ability, places him in the front rank of those engaged in this trade and enables him to commence business knowing that his experience is equal to, if not greater than, that of any of his competitors.

Mr. Muldrew has been with Robert Walker & Sons, Toronto; H. W. Darling & Co.; McMaster, Darling & Co., and a partner in the firm of McMaster & Co. Thus, his 25 years has been spent with firms who have been doing a large trade in their respective lines.

Uniform success has marked Mr. Muldrew's efforts, whether it was as salesman or as manager, and this has been apparent to the body of Canadian retailers to whom Mr. Muldrew will now appeal for a share of their custom. Moreover, large numbers of these dealers are his personal friends, won by a knowledge of his ability, his earnest application to business and his sterling integrity in all his dealings.

With Mr. Muldrew will be associated his son, Wm. H. Muldrew, who has had considerable experience as a salesman, traveler and buyer, and is thoroughly in touch with both the producing and distributing markets.

The new firm occupy temporary premises in the Merchants' Building, 50 Bay street, but a new warehouse is being erected for them at 24 Front street west, and its five large storeys will be stocked with fresh goods by July 1st. The assortment will contain all the newest domestic and foreign novelties. The range of samples will be immense and well worthy of due consideration. A specialty with them just now is domestic woolen dress goods which promise well for fall, as well as being in strong demand for the moment.

Travelers are already out and are sending in excellent orders, a fact of which the writer had ocular demonstration while in Mr. Muldrew's private office.

The dry goods stock of Kent & Co., Orangeville, has been sold at 33c. on the dollar.

A visit to the new factory of Robert Henderson & Co., Montreal, agents for Chadwick's spool cotton, reveals the amount of Canadian labor and material employed in preparing this noted thread for the Canadian trade. "All the material you see here," said Mr. Henderson to THE REVIEW "is Canadian, for when we import the thread it has to be reeled, etc., before being sent out. The paper, the spools, the string, the boxes, etc., are all procured here; the only exception I can think of being the labels on the spools, for the quality of gum put on here was not found satisfactory, and we had to import them." The new factory, on St. James street, for turning out Chadwick is nearly in order now, and very commodious.

ORIENTAL SILKS IN CANADA.

The rare loveliness of Japanese and China silks, in tint and texture, accounts for much of the favor with which they are being received nowadays. That they have replaced other silks, especially the Pongees, is in large measure due to the purity of the material, which never gives in color, and to the wearing capacity, which is much longer. In the high-class lines of these silks carried by J. Frank Reipert, Montreal, there are some fine goods which will interest the trade. A novelty in Chinas is the Shantung, a natural silk, Lyons printed, which is quite a new feature. Indeed, all Mr. Reipert's silks are printed in Lyons, and bear the impress of that high standard of perfection which French dyeing and printing have reached. Other silk dress goods noted were two Lyons printed silks, in four color effects, with delicate tints and artistic designs. Another dress silk, in Spanish lace effects, is a rich type, the design being black flowers on plain green, magenta and other colored grounds. The plain silks,



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direct from the Orient, are extremely beautiful, the Eastern success in perfect coloring—cardinal, salmon, grey, etc.—being apparent. For these plain silks there is a large sale in Canada. Mr. Reipert leaves next week on a visit to the chief silk centres in Europe to select a varied range of fine goods, and expects to even surpass former seasons in variety and excellence.

A TRIBUTE TO CANADA.

F. W. Fisher, of John Fisher, Son & Co., Montreal, leaves for England in a few days to buy for the spring trade. Mr. Fisher, who is an Old Country man by birth, says he likes Canada best to live in. "When I visit England, as I do periodically, it is always pleasant to look forward to returning. In fact, after being three or four weeks there, I always long to get back. For a young man Canada is the place."