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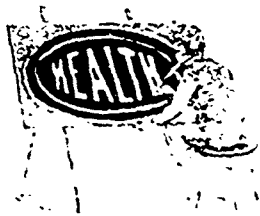


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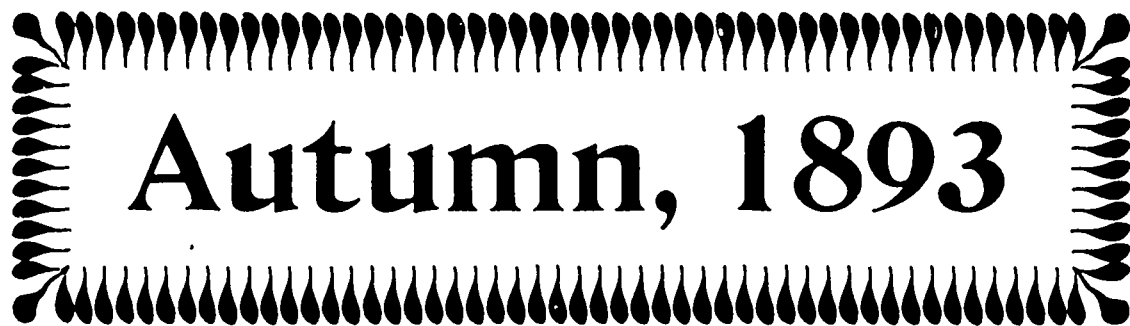
DRY GOODS REVIEW

FALL TRADE NUMBER

1893.



THE BEST UNDERWEAR
IN THE MARKET



Autumn, 1893

WE are now prepared to show a most complete stock and offer a magnificent collection of New Goods which cannot fail to interest shrewd buyers. While others have curtailed operations we have increased and extended our stock. Prices are at their lowest point, and now is the time to buy if you intend to do your trade justice.

Our Silk, Linen and Velvet contracts were placed before the advance, and our customers are welcome to the benefit as long as the goods last. :: :: :: :: ::

GORDON; MACKAY & CO.



DRESS GOODS **SILKS** VELVETS

Our stock in this Department is unequalled in the trade. It pays the Retailer to make his selections from the largest and best range. :: :: ::



MEN'S FURNISHINGS **WOOLLENS** TAILORS' TRIMMINGS

Merchant Tailors and Men's Furnishers will find our stock in these Departments to contain every requisite of a high class trade. Honest goods. New Designs. Correct Styles, Sold on the closest possible margin of Profit. :: :: :: ::



HOSIERY **GLOVES** SHAWLS

Our Buyer for this Department has secured lines which will sell at sight, do your trade good and yield you a fair profit. :: :: :: ::



STAPLES

We claim to be the Staple House of Canada. Our terms are short, so are our profits. If you can pay for your goods in 60 days, there is no doubt about where you should buy them.

Gordon, Mackay & Co.

Cor. Front and Bay Streets. TORONTO

The Three Busy Bees'

NEW IMPORTATIONS IN

Fancy Goods Art Needlework
Berlin Wools Novelties . . .
Stamping Patterns

New ideas in Colored Linen
Goods for Embroidery

Silk Embroidered Linen Goods, from
\$2.00 to \$96.00 per dozen

SPECIALLY DESIGNED FOR US

Art Silks, China Silks, Silkette, Art Shades

Embroidery Materials—We carry a full range in Belding, Paul & Co., and Brainard & Armstrong's Silks.

FANCY BASKETS

Novelties in Japanese and Turkish Goods.

We carry in stock every-
thing that is required in a
Fancy Goods store . . .

Every live buyer owes it to
himself and to his business
to look through our ware-
house before purchasing.

Buyers that have seen our samples inform us that we have by far
the largest range and best assortment of Needlework
and Fancy Goods ever shown in Canada.

SEE OUR XMAS NOVELTIES

The **Boyd, Bower & Brumell** Co. Ltd.

3 Wellington Street West,

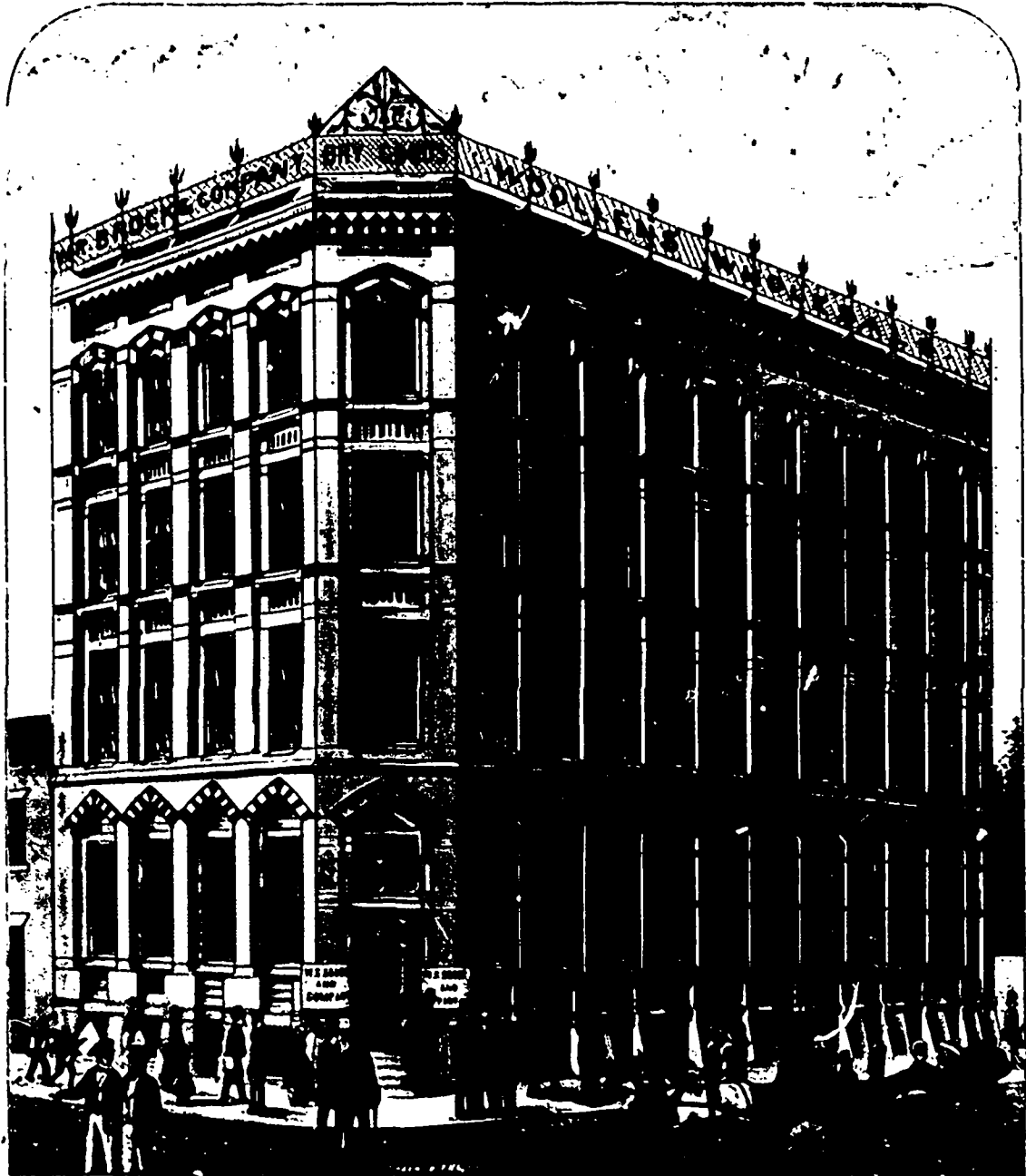
TORONTO

FALL 1893

W. R. BROCK & Co.

Importers of British and Foreign
 . . And dealers in Canadian

Woolens and General Dry Goods



All through the year we carry in every department complete variety of goods suitable for the season.
 To overcome unfair and unbusiness-like methods, **WE ARE CUTTING PRICES** in such a way as to benefit our customers.
 We request a visit from buyers during **AUGUST and SEPTEMBER.**

W. R. BROCK
 ANDREW CRAWFORD
 T. J. JERMYN

W. R. Brock & Co., TORONTO

THE J. B. McLEAN PUBLISHING CO., LIMITED.

Trade Journal Publishers.

AND

Fine Magazine Printers.

10 FRONT ST. EAST. - - - TORONTO.

J. B. McLEAN,
PRESIDENT.

HUGH G. McLEAN,
MANAGER.

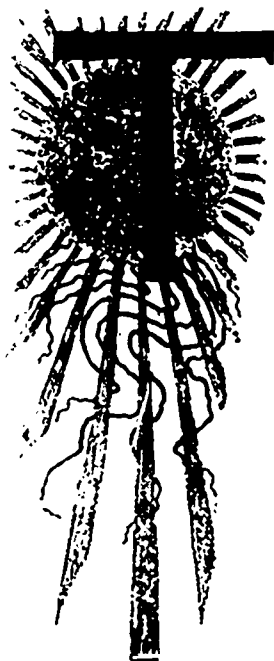
SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

BRANCHES:

MONTREAL—146 St. James St.
E. DESBARATS.
NEW YORK—Room 41, Times Building.
ROY V. SOMERVILLE.
CHICAGO—80 Wabash Avenue.
EDW. S. MACKENZIE.
LONDON, ENG.—Canadian Government Offices,
17 Victoria St., London, S.W.
R. HARGREAVES.
JOHN CAMLON, General Subscription Agent.

ESSENTIAL TO SUCCESS.



HERE can be no doubt that all dry goods merchants are anxious to be successful, for success means wealth, happiness, contentment, and fame. No merchant can become successful unless he knows everything there is to know about his business and his trade. It is only by knowing more than his competitors that a merchant can succeed. Superior information, then, is essential to success.

How is this to be gained. It is to be gained by conversations with rivals, travelers, and wholesalers. It doesn't matter where it comes from, so long as it is information. Travelers are full of it, and a quiet chat in the evening, as you and he smoke your cigars in the elegant smoking room which your wife keeps neat for you, will draw a great deal of it out

of him. He meets all the live men on the road, sees how they conduct their business, and has mines of treasure. If you can-

not get any information out of him, put him down as an ignoramus or a sharper, and avoid him. Get him to criticize your business. Good criticism is worth dollars; fulsome flattery is subtle poison.

Drop into the city and see the wholesalers from whom you buy. They will take you out to lunch at the club, and tell you a hundred and one things you do not know, and at the same time they will take a lot of information out of you. They are making money out of you and they want to know you. Their friendship may stand you in good stead in the hour when the clouds are lowering; and the lightning may be avoided by their timely and generous aid.

Visit both rural and city retailers. You will see how other men do business. You will pick up many pointers that you would never have thought of. But to do this you must be observant. If you haven't this power, cultivate it. Learn to go around with your eyes unbuttoned, especially in the day time and when you are away from home. Some men can see more in five minutes than other men can in an hour. Why? Because they are trained observers. They are not puffed up with vain ideas of their own superiority. They are looking for ideas. In observing other men's ideas, they get excellent ones of their own. If you do not believe this study "Association" in some book on psychology.

Above all read, read, read. Read what? Read something, read everything. Ralph Waldo Emerson is credited with saying that he had rather his boy should read dime novels than read nothing, for if one reads dime novels the reasonable chances are that after a time the taste will call for something better. Read trade papers. Read all you can about dry goods. You will get men's ideas which will be worth dollars to you—ideas which you can get no where else. The doctor could not get along without reading his medical journal, and much less a lawyer without reading all the latest decisions in every class of court.

Many merchants will get a copy of this issue of THE DRY GOODS REVIEW, who are not subscribers. You are losing money, by not gaining all the information which lies at your hand. There is no other Canadian journal which gives the dry goods information which this journal does, and hence it is a necessity to all live dry goods merchants. But if you don't like this journal, take some other good trade journal. Only take some paper which will keep you out of that old rut into which you are continually falling. It will make your business a pleasure rather than a labor. The more mastery a man feels over his business, the higher he stands in his trade, the greater pleasure he derives. Don't be dead, be alive—visit, converse, observe, think, read—these are essential to success.

AN INDUSTRIAL COMPARISON.



CANADA, industrially, will bear comparison with her progressive and aggressive neighbor to the South the republic of the United States. While comparisons are odious in many cases, and unfair in others, yet this one must be pleasant to our readers and will be as fair as our human weakness will allow us to make it.

Considering the industrial part of this young nation in what pertains to textile manufacturing alone, it will be easily seen that immense advance is being made at a time when Great Britain is experiencing a decrease in the output of her mills, and when the United States mills are, to a large extent, closed for want of orders. The Canadian mills, woolen and cotton, are filled up with orders. The mills manufacturing grey flannels are behind in the orders; and it will be some time yet before they can fill the orders on fall delivery. Already orders are being taken for spring, and yet the mills have thousands of yards to make for the fall and winter trade. The knitting mills are filled up with a full complement of orders and nearly all have announced that they cannot accept a repeat until December. Their shipments are behind, despite the fact that some have increased their capacity by new machinery or by making other changes. The tweed mills never had a better season, and domestic tweeds never stood so high in popular favor. The cotton industry is progressing and some of the mills that were shut down when the combine was formed are being opened up to meet the increased demand. It is expected that the exports of cottons to China will show a great growth for the current year. The carpet factories are increasing in size and in the number of looms used. All along the line, our young industries are becoming more healthy and self sustained, and what is also worthy of notice, is the fact that domestic productions are now being given the preference both by jobbers and retailers.

Lest this should seem to be "American Guff," a few concrete examples are quoted. Mills making additions. Standard woolen mill, Toronto, Ont.; woolen mill, Brantford, Ont.; woolen mill, Waterloo, Ont.; cotton mills, St. Henri, Que.; woolen mill, Clarksburg, Ont.; woolen mill, Hespeler, Ont.; hat factory, Truro, N.S.; Royal Carpet Co., Guelph, Ont., and Toronto Carpet Co., Toronto. New mills in course of erection or proposed: Cotton mill at Sorel, Que.; woolen mill (300 hands), Mission City, B.C.; woolen mill, Beauharnois, Que.; woolen mill at Belleville, Ont.; woolen mill at Mimico, Ont. Mills which have been re-started. Wincey mill at Brantford, Ont.; blanket mill, Almonte, Ont.; Slingsley woolen mill, Brantford, Ont.; Hunter's woolen mill, Durham, Ont. This list cannot be taken as being nearly complete; but even if it were complete it would be an excellent showing for the textile branch of Canada's manufacturing industry. The examples show that progress is being made, and a few years of such progress will bring Canada into competition with all the industrial nations of the world. But in the meantime let the good work go on. The present rate of progress is fast enough, there is no need for increasing the productive heat so that hot-house plants will be produced. Give the industries a chance to develop without too keen competition, but too much encouragement will repress

aggressive activity. That is, this country should avoid too high a protective tariff, lest a revulsion of public feeling should cause distress commercially.

This brings us to view the condition of affairs on the other side of the line. The U. S. tariff has been the wonder of the world on account of its height. During the past four years there has been a revulsion of public feeling, and now the high protective structure is likely to fall—no one knows how low—and as a consequence there is a general closing down of mills of all kinds, a million employees are out of work or have had to take reduced wages. The financial panic in the past two months has cost the United States, some of its public men estimate, more than the cost of the civil war. This is a natural, or at least likely result of an extremely high tariff. As soon as the possibility of a reduction appears trouble must ensue.

But it must not be assumed that we attribute all the trouble of the past three months to the possible change in a tariff, but the possibility or probability has much to do with the panic. The silver question has been a source of trouble, and the lack of an elastic currency, such as Canada possesses, has been one of the important disturbing elements. The U. S. bank and note system needs reconstruction, and it will probably take place during the next twelve months. The Canadian system has been closely watched during the past few years by those who are capable of understanding it, and U. S. bankers and economists unite in saying that it is strikingly suited to the needs and exigencies of North American trade. The Sherman bill will soon be repealed, but the question of the free coinage of silver will still remain waiting for an answer. Bimetallism has reached the last rampart and it cries, "Now and Never!" In an article of this nature, we cannot give an opinion as to which is the probable or even proper result.

In conclusion, let Canadians take heart at our prosperity and let the development go on. A rash cry for tariff reform would cause untold suffering among our now prosperous industries. Yet the tariff should be considered coolly, calmly and deliberately, and many necessary changes made. But what is disastrous in trade is rashness, unreasonableness and uncertainty. If these are avoided, slight changes with ample notice, will not work any great harm.

THE JUNE IMPORTS.

IMPORTS for June show an increase much as the previous months. The dry goods lines are as follows:

	1893.	1892.
Cotton, manufactures of	\$301,757	\$259,759
Fancy goods	84,378	72,971
Hats, Caps and Bonnets	39,111	27,504
Silks, manufactures of	159,764	124,335
Woollen manufactures	771,395	662,738

Every line shows a considerable increase, and as this increase has been a steady one during the past six months, the conclusion to be drawn is that importers are finding an increased trade. The total imports for the month are \$12,001,030 as against \$11,175,539 in June 1892. The value of June's imports is thus seen to have increased nearly a million dollars and this multiplied by 12 would give a good yearly increase. The duty collected in June last year was \$1,604,062. This year it was \$1,854,098.

THE CUTTING OF PRICES.



OUR article last month on "Cutting of Prices in Canadian Staples" seems to have struck home. The correspondence to be found elsewhere in this issue is of a most superior quality and written by men who are thoroughly competent and capable of making the criticisms which they have made this month.

Mr. Scott points out that the old system of long credits and supply accounts is doomed. We are not so sanguine as to its speedy extinction, but we would agree with him that in Ontario at least it is out of place, however it may be in Quebec and the other provinces. The Quebec merchants have not as yet declared publicly that they desire the retention of the old system.

Mr. James points out that the present system has many advantages for both wholesaler and retailer, but that it has been abused. He declares himself in favor of a shortening of credits. Like the former writer he appreciates progress, a thing which few men can do.

Retail's letter is an excellent one. He is an old and experienced dry goods man, and his grasp of the situation is manifest. His cogent criticism of the dry goods trade in Canada has never been surpassed. The calm deliberate, even generous, manner in which he conducts his argument, adds force to the arguments themselves. We commend this letter to every reader, and a careful study of it will be found profitable to both wholesaler and retailer.

Such a calm dispassionate discussion of the cutting of prices must lead to much good. The trouble is not past yet and there is time for a general exchange of ideas on this subject. Let us hear from the merchants 'down by the sea' and those 'up in the new lands.' A discussion will be profitable, and we hope that the good beginning made this month will be extended. Let the letters be brief and to the point. As you like to read what other men have to say, so others are anxious to read what you have to say.

Some Montreal wholesaler has, according to a Montreal daily, been congratulating himself that the selling of goods at small advances in large quantities and on short terms is over. He states that the reason is that one house in Toronto has been selling at cost and thus caused those who have adopted the new method to drop it. One wholesaler announces in this issue that he will sell at close prices, and that this is due to some unbusiness-like methods which are being adopted. Putting these two things together there may be a little truth in what the Montreal merchant said. But we repeat what we said last month that the firm who sells at cost in order to stop the cutting will have undertaken a heavy task. We cannot say that some such plan might not be ultimately successful, but it is a costly one—but not too costly if the game is worth the powder. The views of this journal have not changed since our article of last month.

THAT CUSTOMS GRIEVANCE.

AN article under the heading of "A Grievance Among Importers" appeared in the July issue of this journal. A further inquiry into the matter shows that the order for the enforcement of Clause 10 of the Customs Act requiring all invoices to be made out in the currency of the country whence the goods are imported was made in plenty of time as far as the Customs Department was concerned. The reason

that Toronto importers did not know of it in sufficient time was due to some person in the Collector's office here failing to give sufficient notification. Toronto is the only port where this has not been enforced, and this was the only port where a change was needed.

At the conference between N. Clarke Wallace, Comptroller, and the Toronto importers, Mr. Wallace pointed out the fact that Toronto was the only port where Clause 10 was not enforced, and showed Toronto importers the advantages that an enforcement of it would bring them. The time was extended only on account of the insufficient notice, and the clause will soon come into force and remain in force.

The attention of the Customs Department has been called to the practice which obtains at some ports in the case of goods of small value imported by express, of ignoring for the purposes of duty any parcel of a less value than fifty cents, and of charging duty on a value of one dollar upon all parcels of a value of fifty cents or over. This practice not being sanctioned by law, collectors have been instructed that for the future all parcels coming by mail or express must be entered at the exact cost to the importers for the same, and duty must be collected on such fractional parts of a dollar in each case.

THE NEED OF MODERATION.

AN English journal, the Draper's Record, speaking of trade for the first half of the current year, says, editorially, "Canadian business has been thoroughly satisfactory." British merchants have had a pleasant experience in selling to Canada, and the number of Canadian buyers who visit Great Britain are steadily increased. As pointed out last month, Canada was never in a better position financially and commercially. The exports for the past fiscal year have increased in value nearly six millions of dollars in spite of falling prices for wheat and Britain's unkind treatment of Canadian cattle. The imports have also increased correspondingly. A stronger patriotic feeling has been engendered, and Canada is nearer being a nation to-day than she ever was. Amid the financial thunderstorm in Australia and in the much lauded republic which forms the southern boundary, Canada stands on the rock of national prosperity shielded from all harm by a most thorough and efficient banking system. Nevertheless the watchword of her merchants to-day should be "moderation." Moderate buying, moderate speculation and moderate risks are all they should attempt. There is always need of care. If the depression in the United States continues Canada must feel the result in some way. Many Canadian wholesale houses are doing some slight retrenching, so that they will be in the best of condition for any trouble. They are not fearful, only watchful, the retailers should be the same. It is not a time to spread all possible sail, but rather a time to furl in that which is unnecessary. Only by this constant watchfulness can Canada's great prosperity be maintained.

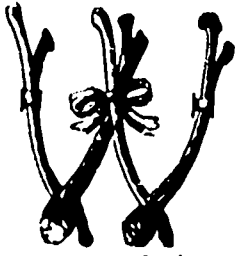
There is a steady exodus of the laboring class from all points of Australia.

An effort is being made in Oldham, Eng., to start a concern for spinning Egyptian yarns.

Curtains in which India rubber is to be the chief ingredients are being made in Germany.

The Hungarian Secretary of Commerce intends for the promotion of the wool trade of Hungary, to establish wool auction sales at Buda Pesth, to be held twice a year.

OUR PANACEA FOR THE WOOLEN INDUSTRY.



WITH a certain amount of timidity we proceed to lay down a plan whereby the cutting of prices in woolen industry, more especially the knitting branch, may be avoided. Last month we reviewed the situation of this branch of our domestic textile manufacturing, showed the disadvantages under which it was laboring and promised to show a remedy. We hope to receive the opinions of those interested when they have carefully considered our plan.

There is a certain manufacturer of underwear in Canada who marks his goods with a brand, which consists simply of the word "Health," and the Health brand is known throughout Canada and cannot be imitated. Why should not the other Canadian manufacturers adopt some brand, copyright, patent or register it, and use it on all their goods? Take the famous Belwarp serges with the name stamped on every yard of the genuine cloth, there can be no imitation there and consequently no competition. What about Hermsdorfs Stainless black hosiery? What about Baldwin's "Beehive" fingering? Let us mention other brands "Dent's Gloves," "Perm's Gloves," "Amazon Skirt Facing," "Grandee" and "Glendowe" collars, such trade marks as "R. H. G. & C." "W. G. & R." the former being found on the goods of a well known Canadian white goods firm and the latter on a celebrated line of men's wear. A long list of brands might be mentioned, the value of which must be in many cases worth hundreds of thousands of dollars.

So much for the dry goods business. Let us take one example from the hardware trade. Have you ever heard of Rödger's cutlery? Is that brand valuable?

Take an example from the grocery trade. There was a time when the Canadian canned goods manufacturers could make little profit and losses were numerous. Driven into a corner these men found a plan of escape. They adopted particular brands. To-day the "Horse-Shoe" brand of salmon has no competitor and gets its own price. Instances might be multiplied from this trade, but one must suffice.

To return to the dry goods trade. There are brands of underwear, hosiery, etc., in Canada, but let it be noticed that these particular marks are wholesalers' marks and not manufacturers'. That is, the wholesalers have protected themselves by establishing certain lines and popularising these, and while they have cut the profit away from the manufacturers by playing one against another, they have tried, and with considerable success, to protect themselves. They know their business, and, with one or two exceptions, the manufacturers don't. The woolen manufacturers are men who live in small villages, away from the busy mart of trade, and they sell their goods through a commission agent. They do not rub up against the shrewd buyers and business men of the cities, and they are not sharpened by such contact, nor do they obtain sufficient knowledge of the market they sell in to enable them to keep up their prices. Cut prices does not lessen the commission agent's profits, and what cares he?

It is time the manufacturers of woollens in this country unbuttoned their eye-lids and took a glance over the little sphere which they are supposed to help make move, but which in reality moves without them. They seem to think themselves an especially clever lot too. They came down to Toronto a

few months ago and got into a nicely carpeted office, towards the maintenance of which they pay a handsome sum every year, and they held a secret meeting—yes, secret. It was exceedingly clever, you know; and a deputation goes down to Ottawa, and the Ministers size them up and they yawn behind their kerchiefs, and the deputation goes down below, and they are assured all will be well, and they go home well pleased, and they carry a bubble in their hands.

It is not thus that the woolen men of Canada will become rich. They must guard themselves on all sides. THE REVIEW's article of last month pointed out where they are losing, despite a favorable tariff, and now we have suggested a remedy. We do not desire to say that this is the only remedy, because we believe there are others; but to us this seems the best. Our criticism of the woolen manufacturers has been made because we consider they are not using themselves properly, and true friends are never flatterers. The columns of this journal are always open to a full discussion of such questions as these.

CANADIAN-AUSTRALIAN TRADE.

MR. JAMES HUDDARD of the Canadian and Australian Steamship Line, and Mr. F. W. Ward, editor of the Sydney Daily Telegraph, whose visit to Canada is for the purpose of promoting closer commercial relations between Canada and Australia by means of the steamship line already established, have addressed the Councils of the principal Boards of Trade in Canada. Mr. Huddard told the story of the establishment of the steamship line on the Pacific, one that would take advantage of the great continental highway of commerce, the C.P.R., and connect Vancouver with Australia. A monthly service with two steamers was at once established and ran with the unprecedented speed for such a journey of fourteen knots an hour. In the two voyages that had already been made the exchange of products had been large and successful. In future he looked to see the immense Australian wool traffic developed in Canada.

Mr. F. W. Ward commented on the conditions of the two countries. Although in Australia they have seven Governments with tariffs against each other, their internal trade was great even with such harassments. The external trade amounted to \$600,000,000, 80 per cent. of which is with England and the balance chiefly with the United States. He wanted some system by which the exports of Canada to Australia might be made known and the principal advantages would be quick exchange of fruits, the magnificent fish, of which Australia has none, of wool and of Canadian manufactures. The Canadian Government has been memorialized to appoint a commercial agent who will reside in Australia and look after the general interests of Canada, and supply all necessary and useful information.

DESERVING OF CONSIDERATION.

THIS journal is a combination of advertisements and reading matter, and we consider one as valuable to the retailer as the other. Much information can be gleaned from the bright, crispy and meaty advertisements which are found in this issue. They are written to give you information—not for effect. There is money to be made from a perusal of them, just as there is from a careful study of what THE REVIEW has to say concerning the present and future styles, or the movement of prices.



SOME ADVERTISING IDEAS.

HERE is an excellent advertisement put out by the Hudson Bay Co.'s writer in the Winnipeg Free Press, and is a sample of the many good ones of which he is the author:

A SILK SENSATION

We are about to cause a ripple of surprise among silk admirers (and who in the ranks of feminine persuasion does not love the glossy richness and elegance of that queen of fabrics, Silk?). The mere pronunciation of the word conveys a more luxurious feeling than does the name of gold. There was a time when such Silks as we write of to-day might have cost nearly half their weight in precious ore, but little enough money is necessary now to purchase high class silks if you know when and where to buy them.

FRENCH SILKS

We're speaking of genuine French Silks, the heavy, smooth, stand-alone kind that our grandmothers appreciated—not of the mere silk appearance which is so often sold as the veritable article. Nowhere else in Manitoba will you find such a stock of them or so much silk-excellence. Of course the **sensation** consists in reduced prices.

REDUCED

For a little while we'll sell our \$5.00 Black Gros-Grains at \$3.25 per yard; the \$4.00 quality at \$3.00; the \$3.50 kind at \$2.50, and the \$2.75, \$3.00 and \$3.25 all at \$2.25 per yard. Now for Black Satin Princesse the real article, you know - \$3.25 per yard for \$2.45; \$2.75 for \$1.95, and \$2.50 for \$1.50. Black "Wear Proof" Silks were \$3.00, now \$2.50 per yard; \$2.25 for \$1.75; \$2.00 for \$1.50, and \$1.50 quality for \$1.00 per yard. Can you afford to lose a Silk opportunity like this?

This advertisement was more strikingly set up than is possible to do in the small space here given, a nice size of pica type being used. The style of the advertisement is the conversational, than which there can be nothing better in the hands of an adept. There must first be a thorough knowledge of the subject about which the advertisement is to be written, and then there must be an easy, natural way of telling those who read the advertisement just those facts which a clerk would find it necessary to tell over the counter. The conversation must be easy, with an absence of restraint and an air of confidential freedom. The language must be choice and the style spirited. The tone must be business-like and inspiring. Loud vauntings of superiority must be tabooed—superiority must be proven or suggested, rather than claimed.

* * *

There is a live tailor and furnisher in Petrolea, Ont., named Abell, and he is now offering a free trip to the World's Fair to

the person purchasing the largest amount of goods at his store before October 1st, 1893. He announces that he is not going out of business, but is anxious to clear his present stock. In his advertisement he says:

"Every purchaser will be given a ticket on which his name and the amount of his purchases will be written, and in each additional purchase he will hand in the last and have a new ticket with the full amount written thereon, so that he will not be bothered with more than one ticket.

"The tickets must be presented at my store between the hours of 10 and 12 o'clock on the morning of Monday, Oct. 2nd, and that ticket bearing the largest amount on its face will entitle the owner to a free trip to the World's Fair forthwith. A disinterested party will receive the tickets and declare the winner."

* * *

How do you like this plan, as propounded by a Winnipeg hardware merchant? He has ideas and he uses them:

THE VALUE OF CASH

We realize it. We have learnt to appreciate the value of the cash system, or rather the disadvantages of the long credit system. We believe that we can sell hardware for smaller prices with better satisfaction when it is done on a cash basis. Hence this new platform. After this date we will take 10 per cent. off the bottom of every bill of shelf and house-furnishing hardware which is paid for in spot cash. On every monthly account which is paid on the 10th we will allow a discount of five per cent., and every account not settled by the 15th of the month will be considered closed and no other goods supplied till settlement of monthly account is made. We do this in the interest of **Low Prices** and have decided to save to our customers on price the cost of collections and losses on a credit business. Are you with us?

C. W. GRAHAM,

322 Main Street

A DEPLETED MARKET.

COLORED fabric gloves have been very scarce during the past month. The demand kept up, although every jobber's stock was depleted, and as there was no time to import them from Germany, the jobbers had simply to lose the sales. This shows how Canada would be situated if she imported all her goods and did what economists and free traders tell her she should do—that is, stick to the much lauded practice of turning over the turf every spring and fall. The results of a protective tariff, in spite of its faults, are in many ways beneficial. But no result is more important than the fact that a young nation which adopts such a policy becomes less dependent on its neighbors, its friends, its relations and its enemies. A healthy nation must be self-sustaining and capable of extreme independence. It is only by a steady encouragement of her manufacturing industries that Canada can hope to attain that national independence so essential to success.



CUTTING OF PRICES.

Editor DRY GOODS REVIEW.

SIR,—Having read with much interest your articles on cut prices, long credits, forward dating, etc., I beg leave to occupy a small space in your valuable paper, with some points in reference to above. In the main I agree with your remarks and suggestions, particularly in reference to shorter credits. As a retailer taking full advantage of my discounts, which more than pay my rent, I should welcome such a reduction of time and discount. I would even welcome a strictly 30 day business, excepting goods shipped in advance of the season. And just here is where I should differ with you, sir. While I admit the injustice to the wholesaler of the evil practices you point out, as obtaining among some of the larger retail houses, I claim that it would be an equal or greater injustice to ask retailers to pay for fall and winter goods (ordered only for the convenience of wholesalers) before the proper season; or the same rule applies to spring goods. Now, sir, it is evidently necessary for the wholesaler to get his orders in and ship out his goods, all in good time for the opening up of the season. To do this he sends out his travellers quite early, and at once finds that certain lines are great sellers, and soon has either to duplicate his own orders with the manufacturer or cancel the line. Then as the orders roll in, he has time to ship them out as the goods arrive from the factory, and we retailers have time to look them over and mark them at our leisure, and so be well prepared when the season opens; while, if we had to pay for these goods as they are shipped, we should certainly put off buying until the very latest possible date, and then everything would have to be done with a rush, requiring at least twice the number of hands necessary under the present system, leaving no time for duplicating plums in time for the season's trade. Especially would this be the case with imported goods. But some wiseacre will say that buying early does not necessitate shipping early. Well, sir, I have often said to travellers, "Don't ship these goods yet, they will only be in my way." But the goods came on all the same, and when I remonstrated with the house, I learn that they are anxious to ship on so that it will not be necessary for them to increase their insurance on the accumulating stocks. So that I find the present system of selling early and dating seasonably has many advantages, both for the wholesaler and the retailer. Further, that it has been abused to some extent by weak-kneed, spongy-backed houses to try and catch trade. But if you start a man on a journey, and finding he has no backbone, relieve him of every burden, very shortly you will find that he cannot carry his own back. And so with those acrobatic houses who cannot stand up for their own dues; if you abolish the present system they will bow down their backs in some other direction from sheer lack of manly courage to look their fellow-tradesmen in the face. If the bowing down does not hurt them, surely THE REVIEW need not take up the cudgels in their defence, if it does hurt them, and possibly some others with them, let them suffer till they learn to stand up as men or die a natural commercial death. There is certainly something sound in the theory of "The survival of the fittest." Shorten

the terms of credit by all means, and begin at once, but do it so gradually that honest retailers may be able to adjust their own methods of business to harmonise with the new order of things. There is not the shadow of a doubt that this would tend largely to avert a commercial crisis in Canada.

I am sir, yours, JOHN T. JAMES.

International Bridge, Ont., July 12th, 1893.

Editor DRY GOODS REVIEW.

SIR, Having read your article on the above subject in the July number, I should like to give you a retailers' view of the same. If the wholesale men who are selling some lines of goods on a 5 per cent. margin, have been getting only a fair return on capital invested, it must be evident they will not realize a fair return when some of their stock is sold at a loss (as we are informed that it costs 10 per cent. to sell goods), and to even up this loss on domestic goods an increased price must be charged on goods imported, which the retail men will very soon discover. The benefit will only be to the department stores and the largest merchants who import all their foreign stock direct; they will be benefitted in two ways, while the small merchant who is not a direct importer will be injured in a like manner. Take one example: A wholesale house pays 10c. a yard for goods and sells the same to a retailer at 11¼c. or 12c., the retailer sells again at 15c., thus making a fair profit; but if the wholesaler sells at 10½ or 10¾c. many of the larger houses will sell at 12½c., and the smaller houses must sell at the same figure or lose trade. Again, a small merchant pays the wholesale man an advanced price on imported goods, while the large merchant, being a direct importer, gets his at the old prices.

For the past few years the cutting and competition among the retailers has been of the keenest, and many an honest man has found the greatest difficulty in paying expenses and keeping himself solvent, with but scant hope of ever being able to do more for himself than just secure a bare living. Year by year the small dealer, as also the men running fairly large businesses, have found their profits steadily decreasing in consequence of being obliged, in some measure, to compete with the large department stores, which supply goods at cut prices, not only in their own city and its environs, but all over the province. Taking into consideration the enormous expenses of these establishments in rent, taxes, fuel, light, department managers, buyers and assistants added to which there is the greatest of all expenses, advertising it seems surprising that they are able to continue to supply goods at such prices, paying postage on samples and freight on parcels for fifty miles. If we speak of these matters to the wholesale men, we are told that these stores charge very high prices on some of their goods, and by that means manage to realize a good profit on their combined sales. Now, although we may suppose they do charge more on some goods than other merchants, it must be evident they cannot make up for the loss on large quantities of every day goods, and it is on articles in great demand they cut the most—therefore the means used to accomplish their object must be looked for in some other direction, and where shall we look, but to the manufacturers and wholesale merchants? Let us see how this can be: First, it is a known fact that these department stores and a few others of the largest merchants in cities are supplied direct from the sewing silk manufacturers and from the cotton spool agencies at precisely the same prices as they supply the wholesale houses, and if other of the city merchants,

outside the favored few, obtain their supplies direct they have to pay the same prices as the wholesale men are required by the agencies to charge.

Again a department store buyer may go to a manufacturer of, say, underwear, and offer to buy 500 doz. if he will supply the goods at a price, probably lower than he is supplying the wholesaler. The buyer declares that if Mr. A. is not willing to take the order Mr. B. is quite ready to do so. This may not be adhering to the truth, but Mr. A., in many cases, ultimately agrees to supply the goods, although there may be no margin of profit left for him, but he resolves to get something out of the the job by hurrying his work people or cutting their wages or some other method equally pernicious.

Much more can be said with regard to manufacturers and their dealings with large retail buyers, but I desire to keep within reasonable limits.

Now, concerning wholesale houses, I suppose few people think that the "stores" are, by any means, their best customers. Their buyers make use of the wholesale houses only to supply an urgent want or to pick up cheap lines; the bulk of their goods they buy from the manufacturer or import direct; thus the wholesale man gets his profit from business with the lesser merchants and the small dealers, and yet, in face of this, the wholesale man, when he has any clearing lines to dispose of at a reduction, instead of offering the goods to some of his regular customers, sends around to the big store and clears out the whole lot at a price that gives great advantage to the large house and does a great injury to the small one. "But," the wholesale man may say, "suppose I have one hundred dozen of any article to clear out at the end of the season, I send to one of the large stores and clear out the whole lot at a price, I have no trouble, get ready money and do no harm to anyone; but if I send around to my customers and offer these goods at a reduction, one will take two dozen, another ten dozen, and so on, I have much more work selling the goods, and beyond that, I spoil my trade with these people for the next season, for while one hundred dozen might not be much to a large house, ten dozen may overstock the small one." This may be all very well for the time present, and from the wholesale man's standpoint, but it is disastrous to the retailer. The large store with one hundred dozen of any kind of goods bought at a great reduction, at the end of the wholesale but in the midst of the retail season, is able to undersell the legitimate merchant in, probably, twenty different localities within a radius of fifty miles, pay freight and gain a good profit, while the merchants and dealers in these places will have their goods left on hand; lose their ready-money buyers who have been tempted to buy in the cheapest market, and as a consequence this line of goods will not be required by these men in the following season.

Many wholesale men sell in "ten dozen lots" or "ten pieces" at a considerable reduction, again giving the advantage to a large firm or inducing the small buyer to purchase more than he can sell, and possibly more than he can pay for in time to save his discount. I have heard also that some wholesale men supply large consumers, such as hotelkeepers, at the same prices as they charge a retail man; and worse than that, some of them supply committees of ladies for church charities at the wholesale figures, and sometimes the consciences of these ladies do not prevent them adding on to the order a few articles for their own private use. Clerks in some wholesale dry goods houses can buy at the trade prices, and not only dry goods, but

groceries and most other articles from different firms, in consequence of the position they occupy, while the clerks in other wholesale houses have the same privilege with regard to dry goods. It might be interesting to enquire if the goods some of these men buy do not find their way to the homes of many of their friends and acquaintances, who are in this way saved the trouble of buying at retail establishments.

My view of the case is that manufacturers should charge one price to wholesale men and to them only, and if the necessities of trade require them to supply retailers direct, charge so much extra to the retail man as will allow a fair margin of profit to the wholesaler. I think, also, that wholesale men should decline the custom of all persons who are not in the dry goods business and supply such persons only who intend selling the goods they purchased. And all ready money buyers should be supplied at the same price, whether they take large or small quantities, the only limit being that no goods should be cut and no package of one dozen, or half dozen, as the case may be should be broken.

If there is not some change in the present method of business, I believe the result will be that many of the smaller merchants will be driven out of business, and the wholesale men, having lost the bulk of their trade, will be under the necessity of converting their establishments into great retail marts in self defence against the steady encroachment of the department stores.

Wholesale merchants, desiring the prosperity of themselves and their customers, should study such business systems as will be of mutual benefit, and not, as at present, play into the hands of overgrown merchants in a big city.

If every dry goods man subscribed to THE REVIEW and its columns were made the means of general inter-communication and the discussion of all matters of interest to the trade, both wholesale and retail, I think much good would result. If you think this is of sufficient importance to publish in your REVIEW I beg to thank you for the space.

RETAIL.

Editor DRY GOODS REVIEW.

SIR,—Under above heading in your issue of last month you editorially discuss the question of selling Canadian staples at close net prices adopted by certain Toronto dry goods firms. You also indicate that considerable talk and strife has taken place amongst Montreal dry goods warehousemen regarding the most effectual means which can be employed to put a stop to the carrying out of the policy inaugurated by said firms. In summing up your able article you have struck the key note when you state that good will result from the controversy by putting a stop to the long credit system that has hitherto prevailed, and the adoption of a cash basis at a small advance on cost.

If the question of long credits with corresponding profits and large discounts for cash and the system of short dates, net prices and no discounts are honestly and thoroughly examined, it will be found that the latter policy is the one most likely to produce the state of solvency in trade which is so desirable, and also is the policy that commends itself to the keen buyer who is prepared to pay cash for all purchases. It is not necessary to go into all the evils that have resulted from the long credit system in the past nor to enquire into the causes that have made so many who started in business either to give up or to become bankrupt. Let it suffice to take a few examples from the many that might be stated. It has been the practice of Montreal houses to sell on six months terms, from 1st October say, and ship goods. In

time this inducement had the effect of causing customers to place large orders, trusting to time to aid them in working off the stock. If the season happened to turn out unfavorable they had to slaughter their goods in order to realize, and as a consequence they fell so much behind that in a year or two they found themselves in bankruptcy. It has also been customary with Montreal houses to have in the large towns and generally throughout Ontario what is known as supply accounts, that is they got hold of a young man locally known and let him have a stock and take his notes in payment. This practice had become almost general with Montreal houses. The evils arising from the above policy of long credit and having supply accounts in almost every town in Ontario became apparent when trade began to shrink and goods had to be sold at less than cost to keep up the sales. As a natural consequence their over buying, inadequate means and general incompetency became active agents in bringing about disaster. But the evil did not stop where it arose. It extended to legitimate traders because of the competition they were subjected to by reason of the slaughtering of these goods by the men who were supplied by wholesale houses and also the numerous bankruptcy sales that took place in their midst. It is no marvel, then, that solvent retail merchants hail with delight and extend a liberal patronage to the new departure.

The new policy is a sound one and will effectually check the evil of long credits and the still worse one of supply accounts, because it places the business men of means in a position to compete successfully with their favored competitor, besides it compels the wholesale houses who have hitherto resorted to such unbusinesslike methods to call a halt and to take a more careful survey of the situation which they are directly responsible for. The only way to avert disaster is to demand of those who embark in trade practical knowledge and experience, adequate means and business integrity. If those requirements are present business can be transacted on a cash basis on a smaller margin with a better profit than has hitherto prevailed under the credit system.

Yours truly,

Toronto, Aug. 1st

W. H. SCOTT.

A NOTE OF WARNING.

Editor Dry Goods Review

SIR, Retail merchants often find themselves undersold on certain lines by their competitors, and they can explain it only by concluding that a competitor is selling a particular line at or below cost as a leader. Some time ago I found I was being undersold on two or three lines by a competitor whom I knew was seldom found selling goods except at a fair advance on cost. For days I wondered at this and tried to think out some explanation. I wrote to two or three houses for prices on the lines, and was forced to the conclusion that I had got the lowest price in the market. But I received a hint from a traveller which led me to discover a practice which I think can not be too strongly condemned. I don't know how widespread the practice has become, but I have found two or three instances of it.

The trick is as follows: A certain wholesale house—I won't say whether in Montreal or Toronto—sends a traveller into a town and sells one of the leading merchants. About ten days afterwards another traveller for the same house strikes the same town and calls on a competitor of the house previously sold to. He shows the order given by the other merchant and states that he will sell him 5 or 10 per cent. less and thus give him an ad-

vantage over his competitor. Of course this offer will likely be made only to men whose orders are likely to go to another wholesale house, and it will thus be the means of opening a new account or increasing a small one. But at best it is a despicable method, and I show it up simply that merchants may be in their guard. Each one can draw his own conclusions from what I have said.

Yours truly,

MERCHANT.

SILK GOODS FOR NEXT SEASON.

THE American skirt dancer, Loie Fuller, who has taken gait Paris by storm, has also been the cause of a most decided fashion which, instead of dying out as was predicted by not a few, bids fair to continue with renewed vigor for next season. Some of the most careful buyers and manufacturers had no faith in the Loie Fuller colors and believed that they would last just long enough to load up the retail stocks and then become a drug, hard to clear out at any price. In nothing more than this has the uncertainty of fashion been demonstrated, for the popularity to-day is greater than ever.

The Loie Fuller rainbow effect differs from the old ombre with which the country has more or less familiarity. It has a rainbow and lustrous effect quite its own. Some of the new styles show large squares of 5 or 6 inches, each square containing a shading of one color; four or five different shades of reds will join a square that contains as many shades of yellow, and this in turn will join a square of green shades. When the eye becomes accustomed to this striking chromatic scale it enjoys the harmonious display.

Every one has a more or less strong belief in Satin Duchesse in what it is generally admitted will be a satin season.

Peau de soie and moire antique, in both plain and changeable effects, have many champions.

One-color satins, with small geometrical figures, dots, cubes, etc., are spoken of highly, but there are not a few well-informed men in the trade who think that the small figures have had their best day, and that larger and more decided patterns have a better chance for success. Still, the majority favor the small effects in the less costly goods, while those who favor larger designs believe that they are to find favor only with the expensive and largely exclusive trade. At all events, if there is going to be any change it cannot be in the direction of smaller points, for they would then become invisible. Worth and other famous modistes of Paris and London think that there will be many a surprise in store for those who handle silk before the next season is well advanced. Plain, rich colors will be the most in demand by the fashionable early in the season, so they report, but inasmuch as their patrons are the ultra-fashionable, their opinions are of secondary interest to the great majority of merchants in America, for their styles are generally a season ahead of us. Bengalines, in both plain and changeable effects, are thought by some of us to be as strongly indicated for the fall as they have been popular for the spring. —Retailer and Jobber.

Mr. Bowman, New York, of the M. E. Q. Spool, was here recently engaging men to travel for his firm in the States. This is not unusual, as other spool manufacturers have done so for some time. Canadians are much more popular on the other side than native Americans. The former are more reliable, trustworthy and conscientious, and take a greater interest in the affairs of the firm they represent.

A BIT OF WISDOM.



OME thirty years ago the late Senator Macdonald, the founder of the wholesale goods house of John Macdonald & Co. issued the following circular letter to his travellers. As Canada never possessed a more capable business man than the late Senator Macdonald, this bit of wisdom from his pen should be read, pondered and digested by every Canadian merchant or traveller. A book will shortly be published which will chronicle most of the important events of Mr. Macdonald's career, and no doubt the commercial men of Canada will be able to glean many lessons from its pages. Moreover they will be glad to read the many interesting tales of a man whom to know was to respect and revere.

TO THE TRAVELLERS OF

JNO. MACDONALD & CO.

To Mr. _____

Keep prominently and constantly before you the following considerations.

1st. It is necessary in order to your securing the greatest measure of success that you should have the most unbounded confidence in the resources of the house which you represent.

2nd. You should aim constantly by every effort in your power to maintain the honor of the house by the manner in which you represent its interests.

3rd. You should realize fully that every line which you show has without exception been bought for cash and upon the best terms.

4th. You ought not to forget that all the goods in the house are bought by experts, whose whole time is given in purchasing for their own departments and securing its efficiency.

5th. You carry with you it is believed the largest and most complete range of samples shown by any house on the continent, be patient and show the whole range carefully and thoroughly, so that the orders you take may be general ones. Be thorough in everything you do, better one order taken patiently and exhaustively than three loosely and imperfectly.

6th. As the object of the house is to continue to use all its customers well, it cannot sell goods at cost or on terms which will not repay, even the cost of handling. Prices will be named, doubtless, to you which you cannot follow, and which no reasonable house should or will expect you to sell at, but in all instances where extreme prices are named be careful to learn whether or not quotations are special, whether or not they are net or subject to time, prices are sometimes quoted as time prices when they are net prices, sold under very special circumstances, and such statements become very misleading.

7th. Handle your samples with skill and judgment, a tradesman knows the moment you take the samples in your hand whether or not you are thoroughly up in your business.

8th. Keep your samples scrupulously clean, some samples are so soiled after being shown two or three times that they look like job goods, and in the showing of them so soiled the traveller places himself at a very great disadvantage.

10th. There are matters in this memorandum to which you may refer if you find it necessary, but an earnest, quiet, persevering, obliging manner tells better in the long run than a

waste of words. If the goods don't recommend themselves to your customers, the goods you sell by puffing will sooner or later recoil upon yourself. Be careful never to say too much about your goods.

11th. Don't loose your samples however trifling any of them may be regarded.

12th. You will find certain lines which all your customers require, for which it requires neither labor or effort to secure an order, yet the securing orders for large quantities of goods which may be regarded as extraordinary value, style and quality, and possibly confined to our own house, can hardly be called selling. He secures the best order who succeeds in getting from his customers a general order, and gets from his customer the order which is therefore most likely to be repeated.

13th. To recapitulate then. Keep your samples always in excellent order, your trunk always strong and in good repair. Get over your ground as quickly as possible, do business with the best men as far as possible. Show your goods patiently, obligingly and effectively. Aim at a steady increase of your turn over without taking doubtful accounts. Pay strict attention to all advices from counting houses about cancels, etc. Bear in mind chiefly that your patterns represent stock, and that it is infinitely more desirable to sell what you have than to reorder goods, in other words, when one line is sold out push as a substitute the line most like it, and which in nineteen out of twenty cases will answer as well and can be delivered at once.

14th. Keep the house advised of all new lines for which you may be asked which may be offered by other houses yet which you may not have, and when practicable send pattern with prices.

15th. It is believed that you may by carefully observing these matters increase your trade at least 30 per cent. during the coming season.

16th. One matter had nearly been overlooked, viz. Be very careful in keeping your engagements; if anything should interfere with your doing so let it be the train's fault, not yours; if you promise to be anywhere on a certain day be there on time; if you are found to make engagements carelessly and to keep them irregularly your customers will not wait for you, but will give your order to the first man who calls upon whom they can depend.

17th. These remarks are not made in a spirit of fault finding or made so much because they are needed in your case, but because they contain the very essence of all that is needed by you in representing the house, and inattention in any one particular here mentioned not only interferes with the fullest development of your own section, but must affect the interests of the whole house.

The report of the trustees of the gratuity fund of the Toronto Board of Trade has been presented. During the past year one name has been added to the membership, making the total of subscribing members 851. There have been 44 transfers made this year, the average of those relinquishing their interest being 43, and of the new participants 39. There have been 15 deaths during the year. The average age of those who died was fifty years. The amount on mortgage is \$52,250, invested on property appraised at \$118,000. The amount in bonds is \$23,000. The average rate of interest is a fraction over five per cent.

POINTERS FOR BUSY BUYERS.



PASTE this in your hat:—Lay in a good stock of underwear because you will find repeats hard to obtain. The wholesalers have been refused repeats until December 1st. The underwear this year will sell faster than in previous seasons. The hosiery and underwear are both superior this season. The dozens are more regular, the goods are better scoured, and much cleaner.

About 90 per cent. of the hosiery and underwear sold this season will be domestic production.

VELVETEENS.

The price of velveteens is going steadily up, and the manufacturers are holding back from accepting advance orders. The increase in price is not due so much to an advance in raw material as to the increased demand that is being experienced at present. So long as fashion decrees the wearing of velveteen trimmings, so long will the high price which are now prevalent be maintained. According to the best authorities, velvets will enter largely into the costumes worn this fall, and retailers must be prepared for an increased demand. In selecting colors for fall, shades that must not be overlooked are emeraude or bright green tints, Humbolt and Eveque or violet shades, golden and tabac browns, tinting as dark as seal shades, navys, fawns, drabs, slates, greys, myrtle, cardinals and blacks. Rows or bands of velvet $1\frac{1}{2}$ in. to 2 in. in width running in circular form round the skirt is a popular style of trimming, as well as sleeves and shoulder capes of this material in bright contrast to the cloth.

Shot velvets in very beautiful combinations are shown by some houses, and have been reported very successful by the wholesale men. The shot goods will also come in well for millinery.

DRESS GOODS.

The leading novelty for fall is undoubtedly the hopsacking fabric in the two tone or changeant effect. Many varieties of this is shown and every taste can be suited. It will be the rage, no doubt. Ombre effects in Panama cloths are also shown. Diagonals, whipcords and serges will not be forgotten. Shot chevots and shot diagonals will run in heavier qualities than were shown in the spring. Sedan is the name of a new cloth shown this season. Shot effects lead in everything, and navys come strong in rough or coarse cloths. Blacks are increasing in favor in serge lines.

DECLINE IN PRICES OF SILK.

Latest advices from both Lyons and Zurich shows silk down to nearly old prices, the difference being so slight as not to make any difference in prices in the country from those quoted this spring and previously. Black goods of all kinds including surahs, Peau de Soie, Merveilleux, Faille, and Duchess satins as well as the plain satins are quoted just about the old figures and manufacturers are eager for business. This result has been brought about by the very largely increased crop of Italian, Japan and China silk, the latter being also of very superior quality, together with the fact that at the enormously increased prices of March, April and May, buyers refused to do business. Insufficient trade coming in forced makers to reduce little by little till now a point is reached so slight in advance as

to make little difference to the retail trade. Colored surahs, Pongees, Merveilleux can be had at old figures. This drop in prices is far from what was expected by experts, as it was generally considered that prices of April would be maintained throughout the fall, and that changes in price would be of a further upward tendency, and will cause heavy losses to those who bought at high prices. Some American houses had placed heavy orders and at same time buying up whatever stock goods were available, Canadian houses in some instances doing the same. This will of course mean that the houses who delayed their buying till the present can to-day sell silk at very near what it cost to land April and May purchases at.

DOMESTIC WOOLENS.

Fall delivery of tweeds and flannels are somewhat behind and the mills have a great many yards to make yet for fall delivery. The prospects are that it will take so long to make the winter goods that spring goods will be thrown back and the amount manufactured considerably lessened. Canadian friezes have been in heavy demand. The visible supply is nil at present. Tweeds are doing especially well on account of the neat patterns and the extra finish of this season's goods. As to the future, the spring samples are fewer in number, on account of the present rush at the mills. Both this fall's goods and next spring's samples show a continuation of the small effect weaves. The imported goods for the fall of 1894 show much larger patterns.

THE SPRING OF 1894.

Crepons and similar goods will be in the van of next spring's fashionable goods. Crepons of all-wool, of mixed wool, of cotton, or of silk and wool, are beginning to appear, in numerous styles of finish, in nouveaute collections, and it is certain that they will be bought readily. The ladies of fashion who appeared at the Grand Prix in Paris were almost exclusively dressed in crepons. The crepon stuffs have the advantage that they are intended not only for dresses, but also for blouses. The figurings are manifold and attractive. The finer and more elegant the material, the simpler the style of figuring. For this reason, the silk and wool crepons and the woolen crepons with silk stripes are gotten up only in single colors, the handsome yellow and light bronze colors, which will be worn largely next summer.

The dress goods principally ordered from traveling salesmen are single colored and changeant chevots, and loaded stuffs, fancy chevots, serge and travers weaves with jacquard figuring, crepe and armure weaves with nice broche effects, bayadere stripes and borders; these lines are contained in all orders for spring goods.

DOTS.

Pearl buttons are reported stronger in foreign markets.

Embroideries are going to cost rather more for the spring trade, as the manufacturers in Switzerland are all asking higher prices.

The corset manufacturers are very busy owing to an unusually good demand. Some of them are unable to fill orders promptly.

There is evidently going to be a good sale of whipcords, shot effects, basket, hopsacking and silk embroidered effects on dark grounds in dress goods,

The pin fight seems to be pretty well over, as all quotations have been withdrawn. The Canadian manufacturers issued a circular letter, dated July 28th, saying they cannot accept orders excepting at prices ruling when goods are shipped.

THE THREE BUSY B'S.

THE Boyd, Bower & Brumell Co. have a trade mark which contains three bees to represent the three initials of the names of the members of the company. They are busy and industrious bees who stray far from home to gather the sweet orders which they carry back to the "Beehive."



JOHN BOYD.

Mr. John Boyd, whose portrait appears here, is the hustling head of the company, although he is only about 33 years of age. He has had a deal of dry goods experience, a thing more desirable than age. He put in his apprenticeship with James Newcombe in this his native city. For ten years he bought for the smallwares and fancy goods department for the old firm of Boyd Bros. & Co. Here he gained the experience which to-day is helping to make the "Three B's" well-known throughout Canada.

Mr. J. W. Bower is the genial financier of the company, and has had abundance of experience both in office management and in the various phases of a dry goods business to enable him to successfully and skilfully manage the office department of the company's business. He gives close attention to his business, and this is one of the essentials of mercantile success. Mr. Bower came from the management of a large store in Eastern Ontario to take up his present duties.

Mr. W. B. Brumell had charge of the smallwares and fancy goods department of the firm of Boyd Bros. & Co. for six years, and knows his business thoroughly. He is a Toronto boy, and is scarcely 25 years of age, but a man whose experience and carefulness is the passport to his customers' confidence. At one time he was in the wholesale house of Samson, Kennedy & Co. He now represents his company in Western Ontario, where he is continually hustling.

Two of the company's travelers are well-known, C. H. Watson, who represents them in the east, and Mr. Wm. Watson, who travels in Southern Ontario.

The aim of this company is to have some new novelty, or rather line of novelties, every week, and to carry always the best range of fancy goods in the market.

FANCY GOODS.

SHAVING cases, vases and toilet bottles with filigree silver coverings are seasonable novelties and quick sellers. They are not new, still they are not common.

A new egg cosie is made of white felt to represent a chicken or perhaps a setting hen. The eyes and comb are good and

when this little cover is put over a small wicker basket which contains the eggs for breakfast, the effect is charming. The felt shape is stamped for working.

A new thing in a footstool is an enamelled mushroom shaped stool. When decorated with bows of ribbons, it is tasty.

An adjustable window blind or splasher whose length can be, varied from 18 inches to 2 yards is decidedly new. It is made of fancy muslins, rods and elastic.

Stamped denim goods promise well for this season. Cushion covers, table covers, laundry bags, and curtains are made from this fabric in blue, red or yellow.

A toilet set with an angel form stamped thereon, part of which is to be worked, is an elegant ornament. The face is exceedingly striking.

Handsome centre pieces for tablecloths are made from beige rep with pattern cut out and spaces filled with a brown brussels net. Then a pattern is embroidered in gold. Other classes of articles are made from this superior class of goods.

Turquoise silk will be much used in the manufacture of the best fancy articles for the coming season. It will be used in glove cases, handkerchief folders, cosies and pillows.

All the above novelties were noticed in the stock of the Boyd, Bower & Brumell Company which has made an extra effort in preparing a large line of samples for the fall trade.

Macabe, Robertson & Co. have an elegant line of materials for fancy goods to show the trade this fall. Their line of Christmas novelties also deserves the attention of fancy goods retailers. Camilla canvas work is a big line with them; also paper mould work. Both these lines are quite the rage. Their samples show a slight tendency to return to crochet work, as numerous fancy mats or drapes are wholly or in part crocheted. The numerous designs shown in art cushions, sofa rolls, rocker cushions, and head rests show that these articles are still popular. The most exquisite line of tie, glove and handkerchief cases in hand-painted satin, ever shown to the trade is now carried by this firm. Mr. Jno. McCrae, who represents them in the West, has gone on a three months' trip to the Pacific Coast. He has been over the ground before, and is always successful.

An English dealer has the following to say concerning Berlin Wools. "To sell wools which weigh 14 oz. to the so called pound, is to give 12½ per cent. short weight. Now, how can any man who does this have the slightest claim to be considered honest? The trader who sells short weight wool, would scorn the idea of selling a length of dress material as 8 yards, well knowing it to be 7 yards only, yet the rate per cent. in the difference is exactly the same. Is it because there is less chance of being found out in selling short weight wools, than in selling dress lengths a yard short in measure?"

"Many retailers try and shield themselves by saying the wholesale houses sell their wools in this way, and they have no alternative but to buy them. Now this is all nonsense. There are to-day several wholesale houses who sell full weight, and those who don't ought to have sufficient courage to face this matter, and not assist the retailer to defraud the public. Wools are sold by the pound in the same way that calicoes are sold by the yard, and it would be just as reasonable to say 32 inches made a yard as to call 14 ozs. a pound.

"The trader who sells short weight wool is nothing more or less than dishonest, let him defend his conduct how he may."



WALTER B. BRUMELL.

KNOX, MORGAN & Co.,

Wholesale Dry Goods Importers

HAMILTON, ONT.

STAPLES AT COST

Are what many merchants are looking for or claim to have bought this season. To help our customers to meet the competition, we are offering

35 inch Grey Cotton at 5 cents.

36 inch Grey Cotton at 6½ cents.

TERMS—1 Oct. 3 mos. or 3% discount prompt cash

As we shall include these when shipping balances of Fall Orders to our regular customers, we trust orders will be sent in promptly



Our Dress Goods & Gents' Furnishings Departments

Are showing large increases, resulting from the care bestowed upon them by experienced buyers.

LETTER ORDERS

Repeating some lines already delivered are gratifying, and our best services are always at your use in this Department.

PERSONAL MENTION.

BEELDING, Paul & Co., Montreal, manufacturers of sewing silks, and Chadwicks, the spool cotton people, have started a lady on the road, to call on the dressmakers to talk up the merits of their makes of thread. This is a new movement in this country.

John Hallam, of Toronto, has been in Alberta, N.W.T., looking up the wool clip.

Mr. Green, manager of W. R. Brock & Co.'s dress goods department, who was ill for three weeks, is again at his post.

Mr. A. P. Allen, manager and director for Bradbury, Greatorex & Co., wholesale dry goods, limited, London, England, was in Canada recently.

Merchant Rennie, of St. Catharines, Ont., is suing Hugo Block for entering his store on the strength of a chattel mortgage. He claims \$10,000 damage for the trespass.

Mr. Donald McKay, of the firm of Gordon, McKay & Co., accompanied by Mrs. and Miss Leila McKay, left on the 13th ult. for a trip to England and the continent.

Robt. Ward & Co., of Victoria, B.C., have shipped via C.P.R., 48 casks of the first quality of sealskins to Culverwell, Brooks & Co., London. The value of the consignment is great.

A. R. Kerr, of the well known dry goods house of A. R. Kerr & Co., Hamilton, sailed on July 22nd, to purchase their fall stock of millinery and dry goods in the European markets.

Munderloh & Co., Montreal, have opened a branch here, with J. E. McClung, formerly of the Canadian Cotton Company, as their representative for Ontario. Mr. McClung is very popular with the trade.

Messrs. Clubb & Stewart, clothiers, Vancouver, B.C., have moved into the store in the Condell block. This is the second time they have enlarged their premises in a year, so that business must be good with them.

W. Flint Jones, Belleville, lost a three-year old daughter a few days ago. The little one got matches and accidentally set fire to her clothing. Her little life was driven out by the cruel pain caused by her burns.

The death of James Southcott removes another of the pioneers of London. In the first London directory he and his brother Charles are described as keeping a tailoring establishment on the corner of Richmond and York streets, where the Grigg house now stands. In 1864 Mr. Southcott quit tailoring and joined Mr. Ayers, then warden of the county, in a general grocery and produce trade on Talbot street.

The Carberry (Man.) Express of July 29th, speaks thus of a dry goods retailer who deals in bankrupt stock: "M. Finkelstein & Co.'s trial stood over until Tuesday at 2 o'clock, and was tried before his worship the Mayor and Geo. Rogers, J.P. This case was for a second infraction of the village by-law for selling goods without having taken out a license under the transient traders clause. Mr. Finkelstein disputed his right to pay any license to the corporation fund inasmuch as he was a tenant for a period and was not a transient. The fine in the first case was \$10. He promptly gave notice of appeal, and although the fine was only \$10, bonds were fixed at \$300 in the individual and \$150 each for the securities. Notwithstanding that the Council were well secured by the bonds, either they or their officials saw fit to lay a second information as above mentioned, when Mr. Finkelstein was fined \$50, or 20 days in

gaol, the full extent of the law. We are informed that an appeal will be taken to the Queen's Bench in Winnipeg against both convictions."

COLORS AND SHADES FOR FALL AND WINTER, 1893.

THE Union des Syndicate of Paris and Lyons has issued its card of colors and shades for Fall and Winter season of 1893. It is noticeable that most of the shades will combine well with black, and that there is not as many of the purplish hues as were seen among Spring shades. The more prominent are the following shades :-

Loie Fuller—A light or pale watery blue.

Olympia—Darker shade of same.

Azurine—A darker and more metallic shade of the same.

Lumineaux—A light greenish blue in peacock order.

Libellule—A dark shade of same.

Saphirine—A very deep shade of same bordering on Russian green.

Occupying second place on the list are six shades ranging from a pale fruity pink, such as the expressed juice of a half-ripe blackberry would make, designated as Bengale, and running through the gradually deepening shades of Aubusson, Walkyrie, Lotus Diogene to Sigurd, which is a deep reddish plum color.

Coquelicot—A regulation poppy red.

Tangara and Grenat—Two shades of garnet, the latter the darker of the two.

Glycine—A pale mauve.

Violetta—A deep violet.

Verveine—A light pinkish lilac.

Ophelia—A darker shade of same.

Ascania—A deep purplish lilac.

Lobelia—A pale watery heliotrope.

Degilale—A deeper shade of same.

Mauve—A pale silvery lilac.

Eveque—A royal purple.

Beige and Castor—Two staple shades, as names indicate.

Sparte—A light buff leather brown.

Visoir—A light cinnamon brown.

Tobac—A Colorado cigar brown.

Mordore—A deep rich dark brown.

Loutre—A very deep dark wood brown.

Argent, Nickel and Platine are three shades of silver grays from light to medium.

Volga—A light green like young shoots of vegetation.

Emerande and Russe—Two dark shades of yellowish green.

Lagune—A light shade of Paris green.

Roi—A luminous cherry red.

Henry II—A brilliant purplish crimson.

Giroflee—A coppery metallic red.

Merisette—An indefinite reddish fawn shade.

There are also several shades of yellow from an ivory white to a corn yellow to deep Toreador orange.

Latest information from the Victoria sealers is of the most interesting character, their catches having been very satisfactory, everything considered, while it is not likely that the Russians will be so keen to make seizures as they were when Captain de Levron was up there. H. M. S. Champion, having received an overhauling, has left for Behring Sea to replace the Garnet, which, it is understood, is shortly to return to England.



AMONG MONTREAL'S HUSTLERS.

THE month's business in dry goods has been fair on the whole, both in a sorting up way and in the matter of placing orders for fall goods. In fact in this connection a canvass of the leading houses in the trade here elicits the report that the placing trip for the latter part of July and the month of August has been from 15 to 20 per cent. better than the one for the corresponding period last year. It is worthy of remark also in considering this that buyers are generally reported as showing a conservative spirit while the fact above mentioned makes it all the more encouraging. In fact the general expectation seems to be for a fair fall trade once the farmers know with certainty what the crop returns are likely to be. The representative of a leading firm who is at present making a trip through Ontario, writing in regard to the district west of Ontario considers the outlook hopeful, remarking as a most favorable feature that stock in country dealers hands are in good shape.

The fact that several of the houses here have had to send forward repeat orders for dress goods and other staple lines of imported fabrics is considered a very good sign. The lines which have been running most in demand have been velvets, velveteens, cashmeres, shirtings, jacquards and ladies' cloakings. There has been a good call for all kinds of plain stuffs.

All the mill agents here state that the Canadian woolen mills are running on full time and have orders a long way ahead, so much so in fact that it is feared that they will be unable to deliver some of them on time.

The question of cutting on staples occasionally crop up. Nothing further has been done in the matter but, according to a member of a leading firm here, it is remedying itself. This, it is said, is largely due to the action of a Toronto house, not one of the offending firms, which got real mad, and to meet the actions of its competitors instructed its travelers to sell at cost right and left. They did so for a few days with effective results, some of the offenders, it is claimed, having as many as a dozen orders cancelled in one day. Latterly, however, there has been less talk about cutting, but whether this is due to the fact that people are abstaining from it or because this is not the season for a large run on cotton staples no one is prepared to say. There are adherents of both views in the trade here.

The wholesale millinery men conferred during the month with the railway people regarding reduced rates to the fall millinery openings. The latter have announced their decision to allow reduced fares on the 25th, 26th and 27th August, good to return until the 11th September. These fares will apply only to points in the territory west of Kingston and Sharbot Lake, and do not apply to the district east. For this reason they are not satisfactory at all to many of the houses. In fact some of them hold that the concession means practically nothing, for their customers up there will not come into town, but will do their business through the travelers. Besides, the large bulk of the patrons of two or three of the houses lie east of Kingston, and it is these

that they want to convenience, but the railways don't seem disposed to do so. The exact reduction has not been made public yet.

Payments have ruled fair on the whole, and in some cases improvement is reported. The 4th of August is usually a good time to judge this matter with the dry goods trade, and many of the houses state that fully 80 per cent. of their paper was met, which they consider a very satisfactory showing.

S. Greenshields, Son & Co. have an extensive stock of Moreens, which are in good demand for shirtings.

Mr. Eagam of J. G. Mackenzie & Co., is away from town at present enjoying a well earned holiday.

Hodgson, Summer & Co. now have their complete stock of fall and winter goods on hand. They report a decided improvement in their August sales.

J. G. Mackenzie & Co. state that their turnover of challies this summer both in light and dark ground was much larger than last year.

Brophy, Cains & Co. are offering some superior shirtings in silk stripes and moire effects, also some handsome lines of meltons in single and double widths.

S. Greenshields, Son & Co. are having a good run on velvets, velveteens and braids. They say that the turnover of these is quite as satisfactory as that for the corresponding period last season.

Gault Bros' travelers report an encouraging demand for general fall supplies, tweeds, overcoatings and cloakings, and their conclusion is that the stock in country dealers' hands is small.

Several of Thibeau Bros. travelers have returned from their placing trips and report having had a very satisfactory season for dress goods, tapestry and brussels carpets and floor oil cloths.

Mr. Towers, of Mathews, Towers & Co., has returned from a western trip, and reports a satisfactory turnover of their fine lines of gents' furnishings. The firm are no longer handling cowboy hats.

W. Agnew & Co. are receiving extensive lines of silk sealettes, black broche dress goods, silk warp henriettas and and black jacquards, and are generally busy in forwarding fall orders from them.

Mr. Thomas Brophy, of Brophy, Cains & Co., is at present making a trip through Ontario. Writing of the situation, he considers the prospects fairly encouraging in most of the districts that he has visited.

A branch of business that is often neglected by clothing men is the leather goods trade. The amount of business transacted in this branch is a great deal larger than is commonly supposed, and it would be a paying investment for nearly every clothier to make a specialty of these goods. The leather jackets manufactured by the Hudson Bay Knitting Co., of Montreal, are very

popular wherever leather garments are used, and every wide awake retailer should communicate with this firm whether he has handled leather goods in the past or not. All the leading jobbers are handling the Westgate overstocking manufactured by the same firm.

Wm. Agnew & Co, opened up during the month several extensive lines of meline cloth in all the new shades, also lines of hop sacking in double width, of which they have been forwarding some good-sized orders.

Jas. Johnson & Co. are at present pushing forward orders of silks. They note a good demand for check velvets and heavy Irish laces. There is a brisk call for Ombre velvet also, and they have an extensive line of it near at hand.

Messrs. Thibeauveau Bros. are offering as usual this month an extensive line of scarlet English flannelettes from 7c. upward in fully one hundred different patterns. They make a specialty of these and say they are good sellers and in good demand.

Jas Johnston & Co. point to a handsome line of velvet shawls as a taking line for the fall. The "Ombre" shade as usual predominates. They have just received also an extensive shipment of ladies' kid gloves, ladies' lined kid mittens, gents' buckskin gloves and gents' kid gloves all of which are being called for.

Caverhill, Kissock & Co. have received and are still receiving an extensive line of ladies' fall cloakings in German wools. They have given their warehouse an extensive and complete overhauling. A convenience that will be decidedly welcome is an electric passenger elevator which is now in running order.

Thouret, Fitzgibbon & Co. are now carrying full stocks of the now well-known brand of "Jammet" French kid gloves, the agency for which is under their control, the late firm of Jammet, Frere & Pewny having dissolved and the original Jammet make being handed over to Thouret, Fitzgibbon & Co. In the latter firm's hands the goods have this season doubled in sale, evidently they are becoming known and appreciated.

Mr. Andrew Gault of Messrs. Gault Bros. was expected back from Europe on the 28th of the present month. The firm note a brisk demand for cashmeres in all the various shades known under the caption of Henry II. colors, running from light mauve to a dark purple, etc. If anything the brighter shades have the best of the percentage of sales. They were compelled to repeat orders for several lines.

Mr. Emil Pewny of Emil Pewny & Co. who has just returned from a visit to the European glove markets, reports that kid gloves have gone up considerably in price owing the scarcity of skins. Owing to the action of his Grenoble partner Mr. Paul Mandin, his firm foresaw the advance and stored a plentiful supply of skins beforehand. They are therefore prepared to fill fall orders for all lines at old prices and carry a full line as per their advertisement in this issue.

The dress fabrics bearing the trade mark the "Varnished Board," from Priestley's well-known works, are familiar to every one in the trade. Messrs. S. Greenshields, Son & Co. have been appointed sole Canadian agents for this great firm, and have now got a full line of samples on which to take orders for spring importation. The fabrics turned out by these works comprise "Henriettas," "Sachmire de l'Inde" serge, "Armure" half mourning cloth, Melrose, "Drop d'Alma" crepe cloth, "Clairette," etc., in silk and wool; and albatross cloth, mourning cloth, savinua twill, veiling, real India cloth, crepe

cloaking, Panama, grenadine and biarretz in all wool; also several of the above lines given under the caption of silk and wool.

A new line of goods which S. Greenshields, Son & Co are offering is a line of waterproof goods, some of the advantages claimed for them being that they are not malodorous or air tight but are perfectly porous, and consequently healthy and besides never change in appearance or rain repelling quality. The brand is "Cravenette" and the goods are offered in all the newest fabrics both in heavy and light weights, the latter being serviceable as dust protectors.

WOOL NEWS.

A DESPATCH from Salt Lake City says: Wool growers of Utah met in this city on the 26th ult., and decided to organize a territorial wool growers' association, the principal object of which will be to provide for the storage and shipment of the entire Utah wool clip next year. This means that in future Utah wool growers, instead of Eastern wool buyers, will handle the product of this territory. This action was brought on by the unprecedentedly low price at which wool is sold this season. The best Utah clips, which sold last year for 17½c., find few buyers at 8½c. now.

TORONTO MARKET.

The past month has seen little movement in wool on the Toronto market. The mills have nearly all bought their stock for the season or are securing local lots. Select combing runs from 16½ to 17½c., with buyers somewhat bearish. The demand from the United States for Canadian wool has ceased for the present on account of a lack of orders at the mills, and this has had the effect of weakening prices. But in spite of everything holders are doing well.

WINNIPEG MARKET.

Wool merchants at Winnipeg are now receiving the spring crop of shearings. Prices are, however, lower than in 1892, and the wool is also said to be of inferior quality to that of last year, in consequence of the unusual severity of last winter.

ALBERTA WOOL CROP.

It is generally thought that the Alberta wool crop this year will be satisfactory to the ranchers, so far as quantity and quality are concerned. Wool buyers from the east are on their way in, and, as the market reports show a brisk demand for the staple, fair prices may be expected. The lamb crop will, it is said, average about 75 per cent. all round.

The chief of the United States Bureau of Statistics, in his statement of the exports and imports of gold and silver, reports that the exports of gold from the United States during the twelve months ending July 30, 1893, amounted to \$108,680,844, and the imports to \$21,174,381; excess of exports, \$87,506,463. During the corresponding period of the preceding year the exports were \$50,195,327, and the imports \$49,599,454; excess of exports, \$495,893. The exports of silver during the twelve months ended June 30, 1893, were \$40,737,319, and the imports \$23,193,252; excess of exports, \$17,444,067. During the corresponding period of the preceding year the exports were \$32,810,359; and the imports were \$19,995,086; excess of exports, \$12,855,473. For the six months ending June 30, the exports of gold amounted to \$73,717,938, an increase of \$32,148,788 over the corresponding period of the preceding year. The imports were \$11,759,043, an increase of \$3,723,435.

W. & J. SLOANE, New York

Manufacturers . . .

J. E. BINNS, Merchants' Buildings, 50, 52, 54 Bay Street, TORONTO
Representative.

Moquette Carpets,
Axminster Carpets,
Gobelin Carpets,
Savonniere Carpets,

Extra Super Cotton Chaine,
Extra Super Unions, medium,
Extra Super Wool Carpets,

Chenille Portiers,
Chenille Curtains,
Chenille Covers,

Satin Rouse, Tapestry, and Brocette Coverings, Plushes and Velours.
Imperial Smyrna, Highland Smyrna, Moquette, Burmah, and Goat Rugs.

China and Japan Mattings

American Floor Oil Cloths, and Linoleums.

STOP! READ! This is for YOU.



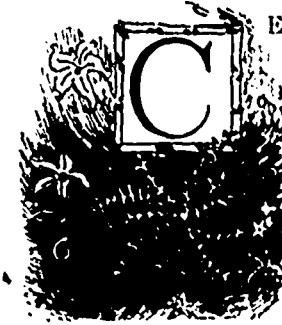
SEE our immense range of **CHILDREN'S HEADWEAR**, direct from the factory. We represent one of the largest American makers. We are also showing the very **LATEST PATTERNS** in following lines: **ART SILKS** (200 Patterns and Colorings), **ART SATEENS**, **SILKOLINES**, **BEATRICE CLOTH**, (the latest for draperies.) Besides many other novelties in similar lines -- -- -- -- --

We are headquarters for **DOWN GOODS**, in the different grades, including Pillows, (all sizes) Cosies, Bolsters, etc. Do not fail to see us before completing your purchases. -- -- -- --

BOULTER & STEWART

30 Wellington St. East, - - - TORONTO

HATS, CAPS AND FURS.



CERTAIN it is that the orders placed during May, June and July for hats, caps and furs surpassed all previous seasons in number and volume. Travelers carried home orders larger than they had any ground to hope for, and much larger than they had expected. Of course this trade has not materialized as yet, because shipments are only beginning to be made with many classes of goods. But

orders have been conspicuous by their absence. Moreover Canadian retail stocks are lower than for some years. The steady cold of last winter wrought that benefit. The consequence is that retailers must have the stocks and must pay the firm prices at which all the best goods are held.

The stiff hat trade has been fairly good so far, but the quiet season is now on and travelers are resting from their toils. Fall stocks are arriving and shipments are being made by the jobbers. Sorting orders will commence about September 1st, although travelers will not go out until about the fifteenth. The tendency to force the wide brim on the public continues, but it is doubtful if the experiment will be wholly successful. Jobbers themselves are somewhat doubtful and are buying conservatively. Retailers would do well to imitate them in this respect.

The soft felt hat trade is monopolised by the fedora shapes. The trade are somewhat doubtful as to the proper shape, and it is doubtful if any one shape will be fixed on. All varieties have received attention. The country dealers have mostly demanded small shapes and the city dealers pick up the larger shapes.

The straw hat trade is over and has been quite satisfactory, and jobbers report an increased season's trade.

Sealette caps of all kinds are going to take well with the medium trade again. Orders are numerous and heavy.

To say exactly what would lead in furs would be exceedingly hard. Misses' and ladies' capes will again be a feature, with a greater length as the main change. Cheap boas are out of it, but the best ones, such as bear, will still sell. Sealskin caps and garments will sell freely in spite of firmer prices. Nearly every class of lamb is in good demand.

The Canadian hat trade shows a large contrast to that of the United States. In this country, steady progress has been the motto and the result for years, and this year is no exception. In the States, on the other hand, the trade is demoralised. Canada has not pursued a course of inflation and consequently there are no bubbles to burst.

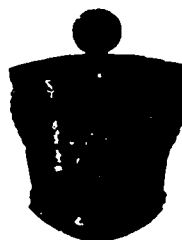
AN INTERESTING BOOK.

The accompanying plate is taken from a book which must be interesting to hatters and furriers. It is "Castorologia, or the History and Traditions of the Canadian Beaver," by Horace T. Martin. Dealers will recognize the first part of this word—castor, for most of them have been glad to hear a good customer come in and remark that he "needed a new castor." Mr. Martin has in a scholarly way given much information about beaver and its uses. Among other things he remarks: "In 1638, the British Parliament issued a proclamation, strictly forbidding the use of any material for the making of hats, excepting 'Beaver stuff' or 'Beaver wool,' and we learn that in 1863 a good beaver-hat was worth £4 5s., which very positively indicates the high esteem in which they were then held. Beaver hats had

been introduced into general wear in the reign of Queen Elizabeth, but in that period they assumed all manner of shapes and varieties of color. Shortly afterwards brims were much broadened, and hung down when in wear. These broad brims continued to be worn, but the inconvenience of the wide flapping edge led to the turning up of one and then two flaps, until in the reign of Queen Anne a third flap was turned up, and the regular 'cocked hat' or 'continental hat' was formed. In various styles the 'cocked hat' remained fashionable during the whole of last century, and with the present century came in the conventional 'stovepipe' shape, which with infinite variety



"NAVY" COCKED HAT (1800.)



ARMY (1837).



CLERICAL (18TH CENTURY)



THE WELLINGTON (1812).



PARIS BEAU (1815.)



THE D'ORSAY (1820).



THE REGENT (1825).

has lasted to our own day. The shape of the hat was the fancy of a season, and even the most fractional variation in width of brim and height of crown was sufficient to satisfy the demand for novelty. The general conception of a beaver hat is the well known model adopted for civil use, but the pliable beaver felt has been subject to almost every modification a head covering could possibly assume. In the accompanying plate we illustrate several well known shapes, all typical examples of the use of the pure felted beaver; yet exhibiting a wide field of consumption and perfect adaptability in each case."

NOTES.

Mr. A. A. Allan returns this week from his English trip.

John Martin & Co., of Montreal, who have done a huge fur trade for over 50 years, make an announcement of their fur goods on another page of this issue. Their reputation is one of best, and they carry a superior stock. In gentleman's fur-lined and other garments they are not excelled by any manufacturer

HEADQUARTERS !!



For Gentlemen's

FURS

Established over 50 years

OUR staff of English *Military Tailors*, is now employed in manufacturing Coats for our Fur Linings and Trimmings, and we are offering highly finished garments ranging in prices from \$25 to \$250.

WE claim to be the only firm in America which combines all the elements necessary to produce

GENTLEMEN'S FUR-LINED AND FUR-TRIMMED OVERCOATS

IN
OUR

Fur Department

We have an excellent assortment of Gentlemen's Caps, Gauntlets and Detachable Collars in all choice Furs, including Labrador Otter, Alaska Seal, Persian Lamb, Hudson's Bay Beaver, Etc.

OUR REPUTATION FOR

Fine Sleigh Robes, Wraps and Rugs

Will be fully sustained by this year's collection. We are showing Lions, Tigers, Leopards, Musk Ox, Grizzly and Black Bears, Wolves, Etc.

JOBBERS may always rely on finding something worthy their attention. Just now we have a few special lines in Muffs and Storm Collars—ladies' and children's—which we will clear at any reasonable offer. Write for samples or call.



455 & 457
St. Paul St., **MONTREAL**

and their stock of all kinds of robes and fur garments is extensive and varied. A thorough acquaintance with the fur trade enables them to buy well and offer special values.

London and Paris fur houses have adopted a new plan this season. Formerly they threw open their salesrooms to visitors, and many Americans took advantage of this to pick up all the styles and imitate them. Now all visitors are excluded, and the consequence is that there are fewer "New American styles."

A. A. Allan & Co. generally close for a week in summer, but owing to the increased demand for their manufactured fur goods they have been unable to do so this summer.

TORONTO FUR MARKET.

Badger, per skin.....	\$ 25 to	\$ 75
Bear, black.....	15 00 to	30 00
Bear, brown.....	15 00 to	30 00
Bear, grizzly.....	10 00 to	20 00
Beaver.....	2 00 to	7 00
Beaver, castors, per pound.....	2 50 to	4 00
Fisher.....	50 to	7 00
Fox, cross.....	75 to	6 00
Fox, kit.....	10 to	45
Fox, red.....	25 to	1 50
Fox, silver.....	5 00 to	80 00
Lynx.....	25 to	4 00
Marten.....	75 to	2 50
Mink.....	25 to	1 75
Musquash.....	02 to	10
Otter.....	8 00 to	12 00
Raccoon.....	50 to	85
Skunk.....	25 to	1 00
Timber wolf.....	25 to	3 50
Prairie wolf, large.....	25 to	1 00
" " small.....	25 to	65
Wolverine.....	50 to	3 50

BUSINESS CHANGES.

ASSIGNMENTS:—Stewart Bros., Fort William, Ont.; S. Denning & Co., Sarnia, Ont.; E. F. St. Amour, Acton, Que.; F. X. E. Dessault, Quebec; William Cox., St. Johns, Nfd.; Ouimet & Brodeur, Montreal; C. L. Jordon, Winnipeg; Isidore Boileau, Montreal; P. E. Vermer, Quebec.

W. H. Schneider & Co., Sarnia, sold to Walters Bros. Brignall & Thompson, Belleville, compromised at 60c. Lusby & Steele, furnishers, Amherst, N.S., have dissolved, A. D. Rankin & Co., Brandon, have sold out to Haley & Sutton.

James Price, tailor, St. John, N.B., is dead. So is Alex. Paterson, of that city.

The Boehner Co., of Berlin, dry goods, is applying for charter of incorporation.

Mr. Reid is retiring from the wholesale firm of Robertson, Munro & Reid, Hamilton.

Cliff & Hallet, manufacturers of woolens, Ottawa, Ont., have dissolved; former continues.

Hemphill & Sinclair, tailors, Ottawa, have dissolved; latter continues; likewise Fortin & Michaud, Que.

The estate of R. J. Bowes, of Kingston, was sold in four lots; the first, amounting to \$25,214.04, was bought by Mr. N. Garland, of Eglinton, for 63c. on the dollar. The second, a

branch store in Kingston, was sold to Mr. F. X. Cousineux at 55c. on the dollar. The Marlbank stock, amounting to \$3,304.24, was sold to Mr. Bowes at 63c. on the dollar, while the Carleton Place stock, amounting to \$2,343.30, was purchased by Mr. Bader, of Brockville, for 65c. on the dollar.

Messrs. Scott & Plater have purchased the tailoring stock of Frank Moore, London, at 37c. on the dollar.

G. J. Hiseler & Co., hats, caps and furs, Halifax, N.S., are compromising at 35c. Liabilities \$30,000, assets \$28,000.

The stock of Andrew Lindsay, Southampton, has been sold to R. C. Struthers at 73c. on the dollar. The stock amounted to \$4,444.76.

Gunther & Schmidt, dry goods, Milverton, will sell their stock on the 19th; Joseph Petitclerc, Three Rivers, Que., on the 14th.

The tailoring stock of William & John McSweyn, of Kincardine, amounting to \$2,500, brought 55c. on the dollar. Henry Macklin, of London, was the purchaser.

The stock of E. Mendel, manufacturer of caps, Montreal, was sold on the 8th at 61c, and the dry goods stock of J. O. Lahelle at 66c.; that of H. Babty, Ingersoll, Ont., sold to Ross Bros. for 61c.

A NEW FAD.

THE women of Brooklyn have taken a craze for embroidery on linen, and for the time being this fad has eclipsed china decorating, cushion collecting and souvenir spoon hunting. Every dish on the dinner table reposes on a fringed or hem-stitched doily, embroidered in delicate silks in all shades of the rainbow. A South Brooklyn man whose wife is an especially ardent embroiderer, told some of his friends the other day that his home was becoming a sort of nightmare to him. There were hard, knotty monograms on all the sheets, the bath towels were inscribed with sentences advocating cleanliness, and maxims were freely sprinkled about the house in all conceivable shapes. But the climax, he says, came the other evening, when he took off his coat to enjoy a game of billiards. He wore a white waist-coat, and across the back of it was embroidered in yellow letters:

I don't care what the daisies say,
I know I'll be married some fine day.

He was so mad when he discovered it that he went home and tore up a cheese doily that had yellow mice embroidered all round the edges and refused to sleep upon a pillow which read:

Sleep that knits up the raveled sleeve of care.

ALEX. NELSON & CO.

Wholesale Furriers,

*Are now showing their
New Styles in*

Ladies' and Gentlemen's Furs

FOR SEASON 1893-94

At their New Premises:

**501 St. Paul Street, cor. St. Peter Street,
MONTREAL**

Arthur & Co., Limited.

GLASGOW, LONDON AND LEEDS,

REPRESENTATIVE:

G. DYKES, 27 Front Street West,
TORONTO.

R. FLAWS,

Dry Goods Commission Merchant.

Manufacturers' Agent, DIRECT.

Curtains, Carpets, Rugs, &c.

72 Bay Street, Toronto.

Toronto Fringe and Tassel Company

Manufacturers of
FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO.

A. BRADSHAW & SON,

7 Wellington Street East,

TORONTO

Manufacturers of—

Overalls, Shirts, Pants, Etc.

— OUR STOCK OF —

**LINENS, COTTONS, WOOLENS,
HOSIERY AND UNDERWEAR**

Is now complete for Fall Trade.

LOW PRICES. LIBERAL TERMS

A personal call when visiting the Exhibition
will well repay the close buyer.

Wyld, Grasett & Darling

Have pleasure in stating that their stock throughout
the Warehouse will be found fresh and well assort-
ed with seasonable goods in the following depart-
ments:—

STAPLES—Canadian and Imported, includ-
ing Prints and Linens.

DRESS GOODS—Canadian, British & Foreign

SMALLWARES, MEN'S FURNISHINGS, Etc.

**IMPORTED AND CANADIAN WOOLENS
and Tailors' Trimmings.**

—o—
Inspection of Stock Solicited
—o—

Wyld, Grasett & Darling

TORONTO

J. STRACHAN

ALEX. HAY

Have you Seen

THE CELEBRATED

SENATOR HAT

MANUFACTURED BY

JAMES STRACHAN & CO.

TORONTO

MANUFACTURERS OF **Silk and Felt Hats**

SOFT WOOL FELTS OUR SPECIALTY

We also offer a Full Line of ASTRACHAN, SEALETTE and

TWERD CAPS and SETTS for winter wear at **ROOK**

BOTTOM PRICES. -- -- --

GIVE US A CALL WHEN IN THE CITY

ADDRESS

JAMES STRACHAN & CO.

68 ESPLANADE ST. WEST
NEAR UNION STATION

For Exhibition Customers

MEN'S NECKWEAR



We have opened a large shipment of latest designs in Silks, Brocaded Satins, Printed Satins and Printed Foulards. These will be made up into the

Newest Styles - - -

In Knots, Four-in-hands, Puffs, and

The Latest Shape in Bow Ties

We also show an entire novelty in all styles of Neckwear

Not to be Had Elsewhere

In Black Cord Silk, with choice designs in raised Embroidery of white, royal, sky, heliotrope, purple and red.



E. & S. CURRIE

64 BAY STREET,

Manufacturers of

Men's Neckwear

TORONTO

FALL, 1893



OUR Stock is now almost complete and we are busy filling travelers' orders. Early buyers visiting the market will find our stock complete on Monday, August 21st, with all the latest novelties for the Fall and Winter Trades. Special attention directed to our

**Mantle and Mourning
Department**



Reid, Taylor & Bayne

TORONTO

THE MILLINERY AND CLOAK TRADE.

NO doubt exists in the minds of the jobbers that the coming fall trade will be an excellent one in every respect, in millinery, silks, readymade cloaks and mantlings. Every indication of a heavy trade exists, and jobbers stocks are in excellent condition to meet a varied and a strong demand.

Silk goods are held at slightly increased prices, but the highest point has been reached and there will be no further advance for some time.

It is too early to say what will predominate in hat shapes. The accompanying illustrations show two felt hats of the probable shape. Brims will be mediums.

In hat ornaments there are decided tendencies. One of the newest and most popular decorations will be the "Mercury"

various shades. A full list of colorings for the season is given elsewhere.

The accompanying hat illustrations show two of the leading French styles, both of which indicate very fairly new tendencies which will be shown in the trimmed hats of both Toronto and Montreal houses.

S. F. MCKINNON & CO.

S. F. McKinnon & Co. will have their fall opening on Tuesday, Wednesday and Thursday, August 29th, 30th and 31st. In extending a cordial invitation to the whole trade to be present on this occasion they promise to make the largest and most convincing display of millinery, mantles and other lines in their class, ever made by them. This firm claim to have the largest stock of silks, silk velvets and ribbons, of any house in Canada, and at prices which will meet any competition. They predicted a heavy demand for the above lines this fall, and feel that their claim is strengthened by the large quantities of these goods which have been sold on the placing trips. Every department is now busy passing into stock fall importations, and from present appearances all former efforts will be eclipsed by their fall display of millinery and millinery novelties. The mantle stock also proves from its general characters that special attention has been directed towards the selecting of goods for this department, where they are showing an endless variety of ladies', misses' and children's garments in high class perfect fitting goods of German manufacture.

D. McCall & Co.

This firm, as usual, have made special preparations for the fall millinery trade. Their Montreal branch has done well, and this gives them special facilities and advantages over their competitors. Their announcement on another page gives full parti-



FELT HAT WITH MERCURY WINGS.

wings in plain or colored feathers or in ornamented combinations of feathers and fur or jet and fur.

Beaver fur mounts are shown in profusion and are a decided innovation which are bound to take. Mink, seal, otter and squirrel mounts are also shown. These ornaments are in some cases made with neat little weasel-like heads and tails attached, the whole having a strikingly original effect. Osprey mounts are also running strong, as also are combination osprey and fur.

Ombre effects are shown in wings and osprey mounts. But it is in ribbons and veilings that this effect predominates. The ombre effect is produced by combining several colors side by side so that one shades gradually into the other. The majority of the season's ribbons show a tendency to this effect, and this has also given an impetus to the wider numbers of ribbons. Double-faced ribbons in satins and velvets are also shown strongly. Greens and purples are the leading colors in all the



FELT HAT WITH PLUMES.

S. F. MCKINNON & CO.



OPENING DAYS
AUGUST 29, 30, ^{and} 31

The heavy placing trips which have been made by our representatives, is proof that our importations for Fall are of more than ordinary merit, having found it necessary to cable repeat more of our lines than any previous season. We direct special attention to a few of our strong sellers :

Dress Silks,

Silk Velvets,

In Plain, Striped, Shot, and Ombre effects.

Shot Plushes,

The correct thing for Early Fall Capes.

Velveteens,

Plain and Fancy Ribbons,

Etc., Etc.

Our Millinery and Mantle display will also maintain the high reputation which these departments have gained in the past. We extend a cordial invitation to the trade to be present on the above dates.


S. F. McKinnon & Co.

35 MILK STREET,
LONDON, ENG.,

A
N
D

16 and 18 WELLINGTON ST.,
TORONTO.

culars of their fall opening, at which all the latest European and American novelties will be shown. Their warehouses are full of new goods at present.

REID, TAYLOR & BAYNE.

Ever on the alert to secure what will suit the best class of millinery customers in the country, Reid, Taylor & Bayne have excelled themselves this season. Their range is the most extensive ever shown by them, and during the past two weeks every employee has been hustling in the attempt to open up their new goods. They have an enormous stock of velvets and velveteens, but considering the strong demand for these goods, they have none too many. Silks are abundant. Ribbons and millinery ornaments are shown in an indescribable profusion, which contains the best and latest novelties in full range. Their stock of readymade cloaks is an excellent one, and the styles both in fur-trimmed and untrimmed are the latest Berlin and London styles. In fact nothing shown by the Paris, London or New York houses that would be suitable for the Canadian trade has been omitted. They hope to have their exhibit complete by the 21st inst.

TRADE CHAT.

MRS. A. MORROW, of Pittsburg, Pa., one of the C. E. delegates to Montreal, purchased a fur cloak there. When she landed at Clayton the cloak was seized and she had to pay \$12 duty to get it back. She will ask the United States Government to refund the money.

The Kingsville woolen mill will double its output this season.

J. J. Sheehy, Peterborough, has not assigned as reported in last issue.

The Mission City, B.C., Board of Trade are negotiating for woolen mill.

The Great Northwest Express Co. is opening an office in Vancouver, B.C.

The Canada and Stormont cotton mills are undergoing repairs at present.

The Paris knitting mill is progressing. The fire of April, 1892, has not been forgotten.

The Otis cotton mill at Wave, Mass., has closed down for a month: 1,750 employes are out.

A new factory is being erected by the Dominion Blanket and Fibre Co. at Beauharnois, Que.

The Riverdale woolen mills, Inglewood, Ont., have enlarged their capacity and will have an increased output this season.

The Paris Wincey Mill is adding some new looms, so that it may increase its output to keep up with the demand for its manufactures.

Alexander & Anderson have bought out the John Ryan Mantle Manufacturing Co., and will now strive for a share of the mantle trade.

The union men of one of the tailoring establishments in Brantford, Ont., are out on a strike because of the proposal to make it a non-union shop.

Foreclosure proceedings have been instituted against J. F. Fairgrieve & Son, woolen goods makers, Innisville, Ont. The senior partner has disappeared.

A partnership has been formed between H. A. Francis, manufacturer's agent, 60 Bay street, in this city, and F. A.

Turner, who for a dozen years has been traveling for Caldecott, Burton & Spence. When the latter was leaving his former employment, he was presented with a handsome secretary and an address. The new firm will continue the business formerly carried on by H. A. Francis alone.

Commencing on the 19th of July the clothing, dry goods and gents' furnishing stores of London close down each Wednesday afternoon until the end of August.

A. E. McKinnon, tailor and furnisher, Halifax, N.S., has a new store. It is said to be the finest in the Maritime provinces, being fitted up with plate glass, large mirrors, toilet rooms, etc.

All pedlars in Victoria, B.C., will now have to pay a semi-annual license of \$20. Heretofore the license has varied, pedlars of certain wares being charged less than pedlars of other goods.

It is expected that \$18,000 or \$20,000 will be spent in improving the Holmedale water power, and in the case of the cotton mill at Brantford, the company intend to introduce new water wheels and to construct a fresh flume.

A villager passing William Scott & Co.'s general store, Brucefield, the other morning, discovered two men burglarizing the establishment, and immediately gave the alarm. After a lively tussle both burglars were captured and taken to Clinton jail.

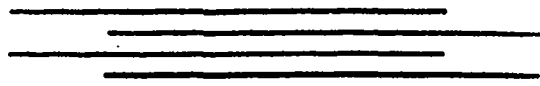
There are still several plans on foot for the establishment of a French line of steamers between Canada and France, whenever the commercial treaty between the two countries comes into force. Mr. Baddin, a millionaire, who arrived in Montreal a few days ago, is the latest promoter in the field. He would have a line of steamers from Montreal to Rouen. He is now interviewing Montreal merchants on the subject.

W. & J. Sloane, one of the largest manufacturers of carpets, rugs, upholstery goods, oil cloths and linoleums in the United States, are opening an office in Toronto, where they will be represented by J. E. Binns, who has been looking after their Canadian trade for some time. The office will be in the Merchants' buildings, 50 to 54 Bay street, where a full range of samples will be carried. The firm has about twelve factories situated in different parts of the United States.

THE MONTH'S COLLECTIONS.

THE financial story of the past month can be told in few words. In the first place the amount of paper falling due on that date was not so large as in previous years, due in great part to the selling of some classes of goods at closer prices and on shorter terms. But even with the smaller amount of paper to be met, there has been a poorer showing made than in the same period last year. Those who have paid have paid promptly, but the renewals are above the average in number. Yet this was expected, and as no very weak spots have been discovered no serious assignments are reported. With the exception of two or three cases the past month's failures have been of little importance, despite the fact that they have been numerous. A few weak men have gone to the wall, but the best men are stronger than ever, and the average dealer has held his own. Money is slightly stringent, and it will remain so until October. The best month in the year is generally November. A few years ago when the people of Ontario sold large quantities of barley in the United States the collections for September were generally good. August and September this year promise to find collections slow. No improvement is noted for the Northwest.

JOHN D. IVEY & CO.



WHOLESALE

MILLINERY

IMPORTERS



FIRST FALL OPENING, TUESDAY, AUG. 29

And Following Days,

To which we respectfully invite every buyer to attend, as we will show a stock superior to anything ever heretofore shown in this city.

Toronto, Canada

PERRIN FRERES et CIE.

PERRIN'S
PERRIN'S
PERRIN'S

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, corner St. James St.,

MONTREAL.

PEWNY'S KID GLOVES

ARE BETTER.

LARGE STOCK

Always on Hand

EMIL PEWNY & CO.,

MONTREAL, P. O. Box 880.

FACTORY: Grenoble, France.



JAS. A. SKINNER & CO.

TORONTO and VANCOUVER

IMPORTERS OF

Crockery, China, Glassware,
Lamps and Fancy Goods

As our importations this fall will comprise almost everything that is new, every dealer in any of the above lines should call and see us or send for prices.

No trouble to show you through
Our Spacious Sample Rooms . .



ALFRED WALSH & CO.

CRESCENT MILLS, -- WAREHOUSE, 6 BOOTH ST.,
HIPPERHOLME, ENG. -- BRADFORD, ENG.

.. Manufacturers of ..

DRESS GOODS

Canadian Warehouse:

54 BAY STREET, - - - TORONTO

THE WORSTED WEAVING CO.

Birksland Street Mill,

Warehouse : Maud Street

BRADFORD, ENG.



TRADE MARK

**CHAIN WARP
SERGE.**

Manufacturers of

Venetians, Twills ^A_N^D Fancy Worsted


CANADIAN WAREHOUSE : 54 Bay St., TORONTO.

Bee Hive Wools

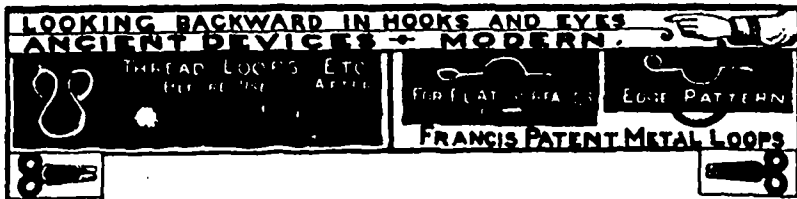


J. & J. BALDWIN

Manufacturers



**Scotch Fingering, Merino,
Berlin, Petticoat,
Balmoral and Merino Fingering,
Lady Betty, Shetland, Andalusian,
and Soft Knitting Wool,
Pyrenees, Dresden,
Fleecy and Vest Wool.**



Francis Patent Loop Hooks and Eyes

THEY are invisible when hooked, and Loops are set to place instantly by passing the stubby point from the under side through the lining and material and then down again, leaving the Loop only exposed for the Hook. A stitch is sometimes put in the end loop on under side, but it is not generally necessary if linings are good. They are made in all sizes, in white and black.

CANADIAN AGENTS:

FRANCIS & TURNER, - BAY ST., TORONTO

FRANCIS MANUFACTURING CO.,
NIAGARA FALLS, N.Y.

McINTOSH, WILLIAMS & CO.,

Manufacturers of

- Alaska Down Quilts,**
- Alaska Down Cushions,**
- Alaska Down Muff Beds,**
- Alaska Down Foot Muffs,**
- Alaska Down Skirts.**

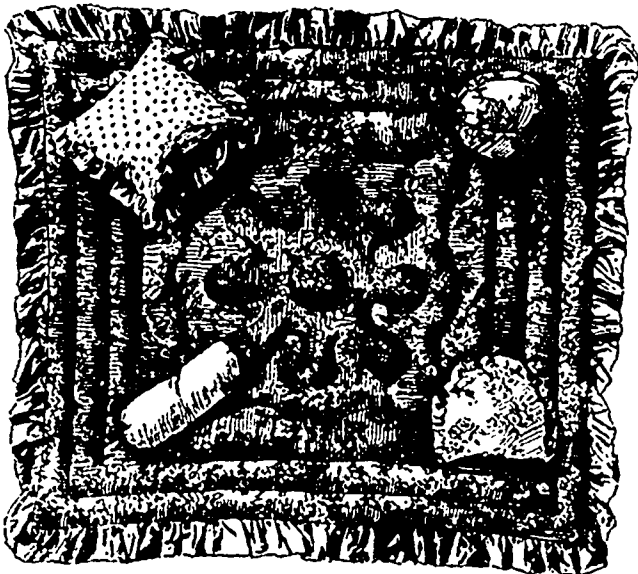
“LANATUS”

QUILT

Summer and Winter

THE NEW

HAVE YOU SEEN



Pillows,

PURIFIED FEATHERS AND DOWN

A Complete and Descriptive Price List sent
on Application

10 St. Sacramento Street, -:- Montreal

D

D. S. Co.

D. S. Co.

D. S. Co.

D. S. Co.

D

Why Is It?

That our suspenders are being imitated by competitors both in United States and Canada. The reasons are very plain. Our productions are the essence of all that is durable and practicable in suspender making, brought about by time, money, and brains devoted to bringing them to perfection.

We do not try to see how cheap we can make them but how

Strong, Substantial and Neat

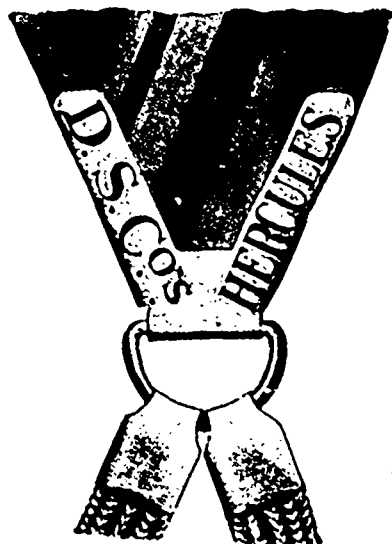
and always progressing. Goods we sell at from \$2.00 to \$6.00, to retail at 25c. to \$1.00 are the best this world can produce.

Three fourths of the leading merchants handle **D. S. Co.'s Suspenders** in preference to all others for they find they are trade bringers and sellers over the counter every time. If you are among the one-fourth you better come to us right away. We will be glad to have you.

The markets are full of cheap unsaleable stuff (trade losers) dear at any price; but did you ever see a

“HERCULES”

brace a sticker. How could they when they are backed by a guarantee for two years solid wear **by the largest, oldest, and most reliable markets.**

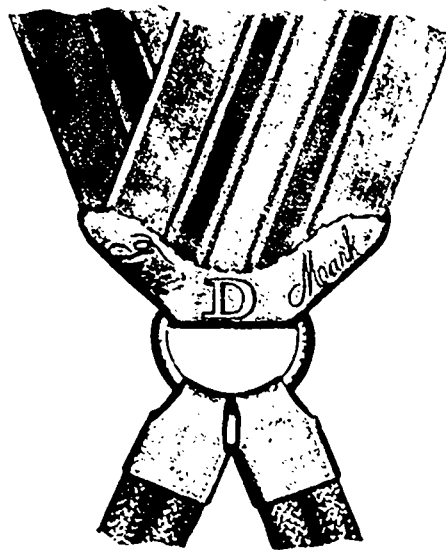


This is the old stand-by.
Pat. March '91.

**Dominion
Suspender
Co.**

NIAGARA FALLS
UNITED STATES
and CANADA . .

Trade **D** Mark



Our Latest—not quite as large.
Patent applied for.

D. S. Co.

D. S. Co.

D. S. Co.

D. S. Co.

D. S. Co.

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D. S. Co.

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CARPETS AND CURTAINS.

THE trade in carpets and curtains will be very good this fall, judged by the copious placing orders received by the jobbers. Domestic carpets manufacturers have also had a most successful season and prosperity appears on every hand. Fewer Philadelphia cottons are being brought into Canada, and as a consequence domestic unions are in increased demand. Prices are well maintained, although collections are but average.

THE ROYAL CARPET CO., GUELPH.

Energy and pluck are the characteristics manifest in making the Royal Carpet Co., of Guelph, what they are to-day. Formerly their product was sold only in Ontario, but now they have established agencies in Victoria, B. C., and Halifax, N. B., and so far report orders good from these places. The latest advancement they have made towards having a complete carpet mill is the building of a dyehouse 80x40 with a second storey over the boiler and engine rooms for drying and bleaching their yarns. They claim they now make a clean good yarn, thoroughly scourged with their new scouring machinery and dyed perfectly fast in color, with the best material to be had.

Of late there has been a good demand for carpet fringe and this company saw where they could put a stop to importing this class of goods, so they at once had a loom made and are now supplying large quantities to the trade. They make it in any color and in any style. It is necessary that every year some member of the company should visit the chief carpet centres in the States and see any new and successful ventures that are being made to improve the carpet industry. Accordingly Mr. Alvin Burrows went there recently for a month's visit and it is hoped he will be able to introduce to the company more improvements in the way of machinery, etc. They are now running thirty looms steadily and have sufficient work for them for this season to give employment to 44 hands.

All the superintending and traveling is done by the four brothers who compose the company, who can be relied upon as steady, honest and industrious men.

EXPERIENCE TEACHES LESSONS.

A leading U. S. carpet journal says: "Carpet manufacturers as a rule, have within the last few years been taking a post-graduate course at the School of Experience, and, as everybody knows, the curriculum there is so severe and trying that few graduate with high honors. One of the things, however, that this particular class has learned thoroughly is not to make goods except on orders, and to-day, almost to a man, they are putting this knowledge to practical use. The result is, that with few exceptions, the production of the wools is being curtailed, and the owners thereof are thoroughly determined, even to the point of stopping altogether, rather than make goods for stock."

WEAVING TAPESTRIES.

"How are tapestries usually woven?" was asked by a French authority on the subject.

"In breadths or relays of varying widths. Some of these may be woven on different looms or all on the same loom, but the warp threads of which they are composed always extend the

whole length of the tapestry. Therefore it is impossible to weave a tapestry in several pieces in the ordinary understanding of the words, and sew the pieces together afterward. The only needlework which will not deface the tapestry consists in sewing the adjoining threads of the aforesaid breadths or relays together, which is comparatively easy because they all have equal lengths and vary only in width. No tapestries are or ever were made by sewing together the ends of the warp threads, which would have to be the case if they were woven in pieces instead of breadths, although sometimes the borders were woven apart and attached to the tapestry afterward by a special kind of needlework."

"How long does it take to thoroughly educate an artist weaver in all the intricacies of the art?"

"Ten or twelve years; and it requires several generations of such artist weavers to perfect the weaving of storied tapestries. To comprehend the skill and talent demanded one must watch the master weavers at work and listen to their explanations of the methods employed, the exactness required, etc. It is impossible, however, to thoroughly realize the difficulties of the process unless one practices weaving himself."

BIG FACTORIES CLOSE.

The huge factory for the manufacture of carpets owned by Sandford & Sons, and situated at Amsterdam, N.J., has been forced to shut down for lack of orders. By this move 2,000 employees are left to shift for themselves. The Smith carpet factory at Yonkers, employing nearly 4,000 hands, is running half time. Many other factories have closed temporarily until the trade of the United States regains confidence.

NOTES.

Alexander & Anderson have now a heavy stock of tapestry, union, wool and hemp carpets. Every line has been replenished with the newest designs, and they claim that their prices are equal to any in the market.

W. R. Brock & Co. have just received their fall stock of hemp carpets. The designs are better than last season, and prices will be found suitable. This is the second season in which they have carried these goods.

John Macdonald & Co. are doing a rushing trade in carpets at present. Their stock of all lines has been received and partially reshipped. Mr. Dewar, the buyer, is in foreign markets at present.

The Toronto Carpet Co. have added 12,000 square feet of floor space to their factories and moved their Axminster looms into this new addition. They are shipping large quantities of goods this and next month. Their Axminster goods are turning out exceedingly well, while their Maple Leaf brand of carpets is becoming very popular.

A knotty question to decide is whether a carpet with 1,072 ends of which 30 are cotton is a union or a wool. The decision makes a big difference to importers of this class of goods. One port of entry in Canada has decided to admit them as unions, which is obviously unfair to domestic producers of woolsens, and the latter should lay the matter before the Comptroller.

The Winnipeg Board of Trade met jointly with the City Council and passed unanimously a resolution urging the Dominion Government to re-establish the river police force, the port being now virtually without any protection, to the great prejudice to trade and commerce.

S. Greenshields, Son & Co.



GENERAL DRY
GOODS MERCHANTS

MONTREAL

*Have been appointed sole selling
agents for Canada for the well known*

Black Goods

Made by _____

BRIGGS, PRIESTLEY & SONS
Bradford, England.

Trade Mark _____



“The Varnished Board”

Their travellers will shortly show a large range of
these Samples, including their celebrated . . .

Silk Warp Goods and other
Plain and Fancy ***Black Goods***

. . Which have a world-wide reputation . .

. . They will also have _____

Samples of the Cloths of the

Genuine “Cravenette Company”

. . For Dresses and Mantles . .



TRADE NOTICES.

MR. DYKES, representing the old established firm of Messrs. Arthur Co., Ltd., of Glasgow, Scotland, has removed his office from 30 Colborne to 27 Front street west, Toronto. The present location is more central and is more convenient to show the samples of general dry goods which Arthur Co. are placing on the market. Buyers will find an exhibit of the latest designs and finest styles.

Robert Flaws, of 73 Bay street, has samples of Swiss goods, embroidery, handkerchiefs, lace curtains, art muslins, carpets, rugs, etc., direct from the makers and all of the newest designs. Intending buyers should not fail to give him a call.

The Worsted & Braid Co. have more orders than they can fill. They have put in an electric motor so that they may run their silk braid machines all night without using their big steam engine. This shows that enterprise pays no matter how new or untrodden the path.

A. Bradshaw & Son, of 7 Wellington street east, Toronto, are displaying a new stock of staple dry goods. All the best and latest designs are to be found on their shelves, and buyers are sure of courteous attention. The firm have special facilities for supplying many lines of goods.

James Strachan & Co. have established a hat factory at 68 Esplanade west in this city. They are turning out some first class lines in all designs, especially in soft felts. They will be glad to see any intending purchaser when in the city. They are able being manufacturers, to offer their goods on most advantageous terms.

Buyers who visit Toronto during the Exposition week would do well to call at the manufacturing establishment of E. & S. Currie, 64 Bay street. This firm manufacture nothing but neckwear, and sell nothing but their own manufactures. They carry a full stock of all the latest styles and novelties in their salesroom.

H. Bradford Clark, of 32 Colborne street, Toronto, has a splendid stock of dry goods specialties, such as tapestries, plushes, fringes and lace curtains, direct from the foreign makers. He has also a large assortment of silk tapestry and jute furniture covering. Mr. Clark represents the best foreign manufactures, and is in a position to execute bespoke orders of any design and pattern.

Boulter & Stewart, of 30 Wellington street east, have an elegant line of fancy goods of various kinds. They show the latest designs in such lines as art silks, art satens, silkolines, etc. Two special lines with them are children's headwear and "down" goods. The lines they show are direct from the factories, and consequently buyers can expect special value. On another page will be found their advertisement, and the reader will there find fuller information.

Competition in every line of business is keen, and the successful man must but the lines he handles, even in the smallest quantities, in the best market and from first hands where possible. If the orders are small there is no reason why a purchaser should not avail himself of the advantage to be secur-

ed by buying every thing at the right places, and dealers who handle school books or stationery of any description should note the advertisement of the W. J. Gage Co. (Ltd.) which appears on another page.

Messrs. Jas. A. Skinner, 54 and 56 Wellington street west, are making great preparations for a large fall trade, if one is to judge by the appearance of their spacious samplerooms, which are crowded with all the latest novelties in the ceramic art. The firm have just completed stock-taking, and are re-marking all old stock, it being their intention to clear out everything regardless of cost. The display they make of lamp goods is the best ever seen in Canada. The variety of fancy goods shown in china and glass is simply immense, and every one will be amply repaid for the time it takes by visiting their establishment and looking through the showrooms.

The Eaton Co., of 192 Yonge street, Toronto, have had a pneumatical cash service placed in their store, and it is proving a great success. The service has been put in by Messrs. Wilbraham Bros. of Philadelphia, and is worked by the "Baker Blower." By this system all cash is placed in a carrier and conveyed by means of tubes to a central office situated in the basement of the building, where it is handled exclusively by a competent staff, who receipt the accounts, return same along with any change by the "return" tube. The longest tube is 408 feet in length, and it takes just 7 seconds to travel this distance. There is a great saving of time, greater accuracy and less risk of dishonesty. This system will probably be adopted by all large stores who handle a great number of accounts.

It is not often that English manufacturers have a warehouse with stock in Canada. The Worsted Weaving Co., manufacturers of woolens, and The Alfred Walsh Company, manufacturers of dress goods, have combined to have a Canadian warehouse where they carry stock, and which is under the management of G. R. Buckham and G. H. Wilson. These firms are thus enabled to sell to merchants at import prices plus the duty, and they thus enable the merchant to buy at import prices without paying out a lot of cash for duty before he gets his goods on the counter. The system has also other advantages which live retailers will be quick to recognise.

The Francis Manufacturing Co. is a new concern which starts with a paid up capital of \$55,000. They will have a new factory at Niagara Falls for the manufacture of the now celebrated Francis hooks and eyes. The hook will be an improved one with a spring, and it will be put on the market with the Francis patent eye, which requires no sewing. These goods have been adopted already by some of the largest manufacturers of ladies' and children's clothing in the United States and Canada. They are also being used for fastening overgaiters and overshoes and for attaching capes to macintoshes. The joint stock company will be under the direction of Mr. H. A. Francis of this city, and they will manufacture for the United States and Canada. Mr. Francis has a new patent trousers clasp, which is undoubtedly a good thing. It requires no sewing or cutting of the cloth, and stands out much better than any other fly clasp in use.

Alexander & Anderson have in stock and are offering specially cheap lines in domestic and imported flannelettes; also big drives in art muslins, cretonnes, prints, cottonades shirtings, etc.; also a large stock of Canadian hosiery and under wear at close prices.

Thouret, Fitzgibbon & Co.

MONTREAL

and
BERLIN,
Germany

SOLE AGENCY

Jammet's FRENCH KID Gloves

GUARANTEED



WE STILL . . .
QUOTE PRICES

- " La Chartreuse," 7 stud laced, gussets - - - \$11.50
- " Andree," 4 button, gussets - - - - - 9.50

Stock Carried : Fresh Goods

WRITE FOR SAMPLES

THE FURNISHING TRADE.



IMPORTED and domestic woollens for the fall season have been shown in ranges by the different houses and have been well and liberally patronized by the retailers. In overcoatings, fine Beavers, cloth Beavers, Meltons and Venetians in black, blue, light blue, brown and drabs, will be the leading varieties. Irish friezes in all shades and mixtures will have a good run. Scotch tweeds in cheviot wools with a rough finish and in neat patterns will run strong. Black, blue

and fancy chevots in basket and hopsack makes will also find favor. Worsteds in neat effects will lead in trouserings, although Scotch tweeds in checks and stripes will be good.

In neckwear there will be nothing very startling for the general trade. Innovations in neckwear may take with the best city vendors of this class of goods, but not with the general trade. Quiet patterns and styles are preferred for the fall trade.

WHOLESALE NOTES.

Matthews, Tower & Co.'s travelers report fairly good encouragement in the matter of placing full orders for shirts, fine woolen underwear and half-hose.

Wyld, Grasett & Darling have passed into stock a large range of men's water-proof coats, both in black paramatta and desirable tweed patterns. They are made with 26-inch capes, fly fronts, sewed seams, two large pockets, and ventilated under the arms.

Gordon, McKay & Co. have opened a grand stock of men's half-hose in worsted ribbed, and cashmere ribbed and plain. Their \$1.25 line of plain cashmere is of marked value.

Wyld, Grasett & Darling are showing natural wool night-shirts in various qualities. These garments are especially suitable for traveling and are more in demand each season.

John Macdonald & Co., are still selling the famous Belwarp serges and worsted coatings. Their numbers are all complete now, and any merchant who has not yet inspected these goods should arrange to do so: They are made only from specially prepared yarns of selected pure wool, absolutely free from shoddy, and they have all the wearing qualities of the "good old times." Every yard of genuine cloth is stamped on the back.

Galt Bros'. travelers report an encouraging demand for general fall supplies, tweeds, overcoatings and cloakings, and their conclusion is that the stocks in country dealers hands is small.

W. R. Brock & Co. have received the first shipment of "Bargain" braces. This is a line which was cleared out from a manufacturer, and can be retailed at 12½ to 15 cents per pair instead of 20 to 25, the latter being the regular price.

Wyld, Grasett & Darling have now in-stock their full range of fall neckwear, which, for value, neatness of patterns, and excellency of finish surpasses any they have heretofore shown. While they find considerable demand for knots, bows and puff shapes, the Derbys are decidedly the favorites, and, although they show a full range of more expensive and very handsome goods their leading prices are \$2.00, \$2.50, and \$4.00. The

most desirable width is 2¾ inches, with wide American turning, which prevents the lining from showing when the scarf is tied. They have made this finish a specialty, and even their lowest priced Derbys are made in this way. Their stock is composed almost entirely of neat, quiet patterns, which are always safe and more saleable than the splashy designs so often shown.

E. & S. Currie of 64 Bay street, are showing a novelty in back cord silk neckwear in all styles. The peculiarity is that the ties are worked with raised embroidery designs of a small and choice character. The embroidery is of various stylish shades, such as heliotrope and purple and also in the staple colors.

John Macdonald & Co. have three cases of men's braces in special fine qualities just to hand. These range in price from \$4 to \$7.50 per dozen. Large deliveries of repeats of their best selling patterns in men's neckwear have been passed into stock. A line of men's kid gloves in sizes 7 to 10, two ball fasteners, is being shown at a price which makes them extra value. Men's Japanese silk handkerchiefs are shown in plain and twills in 18, 20, 22 and 24 inch goods. These goods are quoted much below former prices.

OVER-GAITERS.

The news that the swell Londoners have taken to over-gaiters of late is to be registered as an example ripe for emulation.

The men of sweldom are ready for such an innovation, for they have shown their fondness for a similar fad—the Russian leather shoes of the warm season—which give a smart appearance to the summer toggery.

If the fashion of wearing over-gaiters would come in again, it would be a great boon to a legion of well-dressed men that, following the vogue, keep their boots well polished. Yet in doing so, the trousers being snug-fitting at the instep, come in contact with the blacking, and the result is baneful to the trousers.

Furthermore, the over-gaiters impart a touch of gentility to the regime that adds a stroke of individualism to the costume. And, with the success of the tan shoes in mind, the wearing of the over-gaiter in the coming fall season seems imminent.—Clothier and Furnisher.

A NOVEL METHOD.

A gents' furnishing store in Nassau street, New York, sold out after trying to keep the wolf from the door; there were lots of wolves but no customers. The man who bought out the store had faith in its success if he could only make a start. He went in with a rush and advertized with signs and in other ways so successfully that at one time it was necessary for the police station to send three men to keep the crowd in order. This may seem like a story from ancient history, but it is a fact. The store was a very small one, and only enough persons were admitted at a time to comfortably fill it. It was a truly novel sight, and the business ability of the new proprietor was demonstrated by the fact that he cut the price not more than 5 per cent. His signs read: Shirts, now 93c.; Blank's former price, \$1.35. Ties, now 23c.; Blank's former price, 50c., and so on through the list.

Some of the newest fabrics for fall neckwear are: Loie Fuller, Chintz, Two and Two Stripes, Jacquard Figures, Macclesfield, Macclesfield Changeables, Broche Crepes.

CHARLES COCKSHUTT & CO.,

British and Canadian Woolens

— ~~REGISTERED~~ AND ~~REGISTERED~~ —

Clothiers' Trimmings

— ~~REGISTERED~~ —

59 FRONT STREET WEST. . . . TORONTO

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital \$10,000,000)

Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.

Silk Seals. Silk Velvets, Black and Colored.
Dress, and Millinery Plushes, Etc.
Silk, and Mohair Furniture Plushes, Etc.

To be had of all the Leading Wholesale
Houses in Canada.

Sole Agents for the Dominion:

H. L. SMYTH & CO., - Montreal and Toronto.

Alexander & Anderson

~o~

OUR Fall Importations are now coming forward rapidly, and will be complete in every Department before the end of this month.

We take pleasure in stating that our stock generally will be found specially attractive, and we desire to direct particular attention to our *Magnificent display of*

**New and Stylish High Class
EXCLUSIVE DRESS GOODS.**

No merchant claiming to do a Dress Goods trade can, in justice to himself, afford to overlook our matchless collection. We solicit inspection and comparison, and extend a cordial invitation to merchants when in the city to favor us with a call.

All Orders entrusted to our Travellers are being shipped as speedily as possible. . . .

~o~

Alexander & Anderson,

TORONTO

IRISH TWEEDS AND COATINGS.

THE tweed trade has been well maintained throughout, says the Irish Textile Journal, the trend of current demand having been altogether in favor of Irish tweed makers, so far as men's wear is concerned. Cheviots and Saxonies have been bought in increasing quantities both for the local and cross-channel demand. Soft, "velvet-finished" tweeds are again coming into request, mainly in fine Cheviot qualities. Wide tweeds in small, neat designs, and of moderate weight, have been selling freely for deerstalkers and similar wraps. For the coming winter, orders have been pretty freely placed for tweeds of extra weights for overcoatings. Some of the earlier wholesale buyers have been looking up ranges of light weights in tweeds—10 oz. to 11 oz.—for the ensuing spring. These are mainly wanted for the English trade, and by those Irish houses doing business across the Channel; "spring weights" for this country's trade being very little lighter than those of winter. For the making-up trades the Irish manufacturers are selling in fair quantities six-quarter Cheviots at from 3s. 6d. to 4s. per yard. For the bulk of the make-up trade, however, Irish goods are too high-priced, and Yorkshire shoddy and printed tweeds are bought in by far the largest quantities.

A very steady and regularly increasing trade is being done in Irish coatings—called "doeskins" by the trade for some not very apparent reason, for they bear little resemblance to the doeskins in which so large a business was done in former days. Some of these are in special demand, chiefly in black, and having much the appearance of cloths suitable for clergymen, etc.; they are very fine in the twill and rather close cut in the face, and are bought in superior qualities in both narrow and wide widths. The cloths are very sound in quality, and are quite fast in color, but are too heavy in texture for ordinary wear. The same thing in very much lighter weights, and at proportionately lower prices, should take well in ordinary merchant tailoring trade.

Friezes have been selling for the coming winter trade, but in very limited quantities compared with the sales at this period a few years ago. Napped friezes are still being bought, but the chief demand is for smooth-faced, soft-finished friezes.

TRIMMINGS AND DRESS GOODS.

SOME very pretty fur trimmings are shown by the house of Caldecott, Burton & Spence, who can generally be relied upon for some of the latest novelties of this department. The goods are of German manufacture, and are very low in price. Among the different furs, they show coney in white, black, grey and browns; natural squirrel; silver-tipped fox; opossum, in greyish fawn shades and black. By skin measurement they run in width from 1/8 inch to 1/2 inch. Fur trimmings of this nature, and also those of the same kind introducing gimp effects, they predict good for autumn.

They report trade in the dress goods department one of the best fall seasons they have had for years. They report shot effects of all classes good, but particularly so in whipcord and hopsack styles; also shot cheviots and shot diagonals. They show silk checks on shot diagonals and shot checks on hopsacking; also a very neat effect in silk figure woven on a black ground whipcord, the spots running in the various colors. Tartan checks for trimming and for children's wear have gone well. In plain goods they quote whipcords and sedans—a plain, smooth,

satin-finished cloth—in the lead. They show what they claim to be special value in a line of lady's cloth, 48-in. wide, in all the newest coloring. Estamine and diagonal serges, with a strong demand for harder and smoother finished goods, more to the style of men's stuff, and the demand for blacks in these goods, are on the increase.

AN INVESTIGATION.

SOME farmers and merchants of South Leeds, Ont., desired to know exactly how prices in Canada compared with prices in the United States, and nine of them made a journey across the river into the counties of St. Lawrence and Jefferson in New York state. Their report dated July 7th has now been published and the results of their investigation concerning dry goods is here reproduced.

CANADIAN PRICES.		AMERICAN PRICES.	
Factory cotton, 36 in.	5 to 8 c.	Factory cotton, 36 in.	5 to 7 1/2 c.
Bleached cotton, 36 in.	8 1/2 to 10 c.	Bleached cotton, 36 in.	6 to 9 c.
Cottonades	15 to 25 c.	Cottonades	16 to 26 c.
Checked Gingham	7 to 10 c.	Checked Gingham	8 to 10 c.
Spool cotton 200 yds.	4 c.	Spool Cotton, 200 yds.	5 c.
Cheese bandage cloth, 15 to 16 in.	5 1/2 c.	Cheese bandage cloth, 15 to 16 in.	6 1/2 to 6 3/4 c.
Men's suits of black worsted \$10, \$15		Men's suits of black worsted \$15, \$22	
Mr. Thos. Hemy had on a suit of tweed, made to order by H. H. Arnold, Athens, which cost him \$15.		Mr. Farley, the proprietor of the Farley house, Redwood, had a suit of same material, made to order at Carthage, trimmed same in every way, for which he paid \$24.	

This is about the difference we found at several points in all kinds of custom clothing. Ladies' woollen dress goods of every description we found at least 50 per cent. higher than in Canada. Linen goods also are very much cheaper in Canada than in the United States, while rubber clothing is somewhat cheaper in the United States than in Canada.

This is just what might be expected when it is remembered that the U. S. tariff is higher than the Canadian.



THE FIRST THING THEY DO.

Whipper—Did you see that little article about me in THE DRY GOODS REVIEW?

Snapper—No.

Whipper—That's funny. You have had the paper for the last half hour.

Snapper—I know it, but I haven't got through reading the advertisements yet.

White enamelled ware is being pushed more strongly than ever this season. If carefully handled there would be profit in these goods, but careless handling means a heavy loss owing to the breakableness of the goods.

ThibaudEAU Bros. & CO.

Importers of _____

ENGLISH
FRENCH
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.
Quebec.
THIBAUDEAU BROTHERS & CO.
London, Eng.
THIBAUDEAU BROS. & CO.
332 St. Paul St.
MONTREAL

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR _____

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

DEMAND KNOX'S AND TAKE NO OTHER

MACFARLANE & PATTERSON

Manufacturers of Suspenders

Importers and Manufacturers of _____

Men's Furnishings =



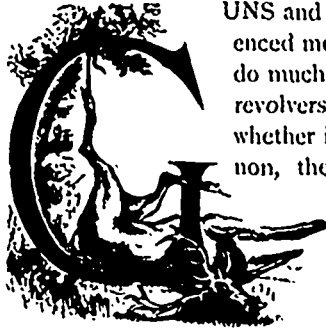
Sole Manufacturers
of the Celebrated

HEART BRACE.

Mail Orders Solicited

14 St. Helen Street, - MONTREAL

WINDOW CARDS.



UNS and cannons when used by experienced men and in a certain manner will do much more execution in a battle than revolvers or similar small weapons. But whether it be gun or whether it be cannon, the instrument must be properly loaded. In the same way when the merchant dresses a window with which he expects to 'hit' the public, he must see that it is properly loaded.

After he has got the necessary materials in it, he must add a sign-card or his window is like a human being without the power of speech. A pretty, smiling babe would be much less interesting if it could not coo and prattle in its infant language. A window without sign-cards is like the mute but beautiful infant. It is like a clock without the tick, or a watch without the dial.

If window displays are worth anything, the better they are the greater their value. Sign-cards add point to the window.

DO you know wool at sight ?

Here's an object Lesson.

23c. YARD.

They clinch the argument which the display lays before the possible customer. A display may show the goods to advantage, but the sign sells the goods.

An energetic clerk can design these for every new line of goods that come into the store. They must be keen and catchy. Brilliance is an indispensable requisite. The signs scattered

SOMETHING fascinating about

these goods.

May be the price.

29c. YARD.

through the store need not be so large nor contain as much. They should not be put on old oft-seen goods, except to show that they are being cleared at bargain prices. On new goods they are always useful. They are silent, truthful and potent salesmen.

The Dry Goods Chronicle in talking of window signs says: "One little 12x24 inch card board can be made a silent but effective salesman, provided it is treated properly. The conver-

sion of card board into persuasive signs is a study which requires close application with the one object in view of employing as few

NO fault of ours if you refuse to be enlightened.

These Hose cost more to make.

19c.

words as possible to convey a concise statement of facts. Don't misrepresent on a sign-card; there might be among your customers one who knows a thing or two."

NO FUN losing money.

We offer these without

a smile.

Look at the price.

65c.

FOREIGN NEWS.

THE jute sections in the Dundee market are dull and not encouraging. Buyers are simply supplying their more immediate requirements. The linen branches are very quiet at the moment, and the outlook is unsatisfactory.

In consequence of the depressed state of the jute trade, Messrs. Gilroy, Sons & Co., Limited, Dundee, have decided to close their factory. A fortnight ago they dismissed 250 hands, and on Tuesday evening an equal number were paid off.--Drapers' Record.

The hats and bonnets, says a Paris despatch, are growing somewhat smaller. The cabriolet, 1830, or coal scuttle bonnet, with its flat crown, enormous brim and bow, is not as yet generally adopted, though it is beginning to show itself at Trouville, Dieppe, and other fashionable seaside places. However, it is only becoming to the few. A new theatre capote is of gold, with pink and blue poppies, having black centres. Poppies are much in vogue. A new shaped hat, in Panama straw, falls on the chignon at the back, and goes up in front. It is enhanced with a large bow in white satin on the side, above which rises an aigrette of roses and buds in variegated colors, and white fluffy ball.

It may be interesting to state that Queen Victoria's favorite tartans are the Royal and Hunting Stuarts, and the Balmoral. The last named was designed by the Prince Consort. The tartan worn by the Prince of Wales is that known as the Lord of the Isles, which is one of his titles.

An English correspondent, in speaking of the new costume cloths for the forthcoming fall and winter seasons, says that, contrary to all predictions, the more elaborate styles are by far the most successful. Many rich shades in matelasse and ombre effects are being shown.

DO YOU HANDLE

School Books and School Supplies
Blank Books, Writing Tablets,
Envelopes, Note Papers, Foolscap,
or Stationery of any description

If you do you ought to buy them where you can buy them to best advantage.
 We give special attention to orders sent us by Mail, Telephone or Telegraph, goods are carefully selected by experienced salesmen, and lowest prices charged. We guarantee as complete satisfaction as if personally selected.

The **W. J. GAGE CO'Y** Ltd.

Wholesale Stationers and Booksellers

TORONTO

Samples and quotations
 promptly mailed on application

MANUFACTURERS OF

Envelopes,
 Blank Books, and
 Writing Tablets

HUTCHISON, DIGNUM & NISBET,

Manufacturers' Agents.

A Well Assorted Stock of 

Imported and Canadian Woolens
 Tailors' Trimmings and Linens,

ALWAYS ON HAND

SOLE AGENTS IN CANADA FOR

Messrs. J. N. RICHARDSON SONS & OWDEN, Ltd., Belfast,
 LINEN GOODS.

Messrs. R. PRINGLE & SON, Hawick,
 SCOTCH UNDERWEAR.

Messrs. DAVID MOSELEY & SONS, Manchester,
 RUBBER GARMENTS.

55 FRONT ST. WEST, - - - TORONTO.

WHAT IS SILK "CONDITIONING."



THE term silk "conditioning" inadequately describes the objects sought in the various processes to which silk is subjected in a conditioning house. Manufacturers and importers alike discover how advantageous it is to have their silk conditioned. In fact, every one of Nature's gifts, as well as every article of human production, has now to be tested and analyzed

for the purpose of finding out its real value on the one hand, and the extent of its adaptability to the purpose to which it is to be put, on the other.

Unscrupulous dealers, knowing the hygroscopic properties of fibres, could, but for these provisions, store bales of silk and yarn in damp cellars, and sell to unsuspecting weavers all the moisture there absorbed at the market price of pure silk. In the case of the more valuable fibres, especially of silk, the amount of moisture contained at time of sale should be exactly determined, so that no difference should occur or injustice result, as between buyer and seller. This operation, which is termed "conditioning," is not complicated. All fibres contain a certain percentage of moisture, and in order to ascertain the amount of this, the fibre must be rendered perfectly dry. The amount of time and labor involved in this operation would be too great, if every skein of silk had to be conditioned. A few samples are taken from each bale, and the proportion of moisture is calculated on the whole. Silk is a very hygrometrical substance, which, in its greatest state of dryness, includes no less than 8 per cent. of water, and is susceptible of admitting 15 per cent. without showing signs of moisture. It will absorb as much as 25 per cent., but the excess is then easily detected.

This notable property of silk to absorb moisture to such an extent presents great inconveniences from a commercial point of view. Manufacturers who employ this delicate material are exposed to errors in calculation of cost price, on account of the loss of weight in the raw material, resulting from the bales remaining in the store-rooms of their factories which may be more or less damp. The absolute weight of silk—that is to say, the weight of silk without any humidity—might serve as a legal basis of commercial transactions, but silk in its normal state is never without any moisture. Eleven per cent. was adopted in Europe in 1840 as a reasonable and convenient percentage to add to the absolute weight, and was confirmed by a congress held at Turin, in 1875. It is to-day the basis of all commercial transactions in Europe as well as in the New York silk conditioning works.

Conditioning, properly so called, is not the only test to which raw or thrown silk is subjected. There are also special departments for the weighing of bales, for determining the tenacity, elasticity, decreasing or boiling off, sizing and twisting of silk, etc.

To condition a bale of silk is to find the quantity of water that it contains. The first thing is to weigh the bale as it is brought into the conditioning house; then deduct the tare (cloth, wrappers, strings, etc.), and so ascertain the net weight.

There are taken from the bale a certain number of skeins—let it be 18 in a hypothetical case. These are divided into three even lots. The first two lots are submitted to an absolute dessication by means of a special machine or apparatus into which passes a current of hot air, capable of producing a temperature

of 120 to 130 degrees Centigrade, or 248 to 266 Far., and when the skeins have remained there the specified time for an absolute dessication, that is to say when their weight does not vary, they are taken out. If the difference in the weight between these two lots exceeds one-third of one per cent., the third lot is put in the machine so that the average will be more exact. The absolute weight of the bale is then calculated upon the average loss of the samples, to this is added eleven per cent., representing the dampness necessary to the working of silks.

In order to make this proceeding clearer, let an example be given. We have a bale the gross weight of which is, say 100 kilos or 220 lbs. 7 oz.; weight of tare, half kilo, making net 99½ kilos; from this bale we take 18 skeins. We will suppose that the first lot weighs 800 grammes, second 810 grammes, third 790 grammes. The first two lots will be submitted to an absolute dessication in the apparatus or machine. The respective weight of these two lots when taken out will be 710 and 720 grammes, which will give an absolute weight for the two lots, 1,430 instead of 1,610, primitive weight. The result for the bale will then be $99\frac{1}{2} \times 1.43 \div 1,610 = 88.37$ kilos plus eleven per cent. of water necessary to the working of silk, equaling 9.72 kilos, which will give as weight of the bale conditioned 98.09 kilos or 216 lbs. 4 ounces. The weight thus arrived at is the legal or the proper "conditioned" weight of the bale.

SOME LINEN NEWS.

LINEN was exported from the United Kingdom to British North America in June to the quantity of 671,300 lbs. In June 1892 the quantity was 690,200 and June 1891 493,000 lbs. The value of the linens exported to British North America for the six months ending June 30th was £73,495. For the same period of last year the value was £80,855 and 1891, £77,602. Thus the quantity of linens this country has taken during the past six months is less than the same period last year, and also less in value. The British linen trade has a very quiet tone at present. On the Continent it is quite dull. The U. S. Imports of linen from Great Britain for the past six months were valued at about \$5,400,000.

* *

We are frank to admit, says the Chicago Dry Goods Reporter, that nothing would be more pleasing if we could record the fact that our importations of linen for the past six or twelve months showed as large a decline as 25 per cent., and even 50 per cent. would probably please our merchants better. We should like to be able to base this decline in the importation of Irish linens on the successful growth of flax-culture in the United States, and the permanent establishment of several large linen factories on this side of the water, where linen fabrics equal to the best turned out at Belfast could be produced. But after years of study devoted to this question of flax-culture, and notwithstanding the enthusiasm this subject always arouses, we do not think that for many years to come Ireland is in any particular danger of losing so good a customer as the American dry goods merchant, who knows a good article when he sees it, and will send abroad for it when the same textile cannot be produced at home. We can only hope that the time is not far distant when the American people can wear home-made linen produced from home-made flax equal to that imported. Somewhere in the United States, with our endless varieties of climate and soil, some spot will be found where flax can be raised, the fibre from which will produce textiles equal to the best of those now imported.

HUDSON'S BAY COMPANY.

THE annual general meeting of the Hudson's Bay company was held in London, England, on the 17th instant, at the City Terminus hotel, Sir Donald A. Smith presiding.

The Governor, in moving the adoption of the report, stated that, including £17,763 brought forward, there was a profit of £89,116, compared with £59,253 in the previous year; and, after paying a dividend of 12s. a share—which would require £60,000—as against 6s. 6d. a share for the previous year, they would carry forward £29,116, compared with £17,763. This improvement was to a considerable extent owing to the increased price of furs at the last sales in January and March, but it was only fair to say that the profit had also been materially increased by the economies which had been effected in London and Canada. They hoped, too, that there would be still further considerable economies in the near future. The valuation of the trading goods in the inventory on May 31, 1891, was £449,499, and in 1892 the figures were £535,291; but the advances up to May 31, 1891, were £336,589, while in 1892 they were only £238,863. There were always goods in transit, and those which arrived in the country before the books were closed were taken in the inventory; otherwise they would appear as advances in London. There was £27,000 more in outstanding advances last year than in the year before, but that was owing to the increased amount of business done; and consequent on the facilities of transport, there had been a much larger turnover than in the former year. With regard to the future, the indications of the collection of furs in the country, so far as they had been made aware of up to the present time, were that they would be at least equal to those of last year; and as regarded the shop sales, they hoped that there would be even an increase over those of last year, although, looking at the whole condition of trade, they thought that the shops had done very well in the past year. They believed that in the near future the shareholders would reap a greater benefit from this property than they had hitherto; and looking forward still further they felt certain that it could not fail to be an estate of the greatest value—worth, he believed, a great deal more than the whole capital stock of the company. They had lands along every railway that was now or might be constructed in the fertile belt. In every township, too, they had their sections of land, and as the country progressed and prospered so would their company.

UNDERWEAR AT THE FAIR.

IN the British section R. Walker & Sons, Leicester, make a fine display of undergarments for men, women and children, chiefly made from Scotch lambs' wool. All the garments are tastefully trimmed and show superior finish. The Cartwright & Warner Company, Loughborough, exhibit goods of a similar character. William Lewis & Sons, London, show bright silk, natural wool, merino, cashmere, balbriggan and Lisle thread undergarments for men, women and children, of great excellence and beauty. None of them are cheap goods. In their price list one grade of silk undershirts is marked \$28, while the drawers to match cost \$30.50. This house manufactures shirts and drawers from the wool of the Amrisfer goat, which are retaining the absorbing qualities of wool. A shirt of this material costs \$13.50 and drawers to match \$15. If these goods are not cheap they are certainly excellent. Near this exhibit is that of E. & H. Hummel & Co., which consist of silk garments in

brilliant colors. The case is fitted up so as to attract Americans, as articles of red, white and blue colors are ranged in succession.

In the Canadian section very large displays of heavy and serviceable underclothing are made by the Coaticook Woolen Mill, Coaticook, Quebec; Jonathan Ellis, Port Dover, Ont., and J. B. Henderson, Thorold. All these articles are of good material and well made. They show that the wants of a people living in a cold climate have been studied and provided for.

The French display of underwear is not what would be reasonably expected of a country making such fine exhibits in other kinds of clothing. M. Mauchauffee & Cie., Troyes, show silk, cotton and woolen undergarments for men, women and children, some of which are embroidered, but otherwise they are unattractive. Poorer displays are made by C. Bonbon & Cie, of the same city, and Verdier & Schultz of Paris. Elegance and excellence seem to run to outer garments in the French section of the Exposition.

By far the finest exhibit of woolen underwear is in the gallery of the German section. It is made by G. Loeb, of Stuttgart. The garments are all of the finest wool and are trimmed or embroidered with silk. Many of these intended for ladies are trimmed with linen, silk or woolen lace. All these articles are well worthy the attention of manufacturers and dealers who desire the highest degree of excellence in this class of goods. In the pagoda of the Manufacturers' Association of Chemnitz, Saxony, which is on the main floor, is a fine exhibit of cotton, woolen and silk underclothing. Some intended for warm weather and hot climates is knit so as to resemble netting, and the articles for ladies' use are highly ornamented.—Commercial Bulletin.

THE BUYER.

When the drummer is a-drumming he has troubles like the rest,
And it's sometimes quite a wonder if his spirits stand the test.
To travel like an Arab isn't always thus the thing,
To fill his soul with gladness or to make the drummer sing;
But of all the deep-dyed troubles when a man sets out to drum,
The worst thing that can happen's when the buyer's feeling
glum.

Maybe upon the night before he's been up very late,
And tried to buck a full house, when he only had a straight;
Maybe the races he had played in hopes that he might win,
And put his money on a horse that has not yet come in.
Then how the drummer's soul is tired, and how he longs for
some
Propitious thing to happen when the buyer's feeling glum.

Sometimes the drummer's not himself, yet he has got to work,
For, from the obstacles he has, it will not do to shirk;
He's got to laugh, and smile and joke, and keep a happy face,
No matter even if there is a woman in the case.
But of all the things that happen when a drummer's on the drum,
The worst thing that can happen's when the buyer's feeling glum.

—Tom Masson, in Clothier and Furnisher.

From Berlin it is reported that there is want of help in the textile industry; manufacturers are preparing unusual stocks in anticipation of the breaking down of the American protective tariff.

Caldecott, Burton & Spence



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DRESS MATERIALS—All fashionable shades—in WHIP CORDS, HOP SACKINGS, AMAZONS, LADIES' CLOTHS, ESTAMINES, DIAGONALS, Etc. SHOT EFFECTS IN A SPLENDID RANGE OF HOP SACKINGS and WHIP CORDS.

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SILK VELVETS—In several qualities, and in exquisite Colorings.

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UNDERWEAR—In all the new SANITARY, HEALTH, and HYGENIC makes.

Stock Complete in all Departments 29th August, 1893.

Buyers and orders will receive best attention.

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Fine Worsted Suitings and Trouserings

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Many special lines well worth attention from large and close buyers.

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Our Big Opening

Will begin on

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and bears our Trade Mark, the Crown. No others are genuine.

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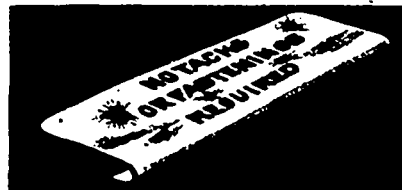
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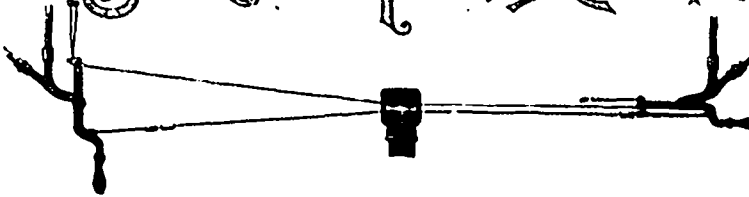
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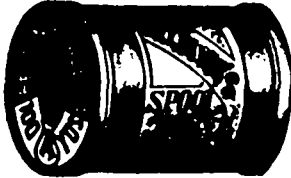
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