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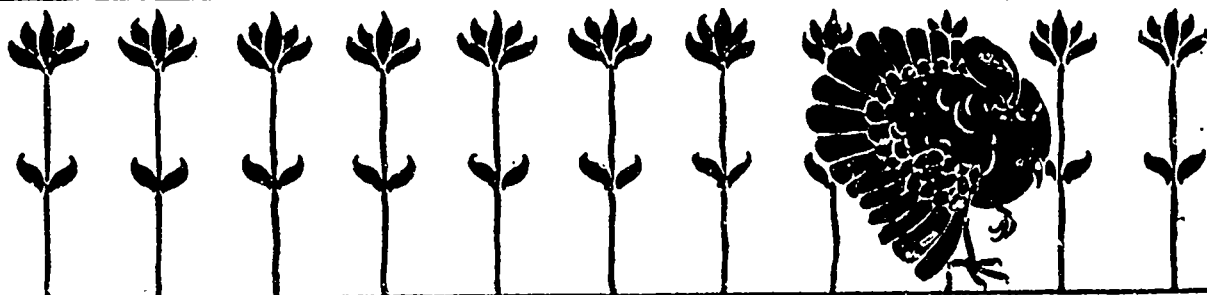
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TRUE INWARDNESS OF THE BREAK BETWEEN THE
DOMINION COTTON CO. AND MORRICE & CO.

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



VOL. VII. NO. 10.

OCTOBER, 1897.

Feder's
Pompadour
Skirt
Protector



THE avalanche of orders now arriving for Feder's POMPADOUR SKIRT PROTECTOR again demonstrates the popularity of this, the best and only perfect skirt edge. With scores of braids, bindings, velveteens, etc., already on the market when Feder's POMPADOUR Skirt Protector first appeared, it caught up and distanced them all. Both a skirt protector and a trimming, it has such manifest advantages that when once a woman tries it she has no use for any substitute. Feder's POMPADOUR Skirt Protector is made in every fashionable shade for Fall, and as a protection every yard is stamped "FEDER'S." Don't delay your order for Fall colourings.

Manufacturers and
Controllers of the Patent.

HERMANN H. WOLFF & CO.
MONTREAL

TORONTO AND MONTREAL.

OCTOBER, 1897

THE TRADE SPEAK REGARDING AN INSOLVENCY LAW.

Lister's MOHAIR . . PLUSHES

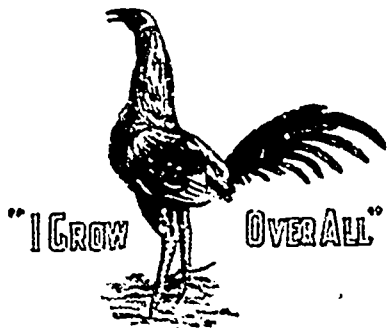
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For _____

Railway and Street Cars

GUARANTEED TO BE THE BEST FOR WEAR

If you are not using them, try them, and you will buy no other



"ROOSTER BRAND"

SPECIALTIES

SPRING 1898

Travellers now on the road with Samples.

GRASH SUITS. The most up-to-date goods in Canada.

BICYCLE SUITS that defy competition.

WHITE DUCK PANTS AND COATS that cannot be excelled.

SUMMER COATS AND VESTS at prices that sell at sight.

SHIRTS of all classes of Foreign and Domestic Fabrics in **NEGLIGES** and **WORKING-MEN'S**. Laundered Shirts in White and Colored.

OVERALLS AND JACKETS for every class of Mechanic.

The best made Goods In Canada.

See our Samples and be convinced that your interests will be best served by buying the "ROOSTER BRAND."

... MANUFACTURED BY ...

Robert C. Wilkins, Montreal

THE

"Maritime" Wrappers

are a popular priced line, combining

CORRECT MATERIALS

GOOD WORKMANSHIP

PERFECT FIT . . .



Universally We Hear . .

"No Alterations Necessary on your Wrappers."

MAY WE SEND YOU A SAMPLE LINE ?

The Maritime Wrapper Co. Limited

Ontario Agent

Woodstock, N.B.

J. H. Parkhill, 72 Yonge St. Arcade, Toronto.

Roman Stripes

Check Silks

Silk Plaids

Our travellers are now on the road with full line of the samples of Fancy Silks and Japan Matting for import. . . .

and other newest novelties in Blouse Silks are shown in our new collection for 1898 Spring. Everything in the pure Japan Silk, and the prices specially adapted to the Canadian trade. Do not fail to inspect our samples before placing your order for Spring Silks.

K. ISHIKAWA & CO.

...Toronto



C. K. HAGEDORN, Manager.

Suspenders and Buttons

OUR FALL SAMPLES ARE NOW READY.

This season we are showing a much larger range, more varied styles and much better value in Suspenders than ever before; in fact we are surprised ourselves at the values we are enabled to present. The fact that our trade is surely and constantly increasing we take as evidence that our goods are meeting the requirements of the trade.

In buttons, as usual, we have the largest range of samples in the market, and show excellent value.

The Berlin Suspender and Button Co.


BERLIN


Orders Solicited. Goods Shipped Promptly.

Remember We Guarantee Satisfaction.

JAMES SLESSORJAMES JOHNSTON

James Johnston & Co.

Wholesale Dry Goods Importers

MONTREAL

OUR LEADING DEPARTMENTS ARE:

Staples . . .	↓	Gents' Haberdashery
Dress Goods and Velveteens		and Neckwear
Silks, Ribbons and Trimmings		Smallwares and Notions
Hosiery and Gloves		Muslins, Laces and Embroideries

LETTER ORDERS A SPECIALTY.

JAMES JOHNSTON & CO., MONTREAL

The Lace Warehouse of Canada.

LACES AND EMBROIDERIES

Our travelers are on their last round with their import sets of these lines for Spring, 1898, and you will miss it if you don't get your order in, so as to secure prompt and satisfactory delivery. We have large shipments of all the leading makes of laces coming forward for our October, November and Holiday trade.

WORKS OF ART

This was the expression used by one of the largest manufacturers of such goods on this continent when shown our range of Blouses and Waists for Spring, 1898. Every garment is a creation in itself, and it won't pay you to miss seeing them. The samples are now in our travelers' hands.

VELVETS AND VELVETEENS

Are represented among our collection by large ranges of colors and qualities.

SILKS AND RIBBONS

Our range of shades and prices in these lines will interest any buyer who wants right stuff at right prices.

DRESS GOODS . . .

Our new Specialty has given most gratifying results, and we ask only your inspection of this line to secure your approval.

Cloakings, Sealettes and Cape Velvets

In these we show a large variety of styles and range of prices.

Trimmings, Garniture and Braids

We probably show the largest collection in Canada of these lines.

ASSORTING . . .

We will show for the assorting season complete ranges of Gloves, Hosiery, Handkerchiefs, Underwear, Curtains, Draperies, Linings, Table Linens, Combs, Fancy Pins, Buttons, Smallwares, etc., etc.

KYLE, CHEESBROUGH & CO.

MONTREAL

Every Conceivable

Variety of

REGATTA and OUTING SHIRTS

May be seen in our assortment for



SPRING, 1898

*Our travellers will shortly submit these.
Buy early and secure the best patterns and early delivery.*

Collar attached, to sell at 50c., 75c. and \$1.00.

Open back, two collars, to sell at 75c., \$1.00, \$1.25 and \$1.50.

White body, with colored open fronts, to sell at 75c., \$1.00 and \$1.25.

Self body, open front, cuffs attached, at 75c., \$1.00 and \$1.25.

Self body, white neck and wrist bands, open front, to sell at 75c., \$1.00 and \$1.25.

White Shirts--OUR OWN MAKE

Will be found exceptionally good. We make the celebrated "Anti Swearing" Shirt which should be worn by every good citizen.

Wolf & Glaserfeld's German Shirts and Collars--

Shirts No. 1. Open Back, with Bands.

" No. 2. Open Front, with Bands.

" No. 3. Open Front, with Cuffs.

" No. 5. Open Front "Pique"

Collars, all styles.
Full stock always on hand.

The LATEST FAD.

English Collars and Cuffs--

ENGLISH COLLARS

Burlington, turned points, 1 3/4 in.

Royal Arthur, " 2 in.

Strand, " 2 1/4 in.

Grosvenor, " 2 1/2 in.

Gresham, turned points, 3 3/4 in.
Roll points, Waterloo, 2 1/4, 2 3/8, 2 3/4 in.
To sell at 15c.

The Preston, turned points, 2, 2 1/4, 2 3/8, 2 3/4 in.
To sell at 20c.

The Grafton, roll points, 2 1/4, 2 3/8, 2 3/4 in.
To sell at 20c.

The Colonel (Military) 2 1/2 in.
To sell at 20c.

ENGLISH CUFFS

The Portland (Studs) The Rival (Studs)

The Premier (Links) The Rideau (Links)
To sell at 25c.

Hosiery Department--

Absolutely stainless and Hermsdorf Dye, from \$1 per doz. up.

Black Cashmere, 3758, at \$2.00

" " 3759, at 3.00

" " 3760, at 3.50

" " 3765, silk foot, 4.00

Underwear--

Balbriggans Natural Wools

Self Cottons Fancy Cottons

No. 3300, Natural Wool To sell at 75c.

No. 3313, Natural Ribbed Skirt and French Neck.
To sell at \$1.00

Men's and Boys' Bicycle Goods. New shades in Sweaters, Long Hose, Footless Hose, Caps, etc.

Matthews, Towers & Co.

BOARD OF TRADE BUILDING,

73 St. Peter St., MONTREAL

EXCLUSIVELY
Men's Furnishings.



Emil Pewny & Co.

Manufacturers of fine Kid Gloves and Suedes.

✦ GRENOBLE, FRANCE ✦

BRANCHES:

PARIS, 5 Rue Palestro
LONDON, 16 Monkwell St., E.C
MANCHESTER, 21 York St.
NEW YORK, 83 to 87 Grand St.

MONTREAL, 10th September, 1897.

DEAR SIR,

• • **W**E have much pleasure in announcing to you that we have appointed . . .

Messrs. S. Greenshields, Son & Co.,
of Montreal & Vancouver,

our Sole Agents for Canada, who will in future carry our full lines of Gloves.

• • **W**E thank you very much for your kind appreciation of our well known manufactures in the past and for the favors you have accorded to us, and we trust you will continue them in the future and give your valued orders to Messrs. S. Greenshields, Son & Co., who will do all in their power to assist us in meeting all the wants of the trade in Canada.

Yours respectfully,

EMIL PEWNY & CO.

Cable Address "GRENSHIELD"

S. GREENSHIELDS, SON & CO.

Dry Goods.

— WHOLESALE —

Montreal - & - Vancouver

*15, 17, 19, & 21 Victoria Sq. and
730, 732, 734, & 736 Craig St.**Montreal, _____ 10th September. _____ 1897*

DEAR SIR,

* WE beg to inform you that

MESSRS. EMIL PEWNY & CO.

Kid Glove Manufacturers of Grenoble, France

have appointed us their Sole Agents for the Dominion of Canada for their well-known brands. We have made arrangements to carry a full range of their gloves in stock and will always have the latest novelties on hand.

* THE great reputation of Messrs. Emil Pewny & Co's gloves in Canada, England, the United States and France, is sufficient guarantee for their style and quality. Messrs. Emil Pewny & Co. will give very special attention to bringing out new lines that will suit every class of trade in the Country.

* OUR Travellers will call on you shortly with samples for immediate use and Spring import. Please do not place your orders until you have seen our collection, when we hope to receive your valued favors.

We are, Dear Sir,

Very truly yours,

S. GREENSHIELDS, SON & CO.

W. R. BROCK & CO.

← ASSORTING
SEASON

Autumn, 1897



Stock in all

Departments

Complete

Correct

Well Assorted

Values

Unsurpassed

NEW
GOODS

constantly arriving to keep
stock up to date and to meet
the wants of critical buyers.

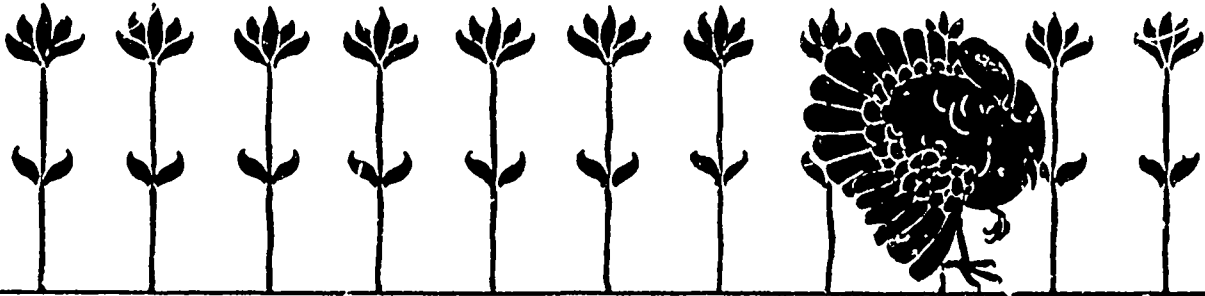
LETTER
ORDER
DEPARTMENT

This branch has been appre-
ciated to such an extent that
it has been found necessary to
increase the staff in order to
ensure prompt despatch.

CANADA'S REPUTATION IS AT STAKE, AND AN INSOLVENCY LAW MUST BE PASSED.

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS; MILLINERY; CLOTHING AND HAT TRADE



Vol. VII.

MONTREAL AND TORONTO, OCTOBER, 1897.

No. 10.

NEWS AND NOTES OF THE TRADE.

ECHOES OF THE DRY GOODS BUSINESS FROM THE ATLANTIC TO THE PACIFIC.

MR. G. R. GORDON, who has conducted a retail business at Vancouver, B.C., in clothing, hats, caps and gents' furnishings, will in future carry on a wholesale business only. THE REVIEW, while at Vancouver recently, called on him, and found him and his assistants busily employed opening up and arranging stock, which was arriving daily.

Christopher Martin, proprietor of the "Flags of All Nations" clothing store, on King street east, Toronto, died in Muskoka on September 22. He had gone there for health, which had been poor for some time. Mr. Martin learned the dry goods business with Hughes Bros., and afterwards founded the firm of Martin & Echlin. Later on he moved into the store in which the business is now carried on, where it has been for 28 years. Mr. Martin was never married, was a prominent Mason and Orangeman, and much respected in Toronto.

Two merchant tailoring firms in Muskoka have changed styles lately. Ballantyne & Fraser, Bracebridge, have dissolved, Mr. J. M. Ballantyne carrying on the business. Messrs. Palmer & Co., also of Bracebridge, have likewise dissolved, P. A. Smith retiring, and Henry Palmer continuing at the old stand.

The Toronto tailors are talking of organizing a local union under the auspices of the International Union. Mr. Christopherson, of Rockfield, Ill., the organizing officer, is to visit Canada in connection with the matter.

Writing to his paper from Alberta, Mr. S. D. Scott, of The St. John Sun, says there are a number of New Brunswickers out in the Calgary district. "John R. Costigan, son of the Hon. John Costigan, is a leading barrister in the district. He now lives at Macleod, and was formerly Crown prosecutor in the Alberta region. J. G. Vanwart came 14 years ago from Woodstock, N.B., and settled in Calgary. To-day his firm is the leading grocery house in the town. One of his partners has been Isaac Freeze, lately of Sussex, who is now mining in British Columbia, but there are two Freeze brothers still in Calgary. H. D. Beveridge, of Andover, N.B., is largely interested in sheep and cattle ranching. He has 5,000 sheep, and

his cut of wool this year will be about 12 tons, for which he asks 12c. a pound. It will be observed that the wool grown in this district is of the finest quality, mostly merino, and that the price for the unwashed article is very good. Last year's product of this ranch was sold to the Humphreys to be used in their woolen factories at Moncton. An interest in the same ranch is held by R. J. Ingalls, of Halifax, now living in this country, who is connected by marriage with Mr. Beveridge's family. One of the leading lumber dealers is I. S. G. Vanwart, formerly of Woodstock, who is a manufacturer as well as a dealer."

Thomas Ireland, of the staff of R. C. Struthers, London, will, after October 11, sever his connection with the firm, having been engaged by Knox, Morgan & Co., of Hamilton. Mr. Ireland has represented R. C. Struthers on the road for the past seven years, his district lying north from Palmerston to Warton and through the Southampton district.

The small price paid for flax this season will be the means of driving the growers out of the business, says a Western Ontario paper, and if the manufacturers want to continue business, they will have to guarantee a price.

Cal. Wilson, for many years with the late firm of John Birrell & Co., and subsequently with R. C. Struthers & Co., London, has gone to Vancouver, B.C., where he purposes making his home in future. A large number of his personal friends were at the depot to see him off, and all wished him the greatest success.

At Calgary recently judgment was delivered in the case of J. H. Brown, who was charged with offering goods for sale on behalf of a non-resident merchant without having a license from the city; the fee for which license is \$60. For the defence it was contended that the bylaw under which the license fee was charged was ultra vires, that the fee itself was unreasonable, that the evidence showed that a local agent had been appointed for the sale of the goods in question, and that the accused was in fact canvassing as servant of the local agent and not of the merchant. The magistrate, however, held that the bylaw was not beyond the powers of the city to

pass, that the amount of the fee was not unreasonable, and that the appointment of an agent was made after the committal of the defendant, and imposed a fine equivalent to the amount of the licenses together with the costs of the prosecution. In default two months' imprisonment. It is understood that the decision will be appealed to a higher court.

Wm Smith, for ten years in the employ of Hagaman & Gull, Ridgetown, Ont., has joined the staff of J. H. Chapman & Co., London. Before leaving, his fellow employes presented him with a handsome cane and umbrella as a token of their esteem and good will.

Mr I. E. Pedlow, the well-known merchant of Kenfrew, while in Montreal lately on a buying trip made one very interesting purchase, being a case of bayonets that had been used by the French in the war with the Germans, but had since been discarded. They are much sought after now as curios for decoration purposes, etc. A sample bayonet was put on exhibition in one of the show-windows of Mr. Pedlow's establishment.

Tolton & McKay, of Galt, are arranging for the removal of their shirt factory to Hamilton after the fall orders have been filled. They will then enlarge their business so as to embrace the manufacture of ladies' shirt waists as well. They employ on an average in the busy season about fifteen hands, and expect to double their capacity after their removal.

Mrs. A. Richard has begun a millinery business in Moncton, N.B. . . . R. Dealy is succeeding J. M. Chisholm in the business of a general store at Lion's Head, Ont. . . . Messrs. G. H. and A. Munroe have been registered proprietors of their flourishing men's furnishing business on St. Catherine street, Montreal.

The fire at Picton, Ont., last month, damaged slightly the premises of Young & Co., dry goods, G. M. Farrington, merchant tailor, and Fralick & Stanton, tailors.

J. T. Acheson, dry goods, Godenck, Ont., has gone to reside in Morden, Manitoba.

Brandon, Man., exhibits business activity, and there is a demand for stores. A. A. Hunt, of George Craig & Co.'s establishment, Winnipeg, is going to open a dry goods business, and it is reported that T. H. Hessen, late Customs officer at Brandon, will also go into dry goods.

McGillivray & Pole, hosiery manufacturers, talk of locating their factory in Orillia, Ont. . . . Miss Culbertson has opened a new millinery shop in Durham, Ont.

A Qu'Appelle, N.W.T., paper says that "A merchant tailor doing business in Winnipeg visited Qu'Appelle last week and started to drum the town for orders. Two local tailors got after him and compelled him either to quit or take out a license. He decided to quit."

The Woodstock, Ont., Woolen Mills Co. have received an order for goods from Comox, British Columbia.

A pleasing incident in connection with the dry goods establishment of Jas. Paton & Co., Charlottetown, P.E.I., was the annual picnic of the employes. The party went by steamer to Holiday's wharf, where lunch was had and the neighborhood explored. Mr.

and Mrs. Paton and Mrs. J. A. McLare accompanied the party and a thoroughly enjoyable day was spent. This pleasant episode speaks volumes for the good relations between the firm and the staff, and is satisfactory evidence of the unity in one of the most prosperous establishments in the country.

John Hettle, member for Turtle Mountain in the Manitoba Legislature, who died the other day, came to Canada in 1857, clerked in a store at Wroxeter, Ont., and in 1869 opened a business at Teeswater, which he ran until 1879. Then he went to Manitoba, where he did well and died greatly respected.

S. R. Cossey, formerly of Northup & Cossey, Halifax, accompanied by Mrs. Cossey, has returned from England. Mr. Cossey left Halifax to reside in London some months ago, but Scotland is more attractive than even the Old Land, and it is understood they will again take up their residence on this side the ocean.

The death is announced of G. H. Falconer, of Streetsville, Ont., who kept a general store there. The firm was formerly Webb & Falconer. The cause of death was typhoid fever, and the deceased merchant passed away at the early age of 48. Mr. Falconer was highly thought of by the trade as a straightforward, manly fellow.

The dissolution of the partnership of the firm of Gilroy & Wiseman, dry goods merchants, Clinton, Ont., is announced. It has not yet been decided which member of the firm will continue the business. The dissolution takes effect January 1 next.

Messrs. G. Clarke and M. McMurdo have opened a tailoring establishment at Kingston. By their well-known hustling qualities, genial ways and skill in cutting and make, success is assured them by a large patronage.

Harold McCosh, of Lucan, Ont., who has been with Runians & Butler since the opening of the departmental, has accepted a position in Windsor, Ont., and left for that city.

George Johnston, late of Johnston Bros., merchant tailors, Richmond street, London, has formed a partnership with J. E. Perrv. These gentlemen are men of wide and practical experience in the tailoring trade in all its branches. They will carry in their new store, 201 Dundas street, one door east of Crystal Hall, a choice assortment of goods.

Abe Cohen, a Chatham, Ont., clothing dealer, who left that city last December with \$11,000 in money and was arrested in Buffalo on a charge of defrauding his creditors, has settled the case by paying over \$7,000.

Mr. Robert Crawford, the pioneer merchant and postmaster of Indian Head, N.W.T., died Sept. 22, having been ill only two days, from peritonitis. Mr. Crawford was, prior to taking up his residence in Indian Head, for many years an officer of the Hudson's Bay Company, his last place of service being at Augawa Bay, at the mouth of Hudson's Bay. No man in the district was more widely known nor more thoroughly respected than Mr. Crawford. His genial manner and sterling character in business, added to a Christian conduct, impressed all who knew him and stamped him as a leading man among men. Mr. Crawford served for one term as the representative from his district in the Northwest Legislative Assembly, and was also employed by the Hudson's Bay Company during the last Northwest rebellion as paymaster for transport service. The remains were taken for interment to Brockville, Ont.

CANADA MUST HAVE AN INSOLVENCY LAW.

VIEWS OF THE TRADE ALL OVER CANADA.

WHOLESALE AND RETAILER, ALMOST WITHOUT EXCEPTION, IN FAVOR OF A CHANGE OF SYSTEM -
DEFECTS AND ABUSES NOW EXISTING POINTED OUT—SUGGESTIONS FOR THE
PROPOSED NEW MEASURE.

From special interviews and special correspondence of THE DRY GOODS REVIEW.

HAVING resolved to ventilate thoroughly the question of a new Dominion insolvency law, THE REVIEW presents in this issue an instalment of interviews with leading merchants, both wholesale and retail, on the urgent need of a change. The verdict, as a whole, is one strongly in advocacy of an honest law. In one or two cases retailers state objections to a system resembling that which prevailed in Canada fifteen years ago. These points are dealt with in THE REVIEW'S editorial page elsewhere. Here we content ourselves with giving in full the interesting and valuable opinions of many prominent and successful men :

THE EVILS OF THE PRESENT SYSTEM.

Mr. E. B. Greenshields, head of the old firm of S. Greenshields, Son & Co., said :

" You ask me for my views about the passage of an insolvency act for the Dominion of Canada. There is no doubt in my mind about the absolute necessity of this, if Canada wishes to give justice to her citizens, and to show to other nations with which she has trading relations that her desire is that all creditors should share equally and fairly when they are so unfortunate as to make bad debts in her land. When the object of an insolvency law is stated in this plain way, surely there is no person of ordinary moral sense but will say that we should all strive to obtain it. I have taken an active interest in this matter for years, and some time ago, with a little of the hopefulness of earlier years left in me, I thought we were on the eve of legislation. But the years have come and the years have gone and we are still in the "as you were" position. When Sir John Abbott was in office he told me that if the principal boards of trade of the country agreed on the main features of an insolvency law, the Government would bring in a measure. Acting on this the boards of trade of Montreal and Toronto prepared what I think is an admirable draft bill. This we presented to Sir John Thompson, and from the reception we received from the Government we thought our work was done. But no time has been found in the hurried business of Parliament from then till now for this important measure, though much has been wasted over many matters of little or no importance to the country.

" The present situation is about the following : In the province of Quebec the common law provides for fair treatment of all creditors, with, perhaps, the exception of preferences being given for rent and the ranking on business estates of marriage contracts. In all the other provinces the common law is as bad as it can be. Preferences of all kinds, especially transfers of book debts, chattel mortgages and sales of stocks when merchants are insolvent, are

legal. In the Lower Provinces a man can, in the act of assigning, and in the deed of assignment, instruct his assignee (whom he himself appoints !) to pay certain of his creditors in full and divide the balance, if there is any, among the rest. Not long ago in New Brunswick a wholesale dry goods firm transferred all their assets to a limited company, with instructions that the assets were to be used in paying its creditors in, I think, two years if they were sufficient. The creditors, who were the real owners of this estate, were not consulted and had no voice in the unusual disposal of their own property ! To-day, in Ontario, a merchant though insolvent can sell out his business and take the proceeds and pay his debts or not as he chooses. He usually has to pay, however, some one or more creditors, for the people he sells to, or through whom the arrangement is made, usually manage, before he is allowed to leave, to make him disgorge sufficient to pay their friends' claims. The immorality of this is beyond doubt. Its legality, as far as the payments to the preferred creditors are concerned, is, according to our antiquated laws, also equally beyond doubt. The transfers of book debts are also very objectionable. A debtor signs an agreement transferring his book debts, present and future, to a creditor. This document, without any publicity given to it, remains with the creditor till the debtor fails, when it is produced and has been held to be a legal lien on all the book debts of the estate. In New Brunswick they have amended the common law and the situation is improved. But even now perverse ingenuity can still favor one or more of the creditors of an estate. In a case the other day at St. John, as no chattel mortgage could be legally given in New Brunswick, a quantity of goods, it is said in their original packages, from the west, were sent over the border to a village in Nova Scotia and a chattel mortgage given on them there ! In Ontario there is a Distribution of Assets Act, but it is often useless as there is no clause in it by which the creditors can compel an insolvent to assign, so that he can defend the suits brought against him through the courts, using the creditors' money to fight them, and make away if he choose with all the assets he can dispose of. This shows the weakness of provincial Acts, for the Privy Council of England has upheld the contention of the Dominion Parliament that it alone can deal with insolvency legislation, and has decided that the Ontario Act is valid, because it makes no provisions to compel an assignment, but is really a Distribution of Assets Act. By the same reasoning, the Province of Quebec Insolvency Act is invalid, for it provides machinery for compelling assignment, and arresting a debtor who in certain circumstances will not assign.

" This shows that the only relief the country can get for this state of affairs is from the Dominion Parliament, and the present Govern-

ment should be urgently asked to bring in the measure that was submitted to the late Government. Its leading features are :

" 1. Complete doing away with all preferences. This can be easily done with the exception of transfers of book debts and sales of assets when the merchant is really insolvent. An eminent commercial lawyer in Toronto told me it was difficult to prevent these when the proceeds were used in payment of debts, even if they all went to one or two creditors. But means can surely be found, such as compulsory notice to all creditors of such transfer or sale, and so many months given for objections before they would be legal.

" 2. Equitable distribution of the assets with as little expense as possible.

" 3. A reasonable discharge clause for honest debtors. It might be well to leave this to the creditors, and many people would prefer this, but the fact remains that no Insolvency Act can be carried at Ottawa without this clause. Indeed, I personally think it would be wrong not to have it, as we all know how sometimes from one motive or another a single creditor will refuse to give a discharge, even when he has no charge to lay against the insolvent except that he was unfortunate in business. But this clause should be a strict one, and safeguarded in every way so that no improper use could be made of it.

" 4. No class of official assignees. Those who had charge of the Boards of Trade Insolvent Act were very particular in insisting on this. They wanted the present system under which the creditors employ any competent accountant they choose to wind up the estates. They were very much opposed to any class of assignees being officially appointed by the Government.

"It will be seen from what I have said that the country has a right to demand from this Government redress of the great grievances the mercantile community suffers from, and this on the broad ground of justice, 'the great standing policy of civil society.' If there is any duty specially laid on the Government it is to see that the laws of the country are equitable. It is a disgrace to Canada that in the end of the nineteenth century, when she is taking such a prominent place in the world, her commercial laws should be so iniquitous and so directly opposed to any system of right morality."

CHAIRMAN OF THE TORONTO BOARD'S INSOLVENCY COMMITTEE.

Mr. S. Caldecott, head of the firm of Caldecott, Burton & Spence, who is chairman of the committee of the Toronto Board of Trade on an insolvency law, spoke to THE REVIEW as follows :

"The committee of which I am chairman has met, and, after giving the matter consideration, deemed present action useless until an answer had been received from the Government, as to whether it was intended to pass an Act during the coming session or not. However, we invited the co-operation of other boards of trade, and have secured the approval of nearly every board in the country in favor of a proper bankruptcy law. The committee have had a number of schemes before them, but it was thought better not to formulate any plan just now, but wait to see the Government's measure and then seek to make such changes as the trade thought advisable.

"A number of safeguards ought to be introduced into a new law, especially in the way insolvents obtain discharges. Discharges should be guarded so as to make it difficult to fail, but if a merchant did fail he should not get a discharge if he had made false representations about his business in order to get goods, if he had exhibited recklessness in trading, or if it was shown that there had been extravagance in his personal expenditure. If not guilty of these things discharge could be obtained, provided the estate were handed over to the creditors."

"Did not the movement in favor of the last proposed law break

down owing to a dispute between the banks and the mercantile interests ? "

"Yes, to some extent; the point on which there was disagreement was the desire of the banks to rank fully on two estates. That is, if 'A' borrows from 'B' and the note is discounted in the bank, the bank in the event of both 'A' and 'B' failing, wanted to hold both lender and borrower for the money. The merchants resisted this contention, which is not even embodied in the present Ontario law."

"The impression now is, Mr. Caldecott, that the banks get a preference in an insolvent's estate by having the best of the assets transferred to them before the failure? "

"There is nothing in the Ontario law giving such a preference. It is only the weakness of a merchant who is in a tight corner for money which leads him to pledge the best of his assets to the bank in order to get accommodation. If it were not for the general honesty of traders we could not get along under the present law.

"The reason we want a change is to prevent rogues from continuing in business and to make it more profitable for honest men to do business. In France they have a law whereby the merchant must take stock once a year, and if he finds himself insolvent he must immediately notify his creditors and call a meeting to decide what shall be done. If he continues, knowing himself to be insolvent, it is a criminal offence, and he is liable to condign punishment.

"We want a clause in the new Canadian law forcing the merchant to keep an accurate account of all his cash transactions and all his personal expenditures. That would be a great check on a man's continuing in business after he was really insolvent. If an insolvent failed through extravagant personal expenditure it should be enacted that his discharge should be suspended for a length of time. We ought to have a uniform law in Canada. If inter-colonial trade is to be developed on a sound basis there must be such a law. That is what merchants in the United States are agitating for. In Canada what we want is a law just to debtor and creditor, and one of the essential features of it should be that creditors would have the control of an estate, appointing their own officials to deal with it and not having an official assignee foisted upon them."

SALE OF BANKRUPT STOCKS.

Mr. Henry, manager of John Murphy & Co.'s big retail store, Montreal, was of the opinion that legislation in the direction of an insolvency law is badly needed. Failures are too frequent, and Canada's reputation suffers through the dishonour of some of her merchants. The law that is adopted should certainly apply to the whole country. The sale of bankrupt stocks at big discounts was injurious to the business of honest traders.

FOR THE CREDIT OF CANADA.

Mr. N. Tousignant, 295 St. Lawrence street, Montreal, spoke strongly in favor of an insolvency law. "For the credit of our country," said he, "such a law must be passed without delay." He thought every retail merchant should be compelled to keep a set of books. There has been much that was dishonest in some recent failures, and a law is required to prevent this.

MERCHANTS SHOULD KEEP BOOKS.

Tooke Bros. (Mr. B. Tooke) : "That an insolvency law is required no one can doubt. In common justice to merchants throughout the country the Government should take the matter in hand at once. What we require is a Dominion Act which will treat all creditors alike and will put a stop to chattel mortgages and preferences being given. I do not think any merchant should be released unless he pays at least 50c. on the dollar. It would be

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well to insist upon every dealer keeping a set of books and having a certain percentage of his stock protected by insurance."

A DISGRACE TO CANADA

Mr. C. J. W. Davies, Montreal, agent for Messrs. Bradbury, Greatorex & Co., London, England: "I desire to see an Act passed similar to the Bankruptcy Act of Great Britain, which is the fairest law of its kind that I know of. Whatever law is adopted should be universal for the whole country, providing a fair and equitable distribution of assets amongst the creditors and recognizing no chattel mortgages or unjust preferences. We want a law that will treat us all equally and will give every creditor his proper share of an insolvent's estate. The official class of assignees should be abolished and receivers should be appointed by the Government similar to the English system. The power of the banks in case of failure should be restricted. A law along these lines will give protection to the wholesaler without pressing too hard upon the retail men. It is a disgrace to Canada, occupying as she does an important place in the commercial world, that her laws permit so many shameful failures and barefaced attempts to defraud creditors."

NEXT SESSION SHOULD SEE IT DONE.

Mr. Hector, of Thos. May & Co., thought an insolvency law should be passed at the next session of Parliament. Wholesale men who sold outside their own province were not sufficiently protected, and the law practically imposed no penalty on insolvents who defrauded their creditors. He favored the adoption of a law along the lines of the Board of Trade draft bill, which is in the hands of the present Government.

A BRITISH COLUMBIAN SAYS YES.

W. G. Cameron, Victoria, B. C. writes: "We want an insolvency law, and it is strange that with all the influence the merchants of Canada have, a good Dominion Act has not been passed and put in force."

IT SHOULD PROTECT THE RETAILER.

Dundas & Flavell Bros., Lindsay, Ont., write: "We quite favor an insolvency law which will protect creditors, giving an equitable distribution to all alike. At the same time, in the interest of retail dry goods dealers, it is most important that the other side be guarded so that no abuse will follow same."

A FAVORABLE OPINION FROM P. E. I.

James Paton & Co., Charlottetown: "It is our opinion that an insolvency law for Canada should be passed immediately after the House sits. In that law we would propose that no preference whatever be given to any one, and even those holding bills of sale or judgments against the bankrupt should be compelled to share the same as any ordinary creditor. We would also suggest that the boards of trade in the different provinces discuss the subject and exchange their views with one another, and by the time Parliament met a practical idea could be formed and members of Parliament posted as to what the merchants of Canada expect in the way of a bankrupt law."

KEEP OUT INCOMPETENT MEN.

Mr. Carsley, sr., of S. Carsley & Co., Montreal: "Yes, I am strongly in favor of a proper insolvency law. In my opinion creditors are too lenient with insolvents and are willing to accept whatever is offered them. This not only encourages incompetent men to embark in business but is also a serious injustice to merchants who pay 100 cents on the dollar. It may frequently happen that merchants are unable, through the stress of circumstances, to meet their engagements, and in that case I think it is but right they should be given an extension of time, but if after

receiving this they are still unable to pay I do not think they should be allowed to go into business again. The law adopted should be uniform for the entire country. Canadian credit is not as good in England as it should be, and it will not improve until we provide protection for the British merchant who sells his goods here."

SHOW MERCY TO HONEST MEN.

W. J. Ferguson, Stratford, Ont.: "Foreign credit should be maintained; to this end let there be no preferred assignments in other words, give every man British fair play in the distribution of estates. The next special need is to make provision for cheap and prompt closing up of the estate and thus securing as large a dividend as possible to the creditors, which would be largely gratifying to the debtors themselves. Keep fraudulent debtors out of the market and err in mercy towards an honest man though faulty and lacking in success."

A RETAIL FIRM OPPOSED TO A LAW.

Geo. Ritchie & Co., Belleville, Ont., write: "You ask for an expression of our views as to an insolvency law for Canada, and state that you are agitating for its enactment in order to secure creditors against unjust distribution of the assets of insolvent debtors, at the same time seeking so to have the law framed as to prevent fraudulent settlements by traders at so much on the dollar.

"We beg to say that if these ends could be attained by legal enactment without the law resulting in greater evils and more widely spread injustice, we would heartily move to have it placed on the statute books, but this, we contend, cannot be done, which contention we believe both reason and experience prove to be true.

"Persons, in considering the bearings of an insolvency law on fair and honest dealings in the commercial world, fix their attention almost exclusively on the wicked debtor, while the wicked creditor is largely lost sight of. Yet everyone knows that it is the dispensers of credit who are almost wholly responsible for overtrading and for maintaining in the field of competition persons lacking in integrity of character, wanting in business ability, or possessed of inadequate means. Any one, on due reflection, can readily perceive that the power of control is in the hands of the dispensers of credit, and that in the wider field the debtors are nearly helpless before them. It is the creditors who are chiefly responsible. As matters stand now in Canada, without an insolvency law, many a capable and honest trader is crowded to the wall by the reckless bestowal of credit on the unworthy, and such as are honestly striving to do a legitimate business within the extent of their means are rendered insolvent by unscrupulous dispensers of credit extending credit to such others as are not entitled to it, or beyond what circumstances would justify.

"As this state of things is found to exist now in the absence of an insolvency law, how much worse will affairs necessarily become should a law be passed granting full assurance to reckless dispensers of credit of a pro rata division of assets of debtors in insolvency. We can judge from experience of its operation in the past that had such a law been in force in Canada during late years of depression the general trade of the country would have been toppling down like a house of cards instead of having maintained comparative stability. One reason for a demand for this law which you advance itself illustrates the fallacy of enacting it. You say, 'The retailer who imports direct will be able to do business on a better basis in Great Britain.' This can only mean that credit will be more readily bestowed there on the passage of an insolvency law here. Now, everyone knows that credit there is at present granted most freely, and far beyond what right business principles would justify. Thus an insolvency law is asked for in order that wealthy dispensers of credit may act still more recklessly, to the

injury and loss of all merchants in the Dominion who are trying to do right, whether engaged in the wholesale or retail trade.

"On a thorough examination of the whole bearing of an insolvency law upon the trade of the country it will be found that its chief result is that of effecting a partial insurance for wealthy and unscrupulous dispensers of credit against the righteous punishment of their own wrong-doing. Under the promise of the plausible object of prescribing preferential payments, an insolvency law is little else than a state insurance system to protect wealthy dispensers of credit from the evil effects on themselves of their own bad conduct of business.

"It is to be hoped that the trade generally throughout the country, wholesale and retail, will consider well the full bearings of an insolvency law before again going to Parliament to ask for one. Its enactment is certain to result in injury to all, both debtors and creditors alike, who are seeking to do business on true and just principles."

SHORT CREDITS A GOOD REMEDY.

Mr. James Morgan, of Henry Morgan & Co., Montreal, thought it would be almost impossible to frame an insolvency law which could not be evaded by dishonest men. Short credits will do more to prevent failures than any law. Under the present system a merchant is allowed from six to twelve months to pay for his goods, and is tempted to buy more than he requires. This is the cause of many failures. If a law is passed proper provision should be made for dealing with dishonest insolvents. The sale of bankrupt stocks at a large reduction does much harm to retail men.

COINCIDES WITH MR. GREENSHIELDS' VIEW.

Mr. Slessor, of James Johnston & Co., was one of the committee of the Montreal Board of Trade, who after consultation with the Toronto Board of Trade presented a draft bill to the Government

some years ago, and has given the matter a good deal of study. When interviewed by a REVIEW representative Mr. Slessor had nothing to say, remarking that the views of Mr. E. B. Greenshields, which are published elsewhere, exactly fitted the case and were in accord with his own opinions.

A QUEBEC CITY OPINION.

Mr. Garneau, jr., of P. Garneau, Sons & Co. "The present provincial insolvency laws are not satisfactory. What we want is a uniform insolvency law for the whole Dominion—a law similar to that in force in the province of Quebec. This is a good one, and with certain necessary changes would, I think, fill the bill. Under this law preferred creditors are not recognized, nor is a chattel mortgage. A dealer in this province selling in Ontario and the Maritime Provinces has to depend on his customers' honesty, for the law will not help him much. A feature of any new law should be a clause making it compulsory for a retailer to keep certain books. I would suggest that a deputation of reliable business men wait upon the Government, as was done some short time ago, and make their views known. This would materially help in the framing of a workable law. Canada has many needs, and an insolvency law is not the least of them."

A MONTREAL RETAILER OUTSPOKEN.

W. H. Scroggie, St. Catherine street, Montreal. "I consider that the wholesale men are themselves to blame for many of the disgraceful failures which occur, because they are willing to give credit to incompetent men without capital. I am, however, in favor of an insolvency law. I think it should be for the whole of Canada and not for each province, as at present. The law should not permit chattels to be given, nor should it recognize preferred creditors. If certain minor defects were remedied, I think the Quebec law would be satisfactory to most business men. A work-

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OUR representatives are now covering Western Ontario, Manitoba, and North West Territories with a collection of carefully selected samples which for value and style will interest all merchants.

The stock is now well forward and we respectfully solicit an inspection of the values now offering by our representatives, and a share of your FALL ORDERS.

Customers know that we fill orders in rotation, and that goods are shipped promptly and equal to samples.

During the warm summer days we shall be pleased to have want lists by mail.

Letter Orders Filled with Particular Attention.

able and adequate insolvency law will improve our reputation in the Old Country."

WHAT WOULD HAPPEN IN EUROPE.

Mr. Emil Pewny, of Grenoble, France, who was in Montreal last month, wrote THE REVIEW as follows. "With great pleasure I see your efforts towards obtaining an insolvency law. Not only is this absolutely necessary, but, until Canada possesses laws protecting the honest merchant, it is far away from being counted amongst the nations which deserve any esteem at all. What superiority has a merchant to-day who makes use of his capital and pays always 100c. on the dollar—he has even no merit—and how can he resist if his unscrupulous neighbors without capital are able to sell cheaper? If he should not be demoralized by these reckless proceedings, and stays honest, he will stay in business until he drops all he has and gives up the business as a poor man. In Europe it is regarded as a disgrace if a man fails, and (taking the circumstances of the Canadian failures into consideration) 80 per cent of them would, if in Europe, be put in prison. The present situation is abominable, a real shame to the country, without the first primitive basis on which confidence is built up."

AGAINST THE OLD LAW.

Mr. George Brasher, Tilsonburg, Ont., was in Toronto recently, and, in conversation with THE REVIEW, expressed a desire that Canada's credit abroad should be upheld. He was one of those who agitated for the repeal of the old law on account of its defects. He was not willing to support a new law until its provisions were made known. Merchants did not want the old law again. However, if an Act could be framed leaving out the former objectionable features, and protecting honest men, while not allowing the incompetent or dishonest to get discharges, it would secure support. Mr. Brasher has since written THE REVIEW offering to bring to the attention of the local board of trade the provisions of a new measure when one is framed.

A VOICE FROM MANITOBA.

Mackay Bros. & Norris, Winnipeg, write. "We must confess to a lamentable ignorance of the present insolvency law, and therefore are not competent to make suggestions for its improvement.

"We are quite aware of the difficulty that is met with in making a law that will prevent fraud and still not bear heavily on the man of honesty of purpose who, through misfortune, may find it necessary to come under its operation. We also believe great difficulty will be experienced in making a law such as you suggest that will secure equitable distribution of assets, especially of the dishonest trader who will always find means for transferring his stock under pressure from banks or others advancing funds for pressing needs. We are convinced of the need of a law that will uphold the credit of Canada in foreign countries, and that will give as little countenance as possible to dishonest and tricky men, while not bearing heavily upon the men who always pay 100c., and who now find this difficult from the competition of men who only pay, as you say, 50c., or often much less.

"With so much of our legislative machinery operated by lawyers, it should be an easy matter to secure an almost perfect law, although our experience is that lawyers often make laws that invite the very actions they are intended to prevent. Trusting that your efforts will be successful."

HOW RETAILERS ARE AFFECTED.

Mr. Alexander, of Alexander & Anderson, Toronto, was asked if the retailer would benefit from an insolvency law like the wholesale trade: "There is no doubt that an insolvency law is needed,

and as it would tend to restrain dishonest men who might be in the retail trade, honest retailers would benefit. Take the case of a man who goes into business, competes with other retailers, and after a short experience gets behind, transfers the assets to another person and leaves the creditors in the lurch. The stock may be jobbed off, and who suffers most, if not the legitimate retailers in the neighborhood? To this and all such practices an insolvency law should put a stop, and in the interest of honest traders we ought to have it."

NOVA SCOTIAN ADVOCACY OF A NEW LAW.

W. & C. Silver, Halifax, say, "We most emphatically second your agitation. It cannot be denied that we have in this country a larger proportion of honorable and high principled men engaged in trade than perhaps any other country in the world. If this were not the case it would simply be impossible to carry on a wholesale business with long credits at all. In justice to this happily predominating class, as well as to the wholesale merchants, there is an urgent demand to protect them from that class which fortunately is in the minority, who prey on the others like parasites—men who are either incompetent, idle, and extravagant, or else are weak in moral fibre, scheming and unscrupulous. We have personally witnessed the slur our country as a whole has received in Great Britain, from the questionable methods of even important firms when they have gone into insolvency.

"We are strongly in favor of a bankrupt law modelled after the British, which on the whole works in a satisfactory manner. But, at all events, let us by all means have some provision that shall secure an equitable distribution of assets without nefarious preferences, and some means of a searching investigation to prevent frauds or concealments of assets, and only allow honest unfortunates a discharge with a clean sheet to go into business again.

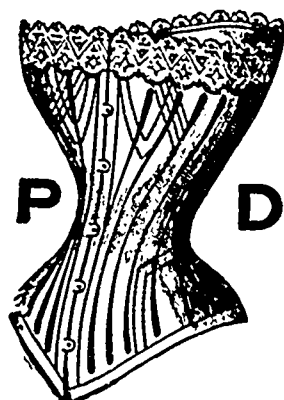
"In fact, legislation in our country does not keep up to date. We require in these days of company promotions to have the same safeguards imposed as older countries like England have found necessary to prevent the guileless public from being shorn, or at least to make it more difficult. The field about here has lately been much cultivated in this direction, and, without any salutary checks on the directorate, it is likely to prove a happy hunting ground for the writer of the alluring company prospectus. At all events, the mercantile community should rise like one man and see to it that the man who proposes to settle at 50c. on the dollar should not unfairly compete with his neighbor who honestly pays 100c. without being compelled to make an honest division of all his assets under the light of a searching investigation by a qualified official, and under such common-sense provisions as required by the British Act, which originated in Mr. Joseph Chamberlain's fertile brain. We think you would be doing a service if you briefly published the leading provisions of the English laws of insolvency, with which the writer is familiar, but space forbids details at present."

COMPEL MERCHANTS TO KEEP BOOKS.

Mr. Matthews, of Matthews, Towers & Co.: "An insolvency law is absolutely necessary. I want to see a law that will compel every storekeeper, no matter how small a concern it may be, to keep books. I want to see all preferences done away with and every creditor treated alike. If we get a proper law business will be on a better footing and dishonest traders will be forced out. As things are now the man who does an honest business is handicapped by his neighbor who is able to obtain settlements at twenty-five cents on the dollar."

Strasser & Co. have removed their tailoring business from Berlin, Ont., to Waterloo.

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(with which every genuine pair is stamped) is a guarantee that the materials and workmanship are the **very best** that can be procured. 10 Gold Medals have been awarded to the makers of these celebrated corsets at all the leading International Exhibitions during the last 20 years, a distinction no other makers can show.

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Stock throughout the warehouse is well assorted for the fall trade. Daily deliveries and shipments of late have filled up the gaps made by our exceptionally heavy September business.

Travellers' and Letter Orders will receive our careful and prompt attention.

Staples, Dress Goods,

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Linens, and Imported and Canada Woollens and Tailors' Trimmings.

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IT has been said that one's success depends very much on what he does not say, as well as what he does say. One's success also depends very much on what he does not buy. He who overlooks buying **VICTORIA CROCHET THREAD** jeopardizes his own success. He thus loses the assistance of one of the greatest selling forces in the crochet thread realm. Those qualities which appeal strongest to crochet workers and their highest development in the "VICTORIA." It is soft to work. It is silky in appearance. It will not become hard from washing. Find a crocheter who has tried the "VICTORIA" and you are sure to find an enthusiast. Goods possessing such marked qualities can be nothing but ready sellers; and this is eminently true of the "VICTORIA CROCHET." Every day you do without it, you are losing profits which could as well be in **YOUR POCKETS** as any one else's. If you are not already handling the "VICTORIA," order your first lot **NOW**. The makers of these goods have been established since 1840, and all their lines are the best produced in every respect.

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VICTORIA CROCHET THREAD
MORSE & KALEY EMBROIDERY COTTON
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TAYLOR'S EMBROIDERY RINGS
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TAYLOR'S DRESS STAYS

ROBERT HENDERSON & CO.

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WINDOW DRESSING.

DOES IT PAY A MERCHANT IN SMALL PLACES ?

AT a meeting of merchants in Chicago recently the fact was brought out that in towns of about 2,000 inhabitants many merchants do not give window dressing much attention. The Chicago Dry Goods Reporter makes some remarks on this subject which apply with equal force in this country. It seems that there are still merchants, thousands of them, who do not believe, or who have not yet had it proved to their satisfaction, that the benefit in dollars and cents resulting from fresh, attractive window displays is not worth the small addition to the store expense and the necessary time and thought.

They say that it may pay in cities and large towns, where people lay much importance to style and appearances, but that in small towns it would be of no avail as a trade winner, for there is no style there; customers are satisfied if they have their plain food and plain dry goods served to them in a plain fashion, and to make any extra effort in the way of window displays and store decorations is like "casting pearls before swine."

If it were not a fact that there are merchants in all kinds of towns and cities who attribute a good share of their success to the way in which they keep their windows, it might be conceded that there are exceptions to the rule that "window dressing pays." The abundance of cases of this kind and the scarcity or absolute non-existence, so far as we know, of a case where window trimming has been given a fair trial without building up the trade and reputation of the store, leaves, it would seem, little to be said in order to convince several thousand merchants of the error of their way.

Not a few who admit the value of window displays do not attempt anything of the kind themselves because they have an exaggerated idea of the skill and artistic ability it takes to produce them. As a matter of fact, anyone who has had experience in handling dress goods and merchandise ought to be able to put in a window display that would be a credit to the store. Practice makes perfect, and if the same person is given the work to do steadily there is no question that the displays will improve, and in time bring recognition from the public. A display does not have to be as good as the best that are seen in the largest cities to be of value as a trade winner. There may be many degrees of excellence, and because it is impossible to produce displays of the first degree it is absurd to suffer the windows to fall into neglect.

If any merchant chances to read this article who is among the number that are now awake to the possibilities of window dressing, let us urge you to do something—no matter how little—in this line before the decline of the fall trade. The size of the town has not a great deal to do with it. No matter if the store is located at a cross-roads it would be strange if there were not someone who would appreciate a neat window display.

In every small town there are people who are lured away to larger places to do part of their trading. In a great many instances they can do no better than at home, but they are impressed with the idea somehow or other that their home merchants are not up-to-date. It may be discovered that it is not the lack of goods so much as it is the poor way in which the goods are displayed that drives trade to other towns. This is an old, old truth, and it ought not to be necessary to repeat it and discuss it so often, yet this space is not begrudged if it gives any one a better appreciation of the art of window trimming.

THE QUESTION OF PRICE TICKETS.

Price tickets in a window always add to its attractiveness where the goods are sold at a medium price. Very fine goods, when displayed in a window, are usually better without a price ticket unless

the store caters exclusively to very fine trade. The best name that a store can have is that of selling satisfactory goods, and the next best name is that of selling goods at a low price, quality considered. For this reason goods of a very fine quality displayed in a window with a price ticket are usually seen by so many persons who do not appreciate quality that too much of it is apt to give a store the name of asking high prices.—St. Louis D.G. Reporter.

RECENT DISPLAYS.

The displays of fall dress goods and silks show that in arranging them there is no better unit than the pyramid composed of several sections or tubular folds. In silks each fold or layer is of a different color usually producing a rich effect.

Lace curtains were beautifully and effectively displayed by making three canopies of them, one a large one at the back of the window and one at either back corner. The back and sides were decorated like the walls of a room. Curtains with a color underneath them were draped over stands about the window, and to give more life to the display there were a couple of stands of colored tapestries.

A millinery window was arranged much the same as the curtain window described above, instead of the stands there being pedestals with busts on them, and several tables of plants and palms being at the rear and sides.

A design for displaying umbrellas and parasols was a large disc, seven feet in diameter, covered with plaited cheese cloth. In the centre a piece about eighteen inches in diameter stood out from the disc, and about the circumference of this umbrellas were fastened like spokes on the hub of a wheel. This central circle was covered with white cloth, the large disc with yellow cloth, and about the edge of the latter was a ruffle of black cloth. Umbrellas were also arranged in the front of the window.

The centre of attraction in a clothing window was a dancing doll. It was about three feet high and stood on a pedestal. By a mechanical arrangement it was made to whirl around and kick up its heels after the manner of the skirt dancer.

A school supply window showed the exterior of a schoolhouse, with the school teacher standing in the door and the heads of scholars appearing at the windows. Everything in the way of school supplies was displayed at the sides.

HOW A BUYER WAS IMPRESSED.

I was going along a street in Edinburgh, on the way out to Leith, and a window display caused me to linger. The shop was not a large one, but the trimmer understood his business, for the goods were arranged with an eye to effect, and the dress and other materials which would not interest a man were set off by the tasteful display of some small articles. Price-tickets everywhere. I wanted to buy a present and entered. At once the eye noticed that the shop was a small one not likely to attract a casual purchaser except for the excellent window display. The first thought was to go out and try some larger place. But being in, enquiry was made to examine one of the smaller articles shown in the window—a pair of glove stretchers. The salesman knew his business, and the article was purchased. Sizing up his customer for a stranger, he produced one or two other things. The end was a purchase amounting to five shillings instead of one shilling, as at first intended. Perhaps good salesmanship was a strong factor, but the window display started the thing.

Mr. Tindale, of Tindale Bros., Arthur, Ont., called on THE REVIEW while in Toronto recently. Among other visitors have been Mr. Rankin, of Wilson, Rankin & Co., of Brandon, and Mr. Austin, of Austin & Co., Chatham, Ont.

OCTOBER

THE...

GAULT BROS. CO.

LIMITED

will be showing this month for Spring 1898, a great range of

**Tailoring
Goods**

INCLUDING

Auguste Dormeuil's collection, for whom they are
sole agents. 6-4 and 3-4 Canadian Woollens.

TAILORS' TRIMMINGS

*Gents' Underwear
and Hosiery*

For Spring 1898

CARPETS....

For Spring 1898

Our representatives will also have a full range of our
present Fall season's goods for sorting.

Sole Agents for Fownes' Celebrated Gloves

THE GAULT BROS. CO., Limited, Montreal

TRADE NOTES AND NEWS.

PASSEMENTARIES have come back to favor, and one can well understand how that is. They certainly do set off a dress to great advantage, and a few yards go a long way to tone up even the cheapest material. Caldecott, Burton & Spence say they are selling more of these goods this season than for some years. Jet trimmings and chiffons are also in use as trimmings, and particularly in black will have a good run this fall.

S. F. McKinnon & Co. have a full stock of black and white silk laces, fine values.

Fire at West Prince Albert, Saskatchewan, September 26, burned the brick store of S. McLeod, men's furnishings and shoes; Mrs. J. Stewart's general store, and J. W. Toogood's fancy goods store. There was insurance, but the inconvenience and loss are great.

S. F. McKinnon & Co. draw attention to their large stock of silk velvets, which are superior in make, unsurpassed in value, and contain all popular shades.

Robert Hill, general store, Glen Annan, Ont., has sold out to James Fleming. . . . J. F. Gibson has opened in dry goods, at Watford, Ont. . . . C. S. Cooke is starting a general store at Boissevain, Man. . . . Simpson & Young, general store, at Crystal City, Man., have dissolved and the new firm is P. A. Young & Co.

S. F. McKinnon & Co. have a large and full range of narrow black velvet ribbons.

Wales, Ont., which is a growing centre, has a new general store, Ridley & Cleland's. . . . Wm. Erskine has begun the manufacture of rugs and curtains at New Hamburg, Ont. . . . H. Speare has sold his men's furnishing business at Seaforth, Ont., to Messrs. Greig & Macdonald.

S. F. McKinnon & Co. give great attention to their ribbon department; all leading makes and colors constantly on hand. Values unsurpassed by any.

Mr. H. D. McMaster, J.P., senior member of the firm of Dunbar, McMaster & Co., Limited, linen thread manufacturers, Gilford, Ireland, was in Montreal a few days ago on a business trip, and was introduced to THE REVIEW by the firm's agents, R. Henderson & Co.

S. F. McKinnon & Co. invite jacket buyers to call and inspect their large stock of perfect fitting German jackets.

The lawsuit over who should be permanent liquidator of the John Eaton Co. estate, Toronto, has been decided by the court appointing Mr. E. R. C. Clarkson, who was temporary liquidator.

S. F. McKinnon & Co. show the largest range of fur felt dress shapes in the market. The demand for this class of goods this season is the largest for years. The hat department anticipated this by securing the very latest ideas.

Dealers who are looking for some special line to run as a leader in their smallwares department should see the 25-dozen lots of ladies' hemstitched handkerchiefs offered by the Gault Bros. Co.

A very sad affair took place at a meeting of the Ottawa Reform Association on Thursday night, Sept. 30. E. Leblanc, of Leblanc & Lemay, clothiers, Sussex street, dropped dead on the floor from his

chair. He had been addressing the meeting a minute previous. Dr. Troy was sitting near him. The doctor thinks that heart disease was the cause. Leblanc was one of the license commissioners for the city. He was about 60, and very popular.

S. F. McKinnon & Co. have a full range of white Valenciennes edgings, now so popular with the trade.

The Gault Bros. Co. have a complete range of colors in fancy tubular dress braidings with single or double fancy silk edge at reasonable prices. These goods are the correct thing for braiding and ornamenting purposes.

S. F. McKinnon & Co. have just received a large shipment of their special Victory brand velveteens, and ask buyers when in the city to see these. They are worthy of attention.

Velvets and velveteens are in continued favor, and make at once a rich and yet cheap dress trimming. Caldecott, Burton & Spence carry a large assortment of these goods, from the very lowest to the highest grade of quality, highly finished to look rich and silky as a dress trimming.

S. F. McKinnon & Co. draw special attention to their large stock of black ribbons, unsurpassed in value.

The Gault Bros. Co., Limited, are showing in their smallware department a complete range of black dress trimmings and ornaments in all styles in jet and braid; also a splendid range of shades in colored trimmings with ornaments to match. These goods produce a fine effect and are being picked up very quickly.

The D. McCall Co., Limited, state that the demand is good in silk laces in black and cream for present requirements. They have a full range in stock. The trade will not experience any delay in having their orders attended to.

S. F. McKinnon & Co. have large cable repeat orders for their perfect fitting German jackets arriving every few days.

"Our travelers are taking exceedingly large orders for laces for importation," write the D. McCall Co., Limited. The trade evidently are not slow in realizing the exceptional values offered. They would advise the trade to delay placing orders elsewhere until they have had an opportunity of inspecting their samples.

S. F. McKinnon & Co. make a specialty of veilings, and do a very large trade in these goods; they have just received and passed into stock a large shipment of the newest designs in this much used article.

Ribbons keep well to the front. Manufacturers report great sales and find it difficult to meet all demands. Caldecott, Burton & Spence have wisely anticipated the demand and carry a very heavy stock of double-faced satin and faille ribbons in all shades, and are selling them very freely, particularly in black, cream and white.

The D. McCall Co., Limited, have a large assortment of shawls in stock. Buyers in the market would do well to have a look through. They are offering some good jobs in these goods.

The D. McCall Co., Limited, advise that they have received another shipment of their special line in silk velvet so popular in the trade—all shades. Send for samples; their letter order system will do the rest.

Read this Advertisement

and it will remind you that the Tweed, Serge, President, Beaver, and Chinchilla Cloths manufactured at the **BRODIE MILLS, HESPELER**, are the best value offered in the Canadian market to-day. If you require a few pieces for sorting up orders, we shall be glad to have you send in at once, as we go off Fall 1897 goods this month. Watch for our samples for Spring, 1898. We are preparing a fine range of patterns. They will be interesting. Ask your wholesale dealer about them.

WHOLESALE TRADE ONLY.

MILLICHAMP, COYLE & CO.

Selling Agents

Halifax, Montreal, Toronto, Victoria.



NOW IS THE TIME TO BUY

DOLLS

while our assortment is still complete.

Write for

Our Special Doll Price List

Just issued, giving full details and true descriptions.

UNSURPASSED VALUES

in 10, 15 and 25 cent lines.

NERLICH & CO., - TORONTO

Importers of Fancy Goods and Toys.

THE SORTING BUSINESS will be VERY LARGE this season. GOOD CROPS and GOOD PRICES mean GOOD TRADE, and for this

Caldecott, Burton & Spence

have made ample preparation, and draw buyers' attention to the following **TRADE WINNERS** now in stock:---

RIBBONS. Double-faced Satin, Faille, Black and Colors, Nos. 5 to 40. Baby Ribbons, all Colors. Moire Ribbons, Black only.

RIBBON VELVETS. Black, every width from 2 to 150.

VELVETS AND VELVETEENS. Black and Colors, from 18c. up to 75c.

RINGWOOD GLOVES. All the new patterns, every size Child's and Women's.

CASHMERE GLOVES. Black and Colored, all sizes Child's and Women's.

KID GLOVES. The latest novelties, Fancy Stitched Backs and Pearl Buttons, to match dress shades.

HOSIERY. In Cashmere, Heavy Wool, Silk and Merino, Child's, Women's and Men's.

UNDERWEAR. Ladies' Ribbed Vests. Our famous brands, "Climax," "Our Own," "Best Out," "Victoria," "Empress," etc., etc.; and also a big lot of **Mill Clearings**, at great bargains.

FEATHER BOAS AND COLLARETTES. Coque. Hackle, Ostrich, etc.

SILK DEPARTMENT. Black Silks, in Peau du Soies, Faille, etc., etc., Colored Silks, Plain Shots, Brocade Shots, Fancy Taffetas, Figured Glace and Figured Brocades, Chiffons in 5-in., 18-in., 36-in., 40-in., 46-in., all colors.

TAILOR-MADE SKIRTS. Our own make. Correctly cut and sized, 36-in., 38-in., 40-in. and 42-in. Black and Navy Serge, Black and Navy Serge (Fancy Trimmed), Figured Sicilians, Plain Sicilians, etc.

DRESS GOODS DEPARTMENT. Plaids in Repps, All-Wool, Union; Hopsacking Tartans and Silk Overcheck; Black and White, Navy and White, Brown and White Silk and Wool Checks, to cost 65c., much enquired for; Tweed Effects; Boucle Effects; Plain Poplins, Duchess of York Style; Short End Cashmeres, Evening Shades; Coating Serges, Black, Navy and Colors, from 20c. to 75c. per yard; Estamenes, from 20c. to 45c., Henrietta Serges, from 18c. to 37½c., in Black and all Colors, and a splendid range of our celebrated **Two-Tone Brocades and Black Brocades, Toronto dyed and finished at our works on Liberty St., Toronto.**

Our representatives are now on the road. Orders carefully filled.

CALDECOTT, BURTON & SPENCE

Dry Goods Specialists and
Dress Goods Converters,

46 and 48 Bay St., **TORONTO**



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AN INSOLVENCY LAW.

THE letters and interviews on other pages of this issue indicate the force of the feeling in Canada that we ought to have a national bankruptcy law. What we print elsewhere does not, by any means, exhaust the material which has come pouring in. We shall continue to publish, as space permits, the views of the trade, and shall not give up the agitation until Parliament passes the desired Act.

It will be seen that merchants generally want to clear Canada's good name in the eyes of British trade. Now, we are under suspicion. We buy in Britain pretty largely, but the insolvency law gives the British creditor no protection. Over and over again British houses have sold to Canadian merchants, and when they wanted their money have simply had to whistle for it; the estates when in financial difficulties have practically been transferred to Canadian banks or mercantile concerns and the British creditor gets little or nothing. This system is strongly criticised by British boards of trade and British commercial journals. They use strong language, but not too strong. The whole procedure is legalized swindling; because while the British house which sells in Canada must take its risks like other people, it has a right to expect that its claim will rank on an insolvent estate on an equality with others. In practice, as we know, the banks or some one or two large local creditors will bag the principal assets and leave the British creditor on the outside. If we allow this sort of thing to continue, and at the same time through Parliament offer to British merchants what we call a Preferential Tariff—accepting great praise for this and claiming Imperial consideration and good feeling on account of it—we would be guilty of the most offensive hypocrisy. While professing superior regard for Great Britain we would be permitting imperfect insolvency laws to rob her merchants.

But a new law is needed for the benefit of local trade as well. Some of our retail readers, for whose views we have every respect,

are suspicious of insolvency legislation. They object to a revival of the old Act—and in this we agree with them. They also see in this agitation a desire on the part of the wholesalers to bolster up their own position, and complain that credit is far too readily given to unsuitable persons. On another occasion we propose to go fully into this phase of the question. In the meantime, we wish to ask these objecting retailers: Are you satisfied with the present state of affairs? Does it tend to keep incompetent or dishonest men from competing with you? Does it produce a single satisfactory condition that is of value to retail trade? Our belief is that the retailer would benefit from a Dominion law properly framed. Not a law which enabled a man to pass through a bankruptcy court at 25c. on the dollar and then start up again to compete with merchants in the same street who are honestly endeavoring to pay 100c., and who find it hard enough to do that in these days of severe competition. The safeguards proposed to be put in a new law are all intended to help honest traders; the other kind we have no sympathy for.

THE REVIEW, therefore, will be pleased to hear from other merchants, and to promote in every possible way the passage of the desired legislation.

THE CANADIAN BRAND.

NOW that Canada is getting some attention in Europe, her products should be pushed. Unless they are named Canada gets no permanent value from the sales abroad. Therefore, our manufacturers should see that a good thing bears a distinctive brand and then those who are pleased with it will ask for it again by its name.

Unbranded goods, like illegitimate children, are no credit to their parents. It is living from hand to mouth for a manufacturer to buy expensive machinery, to add to a large equipment, to employ skilled hands—and then send out the product of his skill, forethought and capital without a name. The money he gets on each sale is practically the sole return for years of planning, anxiety and enterprise.

The mistake is sometimes made of mixing up the question of brands with the problem of distributing and selling the goods. The jobber does not want to push other people's brands. If his business is on a large scale he wants the mills to make him lines that he can pass off as his own. The mill simply becomes in this case the bondsman of the distributor, who has a perfect right to dominate the manufacturer as long as the latter is fool enough to let the process go on. Sometimes the rumor goes through the trade that this or that manufacturer is going to sell direct to the retail trade. Either this is an empty threat held over the head of the wholesaler or it is based on a feeling that the manufacturer is not getting enough profit by the method of distribution. The manufacturer who has capital and practises modern methods has the remedy in his own hands. Let him brand his goods, and if the jobber will not handle them, then the latter is responsible if the goods go direct from the mill to the retailer.

We are quite ready to admit that in some cases it would not pay the mills to assume the expense and responsibility of selling direct. In such cases the retailer would gain nothing by the system of direct selling. The price would have to go up to cover the cost of dis-

tribution. Handling, as he does, many lines, the wholesaler can often distribute cheaper and more conveniently. But that gives him no right to dictate to the manufacturers and forbid the use of brands. In the matter of textile goods, Canada is not getting the reputation she should, simply because many of the best lines bear no name, are unknown at home or abroad, and redound to no one's credit. Against such a policy, no matter who is hit by our criticisms, we shall never cease to protest, and we earnestly hope that every retailer who sells Canadian goods as Canadian will insist upon their origin being plainly indicated.

PRESENT STATE OF THE WOOLEN TRADE.

REPORTS from the Canadian woolen industry indicate that the best mills are busy, and that trade on the whole is good. This is, we hear, especially true of knitted goods, and concerns like Penman have nothing to complain of, as orders are plentiful. One mill is reported to be so well employed that delivery of orders placed now is not guaranteed as soon as customers ask.

In the matter of Canadian tweeds the wholesalers seem to have sold more this year than during any previous season since the industry assumed its present proportions. The extra fine qualities of Canadian makes, as pointed out in THE REVIEW'S columns often, seem to be telling with the trade. There have not been any more, if as many, Canadian tweeds jobbed off in this market than during previous years, and when business in Canada improves, as it appears to be doing steadily, there will be less of this sort of thing.

One reason for the increased sale of Canadian woolens is the demand for domestic mantlings. To a certain extent Canadian mantle cloths are replacing German and the lower priced British goods, particularly in beavers and curls. The domestic goods of this class make up well and seem to find favor.

A question often asked is: How is the new tariff affecting the woolen industry as a whole? THE REVIEW'S enquiries lead to the conclusion that it will be next year before the larger mills can correctly gauge the situation. Home trade is more active at present, and imports, since the change in tariff, show no increase. In fact, the official figures which are published each month by the Customs Department indicate a decrease for the past three months. We have gone over these figures, as the subject is an interesting one, and find the following to be the state of affairs:

IMPORTS OF WOOLENS.

	1896			1897.		
	June	July	August	June	July	August
Clothing	\$ 17,008	\$ 52,344	\$160,825	\$ 14,212	\$ 25,802	\$157,327
Cloths, worsteds, coatings, etc ..	170,827	277,475	346,393	111,717	200,986	315,848
Dress goods .. .	173,715	360,681	371,334	147,643	434,945	390,931
Knitted goods ..	19,962	32,831	38,140	13,409	28,174	45,029
Yarns	43,674	43,924	45,334	9,294	43,926	48,112
Shawls	6,840	5,828	14,608	4,477	10,764	5,000
Other manufactur- ed woolens .. .	25,460	20,195	30,506	24,422	40,127	41,143
Total	\$427,715	\$792,380	\$987,130	\$325,434	\$770,324	\$974,290

It appears, therefore, that the imports of all woolen goods (except carpets) during the months of June, July and August were, in round numbers, about \$2,070,000, while in the same period last year the value was \$2,200,000. So far, then, there is no perceptible

rush of imported woolens. If the tariff preference is confined to Great Britain after next August, and increased from one-eighth to one-fourth of the duty, the effect may be more marked.

ENGLISH HOUSES IN CANADA.

THE growth of trade between Canada and Great Britain will not be marked by any sudden rush. The expansion will be gradual and steady, and the increase once recorded will be permanent and, we hope, satisfactory to British exporters. It is impossible to expect an instant response to new efforts by British manufacturers to capture Canadian trade, although the preferential tariff will undoubtedly help to develop trade. It must be remembered that in Canada, as in other countries, foreign nations such as Germany, France and the United States have been doing their best during recent years to dislodge British lines. This is a condition that must be met and overcome. Once fairly grappled with, British manufacturers will find that they are doing business under their own flag with a people who want to buy from them and who want to sell to them.

It is idle, as we have heard in some quarters is the case, for these British concerns to tackle the Canadian market seriously for the first time, and expect in a single season to see results that indicate a practical victory over all foreign competitors. To appoint an agent in Canada and immediately begin to nag him for orders is not reasonable. We have heard of cases where travelers had only had their samples a month when orders were expected to flow in. It is even said that where an English manufacturer's Canadian trade expands in one year from £100 to £5,000 the result is felt to be disappointing. We cannot suppose that such a mistaken idea prevails largely, and merely mention it as a possible warning to those who intend to push their lines in Canada.

It must be remembered that the sun does not rise and set over British manufacturing alone; we wish it did to the most profitable extent, and Canada's new tariff is an evidence that she desires that it shall. But American, German and other foreigners have shown the world that they know a thing or two, and they work the Canadian market with much enterprise and energy. To displace the results of their determined efforts is necessarily a work of more than a few months, and British manufacturers will find it good policy, even if they did business here for a short time at a bare profit, to lay the foundation of a future profitable, permanent trade. If all this cry for Imperial commercial unity means anything, it means that. For many years the policy marked out for Britain and her colonies was to separate peacefully and amicably. A new era has dawned. Britain finds that foreign manufactures are competing seriously with hers; foreign countries are shutting out her goods by high tariffs, conceived in a hostile spirit; an extension of her markets under her own flag is seen to be desirable. The colonies are anxious to promote this new movement. But it cannot all be done in a year. There is a long pathway to be retraced. Once we get back—and it will not take so much time—to the position of Britain and her colonies going hand-in-hand commercially, it will mean a permanent mutual advantage. For this reason we hope British manufacturers, who have allowed part of their Canadian trade to slip into foreign hands, will labor with patience to restore the balance.

THE RIGHTS OF MERCHANTS.

THE episode related in another column of a fine being imposed on Murray & Co., one of the principal Toronto dry goods houses, for obstructing the sidewalk, would seem to indicate that municipal authorities waste little sympathy on genuine merchants. An idea that establishments like Murray's are great benefits to a place never appears to dawn upon some people. Just as some Customs officials look upon all importers as robbers on the lookout to swindle the country out of revenue, so leading merchants are put to inconvenience because a petty regulation of the local police may be infringed. This is not only poor policy, but it is downright impudence as well. This Toronto firm imports extensively and when the cases are delivered in great numbers at certain seasons a few feet of the pavement are sometimes occupied until room is made inside for the goods. A passage way is always left clear. Three or four people could go abreast through it. The question of a complete blockade does not therefore arise, and as the public do not complain and are, in fact, strong friends of creditable establishments like the Murrays', it is not necessary for the authorities to intervene as they have done in this case. The principals of this house are well-known citizens, and if they chose to retire from business their doing so would at once be recognized as a loss to the enterprise and business success of the city. Bearing these facts in mind, we do not like a policy of annoyance and obstruction toward firms of this kind, and merchants should insist that a legitimate business is not hampered and harassed by municipal regulations, but encouraged in every reasonable way. A police official said: "You pay your taxes because you have to." This sneer is quite undeserved by a flourishing concern. We certainly do not "have to" put up with incivility from any official who may think he is the master of the public instead of its paid servant.

THE ART OF TRUE GENEROSITY.

IT IS complained of even the best wholesale firms that they give credit where they should not. In the case of Mr. Bachrack last month we showed his luck to be due to the kindly benevolence of the wholesalers. This is a special line with them. If you are a stranger and are out in the cold they will usher you in with the most cordial philanthropy and insist on your taking what you want. If you happen to have a foreign accent your fortune is made. To any retailer, therefore, who would like to get better terms, we say without hesitation: cultivate a foreign accent, and try (if possible) to have come from the United States. When the time comes to make a settlement you will get a fine one. The present popular figure is 47½c. on the dollar, but by holding out you can do even better. That is the moral of the situation.

It may be asked why the wholesale trade, in these cases, are so benevolent. The question is easy: they were born so. It comes natural to them, and even if they tried hard they could not resist the impulses of their generous natures. A case in point comes to our recollection. A firm (situated not more than 50,000 miles from Toronto) got into financial difficulties (less than a century ago) and the principal creditors met to "arrange" matters. Being, as usual, overflowing with generosity, they decided that the firm should go on. While the discussion was under way, the head of the insolvent firm sat in another room. Round him were ranged

the travelers of the firms whose financial representatives were in the next room discussing how many cents on the dollar they would have to take. The travelers had cigars a-plenty to offer and consolation without stint. They also had samples—at the hotel. When the compromise was effected they proceeded cheerfully to take the gentleman's order, and to help him on his way with fresh goods and renewed credit. Was this business? No, but it was benevolence of the most remarkable kind and shows how large-hearted some of the wholesalers are.

There have been philanthropists in the world before: Howard, who helped on prison reform; Wilberforce, who agitated against slavery; Florence Nightingale, who nursed the sick soldiers; were all, in their limited ways, benevolent and charitable. But they cannot, as the saying is, hold a candle to the wholesalers for real generosity and munificence.

REBELLING AGAINST AUTHORITY.

A "Taxpayer" writes to The St. John, N.B., Telegraph:

"What good are the police to protect the taxpayers and their interests? Thirty foreign pedlars with bags and grips, selling stockings, towels, shirts, ladies' underwear, table cloths, hair pins, needles, pins and jewelry, no good to the city, pay no taxes, pay nothing, but cripple the shopkeeper who pays the taxes and sells as cheap as the foreigner. When or where will this stop? I saw four of these pests to-day in Carleton. About one in twenty has a license, and the others peddle on that, they are all of one name to fit a certain license. They should be made to pay \$500 per county for peddling, for only in some such way can this unfair business be stamped out."

"Taxpayer" does not seem to understand the situation. We will explain it for his benefit. The police, the politicians, and all other office-holders are privileged to make a living at our expense. If they are efficient, that is much to their credit; if they are not efficient, it is none of our business. The duty of all taxpayers is to pay up and look happy. Our masters, the politicians, police, and the noble army of office-holders, give us all free permission to live. What more can we expect?

There are, of course, a few old-fashioned people—"Taxpayer" may be one of them—who think we have a right to demand that the people we pay to rule over us shall be capable, honest and civil. The idea is based on a mistake. Business men are in this world to keep politicians in office, and to vote fat jobs to other people. That is what they proclaim at every election by allowing "the party" to pull them into line, and naturally the office-holders take them at their word.

"Taxpayer" will, therefore, call on the municipal authorities and say: "Please kick me." They will doubtless consent to do so; his ill-humor will vanish; and he will go home sincerely repentant for having dared to murmur at the powers that be.

TAILOR-MADE SKIRTS.

Caldecott, Burton & Spence are impressed with the necessity of keeping their stock well assorted in the leading lines likely to be in demand during the fall season, and show a splendid assortment of goods in the various lines they handle. Their tailor-made skirts have answered a felt want. Bicycle riding has become so fashionable that every lady must have a bike, and, having that, needs a tailor made skirt which fits neatly and can be obtained at a very moderate price.

HINTS TO RETAILERS.

By a Head Clerk.

NOW that cold weather is drawing near merchants should look after their woolen shirts, and have them arranged in a striking manner. It is well to have some of each line on the counter so that customers when making other purchases can see what you have.

A great many people do not buy until later on, and, not wanting to trouble you, would not ask to see them. But when the garments are out where they can be examined intending purchasers will take a mental note, and when ready to purchase will bear you in mind.

It is a common thing to see shirts in fixtures without any covering. When they are exposed in such a manner they catch all the dust and dirt that is going, and in a short time are not fit to send out of a store. A better way is to fold them up neatly and place them in cartons. It is an easy matter to cut cardboard boxes to fit the fixtures, and it makes the store look ninety-nine per cent. better.

Some merchants seem to think that their carpet department does not need much care. This is where they make a great mistake. Carpets have got to be one of the articles which are handled by a dry goods merchant. This being the case everyone should take great pains to have them so arranged that the goods will show off to the best advantage. Here is a way that one will find a great many keeping their stock: At one end of the store, they are all rolled up, and piled in a heap like so many logs, brussels, tapestries, in fact, all kinds together. And when you want to show them to anybody you have to pull them all down, and hunt out the kind you want. The consequence is that you have the floor so covered that it is almost impossible for one to see the different qualities and shades without a great deal of trouble.

Here is a way that has come under my personal notice: Have a space for tapestry, brussels, and so on for each line. These spaces are separated by fixtures for the purpose of putting the carpets in. These fixtures represent in some respects one table upon another, with a space about three feet eight inches between, and the square they enclose depends upon the stock one carries of that particular line.

The carpets are all neatly rolled up with the wrong side out, and about four inches of the right side turned back, so that one can tell what the shades are without unfolding the roll. This gives the place a bright appearance, with all the different colors showing up. Each roll has the number of yards marked on it, as well as the amount in reserve. In this way there is no reason why a salesman should make a mistake and sell to a customer more of any one kind than you have in stock.

The idea of having the different kinds separate is that when a person wants tapestry they see nothing but tapestry, whereas if all lines are put together they would say, "Can't you give me something like this?" and expect to get as good patterns and colors in a cheap line as they would in a better quality. When they are separated from one another they see nothing but the one kind and do not get these ideas into their head, and of course are a great deal easier to please.

Run your business, Mr. Merchant, says The Dry Goods Economist, don't let it run you, or it may run away from you.

Keep a firm hold of the reins and be ever master of the situation no matter how trying it may be.

You may have a run of poor trade; all merchants experience this, sometimes for days together. Keep a firm hold and keep things up to the mark; the tide will surely turn.

Success in business means to take the first ripple of the incoming tide and with it sail into the harbor of fortune. Never be behind time. Behind time is the bane of mercantile life.

A change comes, perhaps with the weather, perhaps by sheer force of your "always sticking to it." The lull changes into a veritable flood tide of business.

Keep a firm hold still. Don't lose your head. How often a rush drives some merchants nearly frantic. It ought to make them good-natured, but it frequently does not. Sometimes it works the other way.

There are generally two causes for it—want of order and system and the existence of suspicion.

Many merchants never know how to handle a rush. They are never prepared for one; their clerks are never properly drilled. With a crowd of customers, the store is instantly changed into a state of ferment and agitation. Clerks rush here, there and everywhere, get into each other's way, never know where to find goods, yardstick, pencil or anything else.

The merchant or manager jostles customers, issues conflicting orders and makes a perfect Babel where everything should run like clock-work.

Or else he fancies every clerk is doing just what he should not be doing, and that every other customer is a shoplifter.

Suppose such should be the case. The best way, even then, would be to keep a cool head, a sharp lookout and be prepared to act promptly if occasion required.

From a badly managed store customers depart with the exclamation, "How dreadfully unpleasant!" That means they won't come again.

A COMPLAINT AGAINST WHOLESALERS.

Montreal retail dry goods men have been complaining for some time back that the local wholesale houses did not treat them fairly in the matter of selling goods to those not engaged in trade. About two months ago a circular was issued by the Retail Dry Goods Association calling the wholesalers' attention to this, and it has now been followed up by an influential deputation of retail dry goods men who waited on the principal houses and, after pointing out the justice of their demands, submitted an agreement for signature, whereby the wholesale men bind themselves to sell to trade customers only.

The movement is a perfectly reasonable one and it is likely that the wholesale trade will agree to the retail merchants' demands.

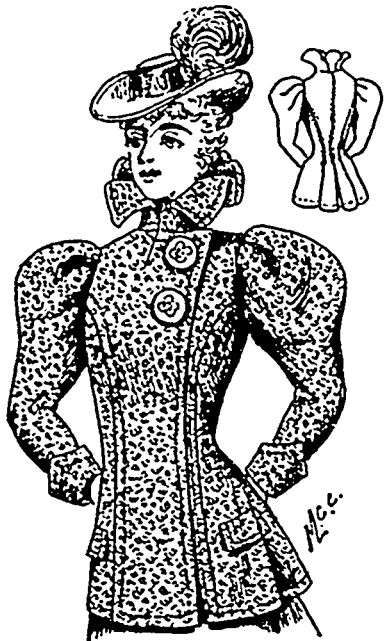
STILL ON TOP.

The Toronto Brass Co., Limited, are showing a new fixture in this issue that is having a wonderfully large sale. It is intended for displaying all kinds of haberdashers' goods and can be used for no end of purposes. It is well made, finished in brass or nickel, and sells for the small price of \$2.50. Sent by express to any part of Canada.

The Empire Cloak Co.

20 Front St. EAST, Toronto, Ont.

TELEPHONE No. 446.



No. 763.



No. 793.



No. 717.

THESE are a few styles selected from our extensive range of Tailor-made Jackets which have made a reputation for us that manufacturers of 25 years' standing would be proud of. If you feel the need of perfect-fitting, profit-making garments, give us a trial. We strongly advise early orders, as repeats are coming in at a very lively rate. We shall appreciate your patronage.



No. 755.



No. 790.



No. 706.

MEN'S FURNISHINGS.

FINE GERMAN GOODS.

MOST retail dry goods men have heard of Wolff & Glaserfeld, Berlin, Germany. This firm are proprietors of one of the largest shirt and collar manufactories in the world, employing over 4,000 hands. They manufacture high-class goods only, giving special attention to the finish and workmanship of everything leaving their factory. M. Markus, 30 Hospital street, Montreal, is the firm's Canadian representative, and he has received samples of the latest spring novelties, specially prepared for the English and Canadian markets. The stock comprises white and colored shirts in all the newest styles, collars, cuffs, etc. Mr. Markus represents a number of other leading German houses, handling underwear, boys' clothing, gloves, hosiery, etc.

Travelers representing Glover & Brais, of Montreal, will shortly visit the trade with samples of new spring and summer neckwear, etc. The stock has been selected with great care, and promises to be the best the firm have ever handled.



The Klondike—Niagara Neckwear Co.

lines. He will also offer laundered goods in white and colors.

Glover & Brais have just received some real novelties in bow ties. They are somewhat smaller than the ordinary bow and have a very neat appearance. The range of colors includes plum shades and navy ground, with cardinal spots.

Robert C. Wilkins will shortly place on the market some novelties in shirts made from Scotch, English and American fabrics, in silk stripe, pique, Oxford, and other new

Purchases for spring in the men's furnishings department of S. Greenshields, Son & Co. are now complete, and, judging by the samples received, the stock will be more extensive and contain more novelties than ever before. Amongst the special features are regatta and negligee shirts, and extra fine quality balbriggan underwear. The firm's representatives will shortly be out with samples of these goods, and the trade are invited to delay their spring buying until they have seen these.



The Imperial—Niagara Neckwear Co.

circumstances they ask the indulgence of their customers.

Arctic underwear is becoming more popular every season. Mills are away behind with their orders, and hope to catch up with them during October. W. R. Brock & Co. will have a full stock of their Bline in a few days, and hope to have ozz and Mottle early in October, when all back orders will be filled without delay. Under the

W. R. Brock & Co. just now are showing some special novelties in bows and clubs made of choice silks—the best the world can produce. They are also showing a special purchase of 20 patterns in a line of derbys that can be easily adjusted in either knot or puff styles. The patterns and colorings are most artistic. See the samples in the hands of Brock's travelers.

DRESS GOODS.

CALDECOTT, BURTON & SPENCE have made great preparation for the black brocade dress goods trade. Not only are these goods great value, but they are also "Congo" black dyed and absolutely fast in color, and will resist alike rain or acid. These goods have become essential to a black dress goods department.

Merchants who have deferred buying their dress goods till now in order to secure the latest novelties will find a full range of these shown by James Johnston & Co. New fancies, new black figures, new plain cloths. Write for samples.

With Wyld, Grasett & Darling, the demand is for fancy dress fabrics in tweed mixtures, knicker effects, silk and wool coverts, plaids, etc. They are having a large sale in plain stuff, in serges, French twills, muscovites, plain coverts, and in a special 54-inch pearl twill. The popularity of their "Diana" brand of velveteen is evidence of its excellent quality.

Caldecott, Burton & Spence certainly deserve great praise for the famous two-tone goods which they have produced in Toronto. It is a feather in Canada's cap that what at present cannot be done in the United States in this mode of dyeing has been accomplished in Toronto. Caldecott, Burton & Spence report an enormous demand for these goods, and retailers say that they sell freely and please their customers.

SPRING STYLES.

Asked regarding coming styles, Mr. Burton, of Toronto, who has just returned from Europe, says that there was a great deal of talk about plain goods, but in actual results there was also an increasing demand for mixtures, shot effects and nice fancies. In black goods there are some pretty new designs in raised figures, and this would be a leading feature. The designs tend in size toward medium and smaller, and as to colors, greens and browns were good.

A WINDOW-DISPLAY.

A window display is an advertisement. That advertisement is the best which not only draws the attention but sells goods. Remember, therefore, not only should you make your windows bright and prett, but, in doing so, that you should use the goods most apt to catch the buyers. Your window should first of all be handsome enough to cause people to stop and look, and the articles in it should be of a kind to induce them to buy; merely pretty things that nobody wants are not the things for window display. The fixtures manufactured by the Toronto Brass Co., Limited, are of the latest design and best workmanship, and aid a window dresser wonderfully to make an attractive display. See advertisement of a new fixture in this issue.

"ALPINE."

This brand is known all over the Dominion in connection with ladies and children's ribbed wool underwear sold by James Johnston & Co., Montreal. They keep a full range of sizes in all the best selling qualities.

WELL-KNOWN LINE OF PRINTS.

James Johnston & Co. have secured control of the No. 103 prints, heretofore sold by Robertson, Linton & Co., and will be able to show a very large range of samples very shortly.

George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

COTTON SATINS,
COTTON ALBERTS and
all COTTON GOODS Dyed by
the Fast Black Process
(NOIR INALTERABLE)
of G. A., Limited, are
rendered unchangeable
by acid, atmospheric influences
or sea water, and the handle of
the goods is equal to half-
woolen goods.

ARE

Dyers,

Stovers, Bleachers
and Finishers of

HALF-WOOLEN GOODS,
SATEENS and
MOHAIR LININGS
should all bear
the undermentioned
stamp:



SATIN-DE-CHINES
ITALIAN CLOTHS
MOHAIR and ALPACA LININGS
WORSTED COATINGS
WOOL SERGES
IMPERIAL CLOTHS
COTTON GOODS and
DRESS GOODS
of all descriptions.



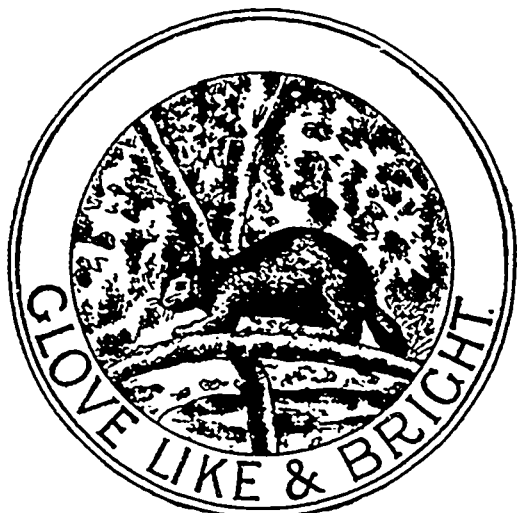
Caution and Warning

TO ALL WHOM IT MAY CONCERN:

It has come to the knowledge of **GEORGE ARMITAGE, LIMITED**, of BRADFORD, ENGLAND, that certain fabrics of inferior dye and finish are being shipped to America which are **FALSELY** represented as having been dyed and finished by **GEORGE ARMITAGE, LIMITED**. In some cases the persons guilty of this fraudulent practice have not hesitated to insert in the lappets "tissues" printed in gold and bearing the words "Dyed and Finished by George Armitage, Limited."

THIS WARNING is given that all users and sellers of **LININGS** may satisfy themselves that they are handling the genuine Dye and Finish of **GEORGE ARMITAGE, LIMITED**—the well-known merits of which have led to these unscrupulous deceptions—by seeing that **THE CLOTH ITSELF** bears one or other of the trademarks of **GEORGE ARMITAGE LIMITED**, as set forth above or below.

FURTHER NOTICE IS HEREBY GIVEN that drastic legal proceedings will be instituted against any one falsely representing cloth to be of the Dye and Finish of **GEORGE ARMITAGE, LIMITED**.

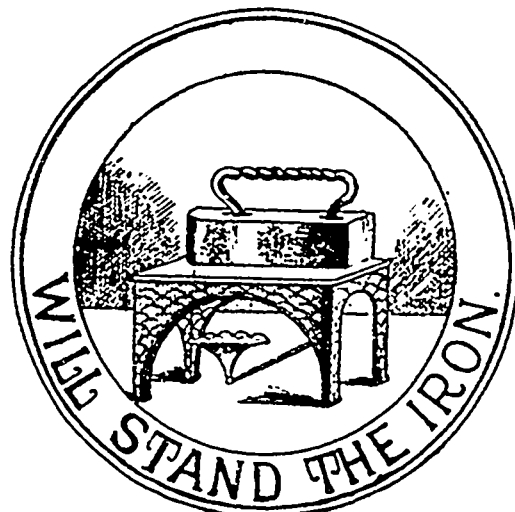


BEAVER
Permanent
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpacas, Worsted and Cotton Italians, Etc.)

Will not mark with the tailor's damp cloth and hot iron. Will not wear greasy. The dye is also made faster by this process.



There is only one place in Canada
where you can purchase wholesale
Rigby Waterproofed Spring
Overcoats
and

Rigby Waterproofed Bicycle Suits
and that is from
H. Shorey & Co
Montreal

Rigby is the only waterproof compound
in the world which will stand the test
of man. It will not wash out. It cannot
be boiled or scoured out of cloth once treated
with it. This cannot be truly said of any
other Waterproof Compound
Comparison Invited



RETURNED
[Signature]
 April 25 1918
 F.M.A.

THEY ALL WEAR OUR SUSPENDERS IN AFRICA
 THE **D** SUSPENDER FOR STRENGTH AND DURABILITY.

DOMINION SUSPENDER CO.
 Niagara Falls, Canada

NIAGARA NECKWEAR CO. Limited
 Niagara Falls, Canada

DORAN BROS. AND MARTIN CO.
 Niagara Falls, New York, U.S.A.

Manufacturers of Neckwear and Suspenders. Sold direct to the Retail Trade in all parts of the world.
 Canadian Office: MONTREAL, 28 St. Sulpice Street.

WOOLENS AND CLOTHING.

THE GAULT BROS. CO. have received a large assortment of winter overcoatings, including montagnacs, plush beavers, cheviot overcoatings, naps, beavers and meltons, brown beavers and chinchillas. These goods are now being offered to the trade at reasonable prices.

John Macdonald & Co. are showing special value in all the newest designs in three and six-quarter Canadian and imported tweed suitings. Special values are given in black and boucle twill worsted. Job lines of mantlings in melton, beaver and fancy tweed effects are being shown just now, while a large shipment of black and colored Italians, including Kirk's "Doeskin Finish" has just been received. Tweeds are the best sellers. Overcoatings in meltons, beavers, friezes and naps are features in their department.

CANADIAN TRADE MISSIONARIES.

The wholesale clothing house of H. Shorey & Co., Montreal, deserve the credit of being the trade missionaries, or pioneers of trade, in their line in Canada.

They were the first house who sent goods from the older provinces of Canada to the Maritime Provinces.

They celebrated the first Dominion Day, July 1, 1867, by having six travelers ready to open up their samples in New Brunswick, Nova Scotia, and Prince Edward Island on that day.

They were the first house to send goods to British Columbia from eastern Canada, the late senior member of the firm visiting the province via San Francisco for that purpose in 1871. They were afterwards represented there by the Hon. J. H. Turner's firm, Mr. Turner being now the premier of that province.

They had long done a trade with the Hudson Bay Co. before the first Reil rebellion, and after that event, and while the city of Winnipeg was still Fort Garry. One of their first customers was His Excellency the late Lieut.-Governor of Manitoba, then Dr. Shultz. Mr. S. O. Shorey was the first traveller from Montreal to visit Manitoba, when, instead of a Pullman car, a buck board or stage was the only means of communication.

Mr. C. L. Shorey opened for them a trade in the British West Indies, which, although not large, still continues to be an outlet for their goods.

They had samples in Australia during the Exhibition of 1877, but the distance and the uncertain means of communication rendered it unadvisable to push trade in that direction.

They sold to the Alaska Trading Co. a large quantity of goods for the Klondike, and hope for a large trade in the frozen north in the near future.

Their goods were worn by the builders of the Canadian Pacific Railway, from end to end, and may be found in the Crow's Nest Pass to day.

We consider such enterprise is worthy of mention in our columns, and deserves the success which it has brought.

THE OXFORD GOODS.

The Oxford Manufacturing Co. report that their dress goods are meeting with success far beyond their expectation. At the St. John Exhibition "Oxford Castle," showing dress goods and tweeds, was one of the strongest attractions. The "good times wave" over the Northwest is reaching the Oxford people in the shape of repeats on fall lines.

NO CLASS DISTINCTIONS.

In their anxiety to push the finer grade of ready-made clothing, H. Shorey & Co., of Montreal, have not forgotten the miner, the lumberman or the fisherman. They are showing a great variety of goods in mackinaws, friezes, ducks and denims. Their Klondike

suits and shirts are marvels of warmth, and almost a sufficient temptation to make one visit the sunny north to gather nuggets.

H. Shorey & Co., of Montreal, have demonstrated beyond a doubt that a class of ready-to-wear clothing suitable for gentlemen can be sold in Canada. Their goods have become a household word.

TRAVELERS ON THE ROAD.

Messrs. J. E. de Hertel, Alex. Hart, Thos. Mason, Frank Riley, Geo. Helleur, Donald McEwen, Wm. B. Macnamara, W. J. Hudson, Geo. Hall, representing H. Shorey & Co., of Montreal, are now on the road for the spring of 1897. In the Lower Provinces, Manitoba and the Territories, they all report favorably of trade; and they should. With everything the country has to sell dear and everything it wishes to purchase cheap, and with goods that people want to buy to offer, a traveler's lot should not be a very unhappy one.

SOME PEOPLE BELIEVE THAT WE HAVE READERS.

H. Shorey & Co., of Montreal, sent postal cards to all of their customers referring them to their advertisements in our September number. They evidently think that up to date merchants subscribe to THE REVIEW. Perhaps they are right.

EVERYTHING TELLS.

H. Shorey & Co., the clothing manufacturers of Montreal, have got the detail work on their spring lines down fine. Little items in the finish of a garment do not cost much in themselves, but they are sometimes an important adjunct in the selling at retail of the goods. We notice, among other things, the finish they have given to the inside pocket of their coats, which, not only is very artistic to look at, and takes the eye of the purchaser, but it is a very great advantage to the garment in keeping the pocket from sagging and getting out of shape.

EVERYONE CARRIES A PENCIL.

So H. Shorey & Co. think, as they have put in all of their vests for spring, 1897, a small pocket just large enough for that indispensable article. It is the small conveniences and comforts that make this life worth living.

SPRING STYLES.

Coats having five pockets with flaps, inside pocket faced with goods to match the coat. Lining left open at the bottom, so that wadding and fluff will not accumulate. Lined with wool Italian cloth plain, to match the shade of the garment.

Vests with two side, watch, pencil and inside pockets. Lined with Robert Pullar's embossed Scotch sateen.

Pants with two side and hip pockets, with trimming to match exactly in shade the other garments, is the way in which H. Shorey & Co. describe their medium to best lines in suits for spring, 1898. They say that it costs no more to trim their goods with good taste than not to, and that it pays to use the brains that you have been endowed with in any business, and we believe it.

In W. R. Brock & Co.'s woollen department can be seen a large range of overcoatings, including the newest weaves in montagnacs, whitneys, llamas, meltons, beavers, whipcords, etc. A glance through this stock will well repay merchant tailors.

LONDON TAILORS HIT HARD.

London tailors have been hit hard by the Dingley tariff. Travelers find that the hundred-dollar limit which is the value of a person's outfit admitted free at New York and other ports leaves room only for two cheap suits. Many orders have been counter-

THE STANDARD SHIRT CO.

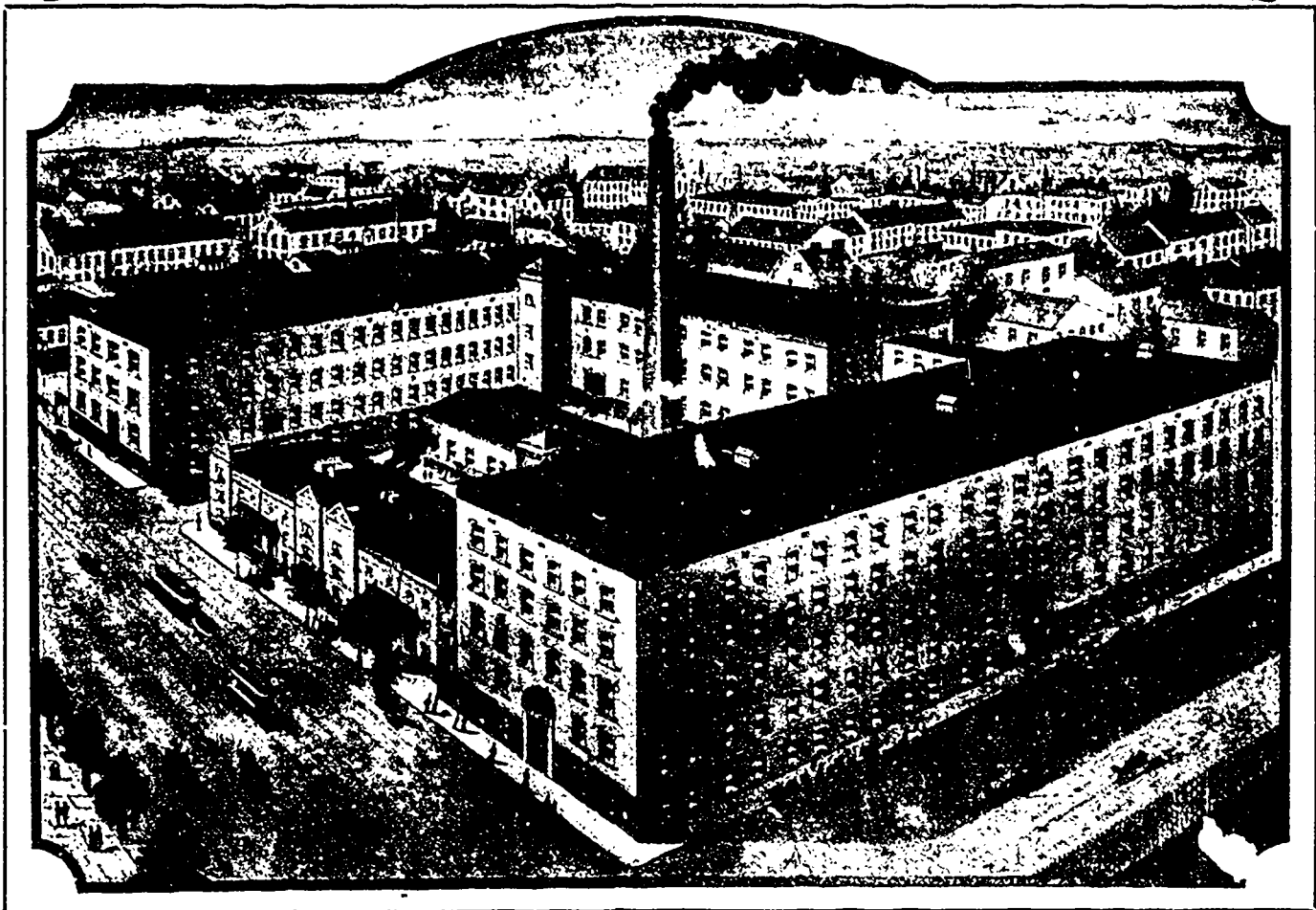
...MONTREAL...

Limited

Montreal Sample Room—
17 De Brosolles Street.
Toronto Sample Room—
31 Molinda Street.



FACTORY—
Delorimier Avenue and
Logan Street.



We are showing for Spring, 1898, three lines Gents' Collars, all of which we keep in stock in all sizes :

- “ JUBILEE ”
- “ IMPERIAL ”
- “ UNITED EMPIRE ”

All Leading Shapes in each Brand.

These goods are manufactured on a large scale, which the consumer gets the benefit of. Every retailer will require these lines and can get them through any wholesale dry goods house

manded since the new tariff came into operation, and the tailors are in despair at the loss of so much American trade. Some big houses have been accustomed in the past to send travelers with samples to take orders in America, but this business has now been killed.

It is the smaller London tailors who utter complaints about the Dingley tariff, and who are devising all sorts of schemes to evade the provisions.

Every American going back with light baggage is being implored to carry clothes for friends to the hundred-dollar limit. One guest at the Hotel Cecil has distributed in this way about \$500 worth of clothes among half a dozen friends. Another scheme is to bring in enough cloth for a suit in the guise of a traveling rug. The London Tailors' Association will debate the Dingley bill at their next meeting.

Some Americans, before leaving, are giving away clothes bought early in the season. Enquiries are being made on every hand as to the enforcement of the Dingley law, ladies being especially interested about gloves.

SEND FOR SAMPLES.

Desiring to interest the trade in their large range of new bicycle suits for next spring—all waterproofed goods—Chalcraft, Simpson & Co. will send samples of the cloth for testing purposes.

GOOD TRADE.

Chalcraft, Simpson & Co. report the future prospects of trade as excellent. At present trade is satisfactorily active, and the travelers, who have only been out a short time, find people buying better, and a good demand is evident.

On W. R. Brock & Co.'s first floor can be seen an extensive range of Australian and swansdown flannels. These goods are attracting particular attention owing to their being extremely handsome in design, and can be retailed at a popular price.

THE CLOAK TRADE.

The Empire Cloak Co., 25 Front street east, Toronto, are now pushing a line of cloaks, of which the accompanying cut is an illustration. This cloak, and one similar to it, is being made up in frieze and sells from \$3.50 to \$4.50. The trade are invited to write for samples and particulars.

THE W. R. BROCK CO.

W. R. Brock & Co., of Toronto, are applying for incorporation, as so many of the leading dry goods houses in Canada and elsewhere have done as a more convenient way of carrying on business. The purpose for which incorporation is sought is to take over the general dry goods business at present carried on by W. R. Brock & Co. The proposed amount of capital stock of the company is \$1,000,000, divided into 10,000 shares of \$100 each. The names and callings of the applicants

are: William Rees Brock, Toronto, merchant; Thomas John Jermyn, Toronto, merchant; Benjamin Barton Cronyn, Toronto, merchant; William Llewellyn Brock, Toronto, merchant, and James Alexander Catto, Toronto, accountant; of whom William Rees Brock, Thomas John Jermyn, Benjamin Barton Cronyn and William Llewellyn Brock are to be the first or provisional directors of the company.



Down Comforters

BEAUTIFUL COVERINGS.

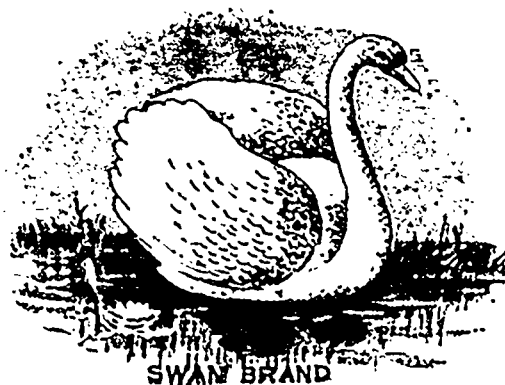
SANITARY BED PILLOWS

Handsome Art Tickings.

White Covered
Chair Seats

Fancy Covered
Chair Seats

Fancy Silk Cushions,
Cosies and
Head Rests
New Shapes.



SWAN BRAND

Solid Comfort
Lounging Pillows
Pretty and Durable.

COTTON QUILTS

BOULTER & STEWART, Selling Agents

White Cushions
Etc.

30 Wellington St. E., Toronto

The Toronto Feather & Down Co. Limited, Toronto

Wm. Simpson, Sons & Co.

PHILADELPHIA, PA.

SOLID BLACK PRINTS

Black and White, Silver Grey.

Woolen Check Prints

WORSTED EFFECT
AND NOVELTIES...

Wm. Simpson & Sons' 3-4 and 7-8 Satines

LANCASHIRE FINE PERCALES
BRADENBURG CLOTH

GOBELIN ART DRAPERY

Berlin Aniline Fast Black
and Colored Satines . . .

All Grades

TAFFETA SILK LINING. SILKALINE.
BERLIN ART SHADES, Etc.

THE CORNWALL MFG. CO.

Cornwall, Ont.

OUR SPECIALTIES

Friezes

Box Cloths

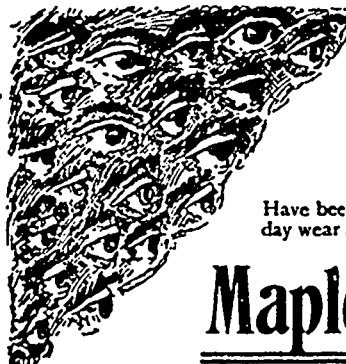
Canadian Homespuns

Extra Super White Blankets

The above lines are all guaranteed to give
thorough satisfaction both to the retailer
and consumer.

GEO. S. PLOW - Agent

Montreal and Toronto



The
Eyes of
Canada's
Best People

Have been watching the effect of every-
day wear and tear on the

Maple Leaf Brand

All-Wool Ingrain

Carpets

TORONTO
CARPET
MANUFACTURING
COMPANY,
TORONTO, CANADA.

And the **Alexandria and
Imperatrix Axminster**

In Mats, Rugs, Squares, Boddies, Borders and Stairs.

Ask
For Them.

And after
years of using **SAY** that they are equal to
the best in the world.

When two articles look
alike, the better is proved by
use.



The best value of a trade
mark is its guarantee of
honesty.



The "Maple Leaf," "Do-
minion" and "Beaver"
Wool Carpets require no
praising to a judge of carpets.

The above cut will be SENT FREE to any of our customers.

IMPORTANT CHANGE IN THE COTTON TRADE.

WHITE AND GREY COTTONS AND MAGOG PRINTS NOW GOING DIRECT TO THE WHOLESALEERS.

WHY D. MORRICE & CO. RESIGNED THE SELLING AGENCY OF THE DOMINION COTTON MILLS CO.—THE COMPANY'S NEW MANAGER.—TALK OF SELLING TO THE RETAILERS DENIED.—WILL THERE BE COMPETITION IN WHITE AND GREY COTTONS?—RUMORS AND OPINIONS IN THE TRADE.

THE most interesting subject in trade circles recently has been the withdrawal of D. Morrice & Co. from the selling agency of the Dominion Cotton Mills Co. On Sept. 21 a circular was sent out to the wholesale houses of Canada doing business with the company, announcing the change and stating that their salesmen were now on the road and would wait on the trade.

WHAT DOES IT MEAN?

Behind this simple announcement there is endless discussion, many rumors, and a good deal of surprise in the trade generally. As far as THE REVIEW is able to ascertain the facts, it seems that the Dominion Company felt that the commission paid to the selling agents was larger than the company itself could sell the goods for. A proposition was made to reduce the amount of the commission, but no arrangement could be come to, and the selling agents resigned. The Dominion Company at once engaged two salesmen, Messrs. Cochran and Hardy, and will engage, it is said, three more. Offices were opened at 316 St. James street, Montreal, and Mr. C. R. Whitehead was appointed general manager to succeed Mr. James Jackson, who resigned. Mr. Leslie Craig, the secretary-treasurer, devotes his time to the financial management, while Mr. Whitehead controls the manufacturing entirely.

NO SELLING DIRECT.

It was rumored in Montreal and elsewhere that the Dominion Cotton Co. proposed to sell direct to the retail trade, but this has since been denied. There appears, if rumors can be relied upon, to have been some discussion on this point before Messrs. Morrice resigned the selling agency. But it was not any difference of opinion as to this policy that led to the change in selling. In fact, positive assurances have been given to the jobbing trade that there will not be any direct dealings with the retail. Certain wholesalers were prepared to unite in not selling Canadian white and grey cottons if the retail trade were dealt with direct. For the present, therefore, there is nothing new in the situation, except that the Dominion Company is selling by its own representatives. The seven mills controlled by the Dominion Cotton Co., are as follows: Hochelega, Magog (where the Canadian prints are made), Coaticook, Brantford, Kingston, Windsor, N.S., Moncton, N.B., and Halifax, N.S., (where prints are also made). When this combination of mills was effected, it was arranged that they should manufacture white and grey cottons and not compete with the mills grouped under the name of the Canadian Colored Cotton Mills Co., the selling agents of which are still D. Morrice & Co.

NO COMPETITION JUST NOW.

The break, therefore, does not necessarily mean competition. At the same time there is always a possibility of this. The mills controlled by the Canadian Cotton Co., the selling agency of which D. Morrice & Co. still retain, are St. Croix (where colored goods are made), Merritton and the Lybster Cotton Co. (making cotton blankets, etc.), the Canada Cotton Co.'s and Stormont Co.'s mills at Cornwall, the Ontario Cotton Co. and Hamilton Cotton Co. (situated at Hamilton), the Dundas Cotton Co. and the Gilson Cotton Co. at Marysville, N.B. (where flannelettes are made). Of the above mills those at Dundas and the Lybster mill at Merritton are closed down under the arrangement with the syndicate. These mills could be used for the making of grey cottons by the addition of bleacheries so that the Canadian Colored Cotton Co. could

easily compete with the other concern in making white and grey cottons if a policy of competition were resolved upon.

THE NEW MANAGER.

Mr. Whitehead, the new manager of the Dominion syndicate of mills, is a young man of 28, but experienced and capable. He still retains the management of the Montmorenci mill. The Montmorenci mill withdrew from the syndicate about two years ago. It has for years been making cottons for the China market and has apparently done well since its withdrawal, as a new addition is being built by it. This mill during the past few years has been selling grey cottons to the Canadian trade as well as to China, and is acknowledged by the trade to make very nice goods. The Chinese trade compels exactness as to weight, etc., so that the Montmorenci cottons are noted as being carefully made. It is also said of this mill that in every detail their business is carefully run; even their bills are carefully made out, so that the appointment of Mr. Whitehead is warranted not only by his experience, but by his record in the mill at Quebec.

WHAT ONLOOKERS SAY.

The above are the bare facts, as far as they can be ascertained when the principal interests concerned make no statement for publication. The public, therefore, are left pretty much to draw their own conclusions. THE REVIEW has heard a great many theories advanced to account for the break between the selling agents and the Dominion Company. It is generally supposed that the severance of relations was not altogether amicable, and that competition between the two syndicates may come sooner or later. For the present, as stated above, all is quiet on the Potomac."

Then, as to the profits enjoyed by the selling agents, an experienced man said to THE REVIEW: "You must remember that if Messrs. Morrice got a profit yearly by means of a commission they also assumed the risk by guaranteeing large accounts and bearing the loss if any accrued. You know that in both the large failures of wholesalers in Toronto in recent years Messrs. Morrice sustained the loss; the mills lost nothing."

"But that argument does not apply in this case," declared a bystander who overheard this remark; "it is understood that D. Morrice & Co did not guarantee the account for the Dominion Company, but received 2 per cent. commission. The accounts of the Colored Company were guaranteed and the commission therefore was higher, being 3 per cent."

Another point of far more general importance is that of selling direct to the retail. On this matter THE REVIEW has heard many opinions. One gentleman said: "I have no doubt that there are two sides to this question. The mills could not possibly distribute as cheaply all round as the jobbers can. The latter send their travelers into the back townships and are content to sell cotton in small quantities, because they are handling other lines. Canadian cottons, many lines of them anyway, are not sold in the large centres at all. They are specially manufactured for country trade. Take lines like colored shirtings, denims, cottonades, etc.: these are exchanged for the butter, eggs or poultry of the farmer, so that the manufacturer could not pay the cost of direct distribution for such goods. I have, of course, heard the rumors that the mills would go direct to the retail trade, but from the assurances given by the mills, evidently there is nothing in it. Will they do so later? Well, it is hard to read the future, but it seems to me

Collars, Cuffs and **Shirt Bosoms**

.. Waterproof ..



**"LINEN"
"INTERLINED"
"RUBBERINE"
"VULCANITE"
"CAMBRIC"**

Only the best materials used in their manufacture.
Up to date in every respect and guaranteed superior to any produced.

The A. B. MITCHELL CO.

16 SHEPPARD STREET

Agent:
Duncan Bell, Montreal,

TORONTO

Wreyford & Co.

MNFRS' AGENTS

McKinnon
Building

TORONTO

Merchants invited to call if in city, or make appointment for visit on our next journey.

Sole Agents in Canada for following English Manufacturers:

YOUNG & ROCHESTER

Shirts, Collars, Neckwear, Dressing Gowns, etc.

TRESS & CO.

High-Class Hats and Caps.

HITCHCOCK, BIGGS & WILLETT

WOOLENS

Exclusive designs.

West End Styles. City Prices



Comfortable Looking

AT THE START OF
THE SEASON . . .

This is the way the business man feels who has transformed his stock of off-color and unsaleable goods into new stuffs.

We are the people who do this business for the merchants of Canada. The best methods of dyeing are known to us. The newest machinery constitute our plant. A score of years of experience in the work fits us for doing good work.

Dead stock need not be known to any dry goods merchant who will make use of our methods. **Consult us.**

R. PARKER & CO.

Head Office and Works,
787-791 Yonge St., TORONTO

Merchant Dyers

THE -- DRY -- GOODS -- REVIEW

that, as there are ways now by which a large retail store by placing an immense order can buy direct, it is probable that in time a certain fixed quantity will be considered a wholesale order and sold accordingly. But there are so few firms in Canada which could place such an order, I do not expect, as long as I continue in business, to see such a system in common use."

"Depend upon it," said another merchant, "this change will lead to others. Though the two syndicates do not compete now, the fact that their interests are separate may lead to competition. Where competition exists there is more or less uncertainty in prices. For instance, there is the recent cut of ¼c. peryard in one line of flannel-ettes made by the Canadian Colored Cotton Co. While this does not directly affect the Parks flannelettes, it is done because of their being in the market. Meantime, I do not see how the mills could afford to court a breach with the jobbers. The latter can handle the large lots left over at the end of the season as the retailers could not do, so I do not expect any speedy change."

THE MORAL OF THE SITUATION.

THE REVIEW is inclined to think, after hearing all sorts of opinions, that the break between the Dominion Company and the selling agents is indirectly, but inevitably, the result of the old flannelette strife of last year. This produced friction and disagreement, and the policy of the Canadian Colored Cotton Co. being evidently to squeeze the Parks Co. of St. John out of the market, roused a feeling not easily quelled. The feeling has developed into a thorough discontent with the former arrangements. A policy that upset trade and flooded the market with flannelettes at less than cost was neither wise nor fair. Other elements contributed to raise discussion, and now we have the first step in what may eventually result in a complete reorganization of the cotton trade. THE REVIEW has much more to say on this subject, but contents itself at present with remarking that the interests of the retail and wholesale trade of this country must be protected by a wise and careful policy on the part of the manufacturing industries. If episodes like the flannelette war and the hideous farce of the unequal duties on cottons and shirts continue to be repeated, an upheaval cannot long be staved off.

THE CANADIAN PRINT SITUATION.

The sale of Magog prints is not affected by the change in selling agents. The old arrangement has been renewed between the mills and wholesale trade, and the jobbers have again acceded to the demand of the mills, which is: "We will continue to sell these goods only after receiving satisfactory assurances that the purchasers of the same will not sell, nor offer to sell, the goods, either directly or indirectly, at less than the regular price." The wholesale trade, therefore, cannot honorably offer these goods at less than the regular mill prices. The chief advantage to retailers seems to be that the big city stores cannot get these goods less than the country trade. The spring prices are as follows:

MAGOG PRINTS.

H. Cloth	4 ¾ c.	C.C. Crinkles.....	8 ¾
No. 1.....	6	Striped Leno	11
No. 1 Aniline	6 ½	Sateen, 28-in	10 ¾
No. P.C.	6 ½	Welt Cords, 30-in.....	10 ¾
No. 2.....	7 ½	Hennetta, 30-in.....	10 ¾
No. 2 Aniline Pomps and Em-		Coburg Twill	12 ½
bossed.....	8	Lappet Weaves	15
No. 3.....	9	Jacquard Sateen, Brocades ..	15
No. C.....	9 ½	Summer Suitings, Salisbury ..	8
No. C Aniline and Embossed ..	10	M.C. Cloth.....	10
No. H.H.H. Heavy.....	8	38-in Skirting	11 ½
No. 1 Indigo.....	6 ½	Ladas Tweeds	10
No. S.C. Indigo.....	8	Extra Heavy Moles	10
No. D.C. Indigo.....	10	N.X.K. Skirting	10
No. H.H.H. Indigo, Heavy	10	Wrapperettes, H.T.N.....	10 ¾
No. G.C. Indigo.....	12 ¾		
Light and Dark Challies.....	5	Sleeve Linings—	
26-in. Muslin, Corded	5 ¾	No. 11	7 ¾
30-in. Muslin	8	No. 22.....	8 ½
A. Duck	8	No. 22 X	9
A.A. Duck, Indigo	9 ½	No. 22 Embossed	10 ½
C. Duck, Indigo	11	No. 33.....	10 ¾
Pique	8 ½	No. 44.....	12 ¾
Pique Aniline.....	9 ¾	No. O.C.....	12
Striped Satin Muslin.....	8	No. O.C., Embossed	13 ¾

HATS, CAPS AND FURS.

THE travelers for A. A. Allan & Co. are out with samples of spring hats and caps.

There seems to be a good demand for hats of a staple style, and the public seem to be getting over their fads for pronounced shapes, and to be looking for something sensible. The future of a good roll curl hat seems to be good.

The hat trade should induce their customers to take, if possible, a hat of a good staple style. This means usually headgear of a nice gentlemanly fashion, which is a safe investment for the merchant. If he goes in for all the new fads which American makers seek to crowd into the market, the chances are that he is left with broken lines and a lot of stuff on hand which must be cleared out at a sacrifice. The dealer also should, with brighter times ahead, push good stuff. It does not take longer to sell a \$2.50 hat than one at \$1.50, and the customer getting more satisfaction is apt to come back in good humor.

In furs, A. A. Allan & Co. report increased demand for better goods. The trash that has often in the past been shown by the merchant does not help the reputation of his store, so that now—when the days of depression for Canada are over—people want better goods. Furs are more and more becoming a matter of adornment rather than a necessity. This has led to the working out of catchy ideas which are being devised with fine effect. Trade up to date has been good, and the outlook is for a clearing business.

As to prices, no great change is expected this season. The fair at Nijni, Russia, is just over and persian lamb has again advanced there. The prices paid for this fur are understood to be higher than ever before. Astrakans, which were regarded as not likely to go higher, actually increased 15 per cent. at the recent sale. Mr. Allan informs us that this European advance will not increase prices of persian lamb this season.

ENLARGING THEIR STORE.

Geddes Bros., says The Samia Observer, enter upon their second year of business in Sarnia. Success and prosperity have attended their efforts during the past year. In a few days the Messrs. Geddes will invite the public to attend the opening of an almost entirely new store, as the building operations now in progress at their establishment are about completed. The new annex will give the firm an additional selling space equal in size to their former store. Mr. J. Ross Geddes is the guiding hand of the Sarnia branch of the Messrs. Geddes Bros.' establishment.

WANTS CANADIAN TRADE.

One of the largest British manufacturers of cotton yarns has written to a Canadian friend of THE REVIEW enquiring about the possibilities of trade in Canada. The letter states that a fair trade has been done with the States, but the business methods and security of conditions in Canada are deemed better, and in consequence "we are anxious to open up with Canada."

J. H. Parkhill, of 72 Arcade, Yonge street, Toronto, is now taking sorting orders in down quilts and cushions. He also shows sample and colorings of the special job quilt advertised on page 47.

Blouse Waists

**We are in it
for 1898**

Range larger and more
replete with novelties
than ever before, and

Why?



Latest Style White Collar, and Newest Cut
in Sleeves. TO RETAIL 75cts.

Because

we have completed
arrangements to repre-
sent what is without
doubt the largest maker
of these goods in the
United States.

Our waist to retail at 75cts. is made of light weight **American Percals** in latest Organdie designs, and comprises our 25 patterns, each shown in all the newest colorings. For a leader this cannot fail to LEAD.

American blouses lead in all our large cities, and buyers will consult their own interest by comparing our values before completing their arrangements.



TO RETAIL \$1.00.

P.S.—Do not forget that
the recent change in
TARIFF makes the
prices of American
waists more interest-
ing than ever.



TO RETAIL \$1.50.

BOULTER & STEWART
TORONTO

MILLINERY.

S. F. MCKINNON & CO. are full of hope with regard to their business and trade in general. In speaking of the September trade, they said that their sales for the month were fully 25 per cent. in advance of the corresponding month of last year, and from present indications they are led to believe that just as satisfactory results will follow their October trade. In giving, as their opinion, the reasons for such an encouraging state of affairs, they claim that it is largely due to the abundant harvest, which has been reaped and secured generally in good condition, with the prospect of good prices being realized. If, as is claimed by those in a position to report correctly on such matters, the average farmer will realize two dollars as against one for the past few years for the products of his farm, it is not to be wondered at that a general increasing confidence is being established in business circles and a big revival in trade experienced.

This firm, however, take part of the credit to themselves for the large increase in their trade this fall, claiming that they have had the correct goods in each department, a fact recognized by the best buyers from far and near, and further say that, with a view to the October and November sorting trade, after a two weeks' visit from their resident European buyer, he sailed again for Europe, and his purchases are just beginning to arrive and will continue coming to hand throughout the season. As their special hat buyer visits New York almost weekly, nothing of an up-to-date character will be omitted in this department.

Speaking along the line of hat adornments, this firm say that birds, wings, coque feathers, pheasant feathers, gull and heron effects, Paradise plumes, heron plumes, parrots', osprey, ostrich mounts, tips and feathers will all be largely employed in the garniture of October and November millinery, and also confirm what they have previously said with regard to ribbons, silk velvets, velveteens and velvettas being in high favor as combination trimmings and that they will gain in popularity with the trade as the season advances, and as a parting word said: "We are prepared to meet a heavy trade in all these popular lines."

THE JOHN D. IVEY CO., LIMITED.

The John D. Ivey Co., Limited, report the most successful millinery season they have ever had, the sales thus far being largely in excess of any former year.

The demand for felt walking hats and sallows has been, and is, very large. These goods are most appropriate for the early fall trade, but now, as the season advances, something more dressy is required, and millinery hats proper are the correct thing. This being decidedly a velvet and ostrich feather season, the large picture hats are in vogue. The most elegant of these is the "Gainsboro'", the brim of sequin net, with velvet points, underlined with black chiffon shirred in groups of tucks, the crown of shirred velvet, and trimmed with six large tips and steel ornaments. The "Puritan" is another exceedingly stylish hat. This also is made of velvet; the shape is very new, the brim being cut into the crown in front, the left side rolled a la Gainsboro', the right side being perfectly flat, covered plain with velvet; a thick roll of tucked chiffon finishes the edge of brim, trimmed with high standing accordion pleated silk and ostrich feathers.

For smaller designs the round hat is used by the swell trade in New York; it is just the turban of last season on a larger scale, and is generally made with a full soft crown of velvet. The combination of colors is not so varied, but is certainly much more effective, such as hunter's green and turquoise, violet and jockey club, lavender and cerise, olive and pink. Any of these combinations, with a touch of white chiffon, give a very distinguishing effect.

Osprey of all sorts is much in vogue, but the newest pattern is

about ten inches long and slightly curled. This curved over long plumes makes a handsome trimming.

Unmounted velvet roses placed snugly under the brim at the side or back have a very good effect. There is no need to emphasize the fact that velvet is "the" material for this season. It is employed in various ways: as plain covering, shirring, pleating, and is combined with chiffons, ribbons, sequin and jet embroideries, and mirror velvet makes up very daintily.

Wings and birds are used in great numbers, notwithstanding all that has been said against them. Several pairs of wings, bunched together, make a hat quite chic. Parrots of all colors and grey and white birds are the most popular. Ribbons are good; moire, plain taffeta and plaids are the most in demand.

SPECIALTIES IN TRIMMINGS.

Last season the D. McCall Co., Limited, acquired a name for themselves in chiffons. This season they will be even better prepared to meet the requirements of the trade in this popular class of goods. They have a full range in plain and fancy on hand and are advised of further shipments on the way. Their "Brilliant" brand has created quite a furore in the trade. Send for samples.

The D. McCall Co., Limited, write to say that their "Leader," No. 380, double satin ribbon in colors is having a tremendous sale. All orders despatched with promptitude.

We are advised by the D. McCall Co., Limited, that they have a complete assortment in dress trimmings, jets and braids.

The D. McCall Co., Limited, are in receipt of invoice of the arrival of a shipment of accordion pleatings, 4 to 6 inches, in blacks and colors, for which there is such demand. These goods will be passed into stock at once. The trade will have their orders despatched without delay.

We learn the demand for feather boas and tufts is exceptionally good. The D. McCall Co., Limited, have a very choice range in coque and ostrich.

The D. McCall Co., Limited, say they have received another shipment of new flowers and rosettes, for evening wear. They will have no difficulty in meeting the increasing demand for these goods.

A very popular novelty in the adornment of the hat this season is the grey sea gull. The D. McCall Co., Limited, have a good supply on hand. These goods are very correct and exceedingly scarce. They also advise that they have a large assortment of natural black and colored birds.

The patent coiffeur comb, described in our last issue, for which Kyle, Cheesbrough & Co. are sole agents, has had such a tremendous run that the firm have been compelled to cable a repeat order. This is on its way out, and within a few days all orders will be filled.

The Gault Bros. Co., Limited, are showing some cape velveteen, 32 in. cloth, suitable for capes, collarettes, etc.

Lonsdale, Reid & Co. are calling for tenders for the balance of their stock, amounting to \$27,000.

The Gault Bros. Co., Limited, have some special drives in black broche silks and in black striped crepons.

The Gault Bros. Co., Limited, have a full range of green mixtures in medium and high-class dress stuffs, including shot effects, etc.

John Macdonald & Co report a particularly heavy rush for flannelettes. The principal feature in this department just now is a line of tray cloths, doylies and sideboard covers, hem-stitched and knotted fringed, comprising all sizes. These are very pretty, and have been attractive enough to cause a repeat order. A line of wool finished henrietta cloth, one of the latest ideas, is having a big run just now.

WHOLESALE MILLINERY...

Completeness
Itself....

Such is the state of the assortment of our stock in

EACH DEPARTMENT

and we are determined to keep it so throughout the season.

Our Buyer is now in the European Markets picking up the Latest Novelties as produced, of which we expect a shipment in a few days.

Letter Orders always receive prompt and careful attention.

The **D. McCALL COMPANY, Limited**
TORONTO.

THE JUBILEE

is past and gone, but those who buy from us are jubilant the year round.

THE SECRET of success is to have the right goods, at the right time, and at the right price.

Our travellers are now showing well selected and carefully bought lines suitable for the fall season.

Our aim in soliciting trial orders is to increase the number of our regular customers.

We want business friends who write us as follows: "Your goods opened out to advantage. Please duplicate ranges A and B. Will order more next time your traveller calls."

It is our Wish and our Interest to please you.

P. GARNEAU, SONS & Co.

Wholesale Importers of Foreign Dry Goods and
Dealers in Canadian Staples.

Quebec

NOTES OF THE TRADE.

JOHAN MACDONALD & CO. have received some lines of manufacturers' over-makes, and included in these are top shirts, in gray, fancy, and blue; all grades of underwear in ribbed, plain, and fancy stripe, and kid and mocho gloves. They also report, as a feature, a line of heavy working men's mitts to retail at 25c.

Knox, Morgan & Co., Hamilton, report that their American fleeced underwear has now come to hand, and orders are being filled in rotation.

W. R. Brock & Co. have some lines of flannelettes that are confined to themselves. A special 36-inch, in plain and twilled, is worth the attention of close buyers.

Knox, Morgan & Co. have new importations of velveteens, black and colored, all prices and shades.

Knox, Morgan & Co. report a splendid lot of the very latest designs in valenciennes laces just to hand.

W. R. Brock & Co. are showing a nice range of golden draperies, which are much used for cushions and fancy work as well as for drapery purposes.

James Johnston & Co. have received a new line of shot glace silks in all the new combinations. This firm report a large demand for black and colored silk velvets, in which they hold special values.

In W. R. Brock & Co.'s linen department can be seen some seconds in bleached damasks, piece goods. These are worthy the notice of merchants aspiring to do a trade in fine linens.

A price list of new glove and ribbon cabinets can be obtained from John Macdonald & Co. on application.

James Johnston & Co. invite special attention to their line of hose, both in cashmere and wool, plain and ribbed. The range is complete and the value unexcelled. Also in cashmere gloves,

besides the regular range, there are many lines of novelties in colored and fancy points, calculated to brighten up the retailers' ordinary assortment.

W. R. Brock & Co. are showing some special values and trade-winners in umbrellas, to retail at up-to-date prices, 50, 75c. and \$1; also good value all along the line up to \$7 each.

James Johnston & Co. find an active demand for braid trimmings; also tinsel effects. Narrow black velvet ribbons are also a fashionable garniture, but all braid effects are now being largely used for trimming purposes.

"Bonanza" is the name of a line of heavy lined mitts that W. R. Brock & Co. are offering at a price which enables them to be retailed at 25c. per pair. Send for five or ten dozen as a sample lot.

Representatives of the Gault Bros. Co., Limited, will shortly be on the road with a new range of costume cloths in plum and fancy tweed effects, mixture twills and vinettes for spring. This assortment contains some very new ideas.

Wyld, Grasett & Darling say that grey flannels are selling freely, and great activity has been experienced in all varieties of flannelettes. In factory goods this firm has good values in etofe and tweed pants. Union and fine all-wool and grey blankets are in good demand just now.

In mantle cloths, the Gault Bros. Co., Limited, are prepared to offer curls, two-tone effects, curled serges, stockinette curls, mantle beavers in self-color and mixture shades, golf and ulstering cloths and ladies' friezes.

S. Greenshields, Son & Co. report a complete stock of silver-plated novelties and fancy metal goods, etc., for the holiday trade. They have issued a special catalogue, containing a complete description of these goods, and are prepared to supply them as required.

SORTING SEASON...

We have here everything for the milliner. Stocks are kept well up during the sorting season, shipments coming to hand weekly. Let us know your wants by mail, and see how promptly and correctly we can fill your orders.

THE **JOHN D. IVEY CO.** LIMITED

TORONTO

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your NEW 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your NEW 'GLOVE-FITTING'. I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

S. F. McKinnon & Co.

SO far for the season business has been most satisfactory, our sales for the past month being fully 25 per cent. in advance of the corresponding month of last year.

We have also made provision for a big October and November assorting trade in all departments, but especially do we desire to bring before the trade a fact which is well established with regard to the favor in which Silk Velvets and Velveteens are held at present, and likely to further develop in popularity as the season advances; and further desire to bring before the trade another fact, that in these lines we have a large stock in unsurpassed brands and values, which also offers the extra advantage of containing all the newest and most popular shades. When you require Black or Colored Silk Velvets, Velveteens or Velvettas, send direct to us for samples; you cannot do better.

Prompt and careful attention to all mail and sample orders.

Yours truly,

S. F. McKinnon & Co.

61 BAY STREET,

TORONTO

OFFICES:

35 Milk St., London, England.

16 Glenora Building, 1884 Notre Dame St., Montreal.

The Celebrated, Best Fitting, Fine Finished

GERMAN MADE

White Shirts

Collars and Cuffs

All bear this Trade Mark



Registered Trade Mark.

HAVE YOU THEM IN STOCK ?

Your wholesale house has them.
Made by . . .

WOLFF & GLASERFELD

Sole Agent for Canada:

M. Markus, Montreal

30 HOSPITAL ST.

KID GLOVE NOTES.

PEWNY & CO.'S AGENCY.

Messrs. E. Pewny & Co. have appointed S. Greenshields, Son & Co. their sole agents for Canada. For some years past Pewny & Co. have had a Canadian branch and have supplied the retail trade direct, but, after considering the matter, the management decided they could give their customers greater attention by dealing with them through a large wholesale concern—such as the Greenshields firm—whose travelers are frequent visitors in all parts of the country.

Messrs. Pewny & Co. intend devoting special attention to the manufacture of goods likely to suit the Canadian market, and as Mr. R. Patton, formerly manager of Pewny's agency, who has many friends among the retail trade, has charge of this department with S. Greenshields, Son & Co., the trade may look for the same prompt and courteous attention in the future that they have enjoyed in the past.

Ladies are all calling out for kid gloves with fancy-stitched backs with large pearl buttons. In both London and Paris these gloves are almost the only ones worn now. We understand Caldecott, Burton & Spence carry a fine range of these goods, to retail at \$1 to \$1.25 per pair, and they report great sales.

YUKON.

Merchants can secure gold right at home and not endure the hardships and privations of a trip to the Klondike. W. R. Brock

& Co. have purchased for cash 400 dozen of a line of ladies' ribbed vest called Yukon. They are offering them fully 25 per cent. below good value prices. Having cleared the surplus stock of one of the leading manufacturers, they got "a snap." Keen buyers can make gold out of the Yukon, as it can be retailed at a popular and attractive price.

EIDERDOWNS AT A DISCOUNT.

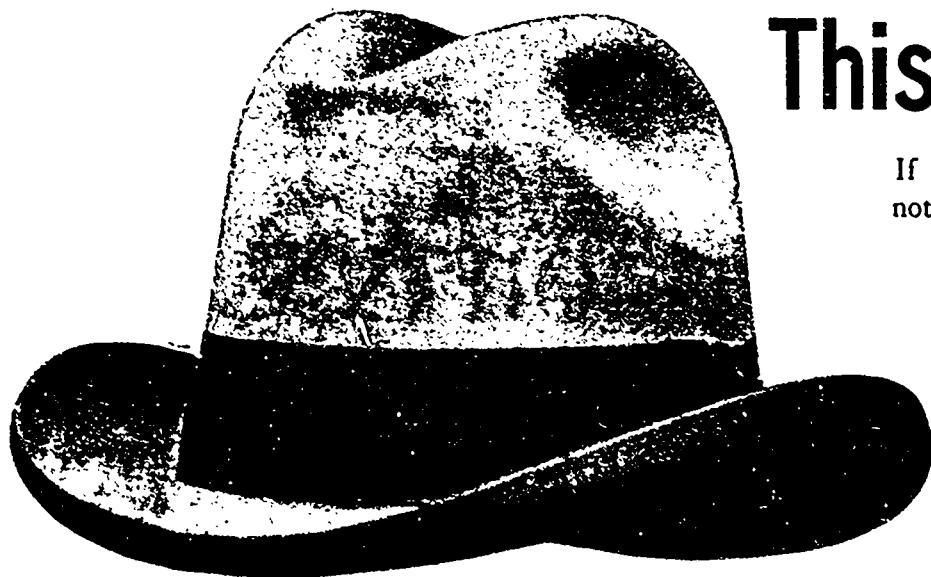
On another page the Alaska Feather & Down Co., of Montreal, offer to enterprising buyers a unique opportunity of making a run on down comforters. Sooner than carry over a line of sateens, which arrived too late for this year's regular trade, they offer it, made up in Alaska down quilts, at a discount amounting to about 30 per cent. Buyers who inquire about this line would oblige by mentioning THE DRY GOODS REVIEW.

TIP-TOP.

This is the judgment that experts render upon evidence visible to the most critical when inspecting W. R. Brock & Co.'s small-ware department. All the supplies that a dry goods merchant, dressmaker or tailor wants can be had in this section of W. R. Brock & Co.'s warehouse.

BRACE UP AGAIN.

Again W. R. Brock & Co. call attention to their popular and good value line of braces which contains some job clearing lots in fancy and heavy web lines, to retail at the rapid selling price of 25c. per pair.



This is it!

If you have not got it, you have not got the

LATEST

Dominion Hat Co.

Esplanade West, TORONTO

Manufacturers of

FINE WOOL AND FUR HATS

Send for Samples

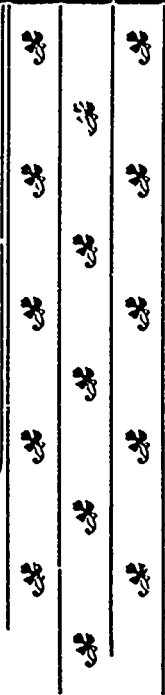


15-


HOLIDAY NECKTIES



Nothing but Neckties
Everything in Neckties



Neckties with appropriate Holiday Mottoes beautifully woven in the silk are the correct novelty for the coming Christmas season. These in large variety, together with an enormous range of fresh designs in holiday tints, are now being shown by the travellers of



E. & S. CURRIE

32 Wellington Street West * TORONTO

NEW GOODS IN THE MARKET.

PARTICULAR attention is called by the Gault Bros. Co. to the following special lines that they are handling: Martin's fine dress worsteds, the celebrated "K" trouserings, fancy knitted vestings, and their range of serges, including the Belwarp serge; also Blake, Bisley, Queen's Prize and Victory serges.

S. Greenshields, Son & Co. have a complete stock of colored henriettas in all shades, and velveteens and broche silks in evening shades.

Caldecott, Burton & Spence say that the new back, called "Moscovite fleeced lined back henriettas" are having a great call. They are soft in make, and warm and comfortable for the cold weather now rapidly coming on. Caldecott, Burton & Spence have a fine selection of these desirable goods.

The demand for down comforters is steadily on the increase. Nothing can stay it when the merits of this article of bed covering are fully known. The Toronto Feather and Down Co., Limited, are to the front with a magnificent display of silk and sateen coverings suitable for these goods.

Grey lamb and electric seal capes and jackets are having a very large sale this season, so report James Coristine & Co., whose values and styles in these goods are exceptionally fine.

The Alaska Feather & Down Co. are manufacturing a sanitary bed pad which should be extremely useful for infants and invalids who are troubled with certain forms of disease. The pad consists of an interwoven hair mattress, through which moisture will soak, placed in a rubber receptacle. It is soft and does not cause the patient any discomfort, while it keeps the bedding perfectly dry.

W. R. Brock & Co. are showing the latest novelties in pearl, horn, ivory and metal mantle buttons.

Baker & Brown, of Montreal, agents for A. B. Heine & Co., of St. Gall, Switzerland, are showing a splendid range of Swiss

curtains, pillow shams and bed spreads. This is the proper time to order these goods for spring, and Baker & Brown will be pleased to submit samples to the trade.

Kyle, Cheesbrough & Co. are offering novelties in cream and black chantilly laces, silk patent laces and butter vals. for the holiday trade.

CARPETS AND CURTAINS.

John Macdonald & Co. have a much heavier stock of carpets and curtains this fall, and they report that they were warranted in importing more freely than usual, for sales have been exceedingly large. The latest arrivals show a nice range of Swiss muslins for short blinds, while lines of tapestry, covers and coverings are also in evidence.

CHRISTMAS TRADE.

Now is the time to think of and provide for Christmas trade. James Johnston & Co. are showing special lines in gentlemen's ties, mufflers, hemstitched silk and linen handkerchiefs, also ladies' embroidered silk and hemstitched lawn and linen handkerchiefs, Marguente frillings and collarettes, all suitable for Christmas business.

LADIES' RIBBED DRAWERS.

W. R. Brock & Co. keep a large line of these goods, which are becoming more popular every season. They recently purchased for cash a manufacturer's overplus, and can give some extra special quotations to keen buyers.

A SNAP.

W. R. Brock & Co.'s stock of ladies', gents' and children's lined kid mitts and gloves is large and well chosen. One of their leaders is a child's lined kid mitt, to retail at 25 cents, called "Psnap."

Manufacturer's Agents Wanted.

In view of the constant inquiries from manufacturers and merchants for names of good representatives in leading centres in Canada we are preparing a typewritten list of all the firms open for agencies.

This will be held at our offices for use of such inquirers.

It is important that the list be as complete as possible, and we will be glad to include everyone interested.

There will of course be no charge.

The following information is necessary:

- Name.
- Address.
- List of agencies now held.
- References.

Address replies to . . .

THE DRY GOODS REVIEW - Montreal or Toronto.



A USEFUL FIXTURE

The accompanying cut shows a most desirable Store or Window Fixture suitable for all classes of business, especially for Gloves, Ties, Lace Goods, Ribbons and Handkerchiefs. Is equally serviceable for Counter or Window.

Description: Upright, 30 in. high; 3 adjustable sockets, 4 arms in each socket; arms 12 in. long; polished and nickel plated or finished in brass. Price \$2.50 each. Sent to any address per express on receipt of price.

THE TORONTO BRASS CO.

88 York St. Limited

TORONTO, ONT.

Makers of all kinds of Store and Window Fixtures and Interior Metal Work. . . .

Klondike Blankets.

TO THE TRADE:

We have just closed a deal with a house for over 300 pair of our "celebrated all wool" Grey Blankets in the 7-lb. weight for the west.

Have left 150 pair 6's, 200 pair 8's, and 20 pair 9's. We offer these in quantity or in small lots to suit purchasers. Can furnish 100 pair 7's in course of a month.

Write for quotations and samples.

Jno. Benner & Son

Owen Sound, Sept. 27th, '97.

A. A. Allan & Co.

Ladies' and Gent's **Fine Furs**

EXCLUSIVE NOVELTIES

Jackets	Electric Seal
Capes	Grey Lamb
Neckwear	Persian Lamb
Fancy Ruffle Muffs	Mink
	Stone Marten
	Russia Sable

To complete a line of Furs made in

ATTRACTIVE AND NOVEL STYLES

Every Buyer should inspect our lines. We carry a full assortment of everything required by the Fur-Buying Community.

Hat Department

English and American. Styles the choicest.

CLOTH CAP DEPARTMENT. Our own manufacture. Quality and value unsurpassed.

A. A. Allan & Co., Wholesale Hatters and Furriers.

LETTER ORDERS
Receive Careful Attention

51 Bay Street, **TORONTO**

Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
and...
Importers of

KID GLOVES

of all Styles
and...
Qualities.

Our travellers are now out with new samples for Spring trade.

LATEST NOVELTIES

from

ENGLAND
FRANCE
GERMANY

ALSO—
Latest American "Creations."

"Can't Slip" Patent Belts

Nobby **NECKWEAR**, fine full-fashioned **UNDERWEAR** and **HOSIERY**, **GOLF** and Bicycle Hose, in plain and fancy tops.

Artistic Designs.

Best Value.

FRENCH Braces
ENGLISH Collars
GERMAN Dress Shirts
AMERICAN Colored Shirts

Rubber Coats, Umbrellas, etc.

GLOVER & BRAIS

Men's Furnishings

...**MONTREAL**

NOTES OF THE TRADE.

THE D. McCALL CO., LIMITED, will receive this week another supply of fancy wings and birds. Their letter order system allows of no delay in the fulfilment of orders.

S. Greenshields, Son & Co. report a largely increased business in all lines, but particularly in men's underwear, sweaters, etc. The demand for these goods is the largest on record.

The D. McCall Co., Limited, are fortunate in having a full range in velvets, velveteens and velvettas, since the demand is so good and increasing daily.

The Gault Bros. Co., Limited, request buyers to keep their smallwares department in mind when placing orders for immediate delivery of fancy boxed handkerchiefs for the Christmas trade. They have a wide range of these goods at low prices. A line of white fancy-embroidered handkerchiefs, of good quality and at a low price, is having a big run.

S. Greenshields, Son & Co. have a complete assortment of men's mufflers in all grades.

The cold weather will increase the demand for tam o'shanter, tuques, hoods, etc. The D. McCall Co., Limited, have a splendid assortment. They say the demand is very good.

S. Greenshields, Son & Co. have a very complete assortment of paramatta and tweed rubber coats in all styles and qualities.

Quite an exodus took place recently from Montreal, when James Coristine & Co., hat, cap and fur manufacturers, sent out eleven of their travelers with sorting and spring samples. This enterprising

firm cover every portion of the Dominion and Newfoundland and report business as steadily increasing.

S. F. McKinnon & Co. make a specialty of up-to-date styles in walking hats and sailors, which always lead, all the latest ideas being a prominent feature of the hat department.

Feather boas and collarettes are now very much in demand, and to meet this requirement of the public Caldecott, Burton & Spence have laid in a fine selection of choice goods in cocue, hackle and ostrich.

S. F. McKinnon & Co. draw attention to their assortment of misses' and children's goods in fancy shapes, tam o'shanter, fancy caps, woolen goods, etc. Proper styles at popular prices.

THE ONLY MANUFACTURERS.

The "Puritas" brand of bed comforter is gaining in popularity every year. It is a wadded quilt, covered in art sateens and muslins, and is considered by close buyers the best value in this line of goods. The Alaska Feather & Down Co., of 290 Guy street, are the sole makers of these goods. Samples and prices on application at 290 Guy street, Montreal.

ORDERING BY MAIL.

With the arrival of the month of October, the mail ordering departments of the various wholesale establishments command more attention. John Macdonald & Co., of Toronto, enjoy the distinction of being the first house in Canada to establish a mail order department. The head of this work represents the interests of the customers, and consequently he endeavors to fill the orders satisfactorily, a condition of affairs that is soon felt among the trade in general.

THE BEST FLEECE-LINED

UNDERWEAR IN THE WORLD

Always Uniform . .

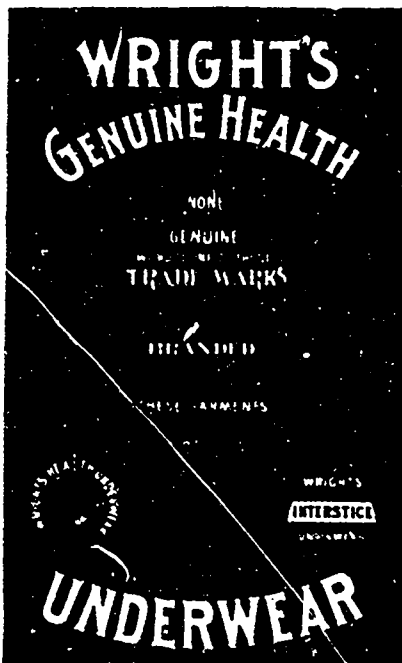
Perfectly Reliable

Will be pleased to send Samples

Sole agents for Canada

Prime & Rankin

50 Bay Street TORONTO



RETURNED
 Nov 10 1917
 J. M. D.

This is a fac-simile of the covers on all boxes containing our goods.



Rug Fringes

Work off your Remnants in Brussels and Tapestry Carpets by using our

DOUBLE-HEADED RUG FRINGE

Colors to match any Carpet. Samples mailed to any address.

Royal Carpet Co.
GUELPH, ONT.

Irving Umbrella Co.

LIMITED

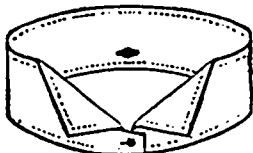
MANUFACTURERS

Parasols Sunshades and . . . Umbrellas

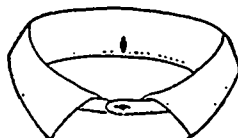
20 FRONT STREET W., TORONTO

RETAIL MERCHANTS throughout the Dominion will consult their own interests as well as the best interests of their customers by dealing exclusively in **CELLULOID Collars, Cuffs and Shirt Bosoms** stamped with our Trade Mark.

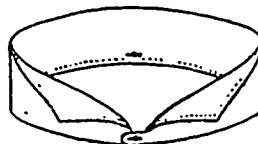
Notice particularly that every piece stamped thus is guaranteed to be manufactured of Genuine Celluloid, and is unequalled in quality, color, style, finish and workmanship.



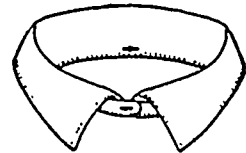
OXFORD—Size 13 3/4 to 17 1/2 in.



HECTOR—Size 12 to 17 1/2 in.



STERLING—Size 13 to 18 in.

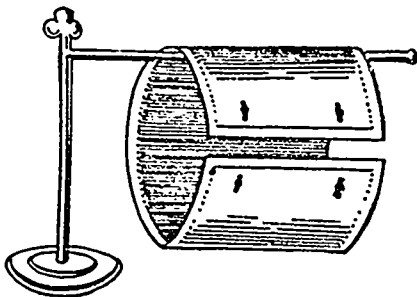


MARQUIS—Size 13 to 17 1/2 in.

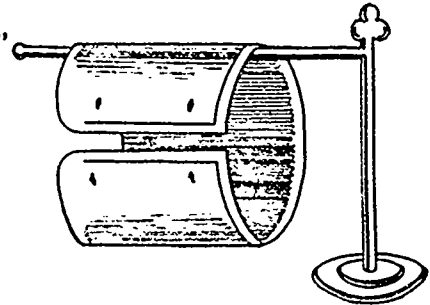
EVERY COLLAR AND CUFF A "SELLER."

Manufactured in three qualities, viz.:

**Linen Interlined Waterproof
Linenized Waterproof
and Waterproof**



GLADSTONE—Size 9 to 11 1/2.



STANLEY—Size 9 to 11 1/2.

SAMPLE BOOKS are in the hands of travellers of all the leading Wholesale Houses of the Dominion. Compare our goods with those of other makers, and educate your customers to ask for our Brands.

SPECIAL STYLES AND SIZES MADE TO ORDER.

Toronto Branch

G. B. FRASER, AGENT
3 Wellington St. E., Toronto, Ont.

MILLER BROS & CO.

MANUFACTURERS,

30-38 Dowd Street, MONTREAL

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal. Mr. Gibson, of course, can't undertake to reply by mail—only through the columns of THE DRY GOODS REVIEW.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.



THE first essential of good advertising is truthfulness. The man who lies in his advertising not only commits a moral wrong, but he makes a mistake that will ruin him if he keeps at it long enough and hard enough.

I know of a very large store in New York which is owned and conducted by a man whose morals are deplorable, according to common report. This man is smart enough to know that to be successful he must conduct his business, which is a retail one, on the lines of the highest rectitude. One of the things he is most particular about is his advertising. No statement ever goes into an ad. of his that is not absolutely true. If he says that a certain line of silks has been marked down from \$2 a yard to \$1, the public can depend on the statement absolutely. The result is that every advertisement of the firm is believed. It is easy to see what a great "pull" a reputation like this gives a business house.

When you once fool a man or a woman (especially a woman, and women are the great retail buyers of goods,) it is difficult to command belief in future advertisements. The advertiser who is in the habit of fooling the community soon finds himself distrusted. And it doesn't need a prophet to foretell that success will never ride on a tandem bicycle with him unless, perhaps, he gets into the green goods business or something similar.

There was a time not long since when most advertisements were generally received with incredulity. "Oh, it's only an advertisement!" was then a common expression, and to some extent this distrust in advertising still exists. But it is gradually passing away under the influence of the truthful advertising, which advertisers are by degrees finding out to be the only kind that pays in the end.

* * *

I am asked to criticise the ad. of J. M. Steel's, Clarksburg, Ont. (Fig. 1).

I don't think much of this style of an advertisement. Of course, it is above the average country paper ad., but it has very serious faults. In the first place, it leaves the impression on the mind that Mr. Steel is afraid to quote the prices on at least half the articles mentioned. Why should not the price of Morton's herrings be quoted as much as the price of Clark's corned beef? The three most important items in the ad., judging by the type, (salt, soda and tea,) certainly ought to have prices quoted for them, unless, perchance, Mr. Steel is sole agent for the three brands mentioned. Even then, prospective purchasers ought to be told how much money the things will cost. Neither are we told, for example, what Ludella tea is like—whether it is a Ceylon, India or a China tea,

or whether it is a package tea or a bulk tea. Another fault of the ad. is the double rules run across both columns. These rules have

Clark's Corned Beef in 2 lb. cans, 25c a can	Morton's, something choice at 25 and 35c.
Morton's fresh herr. in the finest grade	Nothing finer on hand here at 2 for 25c
Golden Fanned Haddies in 2 lb. cans for 25c	Greats had 1 lb. cans marked in 10c to 50. 25c.
Tea, 50c per lb. and the best 100 lb. casks	1.00 per
	Let us custom measure and make shirts from 36 inch neck up

YOU SHOULD

- Try Colman's Dairy Salt for Butter.
- " Dwight's Cow Brand Baking Soda.
- " A pound of Ludella Black Tea.

Cotonoids Laster—A fresh arrival this week in good dark dress patterns, also blue with belt attached.	Castile Soap—the genuine French masticado, now in 5c cellophane.
Washable Binding with pocket buttons of white.	Ornamental soap—Blossom's best.
	Madame Remy's Completion soap. A popular line for every-day market—only 5c. per.

J. M. Steel - Clarksburg.

Fig. 1.

the effect of fencing off the rest of the ad. from the name at the bottom.

Supposing that Mr. Steel's ad. had been written something like this (Fig. 2):

J. M. Steel | *J. M. Steel*

It pays to buy your goods from J. M. Steel

HONEST WEIGHT, HONEST COUNT, HONEST MEASURE, and your money back if everything is not found just as represented. These are some of the many good things you are sure of, at Steel's. But don't take our say so for it. Ask your neighbor. Or better still, come and see for yourself. We ask your special attention this week to

- | | |
|---|---|
| <p>COLEMAN'S DAIRY SALT. The best butter salt we know of. A case a pound more for your butter once in a while will pay for the extra expense of using the best salt many times over. 15 lb. tins, 20c.</p> <p>LUDELLA BLACK TEA. We are the sole agents in Clarksburg for this tea. It is put up in a weight pound package, which preserves the strength and flavor full required for use. A choice blend of Ceylon and India teas that please everyone who likes a good strong tea.</p> <p>DWIGHT'S SODA. The only reliable "Cow" brand. We sell no other soda because we know that Dwight's is the best. Regular size packages 5c.</p> | <p>CLARK'S CORNED BEEF. in 2 lb. cans, 25c a can. You can always depend on Clark's corned meats being good.</p> <p>CASTILE SOAP. The genuine French article, 5c. a cake.</p> <p>GOLDEN FINNAN HADDIES, in 2 lb. cans, 25c for 25c.</p> <p>MEN'S KID GLOVES, washed, in tan only, 50c., 75c., and \$1.00 a pair.</p> <p>HORSE'S OATMEAL SOAP. We recommend it, 10c.</p> |
|---|---|

WE HAVE JUST RECEIVED A SPLENDID LINE OF COTONOID PANTS. THEY ARE IN GOOD DARK, DRESS PATTERNS, WHITE ARE IN READY WITH BIRD ATTACHED.

J. M. STEEL, CLARKSBURG

Fig. 2.

Here is an ad. (Fig. 3) from far-away Victoria, B.C., on which my criticism is desired. The man who wrote this ad. is evidently no

SPRING

HEADQUARTERS

1898

For the Newest Creations and Exclusive Effects in



Japanese Silks

Plaids and Roman Stripes

are among the favored designs for the coming Spring Trade, of which we are showing a full range in various qualities.

Oriental Rugs

This is a NEW DEPARTMENT with us. We show a large variety of special designs and qualities at very moderate prices.



A CORNER IN OUR PIECE SILK FACTORY

J. FRANK RIEPERT

Our representatives are now on their respective routes with a very complete range of samples. Don't fail to see them.

30 Hospital Street, **MONTREAL**

novice in ad. writing. Taking it all round it is a pretty good ad. It would have been an improvement if the ad. had been all about clothing or all about underwear. Either of these subjects are quite

Suitable Clothes

Mean comfort and peace of mind. You can't afford to wear unsuitable clothes. Our stock is full of suitable things in men's, youths' and boys' wearing apparel. Take Serge Suits; like all other clothes, there are good, medium and trash. "Our Kind," the good kind; prices \$6.50, \$8, \$9 and \$10 the suit.

Underwear.

Our underwear department is now complete. Underwear to be comfortable must fit. If your outfitter can't fit you, suppose you try us. We sell good underwear as low as 50 cents a garment. A special line of boys' fleece lined underwear, all sizes, \$1 per suit.

CAMERON

The Cash Clothier, 55 Johnson Street.

Fig. 3.

mediate response. It is definite information about something in particular that attracts attention and brings the business. The item of serge suits mentioned by Mr. Cameron is of sufficient importance of itself for a whole advertisement.

I have taken the liberty of re-writing the ad. as I think it ought to have been written (Fig. 4):

Cameron's Clothing.

Something you can't afford to do.

You can't afford to wear poor clothes. It is a weakness of human nature to judge by appearances. Even a dog will bark and growl at a tramp while he will let a well-dressed man pass by unmolested.

There are two ways of getting good clothes. Go to a first-class make-to-order tailor, let him take his time and charge you what he likes; the other way—the best way—is to come here.

Take our serge suits for example: a make-to-order tailor would probably charge you \$15.00 to \$20.00 for a suit that will fit you no better, look no better, and be no better than one of our \$10.00 suits. Of course we have cheaper serge suits—\$9.00, \$8.00, and down to \$6.50.

EVERYTHING IN BOYS AND MEN'S CLOTHING AND UNDERWEAR.

CAMERON

The Cash Clothier; 55 Johnson St.

VICTORIA, B.C.

Fig. 4.

For the convenience of such of the readers of THE REVIEW as are in the clothing business I herewith offer a few suggestions in clothing-advertising literature.

It pays to wear good clothes. It pays for three reasons: First, you feel yourself to be a better man; secondly, you look to be a better man; and lastly, you *are* a better man. Is this not worth paying a little extra for?

You go to your tailor, you leave him an order, you wait a long time for the clothes and maybe they don't fit when you get 'em.

You come here, the clothes are ready to try on, we fit you in a few minutes and save you one-fourth to one-half the price.

But are the clothes as good? We say they are. If we are wrong we give you your money back. We can't afford to be wrong.

Come and try, anyway.

What proportion of his accounts does the make-to-order tailor fail to collect? Ask him and see if he'll tell you.

But whatever the proportion is, you are taxed your share of it when you buy from him.

But when you buy here you pay for what you get only. **CASH IS YOUR FRIEND.**

Cash is our friend, too, and that's why we stick to it in both buying and selling.

Have you decided yet where you are going to buy your spring suit of clothes?

Come in here, anyway, and see what we have. If we can't fit you at one-fourth to one-half less than your make-to-order tailor has been charging you, we'll tell you.

Another thing we do besides fitting you is to sell you *good* clothes.

Good fit, good clothes, and the low prices that go with cash dealings are a combination hard to beat.

Come and join the combine!

* * *

About the cheapest advertising, and a kind that comes pretty nearly being as good as any, is the putting of circulars or leaflets in parcels going out of the store.

These circulars ought not to be large; 5 inches by 3½ inches is quite large enough for the largest, and most of them can with advantage be smaller.

This form of advertising is good for the special reason that it has the ear, or, rather, the eye, of the buyer at a favorable moment. She has been to your store, she has been favorably impressed, and has made her purchases. At the moment she is feeling well disposed towards you. She reads the little circular, and ten to one it has a more favorable effect on her mind than if she had read the same ad. along with several others in the columns of a newspaper.

My observation leads me to believe that comparatively few retail dealers use this form of advertising to any extent.

Of course, it is not well to put too many of these circulars in one

A JOB IN EIDERDOWNS

A large quantity of downproof quilt coverings has been received from the printers too late for this season's regular business. We have made it up into eiderdown quilts and offer it at clearing prices as below.

The cloth is a choice French sateen, the best quality made, satin finish and absolutely guaranteed not to shed the down.

It was bought for a quilt to sell single size at \$4.50. Our price in case lots of one dozen quilts, size 62x72, is:

\$3.30 each

or in lots of fifty quilts

\$3.15 each

and in lots of a hundred quilts

\$3.00 each.

A complete line of 16 colorings and designs.

THE ALASKA FEATHER & DOWN CO., Limited

290 Guy Street - MONTREAL

RECOGNIZED . . .

THE BEST FINISHED



Kid . . . Gloves

of the day are manufactured by

Emil Pewny & Co.

GRENOBLE, FRANCE.



This celebrated make of Kid Gloves may be found in all the best Retail Houses the world over.

S. GREENSHIELDS, SON & CO.

Sole Agents for Canada

1855-1897

For forty-two years
---since the founding
of the house --- the
name

J. & J. Taylor

has been a synonym
for everything that is
reliable in the line of

**Fire and Burglar
Proof Safes. . . .**

parcel. One, or two, or three small ones at the very most should be the limit.

Closely connected with this form of advertising is the use of wrappers with your advertisement on it. The majority of retail dealers seem to think that it's a good thing to have their firm names printed on the outside of these wrappers in flaring type. This is a mistake. Customers are often prevented from carrying their parcels home because of this same flaring type. They don't want to be walking advertisements for someone's dry goods store. The proper way is to have a nicely worded sentence or two, dealing with some interesting feature of your business, printed in modest type. When the goods are wrapped up put the printed side of the paper inside. When the customer gets home she will be sure to see the ad. when she opens her parcel.

One of the pitfalls for the unwary advertiser is the temptation to say what he thinks are smart and funny things.

Even if ads. were mostly read by men this would be bad enough, for the reason that not one man in a million can write funny ads. that are any good as ads. Now, women do the most of the ad. reading and most of the buying at retail—75 to 90 per cent of the total. It is a well-known fact that women take far too serious a view of the spending of their allowances to appreciate even genuine wit and humor when it is mixed up with the prices of dry goods, provisions and what not.

The safest and by long odds the best plan is to fill up your advertisements with plain, straightforward, business-like talk.

JOB IN ORNAMENTS.

Buyers in the market can secure good jobs in buckles and ornaments from the D. McCall Co., Limited.

JAPANESE SILKS.

K. Ishikawa & Co. have brought into market a range of handsome fancy silks, which are quite up-to-date and moderate priced. In Roman stripes they are showing a line to retail at 65c., jacquered effects, to retail at 75c., and some Roman stripes in heavier quality, very fine goods, to retail at 90c. They have also this month some silk plaids, Scotch and fancy, to retail at 65c. Another pretty new line is jacquered fancy checks, to retail at 75c.

Advices to this firm show that the price of raw silk in Japan is advancing. The United States trade has been better than was expected, the Dingley tariff not having affected the demand for silk as much as was expected. On this account buyers of Japanese silks would do well to purchase now.

Some lines shown by K. Ishikawa & Co. this season are lower in price than last year, and the prices have not been advanced on their other lines, the firm, as a Japanese house, having special facilities for doing this trade. Some novelties for holiday trade are plain and initial silk handkerchiefs, silk mufflers, drapes, etc. Samples of new Japanese mattings are expected in this week. Travelers are now starting out for western Ontario and Maritime Provinces, and good orders have already been received for fancy silks for blouses, the demand being treble that of last year.

A NEW BUTTON AGENCY.

Baker & Brown, of Montreal, have been appointed sole Canadian agents for the Hamburg Button Co., of Newark, N.J., and are now prepared to show a full range of pearl buttons, fancy silver and pearl paper knives, pearl and gilt pen holders and other novelties manufactured by this firm. These goods are suitable for the Christmas trade and should prove ready sellers.

OUR SPECIALTIES

Dress Goods

. and .

Silks



WILLIAM AGNEW & CO.

305 St. James St.

MONTREAL

IF

you handle dress bindings, it is necessary that you keep only the line which will wear the best and look the best. THE LADIES acknowledge that

THE

"Lip" and "Tube" Bias Dress Bindings

give by far the greatest satisfaction.

The Lip Dress Binding Co.

We sell direct to the trade.
Write us

64 Queen St., MONTREAL

Kid Gloves

EUGÈNE JAMMET'S FRENCH Kid Gloves

FOR SPRING

NOTHING IS LACKING IN OUR
 . . . SPRING COLLECTION
 TO MAKE IT IN ALL RESPECTS
 SUPERIOR TO ANY COMPETING
 . . . LINE IN THIS MARKET

FITZGIBBON, SCHAFHEITLIN & CO.
 MONTREAL

A Permanent and Positive Good

IS AN Unconditional . . .
 Accumulative Policy
 IN THE

Confederation Life Association

These policies are Unconditional from date of issue and contain all benefits and privileges consistent with safety.

EXTENDED INSURANCE
 PAID-UP POLICIES
 CASH VALUES

GUARANTEED
 in the contract.

PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during the last ten years—29.1 Hours.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's agents.

A pleasing recognition of the value of the . . .

"PIRLE" Finish



is shown by the fact that the leading French and German Manufacturers, in addition to the British, are sending Goods to Ripley's to be "*PIRLE*" Finished. Goods do *not* spot and do *not* cockle. If you have not tried this Finish, particularly suitable for the Canadian market, *Why Don't You?*

EDWARD RIPLEY & SON,

Bowling Dye Works

BRADFORD, ENG.

TRADE TOPICS ABROAD.

A KEEN BUYER'S VIEWS ON CURRENT EVENTS—THE OUTLET FOR PRICES—GERMAN FEELING TOWARD CANADA'S POLICY—HOW WE MAY SECURE BARGAINS WITH OTHER COUNTRIES—BRITISH INVESTORS DOWN ON UNCLE SAM.

MR. P. H. BURTON, of Toronto, one of the keenest of observers and an experienced business man, has just returned from a buying trip in Europe. In a conversation with *THE REVIEW* he gave some valuable information :

PRICES ABROAD.

"A feature of trade abroad recently has been a little quietness after the rush of goods into the United States to escape the new tariff. Yet prices remain firm. As to wool, there is certainly a scarcity of it, and this scarcity cannot be filled up before next March. Otherwise prices of woolen fabrics would have declined, for after supplying the American demand there was a falling off in orders and many looms were idle. But the shortage of wool has kept prices firm for the present. A demand for goods from the States is again showing itself, and an advance in price is again probable.

THE FARMER SHOULD SELL.

"Without pretending to be an authority on the grain market, I think the farmer should sell now, and not hold on and repent. A large Australian wheat crop is assured; they will begin to cut it in January and February, and by that time Australia will be an exporter instead of a buyer. There is an impression abroad that the present high prices are due largely to Yankee manipulation, and that the shortage in other countries, such as Russia and even India, will not be as great as reported.

THE ENGINEERING STRIKE AND TRADE.

"In England the engineers' strike is a factor in hometrade, which is somewhat quiet on this account. The engineers form the strongest trades union in Great Britain and have a reserve fund of £350,000. The cause of trouble is this. The London workers demanded an 8-hour day at the present rate of wages, on the plea that it takes the men from half hour to an hour to get to their work. The employers look upon this as the first move for the same concession all over England, where obviously the same reason for demanding it cannot be given in smaller centres. The union also made such restrictions in the use of new and improved machinery that the employers did not get an adequate benefit from it. The dispute, therefore, in the employers' opinion is not so much a demand for 8 hours as a question whether they can compete with Germany under conditions that would restrict the output, by the rules as to how the machines should be worked, and by the loss of time involving increased cost of labor. Further, a good deal of overtime has been necessary, and if the same hours were worked, the increase of overtime hours at 50 per cent. more wages would be a serious item. The fight is bitter, but it seems to me the men will lose, because unskilled labor can be introduced to work the new machines, many of which are automatic.

HOW THE GERMANS FEEL.

"There is no denying that Sir Wilfrid Laurier's tariff policy has made a great impression. The denunciation of the German and Belgian treaties undoubtedly marks a new era, the results of which no man can foresee. The Germans are anxious as to how it is going to work. In conversations with German merchants I took this line of argument: that it was probably the beginning of a system of bargaining between Canada and other countries, and possibly also by Great Britain herself. I pointed out that our duties averaged 30 per cent., say, on German goods, while the United States' duties on some German goods ranged from 50 per cent. to

100 per cent. Ought not Germany, therefore, to admit our food products and lumber at a lower rate than those from the United States?

WHERE CANADA WILL BENEFIT.

"The Germans are keen for business, and it seems reasonable to suppose that if the case is properly handled by our Canadian authorities, we can get advantage for advantage. Recent events have given Canada a great prominence, never before enjoyed by it, and by developing our routes to the gold regions we stand to secure many settlers. It looks as if a satisfactory development were opening up if our affairs are pushed in a business way, just as a man of enterprise would manage his private business.

UNITED STATES INVESTMENTS NOT WANTED.

"As to our friend, Uncle Sam, there are signs that the confidence in his securities by British investors felt ten or fifteen years ago has melted away considerably, partly from a feeling that currency legislation of a disturbing kind is possible and partly from a growing impression that the United States look after themselves first and are too greedy. An American acquaintance of mine who has been trying to float one or two enterprises in the English market, told me that he found a feeling of hostility to American investments. One investor said to him: 'No, I don't want anything American. Can't you give me something British?'

KLONDYKE OUTFITS.

Those of our readers who intend going to the Klondyke should examine the "Klondyke" sleeping bag and "Klondyke" hood, manufactured by Mr. Jas. W. Woods, of Ottawa, for the Government expedition which recently started for Alaska. The sleeping bag is a combination mattress and covering made of extra strong duck, inside of which are two interlinings, both filled with pure eider-down, the inside being lined with a warm woolen material. The top of the bag can be fastened over, leaving room to breathe only. The weight of it is but fourteen pounds.

The "Klondyke" hood is made of similar material to the bag, and, like it, is well lined with eider-down. It completely covers the head, and protects the face by a flap which may be fastened over the nose and cheeks if desired. It is very light and is as warm, if not warmer, than a fur cap.

The trade may obtain these goods from the Alaska Feather & Down Co. Montreal, the sleeping bags at \$15 each, and the hoods at \$13 per doz.

ELASTIC FELT MATTRESSES.

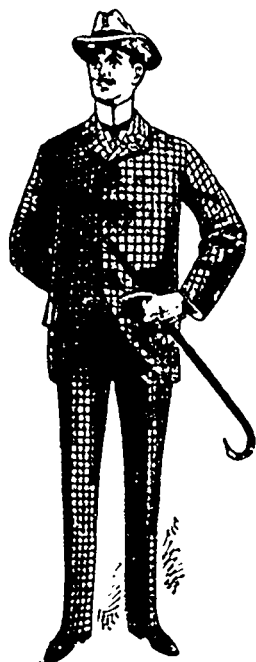
For many years past elastic felt mattresses have been in use in the principal hotels and hospitals of the United States but have been but little known in Canada, as the duty on these goods practically prevented them being sold here. The process by which they are made has been a secret one until recently, but after many experiments the Alaska Feather & Down Co. have mastered it and are now turning out these goods at their factory in Montreal. The elastic felt is made from white Egyptian cotton which is purified and then subjected to a felting process. It is afterwards interlaced into elastic sheets and then compressed to the required size. Its great buoyancy, combined with the fact that it is entirely vermin proof, makes the mattress suitable for hospitals as well as for ordinary use.

GREAT DEMAND.

There has been such a demand in the past month for "Victoria" crochet thread that the makers are not able to supply it fast enough. In answer to urgent appeals for stock from their agents, they write: "We have been so rushed with business that we are sold out of several numbers, but will hurry your orders all we can. P.S.—Please order ahead as much as possible."

Spring Clothing

Our representatives are on their respective routes in British Columbia, North West, Manitoba, and Maritime Provinces.



1898

The clothing made in our factory is the **BEST**, because we give careful attention to all of the small details which result in the production of Perfect Clothing.

MEN'S and YOUTHS' SUITS

In all pure Worsted fabrics in all weights and colors. Palmetto Serges, Fancy Plaids and Striped Suitings.

BICYCLE SUITS

Wool Crash, Linen Crash, Serges and Plaids.

CHILDREN'S CLOTHING

We show a most exclusive array of Novelties in the most approved colors and designs.



Letter Orders Solicited. Write for Samples.

Chalcraft, Simpson & Co.

MAKERS OF FINE CLOTHING.

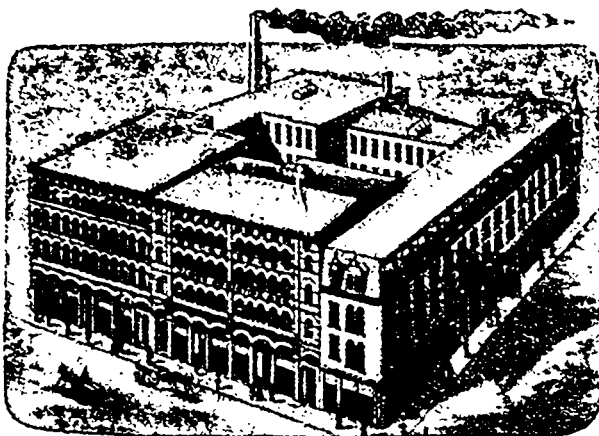
TORONTO.

MONTREAL FELT HAT WORKS.

We are now in a position to fill repeat orders for

FURS

without delay.



Our travellers are now out showing an especially fine range of samples of

HATS

for Spring.

We make a specialty of the **BETTER GRADES** of **FUR GARMENTS**, and will be pleased to submit prices on application.

James Coristine & Co.

Hat, Cap and Fur Manufacturers

469 to 477 St. Paul Street = MONTREAL

Mill Yarns

We are large makers of Knitting Yarns, and we guarantee them to be pure wool.

We put them up 4 skeins to pound, 6 pounds in spindle, neatly papered and labelled, and we guarantee them full weight.

Our Stockingette

like all other "Eureka" goods is guaranteed to be the best quality that can be made.

We will be pleased to send samples of any of our goods.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

Canada Featherbone Co.

MANUFACTURERS OF...

Featherbone Corsets in a variety of Styles

Featherbone Waist, Skirt and

Bustle Bone, Tapes, Piping Cord, Etc.

The most modern and perfect article used in the Dress-making Art of to-day.

DEMONSTRATING PARLORS... 113 King St. W. Toronto.

Canada Featherbone Co.

Sole Manufacturers and Patentees in Canada ...

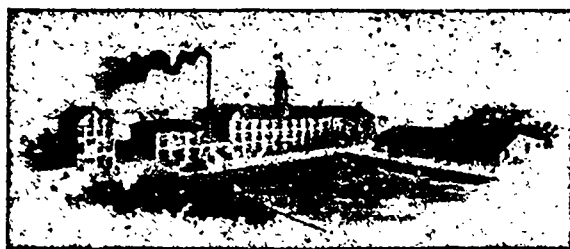
LONDON, ONT.

We will be pleased to furnish information. Write for particulars.

The Galt Knitting Co.

LIMITED.

GALT, ONT.



Underwear

Top Shirts

Eiderdowns



LIVE RETAILERS consult their own interests by handling the "TIGER BRAND," which is meeting with such favor from the retail trade of Canada. All sizes always on hand, enabling the trade to assort their stock at all times.



Trade Mark, Registered.

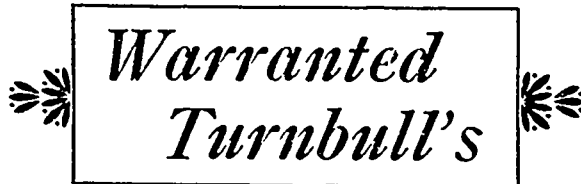
N. B.—Our goods cannot be obtained through any wholesale house.

When You Show

Your customers—

Underwear

bearing this stamp . . .

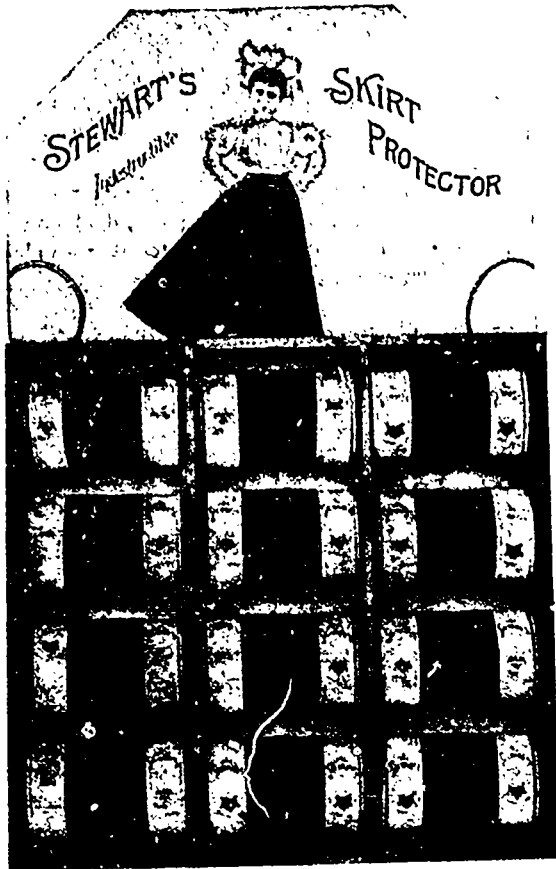


It is a guarantee that you are selling the best in the market. They are Full-Fashioned, which means that they are shaped on the machine; no rough seams. The comfort in wearing these goods is only known to those who have worn them. Our travellers are now on the road with a full line of samples.

THE

C. Turnbull Co.

OF GALT, LIMITED.



Stewart's Indestructible Skirt *** Protector

There is both pleasure and profit in selling a good thing! And a thoroughly good thing is...

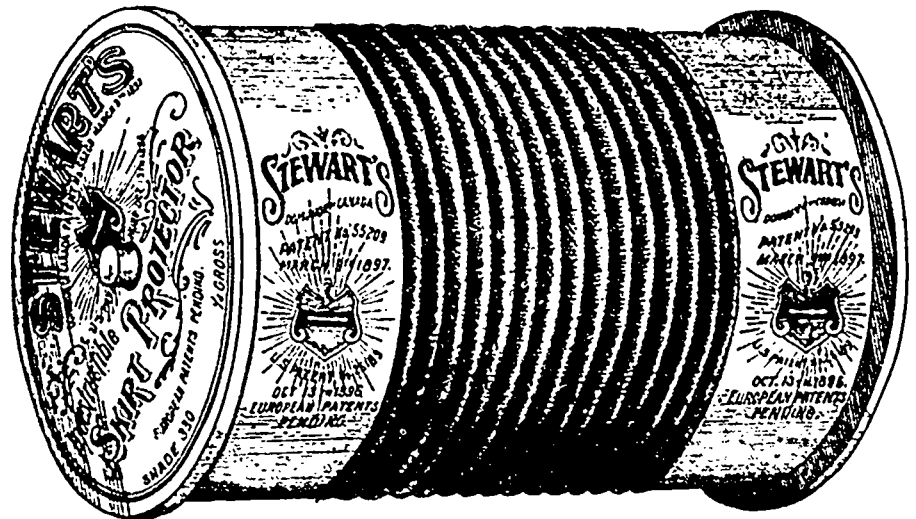
**Stewart's Indestructible
Skirt Protector.**

This article gives to the Skirt a finish that no other protector can approach.

A Cabinet

as shown in accompanying cut, given free with first purchase of 12 Spools, or 3 gross, any shades desired.

To be had from all the leading wholesale houses.



Ask for "STEWART'S," and Stewart's only.

A full line of Shades carried by...

BAKER & BROWN

Sole Agents.



260 St. James Street, MONTREAL

NEW GOODS IN THE MARKET.

ROBERT C. WILKINS, the "Rooster" brand clothing specialist, is preparing for the spring trade an A 1 line of bicycle suits and crash suits in some of the most up-to date American cuts. These goods are made with lap-seam, same finish inside as out.

S. Greenshields, Son & Co. have some special drives in tapestry carpets, rugs, chenille and lace curtains, and in white and grey flannelette blankets.

The Alaska Feather & Down Co. have a number of job lines in comforters, pillows, etc. These goods may be secured now at a considerable discount.

W. R. Brock & Co. have made quite a sensation in the tailoring trade with a line of fancy worsted suiting in browns, greens, etc. made specially to their order and controlled by them.

Stead & Miller, of Philadelphia, have decided to stop making chenille curtains and table covers and will in future devote considerable attention to the manufacture of cotton and silk table covers and satin, silk and cotton tapestry curtains. Samples of the latter are now in the hands of the firm's Canadian selling agent, Wm. Taylor Bailey, Montreal, and will shortly be offered to the trade.

Kyle, Cheesbrough & Co. report some special drives in 6-inch colored and black chiffons.

Braids are the correct trimming now. James Johnston & Co. have received new supplies of the very latest kinds in military and tubular, both in black and colors. Their tubular braid with a picot

edge is very effective and a good seller. Plain tubulars of different widths in black and colors are a specialty with this firm; the prices are right.

Knox, Morgan & Co., Hamilton, report that in ladies' hygeian underwear they have a full line of Hamilton manufacture at close prices. Merchants may rely upon delivery of repeats.

The Toronto Feather & Down Co., Limited, are showing a fine range of chair seats. The coverings are of plush, denim and art tickings, and really present a pretty appearance together with being an almost indispensable article in the household.

A very pretty caperine shown by James Coristine & Co., is in fancy matelasse, squirrel lined, and trimmed with thibet. These goods are made in several lengths, from 18 to 22 inch, and are meeting with much favor.

Finley, Smith & Co. are now showing a wide range of 6-4 Canadian and Scotch tweeds in all the newest designs and colorings. They report that the "Lovat" shades are the correct thing for spring trade.

PEOULIAR SIGNS.

The desire to word street signs in such a way as to make them catch the eye leads to the use of rather peculiar expressions. A Montreal retailer displays a huge canvas sign announcing that "An Abominable Sale of Dress Goods" is going on inside, while another enterprising gentleman has a placard in his window telling of a "Disgusting Sacrifice of Shirts." Why the sale of dress goods is abominable or the sacrifice of shirts disgusting is not apparent, but the signs appear to attract a good deal of attention and that, after all, is what is wanted.

Main Office:

YOKOHAMA

Japan



We have just received a large shipment of . . .

Silk Handkerchiefs and Mufflers

FROM JAPAN

Send for samples of three specials to retail at 25c., 50c. and 75c.

K. ISHIKAWA & CO.

Toronto, Ont.

STITCHED EVER-READY Dress Stays

•••••

We are pleased to inform the Trade that we are now stitching (with silk) the

Old Reliable **EVER-READY** Dress Stays

which fact will be warmly received by the dry goods merchants in general, many of whose customers have frequently asked for Stitched Ever-Readys, but were unable to supply them.

The Stitched **EVER-READY** Dress Stays

retain the well known superior qualities of the Unstitched Style, being

Thinner, Lighter, More Elastic
than all other Dress Stays on the market.

Made in nine principal colors.
Lengths and sets as usual.

•••••

THE EVER-READY DRESS STAY CO.

Drop us a post card
for a sample card.

WINDSOR, ONT.

Wm. Taylor Bailey

... SUCCESSOR TO ...

Peter Schneider's Sons & Co.

27 and 29 Victoria Square
..... MONTREAL

Upholstery and Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF

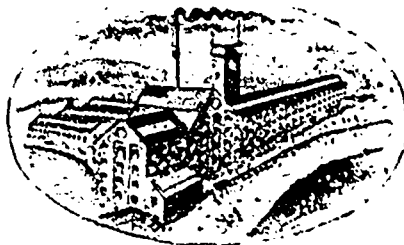
Cotton Derby and Tapestry Curtains
Cotton Tapestries, Silk Tapestries
Fine Silk Draperies, Brocatelles

APPERLY, CURTIS & CO.

WEST OF ENGLAND

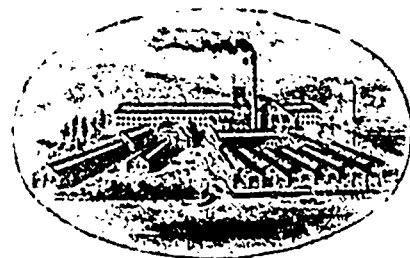
... Limited.

Woollen Manufacturers



Coatings
Vicunas
Saxonys
Serges
Trouserings

Coverts
Suitings
Evening
Dress Goods
Etc., Etc.



DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.



1337—LADIES' WAIST.
Sizes 32, 34, 36, 38, 40.

These essentials are all found in

It retails at **15** CENTS.

Is absolutely Perfect in Fit and Up-to-Date in Style.



TRADE MARK. REGISTERED.



1380—Ladies' Blouse with Russian Blouse Front.
Sizes 32, 34, 36, 38, 40.

Hence it's the most popular paper pattern of the times.

60 p.c. Increase in Sales

This year testifies to the public appreciation of our effort to supply their wants at a reasonable price. We can give you as a reference any one of more than 1200 FIRMS now selling them. Exclusive agency to the first applicant from your town. Be wise, secure at once the best advertisement for your store. Enclose this coupon to

THE NEW IDEA PATTERN CO.

WESTERN OFFICE:

MEDINAH TEMPLE

233 to 237 Fifth Avenue,
CHICAGO, ILL.

The New Idea Pattern Co. :
Please send details and samples of your Pattern scheme to

HOME OFFICE:

Lawrence Building

190 to 196 West Broadway,
NEW YORK.



1375—GIRLS' DRESS.
Sizes 6, 8, 10 12 years.



1371—Girls' Evening Jacket.
Sizes 1, 2, 4 yrs.

NEW GOODS IN THE MARKET.

W. R. BROCK & CO. have lately been fortunate in clearing the stocks of several leading woolen mills and are offering them in lots suitable for the retail trade at less than mill prices.

Baker & Brown, Canadian agents for Stewart's dress protector, report very gratifying sales within the past month. The article appears to be popular, and the demand for it is on the increase.

James Coristine & Co., Montreal, report large sales of con coats this season. They have every facility for turning out an unlimited quantity of high grade fur goods, and in addition enjoy the confidence of an ever increasing clientele.

The craze for braid trimmings, boleros, etc., does not appear to have abated in the least. Moulton & Co., of Montreal, are in receipt of so many orders that they are compelled to keep their factory running night and day, to fill them. Their many pretty novelties, already described in THE REVIEW, appear to have caught the popular fancy and are having an unprecedented sale.

Trafalgar, Britannia and Royal Navy serges enjoy an enviable reputation. The goods are fully guaranteed, and are first rate value. Finley, Smith & Co., the sole agents for Canada, are in a position to fill all orders for these goods promptly.

W. R. Brock & Co. are doing a lively trade in curl mantle cloths. They succeeded in getting some choice lines in self colors and two-tone effects that are having a ready sale. They are much in vogue for ladies' and children's mantles, and make up a stylish garment.

DISTANCES TO THE KLONDYKE.

If a man makes a fortune, he is liable to earn it by severe hardship and sufferings, and unless a man has a good rugged constitution, plenty of will power and at the very least calculation \$1,000 in hard money, he had best not attempt to reach the land of gold. Distances, taking Vancouver as a starting point: To Sitka, 825 miles; to St. Michael's, 2,850 miles; to Dawson City up the Yukon, 1,700 miles; to Forty Mile, 1,800 miles; to Klondyke, 1,850 miles; to Sixty Mile, 1,700 miles; to Fort Selkirk, 2,025 miles.

SOME NOVELTIES FOR HOLIDAY TRADE.

Travelers representing Messrs. S. Greenshields, Son & Co. will shortly be on the road with samples of a number of novelties for Christmas and spring trade. These will include an assortment of

Valenciennes laces and narrow silk laces in white, cream and black which are in great demand, ribbons in all plain and fancy lines at low prices; a large supply of printed Irish and Swiss embroidered handkerchiefs specially adapted for the holiday trade, a supply of manufacturers' samples of ringwood gloves, men's mufflers in white and black and fancy colors, a lot of Swiss embroidered handkerchiefs which will be offered at a specially low price, a complete stock of Japanese handkerchiefs, including large sizes. In chiffons a complete range of plain and pleated in 4, 6, 14, 42 in. in all shades.

NEW PARISIAN CLOAKINGS.

When THE REVIEW called on Kyle, Cheesbrough & Co. a few days ago they had just received a consignment of what promise to be extremely popular goods. One material suitable for cloaks and mantles known as "Broche Cloaking" is made in an extra heavy quality, 52 in. width and will be offered to the trade at \$4.50 per yd. A lighter make of the same material will be sold for \$2.50. The goods are heavily flowered and when made up present a strikingly handsome appearance.

Another novelty just received was a black "Broche Plush" for capes and jackets. This is equally handsome and is likely to be a good deal worn. It will be placed on the market for \$1.95 per yard. These goods are the very latest Parisian novelties.

NEEDED NEW GLOVES.

"Won't you go up, dear, and get my goats off the bureau?"
"Your goats," queried Jones. "What new fangled thing's that?"

"I'll show you," remarked the wife, and she sailed up the stairs and down again with a pair of kids, on her hands. "There they are," said she.

"Why, I call those kids," said the surprised husband.

"Oh, you do," replied the wife. "So did I once, but they're so old now I'm ashamed to call them anything but goats."—Exchange.

WHY DIDN'T HE?

There was once a man who had two sons. The father had a clothing store in a country town. One day the boys went to a neighboring city on a visit. Before returning they each bought a suit of clothes, paying for them \$12 a suit. Arrived home, their father noticed their new clothes by saying: "New suits! How much?" "Twelve dollars," they replied. "Ain't they fine?" "I've got the identical suits in the store for \$11!" "Well, father, we never knew it. Why don't you advertise?" A very pertinent question.—Exchange.

**A GOOD NAME IS MORE TO BE
DESIRED THAN RICHES**

... WE SELL OUR GOODS AS ...

"SHOREY'S CLOTHING"

and you can sell them more easily under that name than any other.

H. SHOREY & CO.

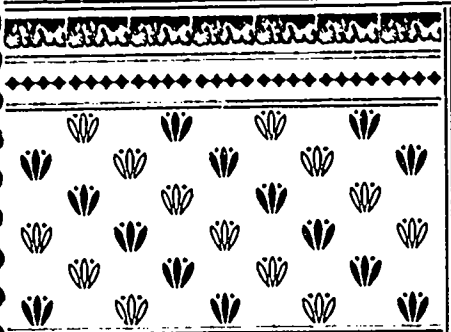
MONTREAL

THE PENMAN MFG. CO.

Limited

HEAD OFFICE:

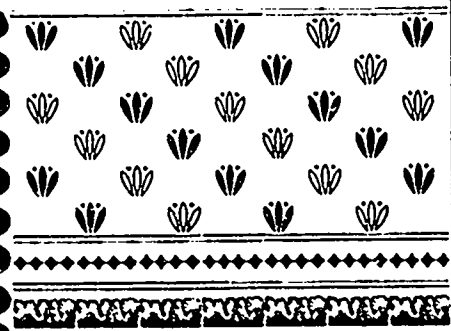
PARIS = = ONTARIO



Full lines of . . .

Summer Weight
Half-Hose and
Underwear

of all kinds.



OUR SAMPLES OF . . .

Spring Goods

Are now in the
hands of
the wholesale trade.

. . . ASK FOR OUR . . .

Balbriggan Underwear

and take no inferior substitutes.



SELLING AGENTS

D. Morrice, Sons & Co.

MONTREAL AND TORONTO

THE FLAX INDUSTRY.

A TALK UPON THE POSSIBILITIES AND LIMITATIONS OF THIS BUSINESS IN ONTARIO.

FLAX has been grown in certain districts of Ontario for 30 years past, but the industry has not made the progress which other lines, in which merchants and farmers are also interested, have made. John Hogarth, who is prominently connected with the business of growing flax, and turning the raw product into finished goods, appears to think that the comparatively small progress which has taken place is due to natural limitations.

"In some places," he said to a reporter the other day, "they have the soil, but not the climate; in others they have the climate but not the soil. About Stratford we find both the initial conditions necessary to success. We have the soil, and we have the climate as well. I do not know of any other part of Ontario of which the same can be said. They are trying to make the industry go in Essex, but I do not look for success there.

"The first mill was opened at Wolverton by J. Nelson Brown, and mills were afterwards started in Blenheim and in Oxford County.

"At present there are between 35 and 40 factories, all located in what may be called the Stratford district. Only about 25 of these are running, however, some of the others being closed on account of litigation.

"Each factory in operation requires the product of about 500 acres of ground. The average production is two tons to the acre, and the crop sells at \$6 to \$10 per ton."

"Flax can be pulled for \$4.50 per acre, no expensive machinery is required for taking off the crop, and it goes direct from the field to the factory. Taking everything into consideration—no threshing, no storage, no risk of fire—it costs as little to harvest and market an acre of flax as it does one of oats. But oats will only yield about \$8 to the acre, while flax will return \$16 to \$18. More than that, flax can be turned into money earlier in the season than any other crop which the farmer produces."

Those engaged in growing are mostly Irish or Germans. In some cases, a mill company leases the land and plants and harvests the crop with its own labor. Nearly all the fibre so far produced has been sent to the United States, although some has been shipped to Ireland.

The company of which Mr. Hogarth is manager is known as

the Perth Flax and Cordage Co., and it proposes not to sell the fibre, but to manufacture it into twine and rope.

There is a flax mill in St. Mary's, owned by Weir & Weir, which employs 60 men the year round, and last year they worked up 1,900 tons of flax. Another mill in the same town is of about equal capacity.

The mills thresh out the seed from the flax, and this is retailed at about \$1.70 per cwt., bags included. For the meal 10c. per cwt. more is charged. There is, say Weir & Weir, a lot of adulterated meal on the market, which is composed in part of shorts and part of oilcake meal. The fibre of the flax worked up at St. Mary's is sold in the States.

There is a mill at Baden, the only one of the kind in Ontario, where oil is pressed from the seed.

WONDERFUL DISPLAY IN WEAVING.

At no time of the year is the ingenuity of the weaver called into greater demand than in catering for the Christmas trade. This is very noticeable in all classes of fancy silks, more particularly in those lines used for the manufacture of men's fancy silk neckties.

The Christmas trade in these goods has, within the last few years, reached such large proportions, that now the leading furnisners look for something that is specially designed and woven with a view to the demands of the holiday trade.

This idea of Christmas neckties has been greatly fostered by enterprising New York necktie manufacturers, until we now think that for the coming season they have reached the climax of beauty in designing and weaving, on pure silks, of mottoes pertaining to the festive season.

We understand a very choice selection of the above novelties are being shown by the Canadian necktie manufacturers.

"MARITIME" WRAPPERS.

The Maritime Wrapper Co.'s line of fall wrappers has met with flattering success on the road, and the orders received by the Woodstock house speak well for the general excellence of the Maritime productions. Among the favorites may be mentioned No. 974, dark fancy flannelette, trimmed back and front, bishop No. 974, to retail at \$1.50, No. 988, twilled wrapperette, dark tancy effects, puff sleeves, to retail at \$1.75, and No. 992 in molleton cloth, choice colorings, trimmed bolero, puffed sleeves, to retail at \$2.

The firm are represented in Ontario by Mr. J. H. Parkhill, 72 Yonge St. Arcade, Toronto.

Weaven Labels.

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

KLUGE BROS. Proprietors
German Artistic Weaving Co.
274 & 276 Church St.
NEW YORK.
CREFELD LONDON PARIS

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

THE
Montreal Silk Mills Co.

Manufacturers of the
 celebrated

HEALTH Fine Wool
Underwear

FOR LADIES AND GENTLEMEN

Samples for Spring, 1898, Delivery

ARE NOW READY

Reasons for Keeping **HEALTH UNDERWEAR:**

The "HEALTH" underwear has been before the trade continuously for upwards of ten years.

It is always uniform in texture and carefully sized, and is the best knit underwear for the money to be had in the country.

The "HEALTH" underwear is made from carefully selected stock of Australian wool.

It is easy to sell "HEALTH" underwear because it has been liberally advertised for many years, and it has the confidence of the public.

DUPLICATE ORDERS ON HEAVY WEIGHTS.—Our mills are being run to their full capacity, and we can only guarantee delivery of orders for Fall goods in the order in which they are received.

SPECIAL: No. 4050 men's pure wool full fashioned shirts and drawers
"ABSOLUTELY SEAMLESS"
 arms and legs. 5-ply reinforced SEAT.

A FINE ESTABLISHMENT.

THE NEW BUILDING OF THE C. ROSS COMPANY IN THE CITY OF OTTAWA.

WHEN the C. Ross Company's building in Ottawa was destroyed by fire some months ago it was felt generally by the trade that a shrewd and successful business man like Mr. Crawford Ross, the head of the concern, would replace the loss in a thoroughly up-to-date style. The new store is now completed, and, according to *The Journal*, is a credit to the firm who owns it, to the contractors who built it, and to the city of Ottawa. The store will be exclusively a dry goods store, and not a departmental store.

The building itself is of steel, pressed brick and red sandstone. It is fire proofed throughout, is lathed with asbestos and plastered with asbestic plaster. It is composed of five storeys, standing 90 feet high, the top of the roof being on a level with the tower of the Dominion Methodist Church near by.

The basement, which is 76 x 107 feet, and extends under the sidewalk surrounding the building, will be used as a salesroom. It is well lighted with prismatic glass lights. In the south end of the basement are the boilers for heating purposes. Here also is the blower for the pneumatic cash tube system, also having sufficient capacity to ventilate the building in warm weather. These boilers also furnish power for the electric light plant.

On the west side of the basement are the two motors for running the passenger elevators, of which there are two. The large elevator has a speed of 250 feet a minute, and the smaller one of 175 feet.

A LARGE FIRST FLOOR.

The first floor has an entire selling space 64 by 96 feet. The offices, waiting room and cashiers' desk will be elevated on an entresol gallery ten feet from the floor. The ceiling of the first floor is 20 feet high. This flat will be devoted to the silks, velvets, dress fabrics, hosiery, kid gloves, gents' furnishings, ribbons and lace departments.

The second floor will be devoted to the ladies' coats and suits department, etc. On this flat will be two large ladies' toilet rooms and a cosy waiting room with a fire-place.

The third floor, with a space of 64 by 95 will be devoted entirely to house furnishings and draperies. The fourth floor will display the carpets and contain a work room for the ladies' costume department.

The fifth floor will be the wholesale department.

FLOORED IN HARD WOOD.

The flooring throughout the building is an oiled hardwood. The fixtures and staircases are white oak, artistically finished. The building will be heated by steam and lighted by both electric light and gas. There will be over 400 lights. The heat will come up under all the counters, and the bottom of the counters are lined with heavy felt, covered with bright tin, which acts as a reflector. There are over 7,000 feet of surface pipes. The counters will be oak and plate glass and will be lighted by electricity. The large show cases will be of the same materials and lighted the same way.

There will be over a half-mile of pneumatic tubing in the building. For fire protection there will be a hose system from a 4-inch main on every flat.

Ottawa is to be congratulated on its fine new building, which the city owes to the enterprise and courage of the firm.

HOW BUSINESS FIRMS ARE OBSTRUCTED.

John Drynan, principal of the firm of W. A. Murray & Co., King street, Toronto, paid a small fine of \$2 the other day on behalf of the firm for obstructing the sidewalk on King street east by allowing cases of goods to stand before the Murray premises. Mr. Drynan, in his defence, said that the sidewalk was only blockaded

for twenty-four hours, and that it was an impossibility to get the goods into the store any faster.

"It is not the paltry little fine that I object to," said Mr. Drynan, "it is the small consideration with which I have been handled by the police. What do we pay our taxes for if we are not entitled to use a small portion of the street for our urgent business uses?"

"You pay your taxes because you have to," returned Deputy Chief Stuart.

"We don't get a fair show. The instant we blockade the street the police are upon us," said Mr. Drynan.

IN THE STORE.

I love to stroll these balmy days
Amid the city's roar,
And though the poet loves the woods,
I love a great big store,
I love to watch the women folks
A-block up the aisles,
And sniffing bargains here and there,
Or talking of the styles.
That woman's got a piece of lace—
A bargain in its way—
She got it for 11 cents—
'Twas 12 just yesterday.
Another's clutched, with radiant face,
Some zephyred gingham fine;
'Twas advertised to-day—"Reduced
From 20 cents to 9."
Around the silks the women buzz,
Like bees within a hive,
For lo, the Japs from 28
Have dropped to 25,
And every shirt-waist lifts its arms
In hurried dismay,
For those that once were 60 cents
Are 59 to-day.
Those wrappers with the Watteau back
Are melting out of sight;
To see the women grabbing them
You'd think there'd be a fight.
Small wonder, when the ad. man wrote,
"They were a dollar three—
They're 50 cents, just for to-day—
But none sent C. O. D."
And so I stroll 'most every day,
And never want to stop;
My pleasure's in the watching how
The women love the shop.

TACKLING TORONTO DEPARTMENTALS.

Ald. Leslie, a member of the Toronto City Council, has given notice of the following important motion, which will shortly be brought up in the Council:

Whereas, the departmental stores are crushing out by unfair competition and misleading advertisements the specialist merchants throughout the cities and towns, and subjecting the smaller merchants and property-owners to great loss and distress, and are concentrating the retail trade and commerce into the control of a very few persons, thereby congesting trade and preventing the general circulation of currency and causing a depreciation in the value of store and residential property; and

Whereas, the closing of such specialist stores deprives many persons of employment, throwing so much extra labor upon the market, which tends to reduce the wages of the unemployed, through all of which great loss and hardship result;

Therefore, be it resolved that the City Council be requested to cause to be prepared and to be submitted to the Provincial Government a bill for an Act to confer power upon the municipal councils to alter our present method of personal assessment to one of a business tax.

BELGIAN

SEWING COTTON.



Grand Prize: Paris and Antwerp

BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada :

Jno. A. Robertson

Write direct for Samples,
and ask leading Wholesale
Houses for Quotations.

Board of Trade Building,
... MONTREAL

Finley, Smith & Co.

Importers of...

WOOLLENS and TAILORS' TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

Solo Agents for
TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

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

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WOOLLENS

AND

Tailors' Trimmings

Fall Samples are now in the hands of our travellers. Kindly reserve orders until you have seen our line, which is the largest and most varied we have ever shown. . . .

SAMPLES FORWARDED ON APPLICATION

JOHN FISHER & SONS

Manufacturers and Merchants
HUDDERSFIELD, Eng.

DEATH OR A BARGAIN.

A LONDON SHOPPER IS CRUSHED TO DEATH WHILE
SQUEEZING INTO A SALE.

THE craze which women have for bargains is well illustrated by a tragedy which took place in London, Eng., a fortnight ago during a great crush at a dry goods sale.

The facts as given in the London papers are as follows: Mrs. Gillies, a widow of 69, was in the habit of attending bargain sales to buy things for ladies who gave her a commission for doing it. One day a clearance sale was advertised at McIlroy's in Mare street, Hackney, and Mrs. Gillies was among the crowd waiting to get in when the store opened at 8 o'clock in the morning. The crush to get in was terrific. The woman managed to squeeze in, but at once fainted, after crying out, "I have been beaten this time." One of the witnesses at the inquest explained that Mrs. Gillies meant that she had been in similar crushes before, but this one was too much for her.

One of the other eager shoppers said there was quite a panic, and the screams of the women were frightful. A constable at the door was asked to go for a doctor, but he explained that he was there under orders of the management and could not leave his post. The manager gave evidence showing that twenty-two policemen had been engaged to control the crowd. Notwithstanding all the precautions taken, the shop was greatly crowded at times, people fainting and lying on the bundles of goods. There were two policemen at each door and one inside the door, and they were instructed when to close the doors, but sometimes the people crowded in before they could do so.

Inside of half an hour, and after hearing medical testimony, the coroner's jury returned this verdict: "Deceased died from syncope caused by the exertion and excitement of getting into a bargain sale, and that such death was due to natural causes."

BRAND YOUR GOODS.

AT a luncheon tendered a number of prominent business men by the directors of the Montreal Exposition recently, Ald. Sadler, a well-known manufacturer, pointed out the benefit it would be to Canadian goods if every maker would mark his goods with his own name. As to the products of Canadian mills which were on exhibition, many people might be found who would doubt that they were produced in the Dominion, and, indeed, they bore no mark showing where they had been manufactured. He would venture to say that goods were on exhibition there which were sold in the leading dry goods stores of Montreal as foreign material, the salesman assuring the customer that they did not handle Canadian goods, but only imported articles. He (Ald. Sadler) had been a manufacturer for twenty and odd years, and he knew the prejudice that existed in the country against Canadian manufactured goods. Manufacturers had been making a mistake. When, some twenty years ago, they went in to build up the manufacturing industries of the country, they should have started as he did, mark all their articles with their own name, and show that they were Canadian goods. Many a time had he been asked to make goods without putting any name upon them, so that dealers could say they were manufactured wherever they pleased. This, however, he had always steadfastly declined to do, and he was sorry that other manufacturers had not done the same. Boot and shoe manufacturers had done so for some years, and to-day they took great pride in manufacturing a certain class of boots and shoes. He hoped that the day was not far distant when manufacturers would insist on boots, shoes, and fabrics of all kinds being sold on their merits.

Mr. George F. Watson has been admitted a partner in the firm of E. & S. Currie, manufacturers of neckwear, Toronto. The style of the firm remains unchanged.

TO RENT.

A FIRST-CLASS BUILDING, LARGE AND COMMODIOUS, WITH MODERN IMPROVEMENTS, SUITABLE FOR DRY GOODS, GROCERIES OR HARDWARE. APPLY TO A. WARNOCK, GALT, ONT.

BUSINESS FOR SALE.

DRY GOODS BUSINESS IN GOOD TOWN OF 4,000; ESTABLISHED 10 years; in that time the owner made a competency; annual turn-over \$20,000; stock about \$7,500; price 85c. on the \$, 1/2 cash, balance in 2, 4 and 6 months at 7 per cent secured; goods that may arrive for fall would not be included. Apply "S. S. M.", care of DRY GOODS REVIEW. Sole reason for selling, ill-health.

R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO.**

VELVETEENS.

A successful Manchester Velveteen house require a first class agent in Canada to represent them among the wholesale and leading retail firms. A nice business with the best retail houses preferred. Address, Velveteens, care HERBERT ASHBURNER, 18 St. Ann Street, Manchester, England. (11)

World Wide Popularity

The Delicious Perfume.

**Crab Apple Blossoms**

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



**CANADIAN COLORED
COTTON
MILLS COMPANY**

1897

FALL

1897

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Crinkles, Cotton Blankets, Angolas, Yarns, etc.

Wholesale Trade only supplied

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

**GLOVES, MITTENS
and GAUNTLETS**

Fine Kid, Suede and Para Buck GLOVES and MITTS.
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

The Wholesale House that
supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any grade of any other batting.

These grades are the strongest, handsomest and most desirable cotton bats obtainable.

NOTHING DECEPTIVE

They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters.

When you unroll and unfold them you can test the strength and they will not fall apart like so much chalk. You can't blow them to pieces in a hurry.

**THREE GRADES. THREE PRICES.
THE BEST AT THE PRICE.**

Clapperton's Thread



is BEST

WRITE FOR SAMPLES

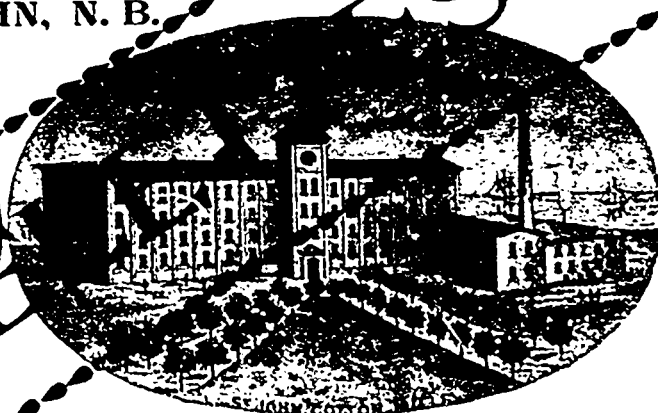
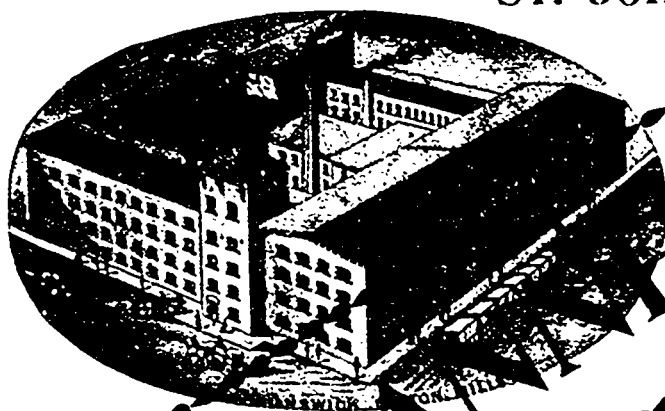
Wm. Clapperton & Co.

185 St. James St

MONTREAL

W.M. PARKS & SON Limited

ST. JOHN, N. B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Grey Cottons, Sheetings, Drills and White Ducks, Gingham, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use

Agents . . .
J. SPROUL SMITH, Wellington Street West, Toronto
DAVID KAY, Front Building, Montreal.
JOHN HALL, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

**MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS**

ST. JOHN, N.B.

WARDLAW
YARN MILLS DUNDAS,
Ont.

Thos. D. Wardlaw

Manufacturer of

Worsted and Woollen Yarns, Fingering,
Wheeling and Knitting.
Loops and Novelties for Dress Goods,
Cloakings, etc.
Carpet and Serge Warps.

GOLF AND BIOYOLE YARNS A SPECIALTY

Write for Prices and Samples

.. TO THE WHOLESALE AND MANUFACTURER ONLY ..

B. & C. Corsets

Peerless Dress Stays
Rubber Tipped Dress Stays
Braided Wire Hip Pads
Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO

LADIES'

HOMESPUN

COSTUME CLOTHS

Pure Wool, Handsome Effects.

Made by

OXFORD MFG. CO. Limited
Oxford, Nova Scotia

ROBERT HARROWER, 136 McGill St., MONTREAL
Agent for Quebec, Ontario and West.
Write him for Samples.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND
STAIR PADS

HAMILTON,
ONT.

OFFICE.—
24 Catharine St. North.



WESTERN Incorporated 1851
ASSURANCE COMPANY.
FIRE AND MARINE

Head Office **Toronto, Ont.**
Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BEAVER LINE STEAMERS.

SUMMER SERVICE

Montreal to Liverpool.

From LIVERPOOL	STEAMERS	From MONTREAL
Sat. Sept. 18	Lake Huron	Wed. Oct. 6
" " 25	Lake Ontario	" " 13
" Oct. 2	Lake Superior	" " 20
" " 16	Lake Winnipeg	Nov. 3
" " 23	Lake Huron	" " 10
" " 30	Lake Ontario	" " 17
Fri. Nov. 5	Lake Superior	Sat. " 20

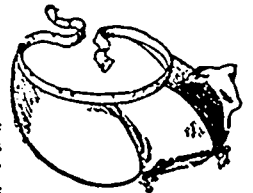
CABIN RATES.

Single, \$50 and \$35 and return tickets, \$75 and \$107.

For further particulars as to freight or passage, apply to—

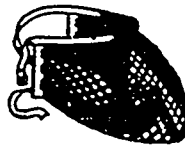
D. & C. MACIVER Tower Buildings, LIVERPOOL
D. W. CAMPBELL, Man. 18 Hospital St., MONTREAL

THE BUSTLE IS HERE



New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fullness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



BRUSH & CO.

Toronto.

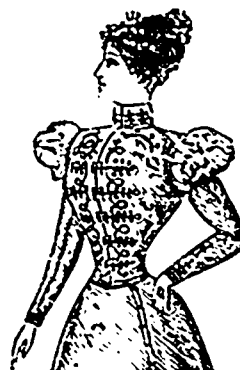
Haute Nouveautes

IN ...

Dress and Mantle Trimmings

Braid Sets, Boleros, Gimps and Ornaments, in Silk, Mohair and Worsted. All new and elegant designs; a large range to choose from, in the leading fashionable colors, and at prices to suit all classes. Also Barrel Buttons, Cords, Tubular Braids, etc.

All manufactured at the ...
MONTREAL FRINGE AND TASSEL WORKS
MOULTON & CO., Proprietors,
12 St. Peter Street MONTREAL.



The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

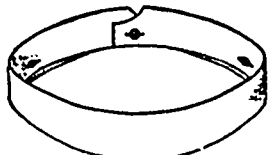
All goods made by us are stamped as follows :

Absolutely No

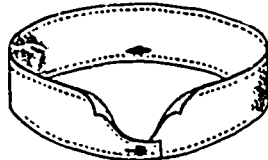


TRADE
CELLULOID
MARK.

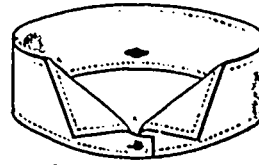
Others Genuine



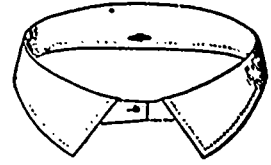
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 7/8 in.
Back 1 in.



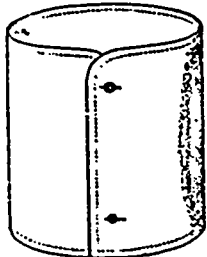
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



TITAN.
Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 7/8 in.

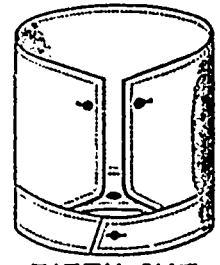


EXCELSIOR.
Sizes 8 to 11 1/2 in.
WIDTH 3 1/2 in.

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.

CAUTION

It having come to our notice that certain manufacturers
are producing and advertising imitations of our goods
under the name of "Celluloid," we desire to notify the trade that the word
"Celluloid" is a registered trade mark, and our right to its exclusive use having
been upheld by the courts, we shall hold responsible not only such manufactur-
ers but also all dealers handling any goods, other than our make, under the
name of "Celluloid."



FIFTH AVE.
Sizes 9 1/2 to 11 1/2 in.
WIDTH 3 1/2 in.

Sole Agent for Canada

B. ALLEN

31-33 Melinda St., TORONTO

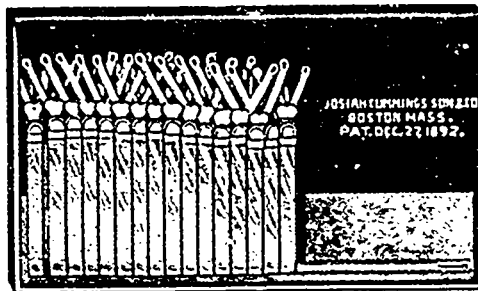
The Celluloid Company

Sample Trunks and Sample Cases

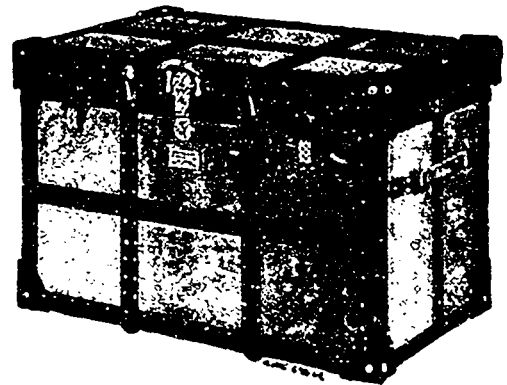
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



Cummings' Pat. Suspender Trays.
Patented Dec. 22, 1892. Patented in Canada.



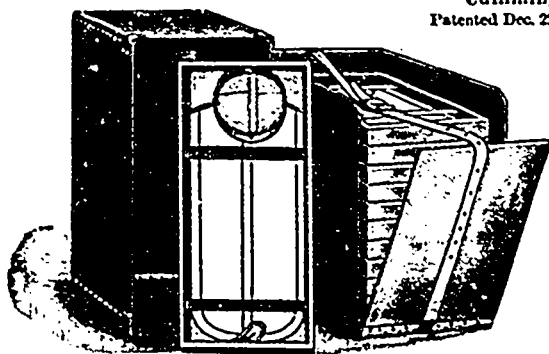
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

**"All Rawhide" and
"Hub Fibre" Trunks
and Sample Cases**

Also a full line of

Common Canvas Extension Cases for the Trade.



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

Established 1849...

To the Trade

.... OCTOBER

AS IT IS with every successful undertaking, so is it with our letter order department. Since we adopted our present system there have been many attempts to copy it, but there is more

REQUIRED than a system; having the assortment of goods at right prices is of equal, if not greater importance. No house in the Dominion of Canada carries the assortment

ALL THE YEAR round that we do, and hence our fame as being the great assorting house of the Dominion, and making the filling of letter orders a specialty. Business in this department is rapidly growing in extent; the large number of

CUSTOMERS doing business with us by letter orders will readily understand the cause from the fact of their orders being filled, so promptly and satisfactorily. We have no such word in our

BUSINESS vocabulary as trouble. We want to sell, do you want to buy; do you want samples, quotations, or information of any kind that will be for our mutual

SUCCESS ? Thousands are placing their confidence in us, who are among the most successful business men. We have capacity for receiving the support and confidence of thousands more. Our business is daily

INCREASING



John Macdonald & Co.

Wellington and Front Sts. East

TORONTO.