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THE CANADIAN DRY GOODS REVIEW

HATS, CAPS, FURS,
MILLINERY AND
CLOTHING.

Published
by the
MACLEAN
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Trade Journal
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TORONTO &
MONTREAL



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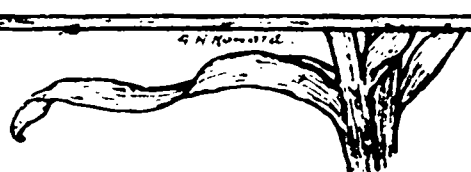
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To the Dry Goods Trade of Ontario :

We sent out a Circular, with a suggestion as to one means of meeting and overcoming the keen competition from large Departmental Stores.

The suggestion was "to visit Toronto and pick up a share of the 'Drives' and 'Odd and 'Job' Lots which have been largely going into the hands of City Houses." We have been flattered by the response to that Circular, and already we have evidence from many directions that such a course is proving successful.

We have now on hand lots bought to clear out Manufacturers' Stocks in the following lines. *American and British Prints, Canadian Tweeds, British Worsteds,* and several lines in Lace Curtains, Embroideries and Hosiery, at interesting prices.

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In every size and make.

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Choice collection. Newest designs.

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An immense stock of the last things
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Vol. V.

MONTREAL AND TORONTO, APRIL, 1895.

No. 4.

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Published the
First of Each Month.

A NEW COVER FOR EVERY ISSUE.

Our efforts in producing artistic and attractive covers, both for our regular and special numbers, have been so thoroughly appreciated that we feel warranted in allowing our artistic ideas to get away with our cash box, for a time at least. Therefore, A. H. Howard, R.C.A., one of the best designers in America, is now under contract to furnish us with a new cover for every issue from this out. This month we show the first of the series.

The cost of this improvement will be very great, but we intend to maintain the reputation THE DRY GOODS REVIEW has acquired for originality and brightness.

OUR NEW OFFICES.

THE DRY GOODS REVIEW is this month issued from new offices. The offices of publication are now No. 26 Front street west, Toronto, and 146 St. James street, Montreal.

Ever since the inception of THE DRY GOODS REVIEW it has been the aim of its publishers to issue a journal attractive in its appearance, newsy and bright in its subject matter, and independent and just in its tone. We have hewed faithfully to these lines.

It is frequently said regarding individuals that their efforts are not appreciated in this life. As publishers of this journal, our experience is of the very opposite character.

The trade, both readers and advertisers, have and are appreciating our efforts. Look this issue through carefully, and

compare it with the same month of last year. The advertising is more than doubled. Isn't this proof of the value of any advertising medium?

It is because of the demands of this ever-increasing recognition that our removal was necessitated.

With more extended arrangements for gathering news, with more commodious and larger offices, with larger and faster presses and other improved appurtenances, the readers of THE DRY GOODS REVIEW may look for a better paper than ever before, if this were possible, and advertisers an even better medium for acquainting the trade with what they have to sell. But this can only be done by the co-operation of the retail trade, to whom we look for assistance.

Every reader of this journal can assist us by sending items of news whenever possible and taking an active interest in all discussions carried on in these columns. Suggestions are always welcomed.

PETTY JEALOUSY.

GRAND indeed were the sentiments of the President of the Winnipeg Board of Trade when he said: "Whatever benefits the Dominion as a whole, interests and should gratify every Province." No petty jealousy lurks there.

Increased trade with Australia may benefit British Columbia more than the other Provinces, but nevertheless the latter should be interested and gratified. A fast Atlantic service would benefit the Maritime Provinces; then let the West support it. A national Insolvency Bill would benefit Toronto and Montreal merchants more than any others, but why should petty jealousy not allow them to be benefitted when not harm but justice is being done?

Every merchant who makes money in a town helps that town; why should his fellow merchants be jealous of him? A Board of Trade in a town would benefit some merchants more than others, but the spirit of jealousy should not prevent the smaller one from supporting it ungrudgingly. Petty jealousy among its citizens is killing many a Canadian town to-day, for without unity there is no strength.

There is too much jealousy among competitors in the dry goods trade. It leads to gossiping, suggesting, slandering and backbiting. It fills the air with unpleasant odors. Peace is driven from men's minds, and dark, cruel discord makes their lives unpleasant. Let greater liberality prevail, for is not this the Age of Liberty?

CREDIT TOO CHEAP

SOME startling revelations during the past month have shown the business world that credit is too cheap, that wholesalers are much too anxious to sell goods, and that risks are accepted which are by no means businesslike.

A gentleman came to Toronto a few months ago with a few thousand dollars and an unenviable record. The wholesalers tumbled over each other in their efforts to sell the stranger goods, and the credit given was him treble his capital. He coolly sold out one day, put the money in his pocket, and skipped. His liabilities were very heavy.

Two gentlemen of the Jewish race, recently set up a jobbing business on Front street in the same city. They paid their debts promptly. A few days ago, a fire was discovered in the building which they, with others, occupied. It was put out before much damage was done, and an insurance company cancelled their policy for \$5,000, claiming that their stock was worth only \$2,500. Still the creditors credited, and a week afterwards the debtors had fled.

The record of failures during the year 1894 shows that the majority of failures in Canada was due to the lack of capital. Putting this in other words, it means that the wholesaler and the manufacturer gave a large number of merchants more credit than their capital warranted. They overloaded these weak and struggling retailers until they crushed them down.

The retailer who gives credit is doing something unnecessary. The wholesaler who wouldn't give credit would have to go out of business. But the wholesaler who does not give credit judiciously is courting his own destruction, is helping to pile burdens on those unable to carry them, is injuring the man who pays his bills when due and is demoralizing business generally.

THE DEPARTMENTAL STORE.

MANY people in Canada have been watching the discussion of the advantages or disadvantages to society of departmental stores, and arguments pro and con have been numerous. Some claim that the departmental stores are a benefit, as they give the people cheaper goods. Others claim that while this may be true to a certain extent, the evils more than counterbalance it.

A leading merchant of Woodstock, T. A. Forman, has written a strong letter on the subject. He attacks the idea that it is a case survival of the fittest, denies that this law applies to business, and substitutes a newer law: "The survival of the financially strongest is the inexorable result of commerce." And we would add to this law the words: "Conducted upon the basis of absolutely free competition." When competition is restricted by laws against large trusts and combines the competition is not absolutely free.

The great cry of the French Revolution, the great cry of all political reformers of the past two centuries has been "Equality." Equality of opportunity, equality of property, equality of political rights, equality of social privileges, etc., these have all been sought after. The man who has a thousand dollars capital is not an equal to the man who has a million—hence equality in capital does not obtain at present.

The departmental store has a great capital behind it. With this it becomes a power to crush out the weak. It crushes out

the small bookseller this year by selling all books at cost or less; it crushes out the wall-paper dealer next year by selling wall-paper at jobbers' prices; it crushes out the confectionery men the next year by a similar process. Thus it attacks one trade after the other, not all together, and slowly and gradually wipes them all out.

The department stores gain in other ways. Their managers advertise boldly and judiciously. They sell close, being satisfied with narrow margins. They buy right by carefully watching the markets, and by playing the bull. They are generally wide-awake to all the newest methods, styles and fancies. They are usually all-round hustlers.

In so far as the departmental store adopts improved and legitimate methods, they are to be admired. In so far as they unnecessarily disturb the existing methods of distribution—e.g. by selling marked lines at or below cost—they are to be condemned.

A writer in a New York journal speaks of them as follows. "I do not believe consumers are as well or as economically served by these department monstrosities as they could be by specialty houses. I believe that within ten years the business will again undergo a change, and we will find live, progressive, modern specialty stores growing up around these overgrown and top heavy establishments. What Cammeyer has done in shoes, Sloan in carpets, Rogers, Peet & Co. in men's clothing and furnishings, with others that I could name, can be done in each separate line of trade. What man in his senses goes to one of these big slop-shops for his furnishings, when he can get better goods, better service and lower prices at a specialty store?"

If the departmental store is advancing on you, don't sit down to weep and to revile. Adopt the newest methods, wear your brightest smile and keep a-hustling.

THE WATTERS CASE.

THE trade generally were very much surprised at the willingness Watters, the assistant Commissioner of Customs, charged with mis-appropriating less than \$200 agreed to compromise with a year's imprisonment for this paltry offence.

It was explained that it was simply an error in book-keeping, and that the sum had been made good as soon as the error was discovered.

The Government was condemned for the severity of the sentence they asked the magistrate to impose. The fact is that neither Mr. Watters or the Government had any desire to investigate further the affairs of this department.

According to the talk about the Parliament Buildings the misappropriation of moneys in the Customs Department will easily exceed \$100,000, of which Mr. Watters only received a portion. There are others equally guilty. One gentleman alone on one deal made \$20,000. There is much quiet fun poked at the Auditor-General—a capable man who seldom lets anything pass him—for not having discovered some of these irregularities.

Another feature, which was not gone into, is one to which we have several times drawn attention, that of Customs officials obtaining goods from importers. They nominally buy the goods on credit from wholesale importer, or simply help themselves when goods are passing through, or they go to the warehouses and ask for them. It is alleged that Mr. Watters

bought goods in this way from wholesale houses in different parts of Canada. In this respect he is no worse than many others. An honorable importer dare not object, while dishonorable firms encourage it because they can thus get favors worth thousands of dollars annually.

The arrest and conviction of Mr. Watters shows the wisdom of putting business men in the Government. An inexperienced man must depend largely upon his assistants, often themselves without the necessary training.

An experienced business man, such as Hon. Mr. Wallace, will not allow his deputies to run things. He will know the why and wherefore of everything. He will not take chances on anything. This is why he has made a success of his Controllership of Customs.

The developments in this case also show the necessity of a Dominion Board of Appraisers, such as they have in the States. With such an organization importers are independent of the whims of local appraisers, and they need not fear that importers at other points can get goods in at lower rates.

MUNICIPAL FIRE INSURANCE.

MUNICIPAL insurance is booming just now, and an attempt is being made to introduce it into Canada. The idea is that each municipality should insure all the buildings in that particular city, town or county, and collect the premiums as a sinking fund to cover losses, and if above this to reduce rates. This plan, it is said, will save agents' commission and managers' high salaries.

A draft bill by Ald. Lamb, of Toronto, is now before the Ontario Legislature. The bill is called the Municipal Fire Insurance Act, and provides that the Municipal Council of every county, city or town desirous of adopting the provisions of the Act may submit a by-law to the electors qualified to vote on money by-laws. The said bureau shall consist of three members, to be called Fire Insurance Commissioners, two to be appointed by the Municipal Council, and the third by the Local Board of Trade. One of these shall retire annually. The commissioners shall deposit \$10,000 each, and shall receive salaries of between \$3,000 and \$5,000. All buildings within the municipality shall be insured in the bureau to the extent of two-thirds of their assessed value, but the commissioners may refuse to take a risk on a particularly hazardous structure. The commissioners shall fix the premiums on the properties, which said premiums shall be collected in the same manner as an ordinary assessment tax.

Mr. Stapleton Caldecott, president of the Toronto Board of Trade, when asked his opinion of the municipal bureau idea remarked that he had not given Ald. Lamb's particular scheme much attention, but that personally he was inclined to think it not sufficiently comprehensive. He did not favor the municipal plan, but he would advocate the establishment of a Government bureau. The secret of the success of insurance companies was the fact that their risks were scattered over a large part of the world. But one municipality should not insure its own property, for one great conflagration might ruin it.

Mr. P. H. Sims, vice-president of the Board of Underwriters, has also expressed his views on the question to the writer. He holds that the introduction of Ald. Lamb's scheme would attack and destroy the credit of the city. Such a scheme

he says, would be unworkable in a congested district like the city of Toronto. One extensive conflagration might run the corporation. For safe insurance it was necessary to scatter the risks held over an extended area.

A second point made by Mr. Sims was that under the Ontario Insurance Act provision was made for citizens, if they so desired, to form themselves into a corporation to effect insurance at a minimum of cost. This Act afforded every facility for citizens to insure themselves outside of the insurance companies, and it would be wrong to pass another law, making it compulsory for them to do what they had not seen fit to do already of their own free will. It would be a manifest injustice to compel every property owner to become a shareholder in the risks of the underwriters.

In conclusion, Mr. Sims stated that municipal insurance would be entirely inadequate to satisfy the requirements of loan companies, and parties loaning money on real estate.

JEW AS MERCHANTS.

ALL business men are divided into two classes: honest business men and dishonest business men. In each class are found men of every race, such as the English, the Irish, the Scotch, the Canadian, etc. But, unfortunately for the reputation of the Jewish race, they are usually found among the class who are the opposite of honest.

It is claimed that a fire which was started recently in a certain building in Toronto was in the interest of a Jewish firm who occupied the building. The fire was discovered and put out before it obtained much headway. It was afterwards found that these Jews had \$5,000 insurance on a stock which was sold a few days later for \$1,250.

A newspaper report says that a fire occurred recently in Plum Coulee, Man. Simon Goldtaub, a merchant, was burned out, and put in his claim to the insurance companies. The insurance people engaged detectives, who found the goods from Goldtaub's store in a stable, covered with hay. Goldtaub is in jail.

A leading wholesaler remarked to the writer, the other day, that a jobber couldn't sell to a Jew for cash without being "done up" by shortage claims, etc. To sell them for credit he described as utter folly. He mentions, as an example, that his firm had just received a dividend on one estate which amounted to 7 per cent. He never knew of their selling to a person of this race without losing, to a greater or less extent.

Canada is big enough and free enough to accommodate a large number of any race of men. But each race must create and sustain a reputation for honesty, if it desires to retain the rights of citizenship which are so freely given under the guardianship of the British flag. Once it has lost this reputation, it must become a hatred and a burden to society. It is to be hoped that the Jewish race will never attain this unenviable position in Canada.

GOOD ADVICE AND MANY BRIGHT POINTERS.

Mr. W. J. Ferguson, Stratford, an old subscriber to THE DRY GOODS REVIEW, writes: "Herewith find \$2 on subscription account. I find it a very practical visitor to my office, containing much good advice and many bright pointers."

ADVANCE IN WOOL AND WOOLEN FABRICS.

If present indications are a reliable criterion, the coming summer and fall is to witness a firm woollen market, and much higher prices on all kinds of fabrics of this class. The sharp advance in the price of raw material is, perhaps, the most influential reason why prices should go higher. Take the price of Canadian fleece, for instance. Two months ago orders could easily be filled at 17c. that to-day could not be repeated except at an advance of 3 to 5c. per lb., for there has been free buying of wool during the past month at different points in Ontario at 21c. In fact, at the present writing reports from different points in the province agree that the market has been well cleaned up of the available supply of wool, and that there is very little to be had at present. This state of affairs is due to the active demand experienced from American buyers, who freely operated in the wool market at the advanced basis, with the natural result of entailing an extra cost upon our manufacturers. The difference in this respect is so great that manufacturers who have had to pay the increased price will be compelled to take account of it, while those who were lucky enough to get their supplies at the lower prices, are quite likely to take full advantage of the situation also.

Briefly, substantial advances in domestic wool and woollen fabrics are expected, and the first intimation in this connection came to hand on the 4th, when leading jobbers were advised by the manufacturers that domestic woollen yarns and fingerings had been advanced, though the exact percentage has not been figured out yet. This advance in yarns, etc., is almost certain to be followed by higher prices on Canadian tweeds. Advices from buyers on the other side with regard to foreign woollen fabrics state that sellers are indifferent, and that higher values are looked for on both plain and fancy dress goods. The results of the series of wool sales which have just closed in London also strengthens the expectation of higher prices. There was a steady legitimate demand, and the upward movement was a healthy one, the average advance realized on the offerings as compared with the previous sales being 10 per cent. In a word, all the news in regard to woollens infers a firm market.

FREE TRADE WITH CAPE COLONY.

Premier Rhodes' proposal for free trade between Cape Colony and Canada would not probably affect the wool trade much if the policy were to carry. Canada imports more Cape wools than any other kind. As Canadian manufactured goods would find a market at the Cape, it is supposed that the development of direct trade under the influence of cargoes each way would bring wool shipments via the St. Lawrence. A Montreal importer told THE DRY GOODS REVIEW that this result was doubtful. The wool is now carried by sailing vessels to Boston or New York, thence being shipped for Canada by rail via Montreal. It is some years since wool vessels came to Montreal, as sailing vessels find it difficult to obtain return freights, the exception being the sugar ships, which take lumber. Importing wool direct is met by the fact that the rate from the Cape to Boston is 9 shillings per bale, while last year a rate of 7 shillings to New York was accepted. The figure via the St. Lawrence in summer would be at least 12 shillings, and the trade would be limited to the one season. The freights by steamer would be much higher. For instance, imports this winter of a fine line of French wool shipped from Bordeaux by

Liverpool and Halifax pays 60 shillings a ton, but the quick passage may be an object in such a case, whereas the imports from the Cape would not likely be affected by such a condition. Circumstances are against making Canada a continental leaving market for imported Cape wools, because even if the United States adheres to its present policy of free wool, imports via the St. Lawrence are necessarily confined to the six months of navigation, while the American ports are open the year round. To utilize Halifax in winter would, owing to the rail rates inland, be extremely difficult. It is, of course, hard to predict what would be the outcome of free trade with Cape Colony and the establishment of a direct line of vessels. The imports of Australian wool have, since the Vancouver service was begun, been tried by that route, and the route has, so DRY GOODS REVIEW is assured, been satisfactory; but one Ontario woollen mill reports having tried that route and the gain of one month in time was not found a sufficient inducement to import always by Vancouver. It seems therefore improbable that free trade with Cape Colony would either revolutionize the wool trade or affect the woollen industry to any extent. The only prospect is that lower freights might ensue, and this, cheapening manufacture, might give Canadian dry goods houses an opportunity of doing business in other regions besides Cape Colony.

MONEY IN GOVERNMENT BONDS.

There is more money in buying Government bonds than in wholesaling or retailing dry goods.

The U. S. Government recently sold \$50,000,000 of 4 per cent. bonds at \$104.4. Boston placed \$1,000,000 of bonds during January at \$113.51. The U. S. bonds ought to be worth as much as the Boston bonds, and hence those who bought the U. S. bonds made \$4,555,000 on the deal. But in reality the bonds were worth more than \$113.51, and hence the profit was really more than this.

The Quebec Government recently sold \$5,500,000 worth of bonds at 77. The French bankers who bought them turned them over at an average of 85½, thus making a clear profit of \$467,500, or \$8.50 on every \$100.

And yet times are hard in the United States and Quebec. But those who have the capital and the "pull" are making their money very easily. In these days of grasping financiers, democratically governed countries should go out of the bond-issuing business.

A POINTER FOR THE WHOLESALE HOUSES.

Talking to a Manchester man the other day, he said to me "You Canadian travelers carry altogether too much baggage. It's simply ridiculous. The biggest houses in Manchester don't send out one-third the weight of baggage that Canadian houses do. Your domestic staples weigh about 300 lbs. One large pattern book made of good linen paper with canvas board covers fitted in a leather case should suffice. In this book you could sample every piece of goods in a half-a-million dollar stock, by using small, three-cornered clippings. The smaller the better as long as patterns are shown distinctly.

"You carry two or three yards of cloth for feelers. There's no necessity for it; half a yard is quite enough. Have each feeler hemmed or bound with pink or black tape. Your feelers

should not weigh more than 50 lbs., carry them in a good black glazed covering.

"In fact, your samples weigh too much all round. They should not weigh more than 600 lbs., instead of which some of you carry 2,000 lbs. You are behind the age. It costs you too much to travel. The railways alone get the benefit of it."

TOM. SWALWELL.

N. B. INSOLVENCY LAW.

The new insolvency law just passed by the New Brunswick Legislature is regarded with favor by business men, because it does away with unjust preferences which, for a long time, have been a disgrace to that province. Let Nova Scotia now do likewise and soon it will not matter whether or not the Dominion Legislature refuses to pass a uniform National Insolvency Law.

The Act renders null and void any confession of judgment or undue preference given in favor of one creditor to the detriment of others, by a party who is insolvent or unable to pay his full debts, or is about to become insolvent. Provision is made for assignments by insolvents to the Sheriff or other assignee for the benefit of all their creditors, and the assignee is to receive such remuneration as shall be voted him by the creditors at any meeting called for the purpose after the first dividend sheet has been prepared, or by the inspectors in case the creditors fail to vote it, or failing that, by a judge. Notice of assignments must be published in the Royal Gazette and also in a newspaper of the district, and the votes of creditors shall be calculated as follows: One for claims between \$100 and \$200, two for claims of \$200 to \$300, three for every claim of \$300 to \$1,000, and one more for every additional \$1,000 or fraction thereof.

The various powers and duties of assignees are clearly outlined in the Act.

VERY CARELESS. INDEED.

On March 20 C. A. Scott, of Wallace, N.S., lost heavily by a fire, which destroyed his store, stock and books. There was no insurance on the building. There was no insurance on the stock. The safe was not locked. This is an example of carelessness, surely.

A retailer owes it to himself, to his family, and above all to his creditors, to keep well insured. A merchant who is not well insured should not receive credit.

UNIFORM CUSTOMS CHARGES.

From time to time the attention of the trade and of the Customs Department has been drawn in these columns to the different rates at which goods were passed at the various ports in Canada. In Montreal an article would be entered for duty at 10 or 15 per cent., while on exactly the same kind of article two or three times as much would be charged in Toronto or some other port. In other instances Toronto or another port was cheaper than Montreal.

With such a difference in the duty importers at the favored port have been able to undersell their competitors in every part of Canada.

Complaints were made, but no attention was paid to them; and in some instances importers at the non-favored points had

to give up the sale of the article or else they would pass them at the favored port and pay the difference in freight. This was done extensively in one article on which the duty was equal to \$2 per cwt. in Montreal and Ottawa, and \$4 everywhere else.

Recently Controller Wallace took the matter up in a business like manner and put on a staff of six clerks who occupy their time in checking entries. The chief checker has been made responsible that the same rate of duty is charged at every port. He devotes his attention almost entirely to Montreal and Toronto entries, every one of which must pass through his hands.

In the past numerous complaints have been made by the trade to this paper about these entries. Should any arise in future we would like to hear from those having the grievance.

IT IS READ AND APPRECIATED.

Here is what James C. Campbell, of Woodstock, winner of the Prize Essay on "How to Draw and Keep Trade," and writer of "The Position and Aims of the Dry Goods Clerk," in our March number, says: "The mails bring me many letters containing kind words from friends in the trade, both known and unknown. Of course it is a pleasure to receive such kind wishes at any time, but to receive them so promptly proves two things: First, that your journal is read at once; and, second, that the trade appreciate any efforts honestly put forth in its interests."

IMPORTS AT TORONTO.

FIGURES are instructive, although somewhat wearisome. With considerable trouble, THE DRY GOODS REVIEW is able to present its readers with a comparative statement of the imports at Toronto during the past six years in the dry goods and kindred trades. Some lines show an increase and some a decrease, but the increase on the whole is decided, with the exception of last year.

These figures do not show the whole of Toronto's imports in these lines, as quite a number of cases are passed through the Customs at Montreal and are credited to that city.

All the goods shown are imported either from the United States or Europe, and all are dutiable except the last seven classes.

Value of dry goods, etc., received at Toronto for six years. Fiscal year ends June 30th:

| ARTICLE. | 1885-9 | 1886-9 | 1887-8 | 1891-2 | 1892-3 | 1893-4 |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Braces and Suspenders | 7,922 | 4,882 | 8,828 | 8,294 | 17,145 | 10,618 |
| Buttons of Hoof, Rubber Composition | 22,747 | 99,141 | 167,245 | 15,121 | 128,574 | 76,246 |
| Cocoa Matting | 492 | 442 | 1,615 | 215 | 532 | 1,944 |
| Collars, Cuffs | 6,187 | 13,292 | 17,155 | 16,551 | 19,779 | 20,405 |
| Cottons | 1,221,929 | 1,181,118 | 1,044,474 | 1,211,101 | 1,167,391 | 1,107,461 |
| Cuffs | 1,511 | 1,754 | 2,175 | 2,755 | 1,651 | 2,154 |
| Crapes | 201,269 | 171,179 | 12,767 | 11,291 | 7,382 | 6,628 |
| Curtains | 59,275 | 24,691 | 21,585 | 110,450 | 125,065 | 119,976 |
| Embroideries | 1,151 | 1,151 | 81,779 | 1,156 | 17,467 | 5,718 |
| Fancy Goods | 694,151 | 612,971 | 497,491 | 612,992 | 644,469 | 649,602 |
| Fur Manufactures | 177,124 | 179,245 | 179,521 | 481,582 | 467,656 | 379,218 |
| Flax Manufactures | 1,071,411 | 1,072,217 | 1,046,611 | 1,046,611 | 1,046,611 | 1,046,611 |
| Gloves | 8,210 | 17,811 | 17,811 | 20,146 | 179,299 | 131,429 |
| Hats, Caps, etc. | 171,221 | 187,272 | 18,147 | 14,871 | 14,871 | 131,000 |
| Hats and Rugs | 14,121 | 14,121 | 14,121 | 14,121 | 14,121 | 14,121 |
| Oil Cloth | 47,421 | 45,792 | 44,415 | 40,777 | 35,166 | 30,125 |
| Silk | 26,117 | 1,012,554 | 1,012,554 | 1,012,554 | 1,012,554 | 2,521,571 |
| Woolen Manufactures | 2,111,111 | 1,012,554 | 2,111,111 | 1,012,554 | 1,012,554 | 2,111,111 |
| Fur Trappings | 67,111 | 14,111 | 14,111 | 14,111 | 14,111 | 14,111 |
| Wool | 2,111,111 | 2,042,711 | 1,142,711 | 1,142,711 | 1,142,711 | 1,142,711 |
| Hemp, undressed | 2,111 | 14,111 | 14,111 | 14,111 | 14,111 | 14,111 |
| Holloing Cloth | 2,111 | 2,111 | 2,111 | 2,111 | 2,111 | 2,111 |
| Cotton Yarns | 22,111 | 22,111 | 22,111 | 22,111 | 22,111 | 22,111 |
| Hatters' Bindings | 1,111 | 2,111 | 2,111 | 2,111 | 2,111 | 2,111 |
| Jute Cloth | 2,111 | 2,111 | 2,111 | 2,111 | 2,111 | 2,111 |
| Totals | 7,575,492 | 7,364,415 | 6,212,451 | 7,828,551 | 8,117,711 | 6,662,492 |

A RETAILERS' ASSOCIATION.

THE Montreal Retail Dry Goods Association are discussing just now a matter of some moment to retailers everywhere—whether cheap lots being sold at a low price should be paraded outside the store with a placard announcing the "sacrifice." Mr. Chagnon, the president, favors the abolition of this system, as it tends to unduly lower prices with all the stores. A customer seeing a special price on a staple article at one store will move on to another, and being asked a fair price for the regular goods, will retort, "Oh, but I see them for a dollar a pair less at So-and-Sos." And thus prices are unduly and unnecessarily depressed. This association, which has been in existence for some years, actively concerns itself in matters affecting the retail trade. It has a membership of over 100 firms, principally in Montreal, but with a few outside the city also. Among the reforms which it was organized to effect are the sale of dry goods by pedlars, and retail selling by wholesale houses. Some years ago the latter practice was found to be prevalent in Montreal, and protests against it have resulted in a lessening of the evil so far as the scope of the association extended. In municipal affairs, also, efforts are constantly being made to guard the interests of the retailer. The tax on pedlars has been increased from a point as low as \$4 to \$25 annually, and a pedlar who uses a cart has now to pay a license fee of \$100. Another feature of this trade is the practice of pedlars to come into Montreal at a promising season, secure a license for a limited period, and proceed to undermine the retail trader. These transients often come from the States, are in no sense entitled to the privileges they claim, and constitute a serious menace to legitimate trading. The Retail Dry Goods Association meets monthly, and the following have just been elected officers for the present year:

| | |
|---------------------------------|------------------------------|
| President, C. P. Chagnon, | Treasurer, Z. Moison, |
| 1st Vice-pres., Jas. Normandin, | Asst. Treasurer, G. Labonte, |
| 2nd Vice-pres., Jules Huot, | Secretary, O. Lemire, |
| Cor. Sec., J. H. Lemeux, | Marshal, P. E. Beauchamp. |
| Ass. Sec., J. N. Paquin. | |

MACKEDIE & CO.'S COMPROMISE.

J. W. Mackedie & Co., wholesale dry goods, Montreal, have, in view of temporary difficulties, made an arrangement with their creditors on the basis of 65 cents on the dollar, and will continue the business with good prospects of future success. Messrs. Mackedie, possessing an excellent record for integrity and ability, have received much sympathy in the embarrassments which overtook them. The firm did a profitable business for a number of years, and, as happens in many cases, some of the principals invested in the Chicago markets, notably pork and wheat. These speculations were at first successful, but later on losses took place aggregating as high it is said, as \$75,000. At the same time profits in the Northwest trade, where the firm did a good business, declined, and the statement for 1894 decided the junior partner, Mr. McMartin, to retire. Reports indicating that the firm had made losses and were paying the banks high rates for discount, further complicated the position, and as trade continued dull, renewals were asked for obligations maturing in February and March. These were readily granted, but at the instance of the Bank of Montreal and Molson's Bank, which were interested, it was decided to

have a general arrangement, which finally resulted in the compromise mentioned above. The firm's liabilities are placed at about \$87,000, and there is a surplus of \$20,000 over all liabilities, a sum considered ample to ensure the permanent success of the business. It is believed that this is a very moderate estimate of the assets, so that the firm is in a good position and can add a partner if desirable. As the trouble was due to special losses combined with dull trade, the expectation is that the firm will soon retrieve its position, as the principals are in high standing and possess undoubted capacity.

IN BRITISH COLUMBIA.

"British Columbia is progressing," said Mr. Haughton, of T. Haughton & Co., 88 Yates street, Victoria, B.C., when he called at the REVIEW office during his recent visit to the eastern markets. "Mining, fishing and lumbering are becoming very important industries in that province," he said, "and are employing more and more men every year."

"British Columbia is beginning to grow more wheat, but as yet the production does not equal the consumption. The wheat grown in the south is not good for flour, as the kernel never dries sufficiently; but in the centre and north, good flour wheat can be and is being grown. Four large flouring mills are now in existence, and less flour is being imported."

Mr. Haughton says the province is very anxious for another railway. The Canadian Pacific only runs through the southern portion. In the northern central part of the province lies the great Cariboo district, with its enormous mineral resources. Here also is a great district containing some 20,000 square miles of the finest agricultural country in the world, and capable of producing the best grade of wheat. The proposed British Pacific will tap both these districts, pass down through the western part of the province, cross the Seymour Narrows, and traverse the whole length of Vancouver Island, with its terminus at Victoria. When this railroad comes, and it is expected that a commencement will be made this year, British Columbia will become one of the most important provinces in the Dominion.

LONG CREDITS CONDEMNED.

WHEN President Bole, of the Winnipeg Jobbers' Union, tackled the credit system in his annual address, he spoke fearlessly and boldly, and, in our opinion, wisely. He said: "Referring to the state of business in this country, it is pleasant to learn that all parts of the province report an abridgement, and in some places a total suspension, of the credit system. Low prices and hard times have taught merchants some useful lessons, the most important of which is the fact that \$1,000 worth of book accounts is a less satisfactory asset than half that amount of staple goods on the shelves. The insane desire to do a large business on this hazardous basis is giving place to more rational methods. If the period of depression through which we are passing is educating the mercantile community up to sane notions on the question of credit, let us all cherish the memory of these past two years. While we, as wholesale merchants, gladly welcome this wholesome reform in the country, we must not forget that we are not wholly guiltless of the existence of the evil. The country merchant who can get long credits is tempted to give them. While the reform is going on in the country, is it not an opportune time to consider

a like reform in our own circle? It is true we must meet competing eastern cities in the matter of terms, but it is not impossible to confer with them on this important subject. Eastern shipping centres are as weary of long credits as we are, and might be induced to fall into line. In Canada we can boast of many stable commercial institutions among others our banking system—but our system of credit, long and cheap, is a disgrace to our commercial fabric. In the United States the reverse is the order. The recent period of depression developed many weak points in the American banking system, and hundreds of monetary institutions went to the wall, but their system of short credits saved the nation. Wholesale houses were able to carry themselves, a thing impossible in Canada if an epidemic of failure broke out among our banks.”

COMBINATION IN COTTONS.

“I look for an improvement in cottons,” said John H. Parks, the St. John cotton manufacturer. “The growers are forming a combination to reduce the acreage 25 per cent., as was done in 1892, when they brought the production down to six and a half million bales, against nine million in 1891, and the acreage to fifteen million from twenty million. If they succeed, as is not improbable, prices will advance, but, of course, not for some time. In 1892 the reduction in acreage resulted in an advance in raw cotton from 63¼ to 10c. The situation now is very much as it was in the spring of 1862, when I bought at 63¼c. This year I have bought lower than that, for

it looks as if the past season’s crop amounts to over nine million bales.

“As regards our own business, we had a satisfactory year. We were not compelled to shut down, as many of the other manufacturers were.” Mr. Parks spent the latter part of February and most of March in Montreal, Toronto and the west, and finds a slight improvement in the dry goods trade.

COURTESY IN TRADE.

Salesmen in Canada are often lacking in that courtesy towards their competitors which is very strictly observed by those who know the requisites of a gentleman.

An instance occurred recently in Toronto which illustrates this. A buyer for a retail house which had recently been burnt out was on one of the upper flats of a certain wholesale house buying goods. A salesman of another house was anxious to sell this buyer the particular goods which were being ordered. He visited the former warehouse, and went up and began to interview the buyer before the buying was finished. Apparently the object was to prevent the buyer finishing his order.

Foiled in this, he went to a neighboring warehouse and telephoned the buyer in the name of his (the buyer’s) employer in order to draw him away and prevent the sale. By this time the purpose was discovered, and the meanness prevented.

These are certainly the days of keen competition, but anxiety to sell goods should not lead a salesman to forget the courtesies which should exist in trade as well as in social life.

KNOX, MORGAN & Co.

HAMILTON, ONT.

Reg to inform the retail trade that they are prepared to

DO BUSINESS WITH MERCHANTS ON THE NEW BASIS

Of buying small parcels, and when required

TO DO THIS

THEIR STOCK WILL BE KEPT FULLY ASSORTED

In Staple, Domestic and Imported Lines the year round.

Give their Representatives a Look Through when they Visit Your Town

—OR—

Send for **Samples and Quotations** and try their **Letter Order Department** this Spring.

TRADE REQUIREMENTS.

THE DRY GOODS REVIEW had an interesting chat with Messrs. Brophy, Cains & Co. on the management of a business, etc., and what they termed Trade Requirements. "We use the term Trade Requirements," said they, "in a broader sense, perhaps, than would on first thought suggest itself to you, and could best explain our meaning by detailing some of the points which we think are included therein. First of all, let us say that at no time did business require the undivided attention of those connected with its management more than at present. The necessary expenses of conducting a large business are heavy; competition is keen; to be successful means economy, close attention, hard work.

"Now, to answer your query as to the points embodied in the term Trade Requirements, commence with the warehouse. It should be centrally located, easy to get at, a modern warehouse, not too expensive, but with the interior well lighted, heated and ventilated—this for the comfort and health of all concerned. The general offices should be convenient to the main entrance; this saves time. The entry, packing and shipping rooms must be on the ground floor, with easy, quick and good facilities for receiving and shipping goods: here, again, time is gained.

"An elevator that takes your customer to the fourth or fifth floor in less time than he could walk half way up to the first floor, saves his time as well as yours; it also does the work of half a dozen men in conveying goods up and down to the different flats.

"Every floor, every table, every shelf should always be kept so clean that goods cannot be soiled on them. For such goods as laces, ribbons, embroideries, insertions, etc., we have large glass cases, and the goods reach our customers as fresh and clean as when they left the makers' hands. Do not crowd or force goods upon a buyer—he knows, or should know, what his trade requires—but introduce with politeness, and without wasting time, every line of goods you carry.

"Let your staff be composed of educated, intelligent men: explain to them what the goods are which they are expected to sell, tell them how they are made and where they come from. They have a future, and their success later in life is largely dependent upon the help and training you give them.

"Watch the markets, study them, also your customers and their wants. Buy Trade Requirements; no retailer wants to waste time looking at 500 different prices in gloves—and that applies to all departments. When you take up a line of goods, have it complete, give value for every dollar; have popular prices.

"These are some of the points we have in mind when speaking of Trade Requirements. Now come and look through, and we will show you that we try to carry out all that we have spoken of."

THEY SHOULD BE ENCOURAGED.

A Montreal manufacturer told DRY GOODS REVIEW that wholesalers might do more with Canadian-made articles if they were not so fond of increasing foreign competition by the extent and variety of their importations. They, in some cases, seemed to make a special effort to rule out the native article by importing with such care as to avoid the varieties chosen by other houses, thus being enabled to push trade in certain grades

as their own specialties. This policy, combined with the fact that Canadian makes have to conquer a certain preference for the foreign over the native product, increased the difficulty of a limited market. More co-operation, he believed, between the maker and the wholesaler would prove a marked stimulus to Canadian manufacture by encouraging new styles, greater excellence, and thus, through enlarging trade, enhance the margin of profit.

CANADIAN COTTONS ABROAD.

The Montreal Herald, a free trade organ, says: It is announced by The Journal of Fabrics "that the Montmorency Cotton Mill has declared a dividend for the past year, and this mill is running exclusively on cottons that are shipped to China, in competition with England, the United States and Germany." There can be no doubt that the shareholders are to be congratulated sincerely upon this evidence of the soundness of their investment. In a market to capture which the cotton spinners of the world are bending their energies, Canadian skill and Canadian pluck have won a secure place. This is an achievement of a sort which should quiet much talk about the inability of the Canadian manufacturer to live and prosper in open competition with the world.

WINDOW-DRESSING.

THE REVIEW has been trying to collect ideas for its readers and at the same time to encourage those who take pains to have neat windows. With these aims in mind a competition was inaugurated which closes April 15th. Three cash prizes are offered. Because your windows are not the best in the world is no reason you should not enter the contest. The merit of windows is comparative: that is, their merit in a contest of this kind depends on their being as good or better than some other person's.

Encourage your clerks by letting them have a try at it. There is time yet, as only three windows are required.

A BIG TRADE IN LACES.

The spring season with Kyle, Cheesborough & Co. so far has been marked by the rapid growth of their lace trade. This branch of their business has been highly satisfactory, and their buyer is now in Europe, having gone early in order to assist the firm with the latest novelties in this line. Since the first of the present year the firm have handled 25,000 pieces of lace, and there is still more to follow, which is a striking illustration of this branch of their trade.

In light and fancy cotton and wool dress fabrics Kyle, Cheesborough & Co. are showing what they consider to be the most attractive collection in this line they have ever been able to secure. The increasing demand for this class of goods has enabled manufacturers, particularly foreign makers, to produce some of the most charming effects in these goods that they have ever seen, and this firm considers the results of their efforts in this particular highly gratifying, while they keep on securing each novelty as it comes out.

H. M. Belcher, of Gault Bros. Co., is now on the ocean on his fall buying trip. He will be away until the middle of May.

The "Distingue"

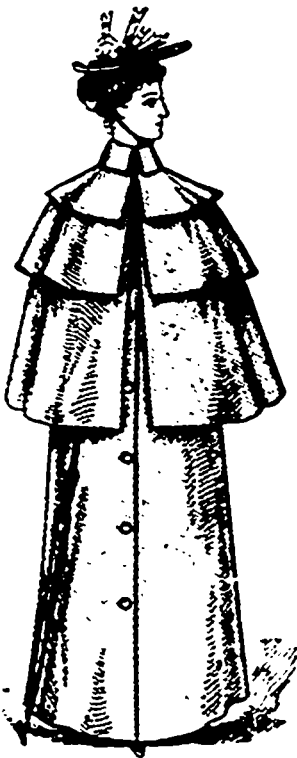
WATERPROOF

Is admittedly the Best Selling . . .

in the market, as proved by the experience of years. : : : :

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:



VICTORIA.
The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,
say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

MCMASTER & CO., Toronto,
say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,
say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT,** will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,
say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,
"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,
"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.
say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.
The Distingue Water-proof.

Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."



FIGURINE.

J. N. Stewart, Dunnville, Ont. — "Would you kindly tell me where I can buy 'Figurine,' which I read about in the last issue of your paper?"

Address Glover & Brais, McGill street, Montreal.

ELASTICA.

Wood Bros. & Co., Halifax, N.S.—"In your March number you refer to a new sleeve lining 'Elastica.' Will you kindly tell us the best house to get this from? We should like to see samples of it."

The sample referred to in March issue was shown to the editor of THE DRY GOODS REVIEW when on his round of the trade by Greenshields, Son & Co., Victoria Square, Montreal. They have promised to send samples and prices at once. They are also showing samples of a pulp fibre cloth, which is being used for the same purpose.

LONDON PAPERS.

J. Wilder Daniel, St. John, N.B.—Address The Drapers' Record or The Drapery World, London, England.

PUTTING INVOICES IN EXPRESS PARCELS.

EDITOR DRY GOODS REVIEW:

Sir,—Being in the fancy dry goods business we have a great many express parcels, and Friday morning is the day we have the most for the Saturday trade. On our order sheets we have printed instructions to enclose invoice in parcel, but half the time it is neglected. We write special instructions to the houses, and it will be all right for a short time, then back at their old plan.

I would like you to insert this, so that the wholesale houses may know where they inconvenience a retail man.

Yours in the trade,

GEORGE CAUDWELL.

IMPROVEMENT IN PAYMENTS.

Talking to THE DRY GOODS REVIEW the week following March 4, a member of a Montreal wholesale firm produced a comparative statement of payments on notes due on that date. The house covers the entire Dominion, and does a large trade. The statement showed that last month 63 per cent. of the paper falling due was paid in full, against 57 per cent. in 1894.

That other firms may not have done as well, the gentleman referred to explained, was because they did not watch their collections as carefully as they should have. It is in the interest of both wholesale and retail houses that collections should be made more promptly. It would compel consumers to buy more for cash, and there would be fewer bad debts.

The Montreal trade also report that April 4 resulted in paper being met very well much better than was expected. The reports from about twenty five houses indicate that 60 per

cent. net of paper was promptly taken up, and this is regarded as satisfactory. There were a few renewals asked for and some grumbling reported, but on the whole good results have been recorded.

HENRIETTAS ACTIVE.

"There is an increased demand for Henriettas, broadened silks and cheviot serges," said a Montreal dealer to THE REVIEW the other week. "Our season in these goods has been more than equal to that of last spring. In fact, I don't think we have ten pieces of these lines left in stock. Advices from primary markets also are firm and sellers generally appear to be indifferent at present regarding orders."

WINDOW DRESSING COMPETITION NUMBER.

The May number of THE REVIEW will be a great and valuable adjunct to the live retailer and his window dresser.

As a help to the struggler after ideas we will reproduce every window brought into competition; in addition to this, we will send copies to the best retailers throughout the country who are not now subscribers—there are not many of them.

Advertisers should get up special advertising for this issue, as it will be eagerly sought after by window dressers.

WINNIPEG B. OF T. REPORT.

Winnipeg Board of Trade has issued its sixteenth annual report, and as usual it contains a great deal of interesting matter concerning the Prairie Province. The President's address, the exports and imports, and the information concerning freight rates are especially valuable.

The report points out that most of Manitoba's wheat for export was moved via Buffalo, being sent there in United States bottoms. This is a disgrace. Where is Canadian enterprise?

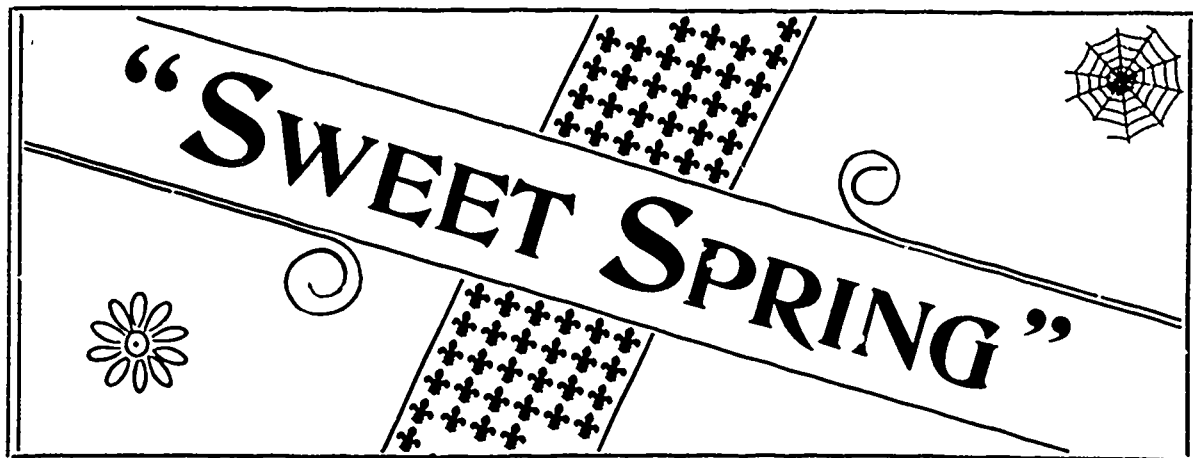
The report also speaks highly of the opening of the Sault Canal, and hopes for the early deepening of the Welland and St. Lawrence Canals.

COMMERCIAL EDUCATION.

That is a good move of the Chambre de Commerce of Montreal to promote commercial education. They are not satisfied with the standard of commercial training given to French-Canadian youth. They are going to summon a congress of principals of academies, endeavor to arrange a good program of studies, and secure co-operation of all commercial schools. Prizes will be offered by the Chambre to the best pupils, and a committee will take charge permanently of the whole idea.

There is too much of the ornamental element in all schools in these times, in fact "flummery" is the best word to describe it. Commerce is the basis of the greatness achieved by every nation in the 19th century. Agriculture and business are the two great occupations before Canadian youth. Why should they be so much ignored in our schools?

The French-Canadian merchants are doubtless spurred to action by the success of the English minority in Quebec in commerce. The French are a clever people, they possess the prudence and capacity needed in business, and it is right to give their young men every advantage in commercial training.



Crepons.

THE DRESS OF THE SEASON .

In plain, Wool and Mohair Stripes,
Silk Stripes, Silk Effects, and Silver
Silk Stripe. : : :

Plisse Silk Prints in Self and Fancy Colors.
Printed de Lainette Sateens.
Printed Punjum Lawns.
Townley Ginghams, the best value shown
in the Trade.
American Printed Challies.

Lister's **FAST DYE** Punjums, **ALL SILK**, in 20 shades. Every piece stamped.
Lister's Chine Blouse Silks.

WHITE GOODS

Check Lawns

Bordered Dress Lawns

Swiss Pin Spot Lawns

Striped Lawns

Bordered Apron Lawns

With Embroideries and
Insertions to match

"Up-to-Date" Veils,
Veil Nets, Laces.

VICTORIA LAWNS Our Specialty
THEY WON'T CURL

Hosiery For { Ladies and Misses } **All Sizes**
{ Men and Boys } **Reliable Goods**
Popular Prices

Silk Mitts and Gloves, in Black, Cream, White and Colored.

FOR SUN AND RAIN

Parasols, Sunshades, Umbrellas.

Distingue Waterproofs:-The Alexandria, Marguerite, Oxford, Victoria and Golf.
Full Range of Currie's Standard Waterproof Coats.

Stock fully assorted in all departments.

Brophy, Cains & Co.

196 MCGILL
STREET

Montreal

LOSSES IN TORONTO.

TORONTO'S third fire for 1895 occurred on March 3rd. The losses and insurance figures of the dry goods and furnishing firms were as follows:

| | Loss. | Insurance. |
|-------------------------------|-----------|------------|
| R. Simpson, buildings..... | \$125,000 | \$120,000 |
| R. Simpson, stock..... | 250,000 | 200,000 |
| P. Jamieson, stock..... | 60,000 | 25,000 |
| Sutcliffe & Sons, stock..... | 82,000 | 70,000 |
| R. H. Gray, building..... | 6,000 | 6,000 |
| C. F. Adams & Co., stock.... | 5,000 | 5,000 |
| Mrs. M. E. Brisley, stock.... | 5,500 | 4,300 |
| James Bonner, stock..... | 6,000 | 6,000 |
| J. Milne & Co., stock..... | 26,000 | 16,000 |
| J. Dunfield & Co., stock..... | 4,500 | 5,000 |
| Canada Umbrella Co., stock.. | 2,000 | |
| T. Eaton & Co..... | 3,000 | 3,000 |
| Small losses..... | 3,500 | 3,500 |

The total loss was about \$666,000, with an insurance of \$565,000. Toronto has since increased its fire extinguishing apparatus.

Mr. Simpson has already cleaned out the debris and is ready to build. His new building will be larger than the one destroyed. Most of the other merchants are going on in new premises.

TRANSIENT TRADERS.

Transient traders are going to go out of business in Ontario if a bill now under consideration passes. The carting of bankrupt stocks around to other towns will be stopped.

The proposed bill is to amend the Transient Traders' Act and is being chaperoned by Mr. W. B. Wood. The bill raises the fee from \$50 and \$100 to \$100 and \$250, and says that it shall be paid by all persons who have not been residents of a town three months before opening up business there.

A copy of the bill is not to hand, but the principle would seem to be good, if honest merchants are not interfered with. Transient traders have been plying an unjust trade, and anything that will prevent this will be welcomed in the interests of legitimate trade.

APRIL 15TH.

Even if you have not yet commenced to photograph your windows for the contest inaugurated by this journal, you still have time to dress and photograph three windows. There are three cash prizes, and somebody will be well paid for the labor expended on three displays.

The competition closes April 15th. A cash prize of \$20 will be given for the best collection of three photographs of windows actually shown by the competitor. Two other cash prizes are also offered.

A CUSTOMS BOARD WANTED.

The Montreal Board of Trade has pledged itself, by adopting the report of its committee, to unite with other boards in urging the Federal Government to establish a Customs board of experts. The committee recommended that Parliament be petitioned; that an effort be made to have the petition numer-

ously signed amongst the business community of the city; that thereafter it be endorsed by the Montreal Council, and also that copies be sent to the various Boards of Trade in Canada with the request to obtain signatures, and that at a suitable time the several petitions be endorsed by the respective Boards of Trade and immediately presented to the Government.

This is a matter that THE DRY GOODS REVIEW has heartily endorsed before, and it sincerely trusts that the efforts of the united Boards of Trade of the Dominion will have the effect desired.

SOME SEASONABLE LINES.

Waterproof clothing sells all the year round. For the spring trade W. R. Brock & Co. claim to have a specially broad line. They have one line of men's tweed coats with sewn seams and deep detachable capes, which can be retailed at \$6 each. Then they have ladies' garments with triple detachable capes that can be retailed from \$2.25 up.

For the "April showers" season they show some special job lines of umbrellas to retail at 40c., 50c., 75c. and \$1. They claim that these are extra value, bought under exceptional circumstances.

A large lot of men's blue and brown mixed cotton socks have been purchased from a mill at a price for cash which enables them to be offered as a decided "plum."

Their lines of regatta shirts in blue and pink hair line stripes are extra value, considering the quality and make.

Cream silk gloves and mitts are moving rapidly and are seasonable lines. Four thousand dozens of their leading line of stainless black hosiery have been passed into stock.

IT IS GRATIFYING.

J. & J. Taylor made a shipment of safes to South Africa recently. This is the first shipment the firm has made to that continent, though their safes are now well known in other parts of the world—the United Kingdom, Australia, China, India, West Indies, British Guiana and Chili, for instance.

It is the ambition of every loyal Canadian to see a continual expansion of the foreign trade of his country. To know, therefore, that J. & J. Taylor are reaching out along these lines is a source of gratification. THE DRY GOODS REVIEW tenders congratulations, and hopes that the day is not far distant when Taylor's safes may be found in every country where there are valuables to be preserved, either from fire or robbery.

NEW MACHINERY.

Williams, Hurlburt & Co., of Collingwood, manufacturers of knit hosiery, have recently added a complete outfit of new and latest improved machinery from the most celebrated makers of the United States. The machines are models of perfection, and were purchased by Mr. Hurlburt after a very extensive tour of all the leading manufacturers of these machines.

The "Reliance" brands of goods made by this firm are deservedly popular, and all the finer grades of goods are made of imported Cashmere yarns.

This firm is now ready with fall samples, and travelers are now on the road visiting the trade.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

---: IMPORTERS OF NOVELTIES IN : ---

*Dry Goods,
Trimmings,
Silks,
Braids,
Curtains,*

*Embroideries,
Gloves,
Hosiery,
Muslins, and
Dress Goods, etc., etc.*

Since the first of the present year we have handled 25,000 pieces of lace, and still there are more to follow.

Kyle, Cheesbrough & Co.

MONTREAL.

Special Opening

COTTON HALF-HOSE

All Styles . . .
Silk Embroidery
. . . on Half-hose.

Blacks,
Tans,
White,
Stripes and Spots.

SPRING UNDERWEAR

XX
XX

Balbriggan, French and German.
Natural Wool, in all prices.
Light Shades, in latest tints.
Silk, and Silk and Wool.

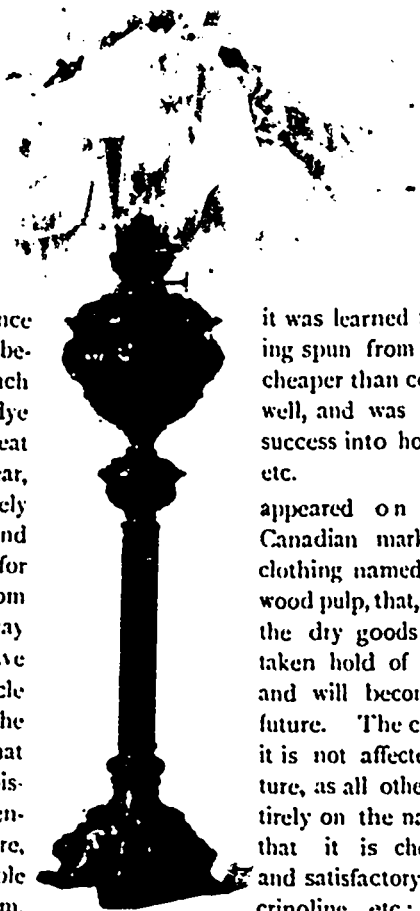
Foreign and Domestic Stripes.
Celebrated Swiss Makes.
Spotted on Blues and Tans.

SAMPLES SENT ON DEMAND

GLOVER & BRAIS, - MONTREAL

FIBRE CHAMOIS.

THE uses to which wood pulp and wood fibre are being put in this age of machinery and advancement seem limitless. From car wheels to clothing is a long step, but wood fibre covers it, and satisfactorily too, if the demand and sale is any indication.



A short time since fine soft yarn was fibre that was much that took the dye worked with great knitted underwear,

There has lately United States and new interlining for chamois, made from ing from the way clothing trade have an excellent article staple line in the made for it are that dampness or moistings are, relying enstiffness of the fibre, and more durable hair cloth, buckram, creasing and crushing does not injure it; that it has a smooth, soft finish and cannot injure the finest fabric; that it is wind proof and will make a grand lining for cloaks, jackets, overcoats, uniforms of our policemen, motormen, postmen, commercial travelers on their driving trips, etc.; but is porous and will allow ventilation and absorption to go on unchecked. Withal it is light in weight, cheap in price, and will not add bulk to any garment on account of taking the place of padding and other bulky linings.

The United States Government is considering the value of these goods for use in the army, navy, post office department, etc.

LAMP SHADES.

Crepe Lisse is the delicate fabric out of which the lamp shade illustrated by the accompanying cut is made. It is an exceedingly attractive and stylish article, and yet Macabe, Robertson & Co. are making it at a price which enables it to be retailed at \$3. They are made in rose pink, pale blue, Nile green, heliotrope, shrimp pink and cardinal.

They have different styles of frames, the one in this shade being No. 6, C 14 inch. Three of their styles of frames may be seen in their advertisement in this issue. This firm is showing

it was learned that a ing spun from wood cheaper than cotton, well, and was being success into hosiery, etc.

appeared on the Canadian markets a clothing named fibre wood pulp, that, judging the dry goods and taken hold of it, is and will become a future. The claims it is not affected by ture, as all other lin tirely on the natural that it is cheaper and satisfactory than crinoline etc.: that

an excellent range of fancy goods at present, and dealers who are always looking for lines, the addition of which will increase profits, should keep fancy goods in view, and also that this house carries them.

READY-MADE CLOTHING.

E. A. SMALL & Co., wholesale clothing manufacturers, Montreal, are moving into a much larger building on the opposite side of Victoria square. The new premises will make one of the most complete clothing manufacturing establishments in the country, combining, as they do, offices, sample rooms and factory under one roof.

Speaking to THE REVIEW of the change, Mr. Small said there was a steadily increasing demand for ready-made clothing, due, without doubt, to the superior quality of the garments now made and to the very low prices at which they are obtainable. In every particular they are equal to the average custom made, and much better than those made by many tailors, because everything is made to match. They do not put light buttons or linings in a dark garment, as many provincial tailors do, and the leading clothing manufacturers buy in such large quantities and such variety of patterns, that their garments are being bought now by the best customers. Formerly manufacturers turned out clothing in the quickest and cheapest manner possible. Today, said Mr. Small, we must employ the best workmen, who are directed by capable and experienced foremen, whose duty is to see that every garment is well finished in every detail. There was a time when there was little change in style: now manufacturers must follow the latest fashions.

Travelers are now going out with fall goods. The styles do not show a very material change from last season. Coats are not made quite so long now. In heavy garments, ulsters in all shades are to the fore. Prices are just a shade lower than last season in some lines, but with the prospects of an advance in woollens, to which reference is made in another column, the trade are firmer in their views, and not inclined to make concessions in prices.

The export trade in ready-made clothing is being quietly worked up by some houses, and if it develops as has the domestic it will become one of our most important industries. It employs a greater number of people than may occur to many in the trade, from the farmer who raises the sheep to the numerous handlers until the finished garment appears on the back of the consumer.

E. A. Small & Co., Montreal, announce that a new and perhaps an important feature of their business will be the establishing of a measure system which will render it easy in case of necessity to take a measure and have clothing made equal to custom tailoring. Their travelers carry sheets for this purpose, or they may be had direct from the house.

H. Shorey & Co., Montreal, who use cabinet photos of prominent people as travelers' advance cards, are sending out this spring photographs of Sir Mackenzie Bowell and Hon. Wilfred Laurier.

R. N. Smyth, of W. L. Smith & Co., Montreal, has arrived in England, having left by the Majestic on the 27th.

Summerside, P.E.I., had a heavy fire last week, causing \$35,000 loss. George Muttart's store was among those destroyed.

TORONTO BOARD OF TRADE.

THE Council of the Toronto Board of Trade met last week and transacted business of considerable importance to the commercial world. Messrs James D. Allan, hats and furs, and James A. Wickett, contractor, were elected members of the board.

A communication was read from the secretary of the London Board of Trade stating that the London Board considered it desirable that bankers' liens should be registered within 30 days, and asking the co-operation of the Toronto Board in seeking an amendment to the Bankers' Act making such registration compulsory. The Legislation Committee to whom the matter had been referred, reported that they were unanimously of opinion that it was not desirable that compulsory registration of bankers' liens should be required, and the Council was also unanimous in adopting the committee's report. The London Board will therefore be advised that Toronto cannot co-operate with them in the matter.

The council approved of the following proposed amendment to the Ontario Insolvency Act, and ordered the same to be forwarded to the Attorney-General: Every assignment, conveyance or transfer for the general benefit of creditors, whether the assignment is expressed to be made under or in pursuance of this act or not, and whether the debtor has included all his real estate and all his personal estate, credits and effects, or not, shall vest the estate, whether real or personal, or part real and part personal, so assigned, in the assignee therein named, for the general benefit of creditors, and such assignment and the property thereby assigned shall be subject to all the provisions of this act and amending acts, and the provisions of this Act and amending Acts shall apply to the assignee named thereunder.

The question of fire rates was discussed at great length, and it became evident that the council is determined to deal with the matter promptly and vigorously. A committee composed of Messrs. Hugh Blain, Wm. Christie, M. McLaughlin and M. C. Ellis was instructed to draw up a report upon the subject, and these gentlemen will endeavor to confer with the underwriters and the City Council, in the hope that the double purpose may be accomplished of securing a sufficient fire equipment and a reduction of the present rates.

THE CANADIAN BRAND.

THERE exists far too prevalent an impression that a Canadian article is necessarily inferior to an imported one. It is not the fault of the merchant; the consumer's ignorance and prejudice are at the root of it.

There is a story told of an eminent Canadian financier, reputed to be our wealthiest, who was drinking some mineral water at a dinner party and pronounced it to be the finest he ever tasted. "Now," said he, "I would like to try a Canadian brand." "That's just what you have been taking," was the retort, and the relator does not say whether the great financier blushed for his instinctive belief that Canadian make couldn't be the best.

Another story illustrating the same point. A purchaser complained that the price of an article produced here was "nearly as high" as an imported article of the same class which had the duty to meet. The maker explained that there was no duty on this article, and he thought the quality warranted "nearly

as high" a price as the foreign one. "But," returned the other, "it's only home made," and then it took him some time to see the point.

There are foreign goods equal or superior to home made; there are Canadian goods better than or as good as the imported.

Let us acknowledge the facts in both cases frankly; but what every fair-minded person must object to is the setting of the brand of inferiority upon everything Canadian. That is nothing short of contemptible.

SOME POINTERS.

If you do a high-class trade and carry good black and mourning goods, here is a "pointer": The very latest robes for mourning are made with fine black alpaca and silk crepon conjointly. Brophy, Cains & Co. have the goods.

Another "pointer": Brophy, Cains & Co. have gros grain, faille, and a thick corded silk of the Bengaline family for ladies' silk coats, a March novelty in England.

They say this has been the best season they ever had for white quilts; their assortment is still complete.

A department in which they claim to excel is that of handkerchiefs. Their stock is complete.

WYLD, GRASSETT & DARLING.

Wyld, Grasett & Darling are making business hum. An importation this week consists of tailors' trimmings, such as black and colored Italians and black and fancy Silesias.

Black and blue worsted coatings are in full display just now in all makes, and extra values are quoted in twilled worsteds. Some very new and pretty effects are seen in their trouserings, while their range of spring suitings is better than during any previous season. Fancy worsteds in mixtures, twills, etc., are found side by side with the newest things in Scotch, English, Irish, and Canadian tweeds.

In their staple department shipments of flannelettes, grey cottons, cottonades, shirtings, and wide ginghams are just to hand. They have the newest patterns and some excellent values to offer. Repeats of prints and plain sateens have also been opened up. Their staples are always kept well assorted.

SPECIAL LINES IN TWEEDS.

Canadian tweeds are being bought and sold at astonishing prices. W. R. Brock & Co. are offering two lines—one at 25 cents and another at 37½ cents—which are startling, considering the stiffness of the wool market. Both lines are as good as have been sold at double the price in previous years. A full range of seasonable and nobby patterns is shown at each price.

Another specialty with this house is their line of fancy vestings for ladies and gentlemen. Of course, these are demanded only by the best trade, as they are fairly high-priced. But they are very pretty in hard effects and in soft velvet finish. The latter promise to be very popular for ladies' vests for outdoor driving costumes. They will be much worn at drives, races, meets, horse shows, etc.

In fine tweeds for gentlemen the newest and nobbiest things are bluet-greens and bronzes.

JOHN MACDONALD & CO.

SPECIAL lines of lace curtains are being offered by John Macdonald & Co., in their carpet and curtain department. A special drive in a low-priced line of table covers is attracting much attention. It is a special purchase.

A manufacturer's overmake of spring underwear is being offered just now at less than mill prices. These are shown in natural wool, merinos and low lines of cotton. In the same department a job lot of 2,000 dozen men's silk belts in club stripes is finding ready sale. Ladies' and men's canvas and silk belts and buckles are shown in varied assortment.

Swiss spot muslins in white and colors are restocked just now and orders can be filled for these scarce goods. A line of "Pure Silk" gloves (guaranteed) has just been stocked in greys, tans and blacks special value. Silk taffeta gloves and super fine silk Jersey gloves are also being opened up for trade requirements. A few specials in dress goods and cheap silks are being offered this week.

Their woolen department has an excellent range of spring goods, and a satisfactory trade is being done. Fancy worsted suitings, blue and black serges and Scotch mixtures are moving well with this house, showing that they have hit it right with their selections. In trouserings their range of small stripes have proven themselves worthy of attention, repeat orders being continually executed.

WAS 1894 A BAD YEAR?

"The wholesale trade look upon 1894 as having been an unfavorable year to them," said a Montreal man to THE DRY GOODS REVIEW. "Many firms complain of having made no money, while others confess to a loss on the year's operations. But the reasons for this are pretty apparent, and indicate no extraordinary state of affairs. There was a cry for cheap goods last year—in fact, we seem to have entered on an era of that sort of thing, and small losses, which don't make much showing in the mercantile reports, were frequent. To meet the cheap cry was necessary with some lines, and thus profits were cut down. Expenses keep up in a poor year just the same as in a good one, for a firm does not care to curtail its outlay for travelers, advertising, and other modern facilities for securing business."

MARCH TRADE IN THE STATES.

Dun's Review gives the following summary of March trade for dry goods in the United States. It says: "The reports of business done during the month of March are decidedly encouraging in most lines of cotton goods, and in woolen and worsted dress goods. In the former the market early felt the influence of the pronounced upward movement in the price of cotton, showing it first by greater firmness on the part of sellers of coarse brown goods, then on the part of buyers, who, appreciating the probability of higher prices, placed large orders, cleaning up the bulk of stocks of Southern sheetings and drills, placing most agents well under orders ahead, and enabling them to put up prices from $\frac{1}{8}$ to $\frac{1}{4}$ c. per yard. Finer cotton goods were slower in responding, but before the month closed there were clear indications of an improved demand and a hardening tendency in fine browns and in bleached cottons. These have been fully confirmed by the course of the market during the past week, considerable sales of both being reported, with open

advances of $\frac{1}{8}$ to $\frac{1}{4}$ c. per yard in leading makes, whilst in coarse brown goods the recent advances have been maintained without difficulty."

DECISION RE PLATE GLASS WINDOWS.

THE Drapery World of February 16 says: "Another case of special interest to drapers is that reported from the Divisional Court concerning the liability of drivers of vehicles in respect of damage caused by their coming in contact with shop windows. The case came up by way of appeal from the judge of the Leeds County Court, and it arose out of an accident in the course of driving a horse and cab in the streets of Leeds, the defendant's horse and cab having run into the plaintiff's shop window and smashed his plate-glass front. The plaintiff's claim was that his window was broken, and he wanted it replaced; but the defendant objected that, as the damage was the result of a mere accident, the law did not entitle the plaintiff to recover. The County Court judge, after taking careful notes of the evidence, found that there was no negligence, but he held that the plaintiff ought to succeed on the ground that there had been a trespass on the plaintiff's property, and the trespasser was liable for the consequence of his trespass. The Divisional Court reversed the decision of the County Court judge, holding that the action could not be maintained; for in order to do that, negligence must be as potent a factor in trespass as in the simple stated claim for damages. Leave to appeal was applied for and refused, and so here we have a clear statement of the law, which, if made use of, should the occasion call for it, may save the expenditure of many pounds, merely for the sake of having it restated."

TORONTO PERSONALS.

E. Clayton, of Clayton & Son, Halifax, was in Toronto the first of this month.

Mr. S. F. McKinnon has just returned from a three weeks' sojourn in Arkansas.

Alex. Fraser, Brandon's well-known dry goods merchant, was in the city recently.

Mr. Robertson, of Macabe, Robertson & Co., has left on a buying trip to England, Germany and Austria.

Mr. Blackey, haberdashery and furnishing buyer for John Macdonald & Co., is in Great Britain at present.

Mr. Paul Campbell, of John Macdonald & Co., has been in the South for a couple of months recuperating his health.

European markets are now being searched by Mr. Burton, of Caldecott, Burton & Spence, and Mr. Cronyn, of W. R. Brock & Co.

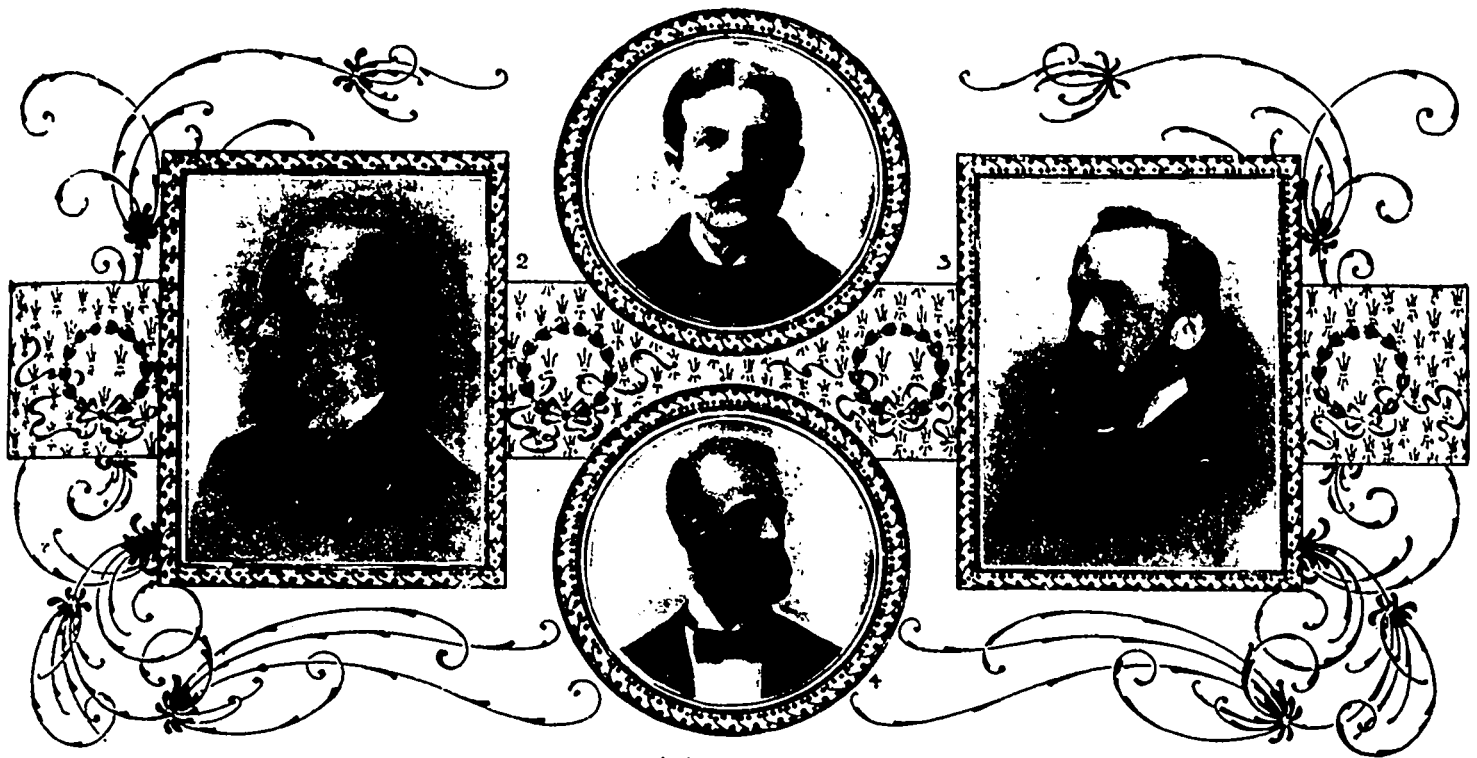
Mr. A. A. Allan is recovering from the injuries he received by being thrown from his rig while driving. He is attending to business as usual.

Mr. A. McKellar, for a number of years head of the carpet and drapery department of the C. F. Adams Co., has resigned his connection with that firm to represent the Toronto Carpet Co.

SHE HAS THE SLEEVES.

"There, my love," said the young husband, as he placed a large bundle on the table, "I've bought you a pair of sleeves."

"Oh, you darling," exclaimed the delighted wife. "I'm so happy. Anything will do for a dress."



W. R. Brock.

B. B. CRONYN,
W. L. BROCK.

THOMAS J. JERMYN.

A CANADIAN WHOLESALE HOUSE.

W. R. BROCK & CO., TORONTO.

WHOLESALE in Canada is an important business, and requires, for its successful prosecution, men who have been thoroughly trained in a knowledge of foreign markets, and who have a close appreciation of the requirements of the domestic consumer. During the last half of this century the wholesale dry goods and woolen trade of this Dominion has become notable for the very large amount of capital involved, and for the great energy, push and ability applied in its development and maintenance. The men who are at the head of this branch of Canada's trade are men marked for their broad opinions, sagacious foresight and thorough enterprise. In fact, they are the men who are the backbone of the country to-day.

Toronto has become a great distributing centre, and her wholesale quarter has grown steadily larger and larger. In the wholesale dry goods trade over a dozen houses have a turnover of from \$300,000 to \$2,000,000 a year, while a score of smaller establishments do a thriving business. Through her position as a great rail-

way focus, Toronto has attained a proud pre-eminence in Ontario, and from this city travelers penetrate to every town and village in the land.

This month, views of several departments of one of Canada's largest wholesale dry goods emporiums are presented. W. R. Brock & Co. certainly stand with, and are admitted to be, one of the most successful houses in the trade.

At present there are four members in the firm, portraits of whom are found at the head of this article. The business was first started early in the seventies, under the name of W. R. Brock & Bro. After various changes, a partnership was formed in 1887, including W. R. Brock, Andrew Crawford and Thomas J. Jermyn. This was dissolved last year by the death of Mr. Crawford, when the firm was re-formed, with the addition of Messrs. B. B. Cronyn and W. L. Brock.

The head of the firm and general manager is Mr. W. R. Brock, the founder of the business, while Mr. Jermyn attends to the financial management, Mr. Cronyn to the buying, and Mr. W. L. Brock to the warehouse. All are popular with the

numerous customers of the house, and have the respect of the trade generally.

Views of the private and general offices are given herewith, as well as a photo of James A. Catto, the head book-keeper. The office is under



GENERAL OFFICES.

thorough regulation, and everything is performed with a view to speed and accuracy—features of the utmost importance in the offices of large concerns.

THE STAPLE DEPARTMENT.

The basement is presided over by Mr. John Ross, and contains a large and varied assortment of grey and white cottons, checked shirtings, and flannels in plain and twilled greys, navys, whites



BASEMENT, STAPLE DEPARTMENT.

and reds. Factory druggetts, cotton sheetings, pillow cottons and flannel sheetings are also shown. An important part of this stock is their showing of

knitted shirts and drawers of Canadian manufacture.

THE PRINT DEPARTMENT.

The first floor is largely devoted to prints, for



JAMES A. CATTO, Head Book-keeper.

which the house is especially noted. A large stock of linens is also carried. Tailors' trimmings, linings and canvases are shown in a range quite ex-



PRINTS, TAILORS' TRIMMINGS AND DRESS GOODS.

tensive enough to supply the wants of the largest tailoring establishment. Mr. Cockburn is the manager of this department.



JOHN ROSS, Staple Buyer.

DRESS GOODS DEPARTMENT,

The dress goods department, under the able superintendance of Mr. Green, has made a reputation throughout the country which is adding largely

to the number of customers, and also to the volume of business done. A full stock of all staple and fancy lines is always in stock. Special drives in cashmeres and serges have made prices interesting to close buyers.

lines, is a low estimate, for the management holds itself in readiness to buy large clearing lots at right prices, and place them before new customers at, in many cases, much below mill prices.



DRESS GOODS.



PRIVATE OFFICE.

BRITISH AND CANADIAN WOOLENS.

Under the management of Mr. Auld, this department is keeping well abreast with the times, and has increased its output, notwithstanding the

This season is noted for this mode of clearing out mill over-mades. The newest and most stylish suitings, as from the London West End, can be had in this department every season.



MR. COCKBURN.



MR. GEARS.

well-known fact that prices are now fully 25 per cent. below those ruling two years ago. In some

HOSIERY, GLOVES AND SMALLWARES.

Mr. Smallpiece, the manager of this very im-



BRITISH AND CANADIAN WOOLENS.



HOSIERY, GLOVES AND SMALLWARES.

lines, notably British worsted goods, $33\frac{1}{3}$ per cent. is nearer the reduction, and even this, in many

portant department, has made it a household word in the trade. Any general dry goods business, to

be a success, must have special attention given to such lines as are here dealt in.

For summer trade, great preparations have been made. White goods in plain, fancy and spot muslins, and laces and lace trimmings take up a large space. Rubber clothing is in great variety;



ENTERING AND PACKING ROOM.

hosiery and gloves at prices to meet every want; also ribbons, trimmings, umbrellas and parasols, art muslins, sewed goods and embroideries, and every novelty in smallware and notions. Any merchant wishing to assort stock can do it just here.

ENTRY ROOM.

The entering and packing room has been under the charge of Mr. Roach for twenty-five years, and



MR. S. MILLER

is acknowledged to be so managed that goods sold all through the house, when out at their destina-

tion, are wonderfully free from mistakes, and in good order and condition.

ORDER DEPARTMENT

A special feature in the house is its order department, under Mr. Cooper, who, having had



MR. ROACH.

many years' experience in the retail trade, is well adapted to the duties required in filling letter, tele-



MR. COOPER.

graph and telephone orders. Good judgment and promptness are the mottoes in this department.

SHIPPING ROOM.

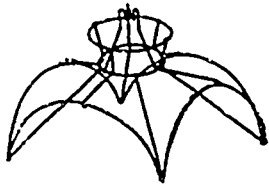
This department, where Mr. Brown has full



SHIPPING ROOM.

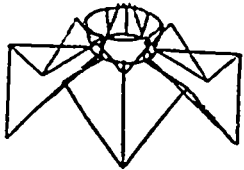
charge, is a very important one, and is so ably managed that very few mistakes are made in the course of a year's business in directing and shipping so many thousand packages.

Three Popular Styles Opening . . .



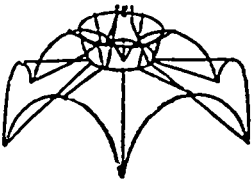
4c.

Lamp



6a.

Shade



6c.

Frames

To Retail
At . . .

25 cents.

MACABE, ROBERTSON & CO. TORONTO.

We beg to announce to the trade
that on . . .

Monday, April 22nd,

and following days, we will hold our
Supplementary Opening,
and will show a complete assort-
ment of

FRENCH PATTERN HATS AND BONNETS

And ALL THE LATEST NOVELTIES

The trade respectfully invited to inspect.

John D. Ivey & Co.

16 and 18 Wellington West, TORONTO

D. McCALL & COMPANY

Importers of

LACES

Of Every Description

For Dress and Millinery Purposes



FLOWERS AND FEATHERS

MILLINERY NOVELTIES

RIBBONS, SILKS

AND
STRAW GOODS

D. McCALL & COMPANY

TORONTO and MONTREAL

Have You Seen It ?

The New
Fibre Interlining

FIBERINE

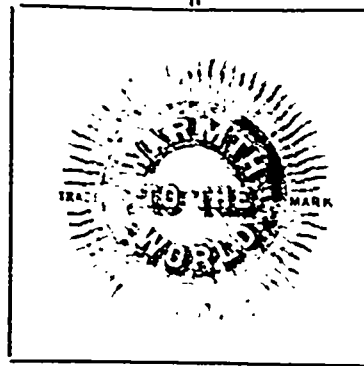
BE SURE...

and have your Dress-
maker TRY IT.



It does away with the
bulky wool or cotton
waddings, and fur-
nishes more warmth.

Manufactured by



PUT UP...

in 10-yard Pieces.
70 Inches Wide.



In Two Weights

(A—Heavy)

(B—Light)

The **Ever-Ready Dress Stay Co.**

WINDSOR, ONT.

Write for Samples and Prices.

THE MILLINERY OPENINGS.

BRIGHT, clear weather favored the millinery openings during the last week in February and the first week in March.

The influx of merchants and milliners was as large as usual, and wholesalers in both Toronto and Montreal were well satisfied with the business done. All the houses made extensive displays, almost equal to former seasons, when trade was a great deal more spontaneous.

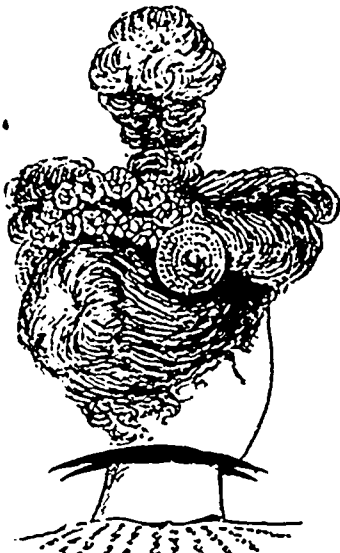


FIG. 1. A DUTCH SNARE.
[From The Dry Goods Economist.]

But subsequent events have proven that THE DRY GOODS REVIEW was correct when it stated in its spring number that the openings were too early, especially those in Toronto. In fact, most of the wholesalers--not all--declare that March 11th would have been plenty early enough. To state all the reasons advanced for this would be tedious, but the leading ones may be mentioned.

First, all import orders had not been filled, and while merchants were in town buying they cancelled back orders, thus leaving the wholesalers with odd lines of goods which had to be sold at a sacrifice. Second, retailers were forced to engage their milliners two weeks before they really needed them and pay unnecessary wages. Third, retailers were asked to buy all their spring goods before the styles were fully settled.

Travelers are now out, but the sorting orders are small, because as yet, although it is over a month since the openings were held, retail stocks are not yet broken. After this week trade is expected to pick up. Most of the country millinery openings have now been held, and Easter week will cause a good retail trade if sunny weather is experienced.

CAPES AND MILLINERY.

Spring capes are in good demand. Plain goods are best, although applique and braided varieties are receiving some attention. Perforated effects form the latest novelty and promise to be increasingly popular. Light colors lead.

Laces have been sold in enormous quantities. But both retailers and jobbers are loaded, and a slump is likely to occur. Lace collars and belts are not as good property as it was expected they would be.

In colors, bright pinks, such as cerise, promised well at first but have gone back. This is due to two reasons, their being used last fall, and their not being a summer color. Browns and blues are leading at present, blacks are much used, and creams and tuscans are waiting for warmer and brighter weather.

These remarks apply especially to colors in ribbons. The trade in these is very good, especially in Nos. 22 and 30. Satin

ribbons have been much enquired after and are scarce. Fancies have done very well. Prices are very firm, both here and in primary markets.

As to trimmings, jets, osprey and roses are in good demand. A letter from London dated March 27, says: "Flowers and ospreys selling well here; jet ornaments also very good, fancy jet bows being much used by milliners. Plum and fancy steel ornaments are A1." Later in the season feathers promise to be very good. This will increase until the fall, when very large plumes will be a conspicuous figure on all the best hats.



FIG. 2. LUCILLE

As to shapes, nothing much can be said with certainty. The backward season here and in New York has prevented the development of anything startling. There has been a strong attempt to introduce the large shape, but so far with little success. The latest Paris shapes are, however, very large. In the meantime the small shape holds the market, especially those of a Napoleon or Bonaparte order. Two small fantastic, but popular shapes are illustrated herewith, the Ysaye and Lucille. They are made of fancy lace straw and fluted. Still smaller shapes than this are very popular. The bonnet shapes are from three to five inches from front to rear, and six to nine inches from side to side. Rough, heavy braids are being much used.

FALL CLOAKS AND CLOAKINGS.

Samples of fall cloaks and cloakings are now in the hands of travelers, and retailers are placing their import orders. These, so far, are well up to the average showing, but there is no lack of confidence in future trade.

In style jackets will not be very different to last year. The sleeves will be larger and the skirts shorter, but yet long skirts are selling freely outside the cities. Revers collars are larger than ever, in sympathy with the larger sleeves. Backs and fronts are plain, with a tendency to straight fronts. Some skirts are styled after the prevailing fashion in dress skirts.

Collars are larger and more like those on tailor-made garments. Fur trimmings have passed into obscurity. Velvet facings are shown in some varieties. Applique and braid trimmings are used to a certain extent. Beaver cloths are still used abundantly. Nap cloths in soft vicuna effects are largely used, while friezes and rough tweeds are not overlooked. Browns, fawns and blacks are the colorings.



FIG. 4. VARIETIES OF WASHABLE MATERIALS.

But the leading fabric for fall and winter capes and jackets will be that generally known as "golf cloaking." These two-toned goods were shown in small quantities in June last year

and picked up by the city trade. Repeats did not come in until late in the season, but a good trade was nevertheless done. Their popularity was not exhausted last season and they will lead with the general trade next fall. The range of samples of this double cloth is very large, varying from loud checks to mild shot effects on both front and back.

Tweed effects will be strong in the fall for capes, jackets and costumes.

AMONG THE MILLINERY HOUSES.

The two fluted shapes, Ysaye and Lucille, illustrated herewith, are shown by D. McCall & Co. at popular prices.

J. D. Ivey & Co. will hold a Summer Opening on April 22, 23 and 24, to exhibit French pattern bonnets with summer ideas. Summer novelties will also be shown in abundance.

"Gayety" is the name of a hat shown by D. McCall & Co. It consists of a broad band of black straw about three inches wide, ending on each side in a straw rosette with jet wings. A small jet centre piece is surmounted with an osprey, while blue ribbons and small orange flowers complete the trimmings.

A range of children's hats is shown by S. F. McKinnon & Co. They are medium size, of azure and pearl braid, straight brims and large crowns. The trimming is a wide bow of the straw braid with a buckle and two narrow bands of bright-colored velvet around the crown. Nos. 193 and 176 have crowns of medium height, the former sloping and the latter more square. No. 129 has a somewhat taller crown. There are just the three varieties.

The sailor shape is not yet settled. S. F. McKinnon & Co. are showing a bell-crowned sailor, with and without turned up brim. But medium shapes are also shown.

J. D. Ivey & Co. are much pleased with the increased patronage they have received since moving into their new building. No pains or expense was spared in its decoration, and they now feel that they have the finest millinery warehouse in Canada. Their opening was a brilliant success, and Mr. Ivey declares that his only regret is that he didn't have as fine a place of business six years ago. Retailers will have another chance of visiting it on the occasion of their summer opening.

HAVE SOMETHING SPECIAL.

Easter is upon the trade, and it behoves every dealer to have something special for the season. Specially dressed

windows, special bargains, special lines—special ideas of any kind.

Some inventive genius is required to give windows, advertisements and displays an Easter turn, but it can be done, and that with a special return of profits.

Easter bonnets, Easter gloves, Easter veilings, Easter neckwear, Easter hose, Easter ribbons, Easter handkerchiefs, Easter capes, Easter silks—the idea can be followed up indefinitely. It is a small hook, but a great deal can be hung on it. By bringing originality and experience to bear upon the means used to develop trade at this period much can be accomplished.

OUR ILLUSTRATIONS.

Fig. 1 is a Dutch shape taken from The Dry Goods Economist. It explains itself.

Fig. 2 is a prevailing fluted straw shape which is very popular just now.

Fig. 3 is a similar shape to the preceding. Both these are small, cheap, and look exceedingly well when trimmed. For these two illustrations we are indebted to D. McCall & Co.

Fig. 4 shows some of the popular yokes of washable materials. This is a new line of ready-made goods. The illustration is from The Dry Goods Economist.

Fig. 5 is one of the Minister's (London, Eng.) styles. It is a lady's open-fronted costume, with a cloth belt in front of the waist. The sleeves are very large.

Fig. 6 shows a lady's fashionable jacket from the same authority. It shows a novel feature in the addition of the front pleat. The collar is of a deep roll form. Below the turn embroidery may be conveniently introduced.



FIG. 1 AND 2. TWO ENGLISH STYLES. (Ministers Gazette.)

TWO LONDON FIRMS.

Two London firms made displays of millinery samples during the openings at Toronto.

Dickison, Nicholson & Co. had rooms at 62 Bay street, and showed a fairly good range of millinery and fancy goods under the charge of Messrs. Charles Clark and D. McCrimmon. Both these gentlemen travel in Western Ontario.

John Greene & Co. had a large display at 58 Bay street, where many of their customers called on them. Wilson Armitage, Bruce Wanless, R. B. W. Wright and Harry Greene were in charge. This firm sends travelers all through Ontario, and also to Winnipeg and the West.

Spring 1895

A. A. ALLAN & CO.

Importers of Fine English and American

HATS, CAPS, STRAWS, ETC.

New English and American Stiffs
Black and Colors.

New English and American Fedoras
Black and Colors.

New English and American Softs
Black and Colors.

New English and American Caps
Yachting, Outing, Boating.

New Scotch Tams, Ladies' and Children's
Cardinal, Navy, Black, White and Fancy.

New Austrian Fez for Girls and Boys
Cardinal, Navy, Crimson and Cream.

Letter Orders carefully attended to.

A. A. ALLAN & CO. 51 BAY STREET TORONTO

Wyld, Grasett & Darling..

We are receiving large shipments weekly of our . .

British Spring Imports

As well as

Canadian Goods

Orders are being executed as rapidly as the goods come forward and every care is being taken in the execution of 'Travellers' orders. Our Letter Order Department is under efficient management and the prompt despatch given is increasing its popularity.

TRAVELLERS' AND LETTER ORDERS SOLICITED

Inspection of stock invited when you visit this market.

WYLD, GRASETT & DARLING

TORONTO.

Nearly

\$2,000,000

lost!

in Toronto's 3 big fires

Nothing saved

but

the contents of

44

Taylor Safes

and Vault Doors

TO THE TRADE

Carpets

One special feature of our trade is the handling of . .

Church Carpets

In this department we control several lines exclusively.

OUR large and varied experience in the handling of **Carpets, Oilcloths** and **Linoleums**, and an accurate knowledge of the wants of the trade, have enabled us to guarantee our customers satisfaction, and at prices that cannot be approached. We have on hand a full supply of up-to-date samples, which we can supply to you on request. Make your selection and goods will be forwarded at once.

John Kay, Son & Co.

34 King Street West.

TORONTO

GOSSIP ABOUT RETAILERS.

ALEXANDER MILLER, senior partner in the wholesale dry goods house of A. Miller & Co., successors to Daniel & Boyd, St. John, N.B., died on the 25th of March after several months' illness, aged 51 years. He came there from Scotland 28 years ago, and was with Daniel & Boyd continually till they closed down. As their trusted buyer he was well known in England and the Upper Provinces. His wife and two daughters survive him.

J. W. Canniff, manager of the Canniff Star Corset Company, Montreal, died recently.

On March 14th Thos. Patterson, Oakville, Ont., lost \$200 worth of dry goods by burglars.

March 31st was a day of fires in Chatham. J. W. Burris, dry goods, lost \$20,000 with insurance of \$16,500.

Last month Aloyes, Bauer & Co. lost their shoddy factory by fire. A brick mill is being built on the old site.

J. J. Wood, late with G. Murton, of Portage la Prairie, is locating in Carberry in the gents' furnishing business.

A British Columbia judge has decided that by being imprisoned for debt, the debtor is discharged from payment.

Mr. R. J. Tooke is about to erect a handsome three-storey building on the north side of St. Catherine street, Montreal.

Henry Wilson, 258 Centre street, Montreal, seems to be a popular merchant. His friends made him a presentation recently.

C. G. Armstrong's double store, Goderich, and that of James Robinson were destroyed by fire on April 4th. The fire originated in the former store.

H. A. Layton, the dry goods merchant of Belleville, who failed recently for \$11,000, has secured a settlement with his creditors at 25 cents on the dollar, cash.

The Canadian Cotton Mill Co., is putting into the St. Croix mill fifty new looms from the Crompton Loom Works of Worcester, Mass., intended for high-class work.

Mr. Meyers has introduced a bill in the Manitoba Legislature increasing the jurisdiction of county courts to suits involving amounts up to \$400, instead of \$250 as formerly.

During the month of March the amount of duty collected in Toronto amounted to \$367,402.24, against \$346,671.85 for March of last year, or an increase of \$20,730.39.

A lamp exploded in Fullerton & Co.'s store at Glenboro', Manitoba, one night recently, firing the store. The stock was damaged to the extent of \$3,000; insured for \$4,000.

Robt. C. Wilson, of Wilson & Wilson, Almonte, was recently married to Miss Mary Campbell, daughter of Rev. Dr. Campbell, of Renfrew. The wedding was quite a social event.

Wm. McLeod & Co., of Georgetown, decided to open a dry goods store in the premises recently occupied by James Eaton, Toronto. They have since thought better of it and have cancelled their lease.

Carss' tailor shop in Orillia was burned on March 29th. The fire occurred in the morning and nearly a score of employes were forced to jump from the first storey windows. Damage fully covered by insurance.

Geo. G. Gladman has opened a general store in Parry Sound. He has erected a fine new building just across from the Parry

Sound Lumber Co's offices on Seguin street. R. J. Lee, for many years manager of the latter company's store, becomes manager of the new store. They spent about two weeks in Toronto placing orders in groceries, dry goods, millinery and hardware. They will also have a dressmaking department.

The general stock of J. T. Showler, Arkona, has been sold to Fuller & Co., Arkona, at 70 cents. The stock was valued at \$5,975.

J. M. Campbell, of R. J. Whutla & Co., Winnipeg, has left for England, France, and Germany on a purchasing trip. He will be back about July 1.

Application has been made for a free site, free water, and exemption from taxation for the establishment of a branch of the White Cloud Novelty Works, of White Cloud, Mich., at Gananoque.

The Central Dry Goods Co., Ltd., has been incorporated according to the laws of the province. The capital stock of the company has been placed at \$25,000. Winnipeg will be the chief place of business.

Mr. W. N. Brown, who, as manager for Joseph Rogers, became well known to the Winnipeg furnishing trade, has opened a new hat store at 360 Main street, a few doors south of Portage avenue, in that city.

On March 24 fire occurred at the establishment of Wilkie Collins, gents' furnisher, Queen street west, Toronto, and did \$10,000 damage. Insured for \$18,000. The fire is supposed to have been of incendiary origin.

Graham Bros., furnishers, Dundas street, London, Ont., now have a double store, having taken in the next premises west, and connected the two with three large archways. Hats and underwear are carried in one store and neckwear, shirts and collars in the other.

It is some time since creditors in an insolvent estate have been paid 100 cents on the dollar. The Toronto assignee who has just wound up the estate of Smith & Street, Seaforth, and had the accounts passed by the inspectors, paid a dividend of 100 cents.

Letters patent have been issued incorporating William Lowry Doran, Alfred Will Martin and Charles Henry Banta, manufacturers; John Robinson, insurance agent, and Alexander Fraser, solicitor, all of the town of Niagara Falls, as the Niagara Neckwear Company, Ltd., with a total capital stock of twenty thousand dollars.

The Glasgow Herald announces the death on Feb. 12th, at the advanced age of 91 years, of Mr. J. D. Bryce, a well-known merchant of that city. Deceased was for years senior partner of the firm of Bryce, McMurrich & Co., of Toronto and Glasgow. About 24 years ago he retired from active business. He was one of the leading philanthropists of Glasgow, many of its beneficent institutions being started and in great measure supported by his liberality.

Messrs. J. Sutcliffe & Sons, who suffered in Toronto's third great fire, have not been slow in taking steps to repair the loss which they suffered by that calamity. The contracts for the renovation of their premises have been let, and they expect to be back in their old stand about the 1st of June. The contracts call for a building which will be of the most modern description in construction and fittings. At present the firm is occupying the premises formerly occupied by C. S. Herbert, at

S. F. MCKINNON & CO.



NEW, attractive, and right in price. Such has been the character of our stock this season, which thus far has led to a most satisfactory trade. In order to keep our several departments in the same attractive condition as the season advances, after a stay here of only three weeks our foreign buyer returned to Europe early in March, so as to be in the field ready to secure the latest novelties as they were evolved at the fountain head. We have already received large shipments of his direct purchases, and as we are now into the heat of the sorting season, buyers will please note this fact, that almost daily we are receiving shipments of new goods, and as our buying facilities are equalled by few houses in the Dominion, we claim to have a stock which will satisfy the finest taste or meet the keenest competition. We are doubly strong in all kinds of Laces, which will undoubtedly be a leading feature in trimming for the summer trade. We invite inspection and promise full value for a call.

S. F. MCKINNON & CO.

OFFICES :

61 Bay St.,
Toronto.

35 Milk St.,
London,
England.

the corner of Yonge and Shuter streets. The remains of the Herbert stock is being sold off, and the new goods also, the salvage sale being continued in the old Stone premises.

Letters patent have been issued incorporating John Stalford, foreman in carpet work; Henry Milligan, weaver; William Richardson, warp maker; Emily Jane Fullerton, widow, and Stephen Syer, manufacturer, all of the city of St. Catharines, as the Garden City Carpet Manufacturing Company of Ontario, Ltd., with a total capital stock of ten thousand dollars.

The annual general meeting of the Cornwall Manufacturing Company, "Woolen," was held recently at the office of Messrs. H. & A. Allan, when the usual statements were presented, and the following directors were elected for the ensuing year: Andrew Allan, W. M. Ramsay, Robert Meighen, Sir Donald A. Smith, and W. A. Hastings. At a subsequent meeting of the directors Mr. Andrew Allan was re-elected president; W. M. Ramsay vice-president, and Robert Meighen managing director.

The Dominion Government some time ago took action in the Exchequer Court against the Montreal Woolen Co. for about \$16,000 damages done to the Lachine Canal through the erection of their mill. The company put in a counter-claim for \$12,000 for damage caused by the canal to the mill. Recently Justice Burbidge threw out the counter-claim on the ground that he had no jurisdiction unless the company obtained a fiat from the Crown permitting them to sue. The case of the Government against the company has not yet been disposed of.

Mrs. Lovesales (to her husband)—"Oh, Edgar, look at the bargains in this advertisement! Smithson has bought the whole bankrupt stock of Mulhooly, and just see what he advertises: 'Silks, Mulhooly's price, \$9 a yard; our price, 19 cents. Lace curtains, Mulhooly's price, \$18; our price, 79 cents. Table-cloths, Mulhooly's price, \$7.50; our price, 61 cents.' Aren't these real bargains?" Her husband (meditatively)—"What an awful villain Mulhooly must have been!"—Truth.

The St. Thomas Journal says: "It is with regret we announce that McDonald, Fraser & Co., dry goods merchants, have decided to bring their business to a close. Mr. P. M. Fraser, who is sole partner of the firm, has been unfortunate in his investments, and cannot at the present time realize sufficient to meet his obligations; he has therefore decided to place his affairs in the hands of Mr. R. C. Struthers, of London, in trust by mutual arrangement, for the benefit of his creditors. Mr. Fraser's high sense of honor, genial manner and his courteous treatment of all who have come in contact with him, have won for him many warm friends."

At Suckling's Toronto auction rooms recently the general stock of E. A. Wood, Orillia, amounting to \$7,300, was sold to A. E. Ham & Co. at 52c. on the dollar. The general stock of A. J. O'Boyle, of Breckin, amounting to \$1,500, was sold to C. Moore for 66c. on the dollar, and the dry goods stock of Sweet & Co., Victoria Harbor, was bought by J. B. Horrell for 65c. on the dollar. The general stock of R. D. Gardner, of Mount Pleasant, was sold to M. M. Evans at 60c. on the dollar. The general stock of Lee & Co., of Lisle, amounting to \$1,760, was sold at 49½c. on the dollar. The Beamsville stock of James A. Adam & Co., general merchants, amounting to \$14,750, was withdrawn at 55c.

Suit was recently entered in Toronto by S. H. Janes against the firm of Foster & Pender for \$50,900. This sum repre-

sents, as is claimed, future rents due by the defendants under their lease of 14 and 16 King street east. The legal representatives of Mr. Janes say that when Messrs. Foster & Pender decided to locate in the King street warehouse, Mr. Janes fitted up the building to their requirements, and that they signed a 15-year lease at an annual rental of \$5,000. They remained three years. Deducting the interest which the Insolvent Act requires as the value of the money as not being yet due, Mr. Janes claims \$50,902.76 as the sum now due him. Assignee E. R. C. Clarkson, to whom the defendants recently assigned, disputed this claim, causing it to be made a subject of legal action. Messrs. Foster & Pender are now located on Colborne street.

There is in progress in Toronto a suit which is exciting interest among members of the Commercial Travelers' Association. J. D. Spence, a well-known traveler, who was killed on the 29th August last by falling from a rig, was assured in the association for \$5,000. The Association really does not do its own insuring, although it receives the premiums and transacts the business with its members. But an arrangement is in existence whereby the London Guarantee Co. gets the business. In the interim between the time the payment was made to the Travelers' Association and the time it was handed over to the Guarantee Co. Mr. Spence was killed. Now the London Guarantee Co. disclaim responsibility for the payment of \$5,000, the dispute being as to whether the man who handled the premiums had the right to hold the premium for a month after receiving it. Mrs. Elizabeth Spence, wife of the dead traveler, who was the beneficiary named in the policy, is suing the London Guarantee Co. for the amount.

WHY?

There is a reason for every success. It either fills a long-felt want, corrects a mistake, or is an improvement on the then-considered best.

In Dress Stays two faults have long been apparent. They would either bend out of shape or cut through the dress.

BRUSH'S PEERLESS DOUBLE DRESS STAY is a success because it overcomes both these faults. Made of double steels, one placed above the other, with the ends so secured as to make it impossible for them to cut through the dress, it is more pliable than any other Dress Stay, and cannot bend out of shape. Neither will it melt apart from the heat of the body.

Made in Black, White, Drab, Blue, Pink, and Old Gold. Sizes, 6 to 16 in. Put up in half-gross boxes or in sets of 9 steels.

MANUFACTURED ONLY BY

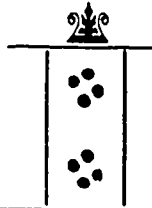
BRUSH & CO.,
TORONTO



PATENTED AUG. 16TH, 1892.

The Ideal Skirt Lining and Support for Puff Sleeves

Or as an Interlining for Stiffness or Warmth
in any garment is



Fibre Chamois

It is manufactured by a patented and intricate process, from wood pulp, which gives it a natural stiffness and springiness. No starch or glue is used.

Dampness does not affect it.

Creasing and crushing does not injure it.

It is light, strong and durable.

It is sold by all the wholesale trade of Canada at 25c. per yard, and retails at 35c.

In three weights, 64 inches wide.

It is being advertised in the principal papers and fashion journals of the United States and Canada.

**If you wish to supply the demand
in your district mention it in your
daily advertisements.**

**BEWARE OF
INFERIOR
IMITATIONS.**

**EVERY YARD
OF GENUINE
FIBRE CHAMOIS
IS LABELED.**

The wholesale trade only supplied by

THE
Canadian Fibre Chamois Co.

MONTREAL.

TRADE PAPER PUBLICITY.

By NATHANIEL C. LOWELL, JR.

BUSINESS can exist without the trade papers. Business never has. Business never will. Business men will talk shop. Business men will read shop. The daily paper has some business in it. The financial paper is all business. Neither are trade papers.

The trade paper is the paper not of general business, but of some special, definite, and particular line of business.

The trade paper is read only by those who are directly interested in the business it is supposed to cover.

One-half of the trade papers are simply advertising circulars, collections of advertisements bound together with fairly respectable covers, interspersed with reading matter, seldom sold, but presented to the innocent public as legitimate publications, however illegitimately they may represent the trade.

The circulation of these papers is limited to the number of advertisements which appear in them, and to the sample copies sent to concerns with a view of obtaining advertisements.

Their real reading circulation is practically nothing.

Their stolen contents are better than their original matter, and there's mighty little of either.

Such papers make money because their receipts represent their profits.

The cost of publishing is practically nothing.

The publishers have no standing, no technical knowledge.

They are simply advertising sharks, with circulations far in excess of the circulation of their papers.

They live by misrepresentation, and most of them live well.

There are on this continent half a hundred thoroughly first-class trade papers, publications edited and published by men who have been brought up in the business they represent; men of character, standing, and financial backing.

These papers have solid circulations, and while the bulk of their income comes from advertising, their reading matter is written honestly and fearlessly, and contains information of pertinent importance to every thinking man of the trade.

These papers represent their business, they connect house with house, develop new lines, set people to thinking, disarm dishonest competition, make business healthier, assist in annihilating abuses, and bind the men of trade closer together in the fellowship of honesty, for they are really mediums of philanthropy as well as of business.

The circulation of the trade paper is small because it has got to be.

Look out for the trade paper solicitor who says his circulation numbers tens of thousands.

He's lying.

There is no trade paper on the face of the globe with a paid circulation exceeding 25,000, and there are few trade papers which can prove a circulation of 10,000.

The business man advertises in his good trade paper because it pays him to.

Even if the circulation be only 1,000, that circulation represents probable buyers, not possible buyers.

A good trade paper with a circulation of a few thousand is a better advertising medium for the wholesaler, if he only ad-

vertises to reach the retailer, than a paper of a national circulation of half a million, because every copy of the trade paper reaches men who want, or may want, the goods the advertiser is advertising.

A single order may pay for a quarter of a century of advertising.

Understand, I refer exclusively to the advertiser who is not attempting to reach the consumer.

The advertiser who wants to reach the public must use the national medium, whether or not he includes the trade paper.

The advertiser who desires to reach the retailer, the jobber, or the agent, has only two methods of advertising—the trade paper and the mail.

The advertisement in the trade paper costs less than the mailing of circulars, and is profitable whether circulars are mailed or not, for the one cannot interfere with the other.

Every business man reads the advertisements of business men.

He may say that he doesn't.

He may claim that he seldom reads the trade paper.

He is deceiving himself.

He does.

Many a time he listlessly turns over the pages of his paper, and his eye lights upon the announcement of this, that, and the other firm, and, by-and-bye, perhaps five years afterwards, he will remember it, turn to the trade paper, and, if he again finds the advertisement, order the goods advertised.

Trade paper advertising, more than any other kind, must be continuous.

If an advertisement is worth anything, it is worth insertion in every issue of the paper.

The one great criticism on all trade paper advertising is that the advertiser almost invariably advertises his name more prominently than the goods he sells.

Reputation is business.

The firm name counts, but that which the firm sells is of more consequence than the name of the firm which sells it.

If a firm is advertising something that somebody wants, the firm name will be found, if it is in the smallest type in the most obscure corner.

The business card in the trade paper is all right, and frequently brings business, but the advertisement that prominently announces some particular article will attract more attention, and sell more goods, than the advertisement which simply tells people that there is such and such a firm somewhere.

Don't advertise -

JOHN SMITH & CO.,

GENERAL DRY GOODS.

No. 44 Smithville Ave. - - Smithville.

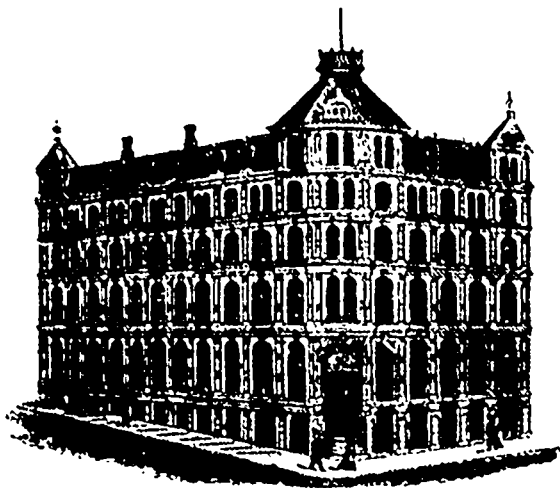
for while that advertisement more or less familiarizes the retailer with the firm name, it does not convince him that John Smith & Co. have anything in particular to sell, although they may have everything in general.

Announce some particular article, some collection of articles, some particular condition, or some particular attraction or specialty.

Give the retailer to understand that it will pay him to write to the firm advertising. Don't let the advertisement sell

We Have Removed

To these large and commodious premises,
situated on Victoria Square.



Our Travelers

are now on the way with

Samples for Fall and Winter, 1895

BEFORE PURCHASING SEE THEM. IT WILL PAY YOU.

E. A. SMALL & CO.

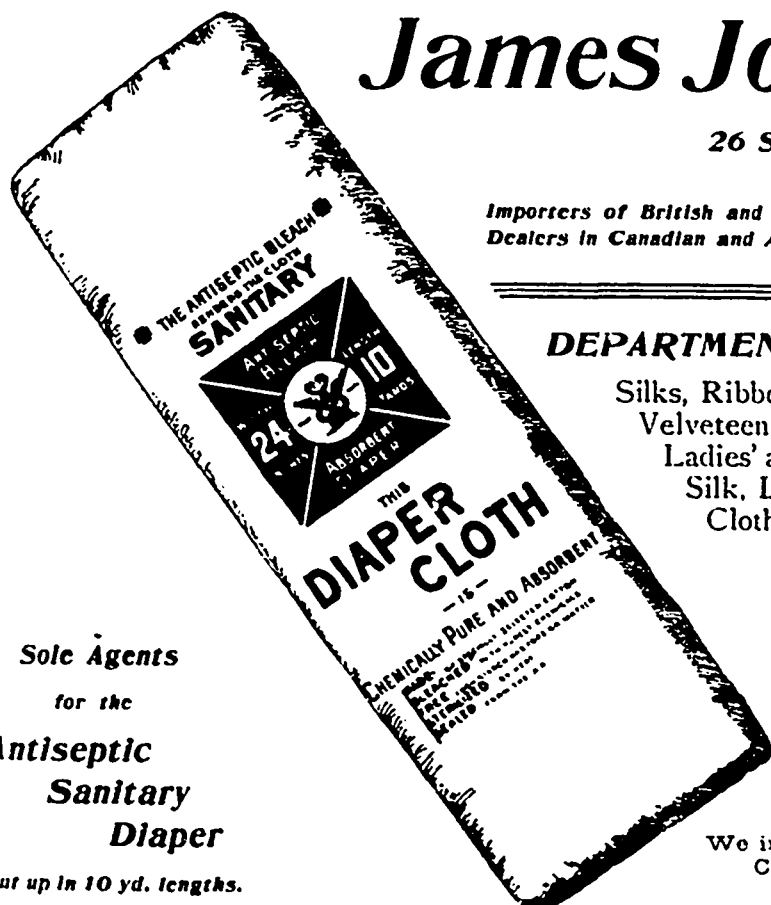
Manufacturers of Clothing

MONTREAL

James Johnston & Co.

26 St. Helen Street, MONTREAL

Importers of British and Foreign Dry Goods.
Dealers in Canadian and American Staples, Etc.



Sole Agents
for the
**Antiseptic
Sanitary
Diaper**

Put up in 10 yd. lengths.

DEPARTMENTS

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.

**DOMESTIC COTTON GOODS
OF EVERY DESCRIPTION**

SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the
City to call.

They will be cordially welcomed.

goods. Let the advertisement place the retailer in connection with the advertiser. It is the advertiser's business to sell goods.

The advertiser who expects his trade paper advertising to sell his goods is mistaken.

If that advertising does not sell goods, something is the matter with the advertising, for it is the business of that advertising to connect buyer and seller, that the seller may have a better opportunity of selling more goods to the buyer.

The advertising, then, should simply create correspondence, and if correspondence and salesmen cannot sell goods, there is something the matter with the firm, the salesmen, or the goods.

No wholesaler or manufacturer can afford not to advertise in the best trade papers of his line, for such advertising costs comparatively little, and may be the means of connecting him sooner or later, no matter if it be later, with some firm, or firms, or combination of firms, which will bring him an extra profit, which he could not have received had he not been a regular and continuous advertiser in trade papers.

The fact that the most conservative, as well as the most enterprising, wholesalers and manufacturers are, and always have been, trade paper advertisers, is more than sufficient argument to prove the value of good trade paper advertising.

I have no connection with any trade paper.

It doesn't make any difference to me whether the reader advertises or not.

I am telling what I know to be the truth, for it is my business to make the business of my clients pay, and none of my clients have ever yet brought to my attention any evidence that will prove that good trade paper advertising does not pay, while their advertising is constantly convincing me that well written and well displayed trade paper advertising fills in a gap in the economy of business which cannot be filled by any other medium of business.

The old-fashioned conventional advertisement is liable to pay something, but the modern progressive advertisement may pay ten times as much.

In writing trade paper advertising be as careful to avoid over-originality as under-originality.

Don't write literature.

Any fool can write it.

Write fact, and write it in the fewest words.

Remember that brevity is the soul of advertising as well as of everything else, and that the advertisement which may read well to the advertiser, because he wrote it, may not read half as well to the business man who reads it, for he cares nothing about the literary ability of the writer.

He does not appreciate quotations from the poets, but he does care for clean, well cut, hard driven sentences, written by men of business and for business.

FANCY SILKS.

Three lines of very pretty fancy silks caught my eye last week. The first was a 21-inch Damas de Chine in assorted colors with a natural satin figure of small size. The second was an old-fashioned flower effect, the flowers being raised and colored, and the ground similar to a Japanese or Pongee silk. The third was a Phoenix Damask, a heavy dark effect, produced by natural-colored elliptical spots of various sizes on dark grounds. Each of these was an oddity, a novelty, "the latest."

ACTIVITY IN DRESS GOODS AND SILKS.

THE DRY GOODS REVIEW visits the trade every week, that it may see the goods that are being advertised in its columns, to enable the staff to intelligently answer verbally and by letter the many enquiries constantly being made as to leading and fashionable lines in dry goods, and more particularly dress goods. A great deal of time is devoted to this.

It is pleasing to know that the lines classed by it in January and February as "fashionable" have sold well. In the March number prominence was given to crepons, and to-day, in conversation with leading wholesalers in Toronto and Montreal, they say that the demand for these goods during the past three weeks has been beyond expectations; with them it is always the most expensive lines that sell first.

A dry goods authority in England, *The Drapers' Record*, speaks of Lister's chiné silks for blouses. These goods are what summer silks should be, light in weight and colors. A design seen to-day is in pale pinks, blues, etc., with tiny moss rose buds. They can be worn with black, cream or white skirts. Belding, Paul & Co. report the silk market firm and prices advancing.

THE MILLINER GIRLS.

There's a Blue-Eyed Blonde from Collingwood,

And Rosy Lips from Barrie,

And a Gay Gazelle from Penetang,

That one would like to marry:

There's Peachy Cheek from London town,

And a Goddess from Elora.

There's Tiny Foot from Hamilton,

And Bright Eyes from Aurora.

There's Pearly Tooth from Owen Sound,

And Raven Locks from Beeton,

There's Golden Hair from Ottawa

(The latter's quite a sweet 'un);

There's Blushing Rose from Waterloo,

And Merry Laugh from Paisley—

Och! if I were a Mormon man

I'd wed thim all quite ais'ly.

There's Venus—she's from Napanee

And an Angel comes from Ayr,

And a beautiful lass from Burlington,

With a wealth of auburn hair;

I'm mashed on a girl from Exeter,

And wild on a bute from Guelph—

But there's one belongs to this town of ours

That I think I'll claim myself.

—C. M. R., in *Toronto News*.

I DON'T SEE WHY.

The article on advertising in the last issue under this heading should have been credited to an exchange. It had been lying on the editor's desk for some time, and was inserted without giving the proper credit to the writer.

G. Albert Woodill, of Kenny & Co., Halifax, has been visiting Montreal and Toronto houses, picking up a few specialties and placing orders for Canadian goods.

1895

SPRING ASSORTING

1895

WHY ARE WE SO BUSY

When the trade, generally, is talking hard times?
The reason is, we are alive and aggressive;

New and Scarce Goods

often only being found with us.

Our Sales for the **Spring Season** are away in advance of any previous year, and our preparations are such that the month of April is bound to show a correspondingly great increase.

Scarce Goods with us to-day are :

FIBRE CHAMOIS
GRASS CLOTHS

FIBERINE
FEATHERBONE

IMITATION HAIR CLOTHS
KRINOLINA

(Krinolina is the new Pliable Steel for stiffening the Skirts of Dresses.)

QUILTS—Our ranges are complete, and comprise many special lines. They include American and English Satin and Marseilles, in 9/4, 10/4, 11/4, 12/4. Also fancy Tapestry and Broche—all sizes.

JUST TO HAND

27-inch Chenille and Pin-spot Vellings
—all Shades.

Double Satin Ribbons, in Lizard,
Caffeine, Tabac and Pygmalion
Shades.

Cream and Black Point de Venise
Laces and Collarettes.

Sun Bonnets, Sun Hats.

Swiss Spot Muslins.

EVERY DEPARTMENT WILL BE FOUND WELL ASSORTED.

Orders { No order so large that its details escape our attention.
No order so small that we do not cater for it.

SAMSON, KENNEDY & CO.

44, 46 & 48 Scott Street **TORONTO** 15, 17 & 19 Colborne Street
And 25 Old Change, London, Eng.

KING OF COUTURIERS DEAD.

CHARLES FREDERICK WORTH—Worth of Paris, the great Worth, or simply Worth, for to the world of female attire, whether producers or consumers, there was but one—died on Monday. Born the son of a country lawyer in one of the most prosaic and unpicturesque counties of England, he became the arbiter of fashion and of elegance in feminine attire, dictating to royalty itself what it should wear, and arraying those who could afford it in apparel that far outshone the brilliance of



CHARLES F. WORTH

his reputation was maintained up to the close of his busy life of 70 years. The business will be conducted by his sons.

Solomon in all his glory. One of his first customers of note, and the chief instrument of his success, was the Empress Eugenie, and in the wake of the beautiful leader of French fashion have since followed all the rank and aristocracy of Europe and hundreds of the sovereign citizenesses of the United States.

Talent of a peculiar order, a genius for inventing and designing the striking and beautiful in costume and imparting to his productions a peculiar air of style and elegance early won him his renown, and

MARITIME PROVINCE NEWS.

HALIFAX, April 5.

IN my last letter I wrote a short reference to the new building just erected by Messrs. Clayton & Sons. The building and the enterprise of the firm deserve a more extended notice.

Messrs. Clayton & Sons' new building is a very handsome one. It is of brick, four storeys high, and faces on two streets—Jacob and Barrington. The building covers a space of 100 square feet. The lower storey is fitted up as show rooms and for offices. The second storey is used as cutting rooms, designing rooms, etc., and the upper storey as a general workroom. Some 300 hands are constantly employed. Messrs. Clayton & Sons have built up a splendid trade in the Lower Provinces, and have made inroads into the markets of the Upper Provinces. Their line is exclusively men's and boys' clothing. I called at the new establishment to-day and was courteously shown through by the proprietors. The latest improved machinery has been introduced, and skilled labor is employed. The stock rooms are so arranged that the customer can see at once what he wants. There is a quantity of goods kept therein that is something marvellous. Men's and boys' suits of all sizes, styles and textures; men's and boys' overcoats, reefers and ulsters, overalls, etc., are there in great variety.

The Messrs. Gibson have opened their new store at Kentville.

Our millinery stores have been the centre of attraction for the ladies during the last week. Le Bon Marche is looking particularly nice just now. The interior has undergone great

changes, and the variety of goods is something immense. A. O'Connor's millinery store is also looking fine, and both report a splendid spring opening.

Messrs. Clayton & Sons are an enterprising firm. They have succeeded in the past and they are bound to succeed in the future. Their new building is a monument to their industry and push and an ornament to the city of Halifax.

There is another fine new store on Grenville street—that of William Ross, the latter, who has moved one block south to the Newman building, near the corner of George street. The new store is fitted up in splendid style.

Mr. Geo. Stanley, of Stanley Bros., Charlottetown, returned from Europe this week, where he has been making spring and summer purchases. Mr. L. E. Prouse, also of Charlottetown, who has been in England on a similar mission, has also returned.

There is a change in the business of Scovil, Fraser & Co., clothing and furnishings, New Glasgow. Mr. Scovil has retired and the firm is now known as Fraser, Fraser & Co. They have a splendid trade throughout Pictou county.

A large quantity of goods has accumulated at Pictou waiting the opening of navigation for transportation to Charlottetown. The steamer Stanley is taking what she can, but her freight capacity is limited.

The destruction of the deep water terminus here some weeks ago proved very disastrous to some of our dry goods merchants, whose spring stocks were consumed by the fire. No idea of the loss can be ascertained. Nearly every dry goods house in the city suffered.

Trade is reported fairly good, both in the city and throughout the province, but collections continue slow.

TAUNTON.

GOOD TRADE IN IMPORTED WOOLENS.

The placing trip this spring with Jno. Fisher Son, & Co's travelers has been an unusually good one. This firm deals solely in fine English woolen fabrics and tailors' trimmings, and the result this spring has been an agreeable surprise to them. In fact, it has been better than last spring by a considerable percentage.

Mr. Fisher, Jr., who manages the house in Montreal, told the DRY GOODS REVIEW that their payments on the 4th of April averaged fully 70 per cent.

Their advices also all corroborate what has been said previously about the firm tone of imported woolen fabrics generally and repeat the statement that prices point higher.

SANITARY DIAPER CLOTH.

James Johnston & Co., Montreal, have made a hit with "Sanitary Diaper Cloth," for which they are sole Canadian agents. It is manufactured for the special use of ladies and children. And is made pure and hygienic by sterilization and an antiseptic bleach. It is delightfully fine and soft, highly absorbent and free from starch or other foreign substance. It has the advantage over other articles used for similar purposes in that it may be washed and used over and over again.

The goods are put up in widths of 18, 20, 22, 24 and 27 inches and in hermetically sealed bags, each containing 10 yards. Samples will be sent by mail to any dealers who may wish to see them.

Toronto Feather and Down Company

Down Quilts

In Plain and Fancy

Silks . . .

Sateens, Etc.

Wadded Quilts

In Silk, Sateen,
Silkoline, Etc.



Cushions

Limited

Cosies

Headrests

Etc.

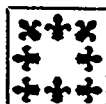
Covered in Silks
Plain, Fancy, and Creped
Besides many novel designs
in Sateens, Silkolines
Printed Crepes, Etc.

Also Many Beautiful Effects in Silk Embroidered Goods

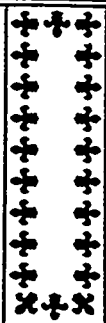
We would draw your special attention to our new departure in **LOW-PRICED WADDING QUILTS**, covered in newest designs in American Sateens and Silkolines; Prices from \$12.00 to \$30.00 per dozen. These goods being entirely hand-made have a beautiful and soft effect, and no sharp buyer can afford to miss seeing them before placing fall order.

Our Travellers are on their respective
routes and will call upon you shortly.

BOULTER & STEWART, Selling Agents, Toronto



Difference in Dyeing



Other firms would like to do good work; we have the plant, the knowledge, the machinery and the ability, as well as the wish.

It isn't a question of who would, but **WHO CAN** do your Dyeing and Finishing in the most satisfactory manner. What we do, you can rely will be well done, and our prices will be found as low as the best work can be done.

You don't want any but the best work, do you? Ship to us your off-colored Cashmeres, Serges, Henriettas, Tweeds, Yarns, Braids, Hose, Plumes, Union and Soft Silk Ribbons, and we'll transform them for very little money into choice saleable stock.

Send for
Quotations

R. PARKER & CO.

WORKS AND HEAD OFFICE:

DYERS AND FINISHERS
Telephones 3037 and 3640

787 to 791 Yonge St., Toronto, Ont.

BUSINESS NOTES.

GEORGE A. CAMPBELL, recently visited Ontario and Quebec points and has now returned to Winnipeg. He has offices at that point and at Victoria, B.C., and will cover from Port Arthur to the Coast for Perrin Freres, kid gloves; Alexander & Anderson, mantles; E. & S. Currie, ties; Montreal Silk Mills, health underwear; Irving & Co., umbrellas; John Fisher, Son & Co., woolsens.

The Dominion Suspender Co., of Niagara Falls, write asking why we do not say something good about their suspenders. Great Scott! what is the use of our telling people something they know already? Who in Canada does not know that this company is the brightest, liveliest, most original and most energetic of our manufacturers? Is there anyone between Victoria and Halifax unaware that these people manufacture the best suspenders in the Dominion? If you have any doubt about what we say, put yourself in communication with them. You will doubt no longer after that.

Scene 8 a.m.--
 "Hello, Central!"
 "Yes," "2862."
 "Morning Mr. MacLean, you are down early."
 "Yes, busy for our April DRY GOODS REVIEW." "This is Brophy, Cains & Co. speaking. Come down and get posted on linens, our damask tablings, napkins, towels and towelings are complete." "How are prices?"
 "Firm: Tuesday's cable from Dundee says, Forfars and Hessians a shade higher." "Thanks:" "see you later." Ting, ting.

Buttons will be in good demand in July and August, they will be worn larger than ever. Handsome cut pearl buttons will be from \$6 to \$12 per dozen.

A cable advice recently announced a cut of 20 per cent. in the price of thread manufactured by J. & P. Coats, Paisley. Whether this will affect the Canadian price is not definitely known, as the representative of the company here has not been notified of any change. It is believed the cut will only apply to the home markets. Owing to competition in Canada, and the duty, which the home manufacturer has had to meet, the Canadian price has usually ruled lower than that in Britain.

Prospects for velvets, 18 inches for millinery purposes, and 32 inches for short capes, are excellent. There is likely to be a

great rush for them next fall. Lister is making those goods in the finest style.

Silk seals are expected to sell well for next fall.

Henry Rehder, of Paris Station, writes THE DRY GOODS REVIEW that W. R. Brock & Co.'s letter order department deserves the high compliments which have been bestowed upon it.

Now that down quilts and pillows are being produced at such low prices, they are displacing to a large extent the heavier coverings, which, in many cases, cost quite as much if not more. For comfort and warmth there is no comparison between the light, fluffy down goods and the old fashioned heavy-filled quilt. The Toronto Feather and Down Co.'s advertisement in this issue is worth reading in this connection.

April and May are admitted to be the two best months in the year for hosiery. Brophy, Cains & Co. say their stock of cotton and cashmere hosiery is complete, and that they never were in a better position to fill orders in this department than at present.

Wm. Parks, the St. John, N.B., cotton manufacturer, is preparing his plans to go into the manufacture of flannel-ettes, for which there appears to be an increasing demand.

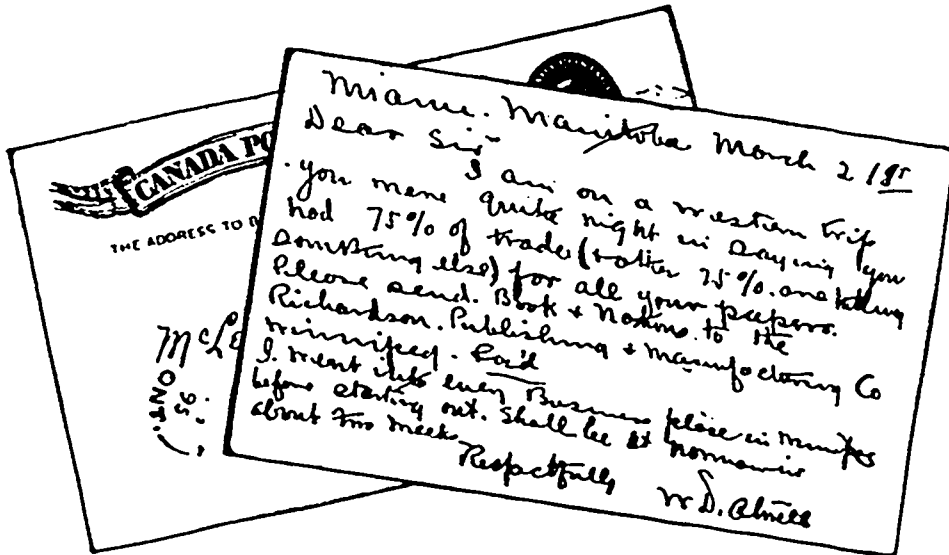
Robert C. Wilkins, manufacturer of shirts, overalls and working jackets, will move about the middle of the month into larger premises at 198 McGill street.

He has made steady progress since four years ago, when he began with one machine, until now he employs 30 families, who operate about 40 machines.

The men's kangaroo glove, original make, sold by Thouret Fitzgibbon & Co., is having a most satisfactory run. Being guaranteed it meets with ready sale, though the purchaser becomes its best advertisement.

Moulton & Co., 15 St. Peter street, Montreal, are removing their office and manufactory to the premises next door. In the special lines turned out by this concern the trade continues to be held by superior quality and good value, a rule which every other Canadian maker can follow with advantage.

That the present is a period of low prices in dry goods is shown by the statement of a wholesale feather and down house



DON'T TAKE OUR WORD FOR IT.

See for yourself. Here is another proof of our claim that 75 per cent. of the trade in any city, town or village in any province of the Dominion are constant readers of THE DRY GOODS REVIEW. Mr. Atwell is one of our canvassers.

in Montreal, where a pretty summer cushion, 18 inches square with a good sized ruffle and in a variety of patterns, is being offered to the trade at \$3 per dozen. The cushions are filled with a special material known as "Indian Down."

Thouret, Fitzgibbon & Co. are preparing their fall samples of kid gloves, among which are some pretty effects. Their orders are not yet complete owing to an unexpected volume of business.

The Alaska Feather and Down Co., Montreal, have just registered the trade mark "Puritas" for their cotton comforts.

In the rush of getting out the Spring issue, the proofreader allowed an error to pass in Robert C. Wilkins' advertisement of shirts, overalls and working jackets, which made it appear as if he made "shirts and drawers." It should have read "shirts and overalls."

interests of his business in the shape of fall lines of gents' furnishings, etc.

A. B. McPherson, who buys for Lonsdale, Reid & Co., left via New York on the 4th of the month for his regular spring trip to Great Britain and the continent in the interests of his firm.

Mr. Foster, of Thouret, Fitzgibbon & Co., expects to call on his numerous friends in Ontario shortly after Easter. He will have a line of gloves that he says will open people's eyes.

Mr. Wm. Agnew, of W. Agnew & Co., is expected back by the Lucania from his usual spring visit to the British and foreign dry goods markets.

W. J. O'Malley, who manages D. McCall & Co's Montreal branch, has not yet recovered from the accident recorded by us in our last issue. Mr. O'Malley expects, however, to be able to attend to business by the end of this week.

JAMES JOHNSTON & CO.

Mr. Slessor, a member of the firm, is now in Europe making purchases for the fall trade, and will send out weekly any novelties in fancy goods that may come out over there. A full line of ladies' Tam-o-Shanters for boating and tennis is expected in a few days.

During the next two months the travelers will be able to show samples of a good line of ladies' black and colored jerseys for fall importation.

MONTREAL PERSONALS.

Thomas Brophy, of Brophy, Cains & Co., sailed on the 4th, via New York, to visit the different British and continental textile centres.

W. C. Towers, of Matthews, Towers & Co., left on the 4th of the month for England and the continent to look after the



"FITS LIKE A GLOVE"
THOMSON'S
 ENGLISH MADE,
 Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular Prices.

The Perfection of Shape, Finish and Durability.
 APPROVED by the whole polite world.
 SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
 MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

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

And the Celebrated

Crown Lavender Sait

Annual sales exceed 500,000 bottles.
 Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



DOMINION SUSPENDER CO.
 UNITED STATES. NIAGARA FALLS. CANADA.

MONTREAL.
 TORONTO.
 CHICAGO.
 ST. JOHN S. B. C.
 NEW BRUNSWICK AND
 SYDNEY, N.S.W.

OUR STYLES ARE EXCELLENT AND EXCLUSIVE.
 OUR MAKES DURABLE & PERFECT.
 EVERY BRACE GUARANTEED.
 AND FOR VALUE TO RETAIL FROM 25¢ TO \$1.00. WE HAVE NO SUPERIOR ON THE CONTINENT.

SAMPLES ON APPLICATION CARRIAGE PAID

THE FUR TRADE.

WHEN mild December got through with Canadian fur manufacturers and retailers, it left them in a most unenviable mood. It had convinced the buying public that the winter was going to be a mild one, and that fur garments were a useless luxury. The holders of fur stocks were miserable as a consequence, and the demand was slow, very slow.

But then came January, February and March with their great snowfalls and extreme cold. They made a genuine old Canadian winter, such as had not been seen for several years. Everybody wanted furs, and stocks began to move. Dealers thought that the cold spell might not last, and early in January the retailer put in the knife, and was glad if he got 5 per cent. on cost. In February he was glad to get cost, and towards the end of the month a few dealers had to order on fresh supplies from the manufacturers.

Thus the sum result is that dealers have sold a fair amount of fur goods this season, but with very little profit. An early season is required to give a good volume of profits. Stocks are very light, and, owing to a rising raw fur market, are likely to increase rather than decrease in value.

The trade of the coming season should be much better than that of the past four or five seasons, for people have learned that Canadian winters are still both possibilities and probabilities.

THE FUR SALES.

“PRICES of raw furs have gone up at the January and March London fur sales,” said Mr. J. D. Allan, of A. A. Allan & Co., “because the northern world has experienced greater cold this winter than during any winter for the past fifty years. In fact, I don't know that the nineteenth century ever witnessed the like. England was covered with snow a foot deep, Glasgow mansions had frozen gaspipes, I had a pleasant skate on the broad and glassy surface of Loch Lomond, I saw something I never saw before when I saw cakes of frozen sea-water floating in the English Channel, while in European countries snow was falling all the time during January and February, being 20 feet deep in some parts of Central Europe.

“This cold weather stimulated an enormous demand for furs from all over Europe, especially from France and Russia. France had a brisk trade all year, while Russia is a growing consumer of nearly all kinds of furs. This increased demand has caused an upward tendency, and as a consequence Canadian manufacturers are paying advanced prices. Next season, consumers will have to pay more money for their fur garments.

“Astrachans have always been very low in value, and now that the purchasing power of the consumer is lessened, this fur is being more inquired after. Four years ago the Americans began to use them, and now United States buyers visit Leipzig to purchase. They are popular in this country, and will continue to be, in spite of the recent rise of 30 per cent. in the raw skins. Astrachan capes and jackets will be shown for fall, and will be worthy of attention, because more and more attention is being paid to the style and workmanship of the garment.

“Persian lamb stands at about the same price as last year, and will be largely made up into jackets and capes. It is a neat and serviceable fur and is increasingly popular.

“Wool seal is in a peculiar condition. It is growing more and more popular, as you pointed out in your paper some

months ago, not only in Canada but in some European countries. But the supply is very limited. The catch of Greenland seal in 1894 was 168,482 skins, of which only 20 per cent. were good for fur, the rest being only valuable for leather. The Newfoundland catch was 355,926 skins, of which only 10 per cent. was good for fur. Thus the world's supply of wool seal in 1894 was only 70,000 skins. This is about the average of the past three years. The peculiar point is that to-day there is not a wool seal in first hands (European sellers or dyers), but all the available supply is in second hands—that is, manufacturers or jobbers. The next catch of Newfoundland seals will come in the second week in June, and that of Greenland seals early in August, but neither of these supplies can be marketed and dyed in time to be manufactured for the fall and winter of 1895-6. Hence prices are going to be stiff on these goods, but even then values will be good.

“There is no advance in Australian opossum, but this will be offered in natural, black, blue and beaver.

“Grey lamb is still likely to sell largely, as it is very little higher, and is especially suitable for our clear climate. Russia is also becoming a large consumer of this fur.

“Seal skins are about steady in value, although a slight advance is reported at the March sales.

“The Hudson Bay Co. did well with a big offering of martens, a fur which advanced nearly 70 per cent. It is more used in Europe than here.

“Where the Europeans use martens for neck muffs, we use mink as being cheaper. This fur is being much used in Canada at present for this purpose, and will continue to be. At the sales it advanced from 12½ to 25 per cent., according to quality.

“Red fox advanced, but is not much used here. Skunk, or, as we call it, Alaska Sable, was offered in large quantities, but they were easily absorbed owing to the increased European demand. It is largely used here for capes, linings and trimmings.”

As Mr. Allan is one of the best informed of Canadian fur merchants, the above information can be relied upon as being based on careful observation and thought.

ASK YOUR JOBBER FOR :::

CORDS, BARREL BUTTONS
Tassels, Pompons,
Chenilles . . .

Manufactured by

MOULTON & CO., MONTREAL

TRADE MARK.

MILLER BROS. & CO. MONTREAL . . .

Manufacturers
for the Wholesale
Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

JOHN FISHER

SON & CO...

WOOLLENS

.. AND ..

TAILORS' TRIMMINGS

442 and 444
St. James Street, *Montreal*

... ALSO ...

64 BAY STREET

Toronto

13 ST. JAMES STREET

Quebec

JOHN FISHER & SONS

Huddersfield, Eng.

London, Eng.

Glasgow, Scotland

Belfast, Ireland

S. Greenshields, Son & Co.

MONTREAL AND VANCOUVER, B. C.

FOR

SPRING, 1895

Our travelers are now showing a full range of Samples in our different departments.

Extra value in Dress Goods, Peau de Soie, Gloves, Hosiery and Linens.

CANADIAN GOODS

See our samples of Cotton Goods. We are offering a number of lines

BELOW MILL PRICES.

Thouret, Fitzgibbon

& Co.

MONTREAL

Jammet...

FRENCH

Kid Gloves

New Stock Arriving.
Write for Prices.

See Our Fall Samples.

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

THEIR NEW REPRESENTATIVE.

EXPANSION in their eastern business will prevent Mr. Towers, of the firm of Matthews, Towers & Co., from calling on his many friends throughout the Northwest in future. Mr. Towers has been pushing gents' furnishings out there almost since the country was opened up, and has been one of the most popular men on the road. This year, however, an increasing business which requires more and more attention, has restricted the area of his flight from headquarters. The firm, in consequence, have appointed a regular Northwestern agent, whose headquarters will be at Winnipeg. This gentleman, Mr. E. H. Taaffe, will represent Matthews, Towers & Co. in Manitoba, the Northwest and British Columbia. Mr. Taaffe is a western man, and well-known to nearly if not all of the friends of the firm on this ground, having represented another of the gents' furnishing houses in Montreal in the same section for over four years. He will make an early call on their friends with samples, and Mr. Towers bespeaks for him the same courtesy and kindness that he himself has received. Mr. Towers does not intend to give up "the road" entirely, as he will cover some of the territory nearer home.

ADVANCE IN GLOVE PRICES.

Enquiry at leading importers in Montreal convinces us that the condition of spring trade is about normal, though mail demands for the time of the year are rather behind corresponding date of '94. This is chiefly owing to the later date of Easter; rather a fortunate thing, as delivery of both French and German stocks is much behind. This is especially the case with the cheaper grades of the former, owing to enormously increased American demand for cheap gloves and the consequent probability of a dearth of Schmascher skins. Indeed, an advance on ruling Canadian quotations of 10 per cent. at least may be looked for on present stocks as well as on futures, as the former cannot be replaced at old figures. In confirmation of this report, THE DRY GOODS REVIEW was shown a cable to-day by Thouret, Fitzgibbon & Co.'s glove department from a German maker declining a 700 dozen order at old quotations. Not much change is reported on French gloves. Prices are firm but not advanced that we are aware of. Colors for fall remain pretty much in standard tan shades with a tendency to light. Greys are not so much in favor as formerly, but a new cadet shade in limited quantities is found successful. Stocks are very low for sorting purposes and those dealers who failed to book orders for import will find it difficult to get a choice for some weeks to come.

EVER PROGRESSIVE.

An important change, necessitated by the largely increased volume of business which has resulted from their extensive advertising, and by the need, which has for sometime been felt, for larger and more commodious premises, is about to be made by The Montreal Silk Mills Co.

The Granite Mills, Ste. Hyacinthe, who have just erected a magnificent factory, (probably one of the finest structures of the kind on this continent) have fitted up a portion of their new building for the accommodation of the Montreal Silk Mills Co., who propose to move into it, within the next few days, the

whole of the staff and present machinery. At the same time they intend making other large additions to their plant, which are rendered necessary by the increasing demand from the trade for "Health" brand goods.

The general offices of the company will remain in Montreal, and the entire management and control will continue to be, as heretofore, in the hands of Mr. Henry J. Joseph, who has, by his energy and persistence, so connected the word "Health" in the public mind, with whatever is first-class in the way of underwear, as to render it almost a household word.

It is interesting to note the successive steps in the rapid progress made by this company, which, our readers will remember, formed one of the earliest examples of what the REVIEW has always advocated as the right policy for manufacturers.

SILK EFFECTS IN COTTON DRAPERIES.

The great demand reported by Peter Schneider's Sons & Co., Montreal, for cotton draperies can be understood by anyone who has inspected these goods. The patterns are most tasteful and handsome, and the finish is such that the material has the silk effect. This is secured by a special machine, which gives the fabric a texture and appearance which makes one marvel at the advances made in manufacturing cotton. The stuff is soft and silky to the hand, and drapes perfectly. Prices range from 65 cents upward, and at this figure housekeepers can afford to indulge their taste more frequently than if the silk draperies are adhered to. It would not be surprising if these cotton draperies became more and more fashionable, as already they are throwing the trade in silk draperies into the background. This is due as much to excellency in quality as low prices.

HALF-HOSE AND SUSPENDERS.

A staple line of goods with all dealers is gents' half-hose, and an exceedingly varied and extensive line of these goods is offered this spring by Glover & Brais. There are from 200 to 300 different numbers in the list of these goods that this firm offers, so that a buyer must be hard to please who is not satisfied with what their representatives show them. There is hose in every shade, from the standard blacks, tans, and stripes, to the more fancy colors.

Another extensive stock with this firm is suspenders. They are the only firm in Montreal who handle the "Bretelle de France," a suspender the merits of which are well known. It is composed of the finest web, and the only elastic is on the strips at the back. This is the chief and most disagreeable drawback with the brace made completely of elastic. The quiet colors of these goods in drabs, whites and grays is another decided advantage. All the goods are in stainless colors.

Buyers who make a feature of clearing lines of ties, scarfs, band bows, etc., will find it to their advantage to write to Glover & Brais. They are offering special inducements in these goods at present to clean up some lines that they have remaining.

The annual meeting of the Canadian general freight agents which was held in Montreal last week, elected John Burton president; J. N. Sutherland, vice-president; N. Weatherston, and vice-president, and W. B. Bulling, sec-treas.

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY:

BRANCHES:

GRENOBLE, FRANCE | Paris, London, New York

Always on Hand.

A

Fresh Stock



P.F. TRADE MARK

The Best Shades

and

The Newest Styles

WRITE FOR SAMPLES

We Carry the Largest Stock in Canada

Do not place your Fall order before you have an opportunity of seeing our samples.

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

MONTREAL

And

185 and 187 Canal Street, NEW YORK CITY.

Upholstery and Drapery Goods

IN ALL GRADES.

Umbrellas and Parasols



FACTORY:

Corner Yonge and Walton

Hop Sack Four-in-Hands

LATEST PATTERNS

BEST COLORS

LOWEST PRICE

E. & S. CURRIE

64 BAY STREET

Toronto

These four manufacturers represented in Manitoba and British Columbia by George A. Campbell, P.O. Box 995, Winnipeg; P.O. Box 466, Victoria, B.C.

From **\$300** to **\$3000** a Dozen

And from 16 inches to 24 inches square
Thus runs our range of Down Cushions for

Fifteen lines, each in assorted colors, are now ready, and orders are being placed as fast as we can book them. Are you with us? If you are

interested, write us, and we undertake to convince you, either by letter or by personal interview, that our values are right and that our cushions are fast sellers. It is the **tasty covering** that does it, and the **good filling** and the **low price**. Write us first, mentioning this ad., and leave the rest to us. Our samples will convince you. We also carry

Camping, Boating, Yachting

Down Quilts, Cotton Comforts
Crochet and Marseilles Quilts

Every Article we make carries our Guarantee

The **"ALASKA"**
Feather & Down Co., Ltd.
Head Office and Factory, MONTREAL.

Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mits. Travelers are now on the road with samples. Be sure you see these goods.

— MANUFACTURED BY —

WILLIAMS. HURLBURT CO.

COLLINGWOOD, ONT.

Been Making Homespuns 28 Years

OXFORD TWEEDS AND HOMESPUNS

FOR SPRING AND SUMMER

HANDSOME - COOL - DURABLE

Unexcelled for **BICYCLE SUITS**
And **CLUB UNIFORMS**

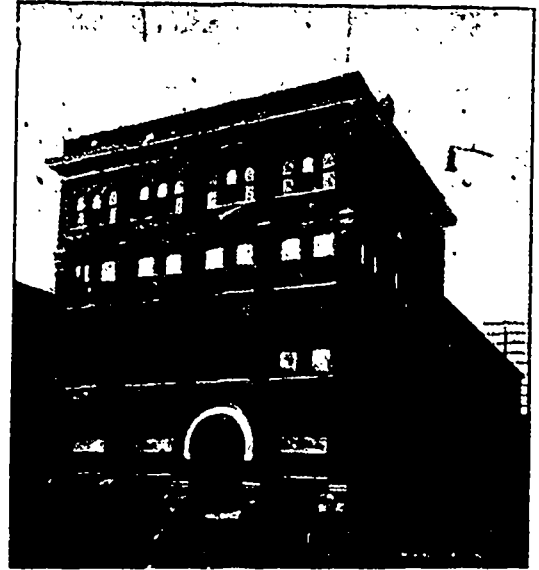
All genuine Oxford bears our Trade Mark. Tapewoven across the ends of every web.

Oxford Mfg. Co. Oxford, N. S.

"HYGEIAN"

The Celebrated Brand of Children's and Ladies' **Vests, Drawers, Combinations**

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



WARNING—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

WHOLESALE TRADE ONLY.

EAGLE KNITTING CO.,

HAMILTON.

A. C. NEFF Chartered Accountant, Auditor, Assignee, etc.

Tel. 1040. Canada Life Bldg., **TORONTO**

audits or Investigations, Improved Systems of Books, Partnership Settlements, Management of Estates.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

WESTERN Incorporated 1851.
... **ASSURANCE COMPANY.**

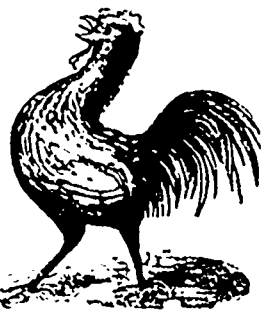
FIRE AND MARINE

Head Office **Toronto Ont.** Capital . . . \$2,000,000.00
Assets, over . . . 2,375,000.00
Annual Income . . . 2,200,000.00

GEO. A. COX, President. **J. J. KENNY, Vice-President.**
C. C. FOSTER, Secretary.

ROBERT C. WILKINS

* * * * *



"I CROW OVER ALL."

* * * * *

Manufacturer of—

Shirts, Overalls,

AND

Working Jackets, Etc.

MONTREAL

**"Rooster Brand" Shirts and Overalls
ARE THE BEST**

- Because they are put together by experienced operatives
- Because they are made to fit full grown men, not skeletons
- Because on the Overalls and Jackets the buttons are riveted, and won't drop off at the sight of work.
- Because the Ribbed Overalls are double, ribs back and front
- Because the Shirts are not made for consumptives, but were made for the chest of a working man.
- Because the materials are bought direct from the mills, both in Canada and Europe, and we don't pay two profits.
- Because they are made by Christian people, at good wages, and are sold at a fair living profit
- Because the dignity of labor should be upheld, and a man looks like an intelligent or ing when clad in the "Rooster Brand" Shirts and Overalls.

If our Travellers don't call on you, and you are a "GOOD MARK," write for a sample order.

If you are a "lame duck," save your postage.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—
24 Catharine St. North.



CANADIAN COLORED COTTON MILLS CO.

SPRING

1895

Ginghams, Zephyrs, Flannelettes, Dress Goods, Skirtings, Oxfords, Cottonades, Awnings, Tickings, Etc., Etc.

— NOW READY :—

See Samples in Whole
sale Houses.

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

THE . . .

C. Turnbull Co.

ESTABLISHED 1852 OF GALT, CANADA

MANUFACTURERS OF

Full-Fashioned Underwear, Ladies' and Children's Combination Suits, Men's Shirts and Drawers, Jersey Ribbed Perfect Fitting Ladies' Vests, Drawers, and Equestriennes, Ladies' and Children's Anti Grippe Bands, Sweaters, Striped Shirts and Knickers.

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

TO CANADIANS . . .

Miles & Co.

NEW ADDRESS.

4 Sackville St., Piccadilly,

London, W..

Late 21 Old Bond Street.

ENGLAND.

SPRING. - 1895 - SPRING.

**Do You
Want to Lead?**

Then do not fail to see our Samples
BEFORE YOU BUY.

Matthews, Towers & Co.

Wholesale Men's Furnishings - - MONTREAL.

John Macdonald & Co.

TO THE TRADE —

We cannot state in the space of an advertisement the advantages that the Trade secures by placing their orders with us, especially at this season of the year, when merchants are assorting their stocks and procuring special Novelties for the Summer trade. Two of our buyers have just returned from the British and Continental markets and three of them are at present in those markets. This enables us to keep in touch with the latest production of the foreign manufacturers. We are daily receiving shipments from the centres, keeping our stock well assorted in all the leading lines. We make the filling of letter orders a specialty, every order is filled promptly and forwarded with despatch. We buy for cash. We give a liberal cash discount. Our terms are liberal. We give courteous and prompt attention to visitors in our warehouses. We are the Great Assorting House of the Dominion.

JOHN MACDONALD & CO.
WHOLESALE IMPORTERS

Dry Goods, Gents' Furnishings, Woollens, and Carpets.

WELLINGTON AND FRONT
STREETS EAST **TORONTO**

London and
Manchester **ENGLAND**

JOHN MACDONALD

PAUL CAMPBELL

JAS FRASER MACDONALD



“**ELYSIAN**”

NURSING

... **VESTS**

PATENTEES AND SOLE MANUFACTURERS

S. Lennard & Sons

**HOSIERY and
UNDERWEAR
MANUFACTURERS**

Dundas, Ont.

ESTABLISHED 1878.

WHOLESALE TRADE ONLY