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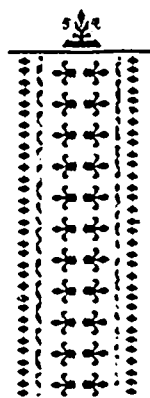
The Dry Goods 
Review  Fall Trade
Number  Sept- 1895

The MacLean Pub. Co. Montreal & Toronto.

TOOKE BROS.

MONTREAL

MANUFACTURERS OF

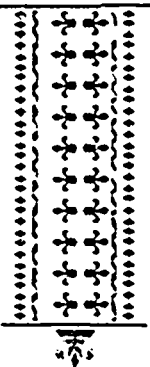


Shirts, Collars and Cuffs
Ladies' Shirts, Waists, Fronts,
Collars, Cuffs, etc.

IMPORTERS OF

Men's High-Class Furnishings
Ladies' Neckwear, Belts
ETC., ETC.

Spring, 1896



Three Placing Trips

Will be made by our travelers for the coming
Spring Trade.

- 1st trip. Men's Shirts, Collars and Cuffs.
- 2nd " Ladies' Shirts, Waists, Blouses, Neckwear,
Belts, etc., etc.
- 3rd " Men's High-class Furnishings.

Please look out for "Iron Frame" Hosiery and Underwear

TOOKE BROS. - - - Montreal

S. GREENSHIELDS, SON & CO.

MONTREAL and
VANCOUVER, B.C.



DEPARTMENTS

A

Grey and White Cottons
Cottonades, Prints
Ginghams, Linings
Flannelettes, Haircloths
Canton Flannel
Striped Tickings, etc.

B

Canadian Tweeds and Friezes
Shirts and Drawers and
Gents' Furnishings
Worsted Coatings
Golf Cloakings
Mantle Beavers
White and Colored
Saxony Flannels
Etc., Etc.

C

Carpets, Floorcloths
Cretonnes, Art Muslins
Curtains,
Chenille Portieres
Table Covers, etc.

D

Linens, Damasks
Towellings, Towels, Quilts
Canvas, Blankets, etc.

E

Smallwares, Laces, Ribbons
Muslins, Hosiery, Gloves
Etc., Etc.

H

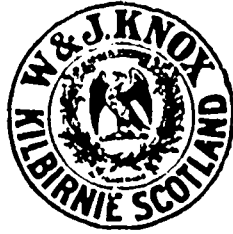
Dress Goods
Cashmeres, Silks, and
Priestley's Dress Fabrics
And Cravenettes.

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during TORONTO EXHIBITION
at 50 BAY STREET, TORONTO

Established 1792

KNOX'S



Tailors' Linen Threads

ARE

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS

BY THE Best Tailors Throughout the World

DEMAND **KNOX'S** AND TAKE NO OTHER

Do you import from EUROPE?

If you do you ought to know

PITT & SCOTT

THE "PIONEER" SHIPPING AGENTS FOR

CHEAP FREIGHTS

CHEAP INSURANCES

CHEAP SHIPPING CHARGES

And the Best of Attention.

We Do Everything to Please Our Clients.

OFFICES :

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Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes

18 Inch Black and Colored Silk

Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham Mills

BRADFORD Eng.

Wm. Clapperton & Co.

165 St. James Street

MONTREAL



Clapperton's Spool Cotton

Blacks Warranted FAST DYE.

SUPERIOR TO ALL OTHER MAKES.

Full stock carried of the following lines:

Stewart's Linen and Shoe Threads
 English White Cottons
 English Turkey Red Cottons
 White and Black Book Muslins
 Victoria Lawns
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 Full Line of Boot and Shoe Laces
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Write for Samples And Quotations.

WILLIS, NELSON & CO.

New Premises

26 and 28 Queen
Street

GLASGOW

Manufacturers and Importers



Cable Address
"LUTON" Glasgow.
A B C Code used.



FASHION
SHEETS,
TERMS, ETC.
MAY
BE HAD
ON
APPLICATION

PASSENGER
LIFT
TO EVERY
FLOOR

Departments . . .

Straws, Leghorns, Felts, Fur Hats.
Laces, Veilings, Frillings, Ladies' Collars
and Cuffs.
Swiss Trimmings.
Silk, Linen and Cotton Handkerchiefs.
Ribbons.
Velvets, Velveteens, Plushes, Piece Silks,
Hat Linings, Crapes, etc.

Flowers, Feathers, Ospreys, Wings,
Birds, etc.
Bonnet and Hat Frames.
Infants' and Children's Millinery.
Ladies' Trimmed Millinery, Bonnet
Ornaments, Hat Pins, etc.
Ladies' Underclothing and Skirts.
Children's Costumes, Tunics, etc.

Agent for Canada

MR. J. M. HAMILTON 27 COLBORNE ST. **TORONTO**

SAMSON, KENNEDY & CO.

Wholesale Staple and
Fancy Dry Goods

TORONTO

Our offerings for the Fall Trade are so numerous and so well selected that Live Retail Men should inspect them before making their Purchase.

We have now in stock a complete range of French, German, and British Dress Goods, and notwithstanding the advance asked to-day by manufacturers, we shall maintain our low prices on all lines bought previous to advances.

The following are a few specials selected at random from our immense range:

Specials	H208	36 in. Serge, all colors	13 ¹ / ₂	cts.
"	H210	40 in. " "	15 ¹ / ₂	"
"	H220	40 in. Melton "	15 ¹ / ₈	"
"	D432	36 in. All Wool Serge	18 ¹ / ₂	"
"	A1	45 in. " Henrietta, 50 Shades	36 ¹ / ₂	"
"	300	45 in. Black All Wool Henrietta,	30 ¹ / ₄	"
	CRACKER			

Our Linen Department is now complete

Specials in this Department are:

W.G.K.	42 x 44	Huck Towel	\$2.25
D 26	20 x 42	Damask Towel	1.30
122	55 in.	Cream Damask Tabling	
		5 Patterns	23 ¹ / ₂ cts.
D120	60 in.	Bleached Damask Tabling	
		Extra Value	37 ¹ / ₂ "
50	58	Damask Napkins	47 ¹ / ₂ "
A.A.M.	R. B	Towelling, 16 in., 6 ¹ / ₄ cts.; 18 in.,	
		7 ¹ / ₂ cts.; 22 in.,	9 "

Fancy Wool Goods Department

An Immense variety of *Bootees, Infantees, Hoods, Caps, Shawls, Tam O'Shanter, Black Mitts, etc.*

Specials	Empress	Tam O'Shanter	\$2.00
"	Czarina	" "	2.40
"	B100	Black Wool Mitts	1.20

Our Ribbons

comprise all the staple varieties of Colored and Black Satin, Colored and Black Faille in widths 5, 9, 16, 20, 22, and 30.

A Special Range of Fancy Millinery Ribbons.

Special	Veiling	M186	14 in. Chemise Spot Veiling	
		30 Shades		5 ¹ / ₂ cts.

Gents' Furnishing Department

Neckwear in Knots, Derbys, and Bows an endless variety. We lead the trade in our \$2.25 range.

KK 200 doz. Job Gents' Silk Handkerchiefs \$9.00

Dress Trimming Department

We have an Immense Range of Novelties, comprising Jet Gimps from the low grades to the finest Cut Beads, in Insertions, Edgings, Points, and Garnitures. An actual inspection of these goods can only give a correct idea of their attraction and value.

Millinery Ornaments, comprising

Jet Crowns, Bows, Wings, Aigrettes, Cabouchons, Buckles, Bandeaux, Steel and Rheinstone Buckies. Our Selections should not be overlooked by SHREWD MILLINERS.

Hosiery Department

Our lines of Merino, Cashmere, Wool Hose and Half Hose in Children's, Ladies', and Men's wear for the Fall season are now full and complete.

ALL GRADES. ALL SIZES.

See our

"BUSTER" range and "MILFORD" range.

These goods were bought before the advance in material and will be sold at the lowest market price.

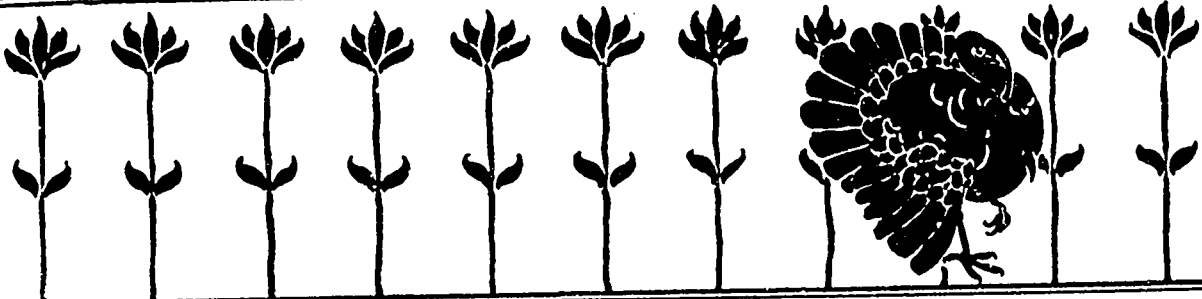
Orders { No order so large that its details escape our attention.
No order so small that we do not cater for it. . . .

SAMSON, KENNEDY & CO.

44, 46 and 48 Scott Street TORONTO 15, 17 and 19 Colborne Street
And 25 Old Change, London, E.C.

THE DRY GOODS REVIEW

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



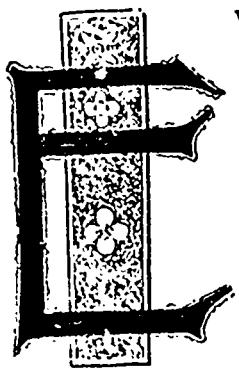
Vol. V.

MONTREAL AND TORONTO, SEPTEMBER, 1895.

No. 9.

THE OUTLOOK.

By J. C. CAMPBELL, WOODBURY.



EVERY manner of work has its periods of enforced idleness, when, after personal work has done its best, there remains but to await results. The physician watching by the side of his patient knows it; the lawyer in the courts waiting for the verdict knows it, and so on through each business and profession there come times when actual work ceases. If experiences were asked from them they would agree in this: that the varying emo-

tions of hope of success and fear of failure, that alternate as the time goes by, are far harder to bear than the actual work just done. To the dry goods merchant every day brings a series of such situations, and at each turn of the season he is subjected to an unusual strain. Amid all the active preparations for the approaching fall or spring season, as the case may be, there has been no point nor circumstance with which he had to deal that has given so much anxiety as this latter period, when his labors are in a sense perfected and the results placed before the public on their merits. In numberless individual cases he has had no past theory or principle, except experience, to guide him; he has been virtually his own master, and though it be natural to question personal actions rather severely, there are reasons for this concern.

Beyond the fixed line of utility he knows fashion is fickle and tastes differ, and it remains to be seen whether his best judgment is also the opinion of the buying public. Though he has chosen with the greatest care both at home and abroad, there sternly meets him an inherent element of chance, that lurks in all situations not yet tested and proven. With these, consider the fact that the monetary loss or gain of the six months' labor is borne by himself, and do not the first days of a new season become the focus of interest to an ambitious merchant? What then is to be done? Is it possible to work out success where it depends on many uncontrollable items? In times of war we know of generals who, after calculating the strength of their several forces, adopted the plan of cam-

paign that would yield the most effective results, and virtually had the victory before a shot had been fired. Can the dry goods merchant in some analagous way not calculate and operate his forces and decide upon a plan of campaign that will also produce as certain results? It ought to be much more easily constructed, for the elements of dishonesty and treachery which enter as a part of war, and may sometimes succeed, do not enter, cannot succeed, and need never be taken into the problem in trade matters.

Laying down the principle that the only way past chance is through it, and adding the fact that wise plans in any pursuit will repay effort by increase, we find ourselves convened into a committee of ways and means, approaching a decision by first reckoning some of the chief influences that exist and will be prominent during the coming season.

There are ordinary characteristics that exist in the trade of every season; for instance, there is never wanting a number of changes in style, color and shape, and the fall season of 1895 has brought its share of all three. Along with them come other conditions peculiar to the season, all of which will yield a direct influence on the volume and character of the dry goods trade.

Unusual causes are followed by unusual effects, and the past years of commerce have been strikingly unusual. From present indications, it is predicted that better business times are just ahead. In the total effect this will be a gain; modified, however, by the tendency to rush to extremes (which is to so great an extent both the cause and the effect of seasons of business depression) and requiring from the merchant decisions as to what is real, and what fictitious, in value and demand. Specially is this important with the strong upward tendency in the price of all classes of materials, for if he is to get his fullest share of prosperity, he must use courage, almost to the degree of speculation, in buying staple articles. Still another feature (new as to its personnel but finding a prototype in Germany after the Franco-German war) claims attention. The war in the East has been a huge advertisement for the manufactures of Japan and China. Possessing the advantage of silver coinage, Japan can compete and undersell, in any market, and Canada is one of her most convenient markets. The popularity Japanese goods have already attained presages the extent to which they will replace goods of a similar nature heretofore imported from other countries. There will also be a

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

These goods have been bought at bottom figures. Many lines have already advanced, and, as stocks have been depleted, both at retail, wholesale, and in manufacturers' hands, we advise our friends to place their orders early. The goods cannot go lower, and early buyers will be sure of satisfactory delivery before market is bare.

All the indications are that Country Merchants will have a satisfactory trade during the balance of 1895.

KNOX, MORGAN & CO.

Dry Goods Importers

HAMILTON, ONT.

Down Down Down Down

This is what has happened to the price of

Down goods during the past two years.



And the *prices* we are quoting are so low that these goods are now within the reach of *everyone*.

We manufacture every description of **FEATHER** and **DOWN** goods.

We make the lowest priced all **Down** filling and **Down-Proof** sateen-covered quilt on the market. Our Wadding Quilts are **unsurpassed** for combination of design and **lowness** in **price**. Our Fancy Pillows are endless in variety. See samples of above before buying; it will **pay** you.

Toronto Feather & Down Co.

Limited.

BOULTER & STEWART

Sole Selling Agents

30 Wellington St.
East . . .

Toronto

step toward taken in the wholesale manufacture of costumes for the female sex. It is singular, when the rapid changes in the temperature of Canada are considered, that so convenient a system has been so long the peculiar advantage of the male sex. The progressive merchant must watch the growth of this addition, for it will have a direct bearing on the quantity of medium and low-priced dress materials sold at retail. Together with these influences, which belong exclusively to the dry goods trade, must be considered the general facts that in many sections agriculture has not given the average return, that Canada as a whole has not recovered from the effects of past years of business depression in the same measure that prices of manufactured articles have advanced, and that both of these facts will operate to reduce the volume if not the amount of business.

These, then, being some of the known forces that enter and lend their support either to increase or decrease the business to be done, are we any nearer a basis for securing a fair share of it? Let us return to the illustration of a good military commander again. Among the active forces toward victory that he would adopt when a battle was eminent would be, first, occupation of the ground. Next to having bought the right things, priority in the time of placing goods on sale is the condition

whose efficacy to win success is the most important. And of course this power is still further increased when it is used with wisdom at the commencement of the season. Does not the importance of the start increase as the race grows shorter? And what merchant is there who does not see that the times for regular and profitable modes of selling dry goods grow shorter each season? Though the chief result aimed at is the future gain throughout the season, there are immediate returns from such wide awake methods. Those who buy

early are mainly provident, prosperous people, wanting the choicest articles, for which they are ready to pay a fair price. It is a pleasure to sell the goods they choose, and to anticipate the advertisement and further sales they will make. To secure this trade two methods of informing the public require to be used simultaneously. As a medium abroad there cannot be in this case, where speed is the chief point, anything else that will equal the daily press. A plain announcement, with short description, a few figures and technical names, to serve as a guide and introduction, will be enough. The display of the goods, to be productive as a means at home, should coincide in the most accurate way with the announcement, so that probable purchasers can at a glance recognize them from what they have read. It is a hard matter, when so many new things are pressing for notice, to confine the work to a complete display of one or two lines, but if they be well chosen and the display made attractively, the result is larger than by distributing energy over a greater number. With this advantage gained, the merchant will find much of the chance element removed. What he has

won will serve as an impetus to more good work, and this system continued throughout the season must produce the greatest possible result.

THE FAST ATLANTIC SERVICE.

Sir Charles Tupper yesterday had an interview with Mr. Chamberlain as to the fast Atlantic service, says The Montreal Gazette of July 31st, and there can be no doubt that the project is now in a more promising position than has been the case for a long time back. Those who have followed Mr. Chamberlain's utterances since he became Colonial Secretary will have noticed that he has more than once declared himself in favor of improving the means of communication with the colonies. It is known that Lord Ripon was a strong supporter of the improved service, and has left a memorandum in its favor at the Colonial Office for Mr. Chamberlain's benefit. If Lord Ripon had his own way, he would probably have recommended a subsidy, but he had the Chancellor of the Exchequer to deal with, and Sir William Harcourt was never eager to commit the Government to expenditure which promised no immediate return in the way of votes. The Salisbury Government is in a stronger position, and will not be so much concerned as Lord Rosebery's Administration was in keeping itself in existence. Mr. Chamberlain is a person of great weight in the new Ministry, and will soon be beginning to show his invariable activity in his new department. An Imperial subsidy for a fast service between Canada and the Mother Country will be one of the first things to suggest themselves to him, and if he asks for it he will most likely get it without further question. The project is one which commends itself naturally to a Unionist Government, which prides itself on its aim of strengthening Imperial unity, and, in view of Lord Ripon's memorandum, it is not likely



A DOG TRAIN

Delivering THE DRY GOODS REVIEW in the far Northwest.

that the Liberals would offer any very serious opposition to the money being voted. Not that it would matter much if they did, but as the subsidy, though not exactly in the nature of a gift to Canada (for it would be of benefit to both parties), is still granted at the request of the Dominion Government, it is just as well that it should be given with the consent of both sides of the British House of Commons.

NEVER CANCEL ORDERS.

"We never cancel an order," said Mr. David Guthrie, of Paterson & Co., the wool importers, Montreal. "That is the firm's invariable rule, which has been adhered to for years. If someone else went to a man who had bought from us the day before and offered wool at a cent a pound lower we could not cancel the order so as to enable him to take advantage of the cent. I see no reason why a similar rule should not be applied to sales by the manufacturer and the wholesaler. Wool being a raw material does not make it any easier to maintain this rule, for the principle is the same in all cases."

Thibaudéau 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

JAS. A. CANTLIE & Co.

GENERAL
MERCHANTS AND
MANUFACTURERS'
AGENTS

MONTREAL
AND ...

TORONTO

Canadian Tweeds

Flannels

Dress Goods

Knitted Underwear

Blankets, etc.

REPRESENTING IN CANADA

F. P. SAVERY & CO., Huddersfield and Bradford,
Eng., and New York; also

ALOYS KNOPS, Aachen, Germany.

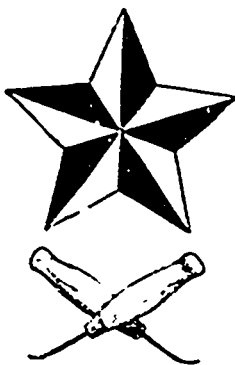
J. CUPPER SOHN, Burtscheid, Germany.

WHOLESALE TRADE ONLY SUPPLIED

THIS IS NOT

MOONSHINE!

THERE are STARS over all and there are "STAR" OVERALLS. The former are out of your reach, but every merchant who knows a good thing sells "STAR" OVERALLS, SHIRTS, COATS AND TROUSERS. My cutter has had over thirty years' experience in the largest and best factories in the United States. All garments stamped with my name and "STAR BRAND" are made in my factory by competent operatives using the most modern machinery. They are double stitched, with riveted pockets and worked button holes, and every article is carefully inspected before being placed in stock.



One trial will convince you that the "STARS" fit better and wear longer than any other overalls in the market. Give them that trial.

J. B. GOODHUE, ROCK ISLAND, P.Q.

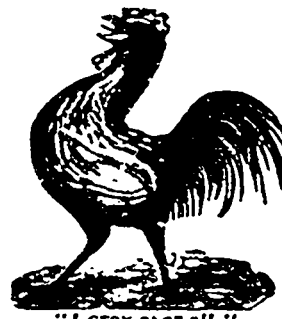
Robert C. Wilkins

Manufacturer of

SHIRTS, OVERALLS,
WORKING JACKETS, ETC.

198 McGill Street

Montreal.



"I crow over all."

Rooster Brand Specialties

SHIRTS Negligee and Top Shirts of every description. Flannelette Night Shirts and Gowns. Imported and Domestic Materials used.

OVERALLS Plain and with Double Bibs, American style, and good fitting Jackets to match, all made with or without Rivets.

PANTS Cow Boy, Workingmen's and Boys' Knee Pants.

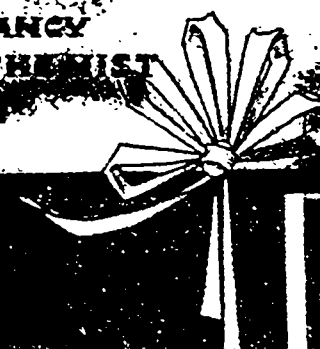
EXTRAS White Duck and Satine Coats, Corduroy Vests embroidered in silk.

NOTICE. Goods well made and large sizes.



WHITE MAN'S FANCY
MAID OF THE WEST

Vertical text on the left side of the page, likely a title or description, rendered in a stylized font.



... THE ...
White Man's Fancy.

THE MAIDEN OF THE MIST.

MODERN fancy portrays the real spirits of the Indian maidens sacrificed to the spirit of Niagara in days gone by, as idealized into the Maiden of the Mist a mythical and typical maiden dwelling at the base of the Falls, and continuously, both by day and night, disporting herself in the ever-rising and never-falling clouds of mist or spray, awaiting and greeting the spirits of those victims—some unfortunate by accident, and some more unfortunate by suicide—who from time to time yield up their lives to Niagara, or, as the Indians pronounced it,

"NI-A-GA-RA, the Thunderer of Waters."



... THE ...
Red Man's Fact.

THE MAIDEN'S SACRIFICE.

TRADITION tells us that the Indians living near the Falls used annually to offer as a sacrifice to the great spirit of Niagara, the fairest maiden of the tribe, sending her over the Falls in a white canoe, which was decked with fruits and flowers. The honor of being chosen as the heroine of this human sacrifice was eagerly coveted by the Indian maidens.

On one occasion the daughter of the chief was selected. Her father betrayed no feeling, but as the white canoe, guided by his daughter's hand, reached the Rapids he leaped into a canoe and followed her, nearly overtaking her, and meeting his death a few moments afterwards.



OUR TRAVELERS.

FROM THE DRAPERS' RECORD.



T MUST not be supposed for a moment that I have any objection to commercial travelers calling upon me; for, on the contrary, I number some of them among my best friends; and, even of those who only give me an occasional call, I can truthfully say that I invariably give them a courteous reception, even if I have no time to look at

their samples.

But there are travelers and travelers, some to the manner born, with an easy way of introducing themselves and their goods that rather makes you do business with them whether you will or whether you won't. And, again, there are others who, no matter what special lines they deal in, are handicapped by a mannerism which is repellant. There are travelers who are brimming over with common sense and tact, and who know to a nicety when to push the trade and when to just run in and give a shake of the hand and rush off again; and there are travelers who go blundering on without the slightest bit of tact or discretion, and are always pushing their goods at the most inopportune moment.

This last individual generally calls on a market day, and begins by saying that he is sorry for interrupting you when your shop is full of customers, but what with early closing days and market days, he finds a difficulty in dodging around so as to avoid them. He is profuse in his apologies, and eloquent on the advantages that will accrue to you if you will only leave your customers, and give him just five minutes to look through his samples. You, of course, feel very much inclined to tell him that he is only an ass to attempt to do business at such a time. But still, even then, he can't quite see that his presence is not required, and so long as you are civil to him he will go on "pushing the trade," and it is not until he sees a storm gathering that he will pack up his traps and be off.

It is necessary, of course, for travelers to push the trade, as, if they took "No" for an answer every time, they would do precious little business; but the best traveler is the one who can push in such a quiet way that his customer does not notice that there is any pressure being brought to bear upon him.

One of the best-known drapery travelers was a perfect demon for work. He would go without food for a long time, or just have a stand-up snack at a bar so that he could continue his business with the least possible interruption. When his day's work was done he would do his traveling at night and sleep in the train. By this means he did an extraordinary return, but he was one of the best-hated men on his ground, both by his customers and by his fellow travelers.

When he came into a shop he invariably brought in a couple of parcels with him, and, if the least encouragement was given, he very soon had half his samples lying about on the counters and floor.

"Bring in the barrow, Mr. ———," was a remark he heard often enough, but he was so thick-skinned that a little suggestion of that kind had no effect upon him. There was only one way of check-mating him, and that was by keeping out of his

way altogether; but, as he traveled for a good house, that was not always convenient.

Of quite an opposite character is the jocular traveler, generally a fine big chap with his heart on his sleeve. When a young fellow wants a berth it is to this kind of traveler he applies, and he goes through the form of asking all particulars, only to forget them ten minutes afterwards. But he has a good heart for all that. He comes in smiling and shakes hands all round, as if it was his greatest pleasure in life to see them all after an absence of about six weeks. Then he makes for the governor, and takes him aside and relates one of the latest commercial-room tales, spicy or otherwise, according to the taste of the customer. He has no samples now, but has just looked in to say that he is here, and will be ready for business at nine o'clock next morning. As he is friendly with the assistants, they take the trouble to look up all the orders they can for him, and when he departs he takes leave of them in the most affectionate manner.

A harmless individual is the "suggesting" traveler. You are contemplating some alterations in your premises (drapers generally have some project of this sort in their minds), and it is he who can put you up to a thing or two in that way. You must do this and not do that, and mind and not neglect the other; until you begin to think that you ought to commence pulling down forthwith. Meanwhile you are ordering away between whiles until by the time the suggestions are completed you are pretty deep in the traveler's order-book.

Everybody knows the talkative traveler—how he does talk, to be sure. What wonderful orders he has taken! He sold a big line of this to Smith, and Brown offered to take five hundred pieces of that if he would only give him an eighth off, and Jones's account had been closed simply because he had insulted the speaker. As I am not interested in what Smith, Brown & Co. buy, I feel somewhat annoyed with my talkative friend, and whilst he is jabbering on I am thinking of the most diplomatic way of getting rid of him without insulting him and getting my account closed.

There is not much to say of the masher traveler, as he is getting rarer every year, but at present he is still to the front. With collars of the latest cut, and a suit of the loudest pattern, he has an idea that he can book orders by a simple process of fascination. If he is traveling in ladies' outfitting he might possibly stand a chance of occasionally booking a line through being got up in a killing manner; but, as a rule, he is classified as a fop, whom sensible men avoid.

A rarer bird still is the lazy traveler, but even he is to be met with. He would never dream of taking a line or two in his hand when he goes in to see a customer. Oh, no! that would be quite out of the question. He must come in and have a long chat, and if he is told that there is nothing wanted, he will most likely say: "Well, I shall be here again in a month, perhaps you will find me a line then." It was one of this species that made an appointment in his stock-room with a customer, and when the customer got there he found the traveler fast asleep.

There is one class of traveler that almost every draper does his best to avoid, and that is the pompous traveler. What a tremendous man he is to be sure. He walks into the shop and shouts "How dey do!" in such a tone that customers turn round and wonder who the dickens has come now. He is such a mighty big man that one feels that it is a great condescension

Summer Neckwear
Novelties

E. & S. CURRIE

64 BAY STREET
Toronto = = Ont.

Men's and Ladies'

Umbrellas



FACTORY:

Corner Yonge and Walton Sts.

THE . . .

C. Turnbull Co.

ESTABLISHED 1872 OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS 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.

HUTCHISON, NISBET & AULD

34 Wellington St.
West . . .

Toronto

Select Woollens

AND

Tailors' Trimmings

Our stock is now complete in all departments with a choice selection of all the newest and most desirable goods suited for the Fall and Winter Trade.

Mitchell's Fashion Plates kept in stock.

HUTCHISON, NISBET & AULD

Wyld, Grasett & Darling

 FALL IMPORTATIONS, 1895 



Dress Goods . . .

Black and Col'd Henriettas, in French and German make.
 Black and Col'd all wool Serges (four special numbers).
 Black and Col'd all wool Soliels and Fancy Figures, Box Cloths, Satin Amazones, Estamenes and Coating Serges, Crepons.
 Black Figured Satin Berber and Soliels.
 Black Curls and Reversible Biaritz Cashmeres.
 Fancy Tweed Mixtures, Plaids, and Boucle effects.
 Costume Twills and Meltons, special value.
 Black and Col'd Velveteens in our well known brand "Lancaster," almost equal to Silk Velvet in appearance.
 "Mantlings," in Beavers, Curls, Golf, and Diagonals.
 "Silks," Black and Col'd Surahs; Bengalines, Pongees, Pongors, Merveilleux, Satins and Fancy Taffetas, Black Peau de Soie, Failles, Duchesse, and Broches at close prices.
 28 x 36 in. Grass Cloth—the popular dress lining.

Merchant Tailors' Woollens And Trimmings

SUITINGS, in $\frac{3}{4}$ and 6-4 Scotch, Irish, English, and Canadian Tweeds, Worsteds, etc., in newest makes and colorings.
TROUSERINGS, in $\frac{3}{4}$ Wool and Worsted in neat effects.
OVERCOATINGS, in 6-4 Cloth Beavers, Fur Beavers, Meltons, Vicunas, Naps, Friezes, in all shades and qualities.
FANCY VESTINGS. Dark and Light Colors.
OVERCOAT LININGS, in Wool and Mohair, Plain and Fancy Checks.
TRIMMINGS. 6-4 Black and Colored Italians, Beatrice Twills, Mohair Sleeve Linings, Plain and Fancy Silesias, Canvas, Scrims, Dressed and Undressed Hollands, Buttons, Braids, etc.
THE HERALD OF FASHION. Mitchell & Williamson's Fall and Winter Reports.



Smallware Dept.

GLOVES. Complete assortment of Ladies' and Children's Black and Colored Cashmere and Fancy Ringwood Gloves.
HOSIERY. Plain and Ribbed Wool and Cashmere Hose, full ranges. Special lines of Boys' Extra Heavy Wool Hose.
UNDERWEAR. Ladies' and Children's Ribbed Vests and Drawers, in "Hygeian," "Elysian," and "Paragon" brands.
WOOL GOODS. Tams, Hoods, Clouds, Mitts, Infantees and Bootees.
EMBROIDERY Flannelettes in White, Pink, Sky, Cardinal and Grey.
NOVELTIES IN FRILLINGS, Veilings, and Jet Trimmings. Pearl Mantle Buttons, 24 to 70 line.

Men's Furnishings

NECKWEAR. Fall stock now complete in both Black and Fancy Patterns, latest colorings, newest shapes, including "Club House," "Peyton Bows," 2 $\frac{1}{4}$ Derby, Graduated Derby Knots, Muslin Full Dress Bows, Muslin TT Ties, Pique Derbys, etc.
UNDERWEAR in Foreign and Domestic makes, Natural and Shetland Shades, 32 to 46 inch, Natural Arctic Underwear in various qualities.
MUFFLERS. Cotton, Merino, Cashmere, and Silk, neat patterns, special values.
ENGLISH COLLARS, "Grandee," "Glendowe," "Mentone." "Minster" and "Paris" Cuffs.
FULL DRESS SHIRTS, WHITE KID GLOVES, COLORED KID GLOVES, ETC.



 BUYERS INVITED TO INSPECT OUR STOCK 

WYLD, GRASETT & DARLING - Toronto

IT WILL PAY YOU . . .

TO VISIT MONTREAL IN
SEPTEMBER AND CALL
AT 198 MCGILL STREET



We will show you Beautiful Dress Goods, the handsomest, we believe, in the Dominion, with trimmings to match.

Our Silk Department

Was never so complete as at present. In Fancy Silks we have new lines only to offer.

**SILK VELVETS,
MILLINERS' VELVETS,
CAPE VELVETS,
VELVETEENS**

Not every known shade, but every shade required in your business.

COSTUME TWEEDS. CAPE CLOTHS. ULSTERINGS

In Flannelettes We have fancy, Printed and Woven, Striped, Checked and Plain, Narrow, Medium and Wide, English, American and Canadian hundreds of new patterns that you cannot see elsewhere.

Woolens Shirts, Drawers, Vests, Jerseys, Cardigans, Tuques, Tams, Caps, Hoods, Clouds, Gloves, Hosiery.

FLANNELS AND BLANKETS

We are constantly adding NEW LINES to our Fancy Goods and Smallware Departments.

BROPHY, CAINS & CO.

196 MCGILL STREET

Montreal

There's money for you

IN HANDLING OUR
NECKWEAR . . .

We are catering for up-to-date Furnishing Trade. Don't fail to see our lines; our travelers are now on the road.

SPECIALTIES

French-made Lawn Dress Bows, hand-stitched, put up two Bows in a box.

Better grades in great variety; all the latest shapes.

Satin-lined Neckwear, 200 designs at \$2.25 per dozen.

Black Neckwear always in stock in all shapes.

GLOVER & BRAIS

WHOLESALE MEN'S FURNISHINGS

184 McGill Street, MONTREAL

on the part to come and book a line from a small draper; but it is only when he begins to get confidential that you discover what a great personage he really is. He tells you, strictly *entre nous*, of course, what the firm said to him the last time he was up, and by the time he has finished you begin to wonder why so much importance has been allowed to run in the wrong channel. Such a man ought to be at least the senior member of the firm.

The old order of travelers is changing, and it is no uncommon thing to find them hunting in pairs now. A special man from the department to show the goods, and the regular traveler to book them, is the fashion that is gaining ground just now, but which is trying the patience of retail dealers. Very few drapers object to see the regular traveler, even though there is nothing much to order of him; but when he brings along a special man, with an extra barrow load of samples, it is pretty nearly time to cry, "Hold! Enough!"

Speaking generally, it is, of course, to the advantage of drapers to have travelers calling upon them, even though they might live in the suburbs of London; for the traveler has his eyes around to pick up cheap lines, and he generally knows where he is most likely to plant them. On the whole, my experience has been that the men I do with are far more anxious to satisfy me in the matter of prices than they are to satisfy their firms, for they know that, if they keep well in with their customers, they are assured of a good trade, and without a connection the work of a traveler is very hard indeed.

MEETING OF THE HUDSON'S BAY COMPANY.

A GENERAL Court of the Governors and Company of Adventurers in England trading into Hudson's Bay, was held at the Cannon Street Hotel, London (Eng.), on Monday, July 15th. Sir Donald Smith, the Governor, presided, and the other directors present were the Earl of Lichfield (Deputy Governor), Mr. Russell Stephenson, Alderman W. Vaughan Morgan and Mr. John Coles. There was a fairly large attendance of shareholders.

The Governor said: "You will have seen by the report that the profit for the year with which we are now dealing is £60,275. There has been brought forward from last year £25,029, making altogether £85,305. A dividend of 12s. per share absorbs £60,000, leaving to be carried forward for next year £25,305. We trust that under all the circumstances of the case the adverse circumstances with which we have had to deal, and with which all connected with business in America have had to deal within the last twelve months this will be considered by the shareholders to be a satisfactory exhibit. It was, as you will see, derived almost solely from the fur trade and sales shops. The amount of land altogether sold realized only with the interest £18,479, as against £28,849 last year, which was anything but a good result; yet it is not surprising, for having had a poor harvest last year, and the crops having come to a very bad market with prices abnormally low, much lower than for many years, there was very little money in the country, and it was impossible for those who under ordinary circumstances are our best customers, those already settled on neighboring lands, to make such purchases of land as under more favorable circumstances they would have made. The fur sales of last March were fortunately better as regards prices

than in the year before or than for two years previously. Marten advanced 75 per cent., mink 15, lynx 5, white fox 130 per cent. -- a very large advance, indeed, in the case of the last-named fur; but then the amount altogether of it was comparatively small. We give these as the principal furs, but it must not be overlooked that in January there was a decline in the prices of furs. Beaver, a most important article of trade, went back 15 per cent., and musquash, which is got in very great quantities, 12½ per cent. as compared with January, 1894. But, as I have said, taking all the circumstances into account, we are glad to find that the dividend for the present year as proposed to you to-day is really what we consider good."

Continuing, he took a very hopeful view of the future prospects of the company.

Speaking of the proposal to grant 2½ millions to the Hudson's Bay Railway, the Governor said that it had not been carried out—and, he believed, was not to be carried out—and he did not hesitate to say that it would be a great misfortune were that sum of money given for such a purpose. It would be thrown away worse than thrown away for if they threw that amount of money into the fire it alone would be lost, whereas the Government, by giving this money for such a purpose, might lead the people of this country and in Europe to put their money into a venture for which they certainly would never receive a penny in return.

A BRAND OF SAXONY.

FEW brands of Saxony are receiving such liberal advertising as the "Gloria" brand, which is being systematically pushed by Macabe, Robertson & Co., Toronto. Moreover, its merits are such as to bear advertising and explanation.



The method of putting it up is, in itself, a great advantage, as shown by the illustration here, as the labelled box is much more of an ornament to the dealers' shelves than was the old-fashioned, bulky and shapeless parcel. Besides, the box

will better keep out the dust, and can be more quickly and expeditiously opened when the contents are required.

The skeins are each enclosed in a nicely-printed wrapper of tissue paper, and are drawn out from behind, thus making it unnecessary to spoil the front of the package.

They claim that the wool itself is the best in the trade for knitting and crocheting purposes, and makes a friend of every lady who uses it.

With each first parcel bought, three large and handsome show cards are sent, so that this specialty can be brought to the notice of the public without expense.

JOHN FISHER

SON & CO...

WOOLLENS

.. AND ..

TAILORS' TRIMMINGS

442 and 444
St. James Street, **Montreal**

... ALSO ...

60 BAY STREET
Toronto

101-103 ST. PETER ST.
Quebec

JOHN FISHER & SONS
Huddersfield, Eng.
London, Eng.
Glasgow, Scotland
Belfast, Ireland

Always the Best

**SOFTER AND CLEANER
COTTON BATTING**

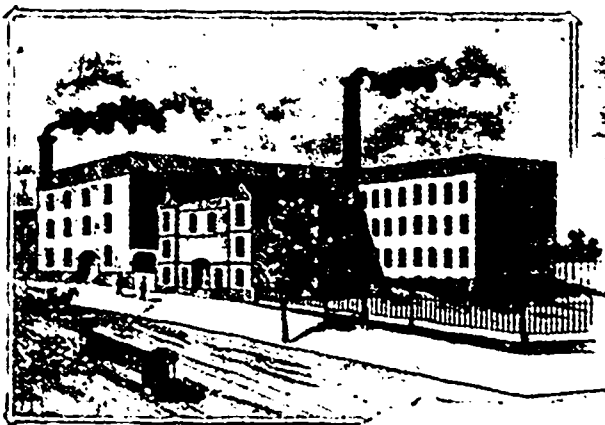
A marked
Improvement in the quality of

**NORTH STAR
CRESCENT .
PEARL . .**

Patent Roll Cotton Batting

Will make these Brands sell unusually well
during the Season of 1895 and 1896.

Baled or Cased ———
In 4, 6, 8, 12, or 16 oz. Rolls.



FACTORY: 215 and 217 Deformier Ave., MONTREAL

Spring Line, 1896

SAMPLE ROOMS -
17 Debresoles Street
... MONTREAL
50 Bay Street
... TORONTO

*
*

♦♦

NOW READY

We sell to wholesale trade only.

A REVIEW OF THE PAST SEASON.

JANUARY opened up quiet, with the foreign markets dull and uninteresting. Canadian cotton and woolen markets were quiet, prices easy and prospects not brilliant. Toronto was made notorious by two disastrous fires in the wholesale section. On January 6th S. F. McKinnon & Co.'s fine new building, after a few days' occupation, was totally destroyed. The loss on stock and building was about \$150,000. The same fire destroyed Nicholas Rooney's building. Both warehouses are now being rebuilt. On January 10th Brereton & Manning, Thomas Dunnet & Co., Boisseau & Co., R. H. Gray & Co., Robert Darling & Co., and many smaller firms were burnt out by a second great fire. Gray's new building is almost completed, but will not be occupied by the old firm, while Hutcheson, Nisbet & Auld occupy the building formerly occupied by Robert Darling & Co.

In February markets abroad were still easy, although there were signs of a revival. Ribbons showed much stronger, while muslins advanced 25 per cent. All travelers for Canadian wholesale houses were out, but orders were barely average. The trade were much pleased at having a dry goods man as president of the Boards of Trade of both Montreal and Toronto, Mr. Cantlie and Mr. Caldecott respectively. A large carpet and upholstery firm in Toronto gave up the ghost, but have since regained part of its life. Some United States cottons were sold in Canada.

In March foreign markets were showing signs of improving, but the cotton trade was depressed. Silk goods, especially velvets, were firm. Domestic fleece wool had advanced. The London fur sales in January showed an advance, and this was maintained and increased in March. Astrachans, wool seals and martens went away up. The millinery openings occurred the last week in February and the first week in March, and were a success. A wholesale dry goods house in Montreal assigned. Toronto had another fire, in which many retail dry goods men suffered, notably Simpson, Sutcliffe and Jamieson.

The April number of this journal contained the following prophecy. "If present indications are a reliable criterion, the coming summer and fall is to witness a firm woolen market, and much higher prices on all kinds of fabrics of this class" Raw wool was 25 per cent. higher than in January. We showed the firmness of the cotton market, and predicted higher prices on cotton goods. Payments improved. An agitation for a Federal Board of Customs was being carried on. The millinery trade was booming. Gloves were advancing.

May was an encouraging month, and domestic markets took on a better tone. Raw cotton had advanced 20 per cent., and a rise in domestic cottons was again predicted, and bleached sheetings went up 5 to 6½ per cent. THE DRY GOODS REVIEW for May contained a number of excellent photos of windows. It was worth a dollar of any man's money. Straw hats went higher in price. Advices from Bradford and Manchester showed a firmer feeling.

June was a splendid month, the sorting trade being excellent. From foreign markets came news of advances in all lines and of a plethora of orders. Raw cotton and raw wool were both very high and we said: "A freedom in ordering will not necessarily be venturesome." The prospects for fall looked very bright, as prices of agricultural produce were advancing. A line of domestic shirtings was advanced. The Insolvency Bill was introduced

into Parliament and ever since the Boards of Trade have been singing: "O where, O where, Is our little —."

July was a doubtful month. The sorting trade was only fair and fall orders were scarce. Domestic woolens remained low in spite of the rise in wool, but about the end of the month manufacturers realized they had taken contracts at too low a price. Raw cotton remained firm and manufactured goods were likewise. Early closing engrossed the attention of retailers, and stock-taking that of the wholesalers. Raw silk advanced and piece goods followed.

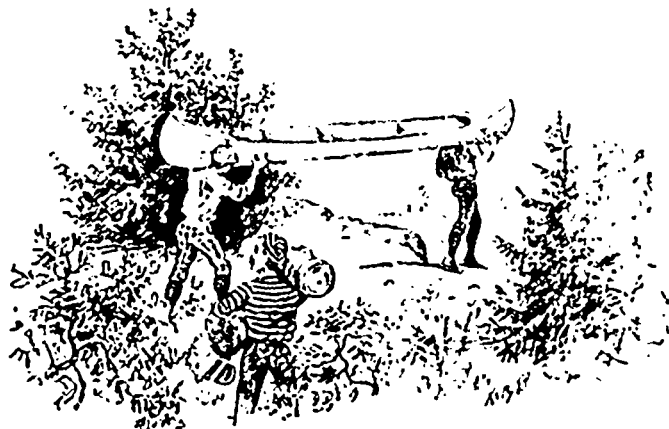
August is nearly over. Fall orders are not too large, but prospects are good for an excellent sorting trade. Raw cotton and raw wool are still firm. Many lines of domestic woolens have advanced, and shirtings, tickings, and cottonades followed the raw cotton market. All lines of goods are advancing and increased prices must be paid for late supplies of this season's goods. Wholesalers have bought freely and generously, showing that they have faith in the fall trade. Their announcements in this issue are worth reading. The proposed agreement concerning a fixed price on Magog prints has been under consideration all month, with good prospects of success.

SAMPLE ROOMS.

Abraham & Straus, a large retail house in Brooklyn, have arranged a series of rooms in their building for the accommodation of salesmen wishing to show samples to their buyers, and send THE REVIEW an announcement of the fact. This is not new to Canadians. Several large houses have had rooms for this purpose for some years, though perhaps not on so large a scale. The samples are frequently placed there, and the buyers look over them at leisure and alone, and give the order on the return of the salesman.

USE OUR ADDRESS.

This month the Exhibitions at Montreal and Toronto are on. The Toronto dates are from September 2nd to 14th, and the Montreal Exposition lasts from September 12th to 21st. From advices received these Exhibitions will be attended by a number of people from the Maritime Provinces, as well as from the extreme West. The subscribers to THE DRY GOODS REVIEW, who are in either city during these events, may, as heretofore, have their letters addressed to the care of THE REVIEW'S offices at 26 Front street west, Toronto, or 146 St. James street, Montreal.



"ONE SUMMER"

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—
24 Catharine St. North.



TO CANADIANS . . .

Miles & Co.

TAILORS

NEW ADDRESS . . .

4 Sackville St., Piccadilly.

London, W.,

Late 21 Old Bond Street.

ENGLAND.

WESTERN

Incorporated
1851.

ASSURANCE
COMPANY.

FIRE
AND
MARINE

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

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

Dogs for Business Men

Irish Terrier Puppies for Sale—From stock that has won first prizes in leading British and American shows. They are now the fashionable breed in Great Britain. They are the most faithful companions, best watch dogs (the Standard Oil Co. use them exclusively), for they will fight until the last drop of blood in their daring little bodies in defence of their master or his property. No rats can live where they are. They are excellent dogs for the woods, and very fond of the water.

KINKORA KENNELS IMPORTERS AND BREEDERS
P.O. Box 2179 MONTREAL P.O. Box 2674 TORONTO

M. O. C.

HEAD OFFICE, 647 CRAIG ST., MONTREAL.

BRANCH, 44 LOMBARD ST., TORONTO.

FOR FURRIERS. NURSERY. CLOTHIERS. QUILTING.

TABLE PADS
YOU FIND THEM USED
BY ALL THE BEST FAMILIES
THE WORLD OVER.
THE STEAMSHIP COMPANIES
COULD NOT GET ALONG
WITHOUT THEM.
PULLMAN DINING CARS
ARE FURNISHED WITH
THEM.

SANTAL COM
L'UNION DES
UNIVERSITAIRES
MONTREAL
L'UNION DES
UNIVERSITAIRES
MONTREAL
L'UNION DES
UNIVERSITAIRES
MONTREAL

FALL

1895

A
Wreath
 of
Specials

Dress Goods

The latest novelties in Nigger Heads, Crepons, Archaic Plaids, 56 in. Tweed Suitings, etc.

Carpets . . .

Our buyer has picked up several lines Tapestry Carpets much under value, now opened up, also

Lace Curtains

Astounding value and low prices.

Woolens . . .

Just received — choice styles Worsted Pantings. Fall Overcoatings in great variety

Linens . . .

Unsurpassed value in Black Canvases, Towellings, Table Linens, etc.

SPECIAL VALUE IN

**Black Cashmere Hosiery and Gloves,
 Umbrellas, Waterproofs, etc.**

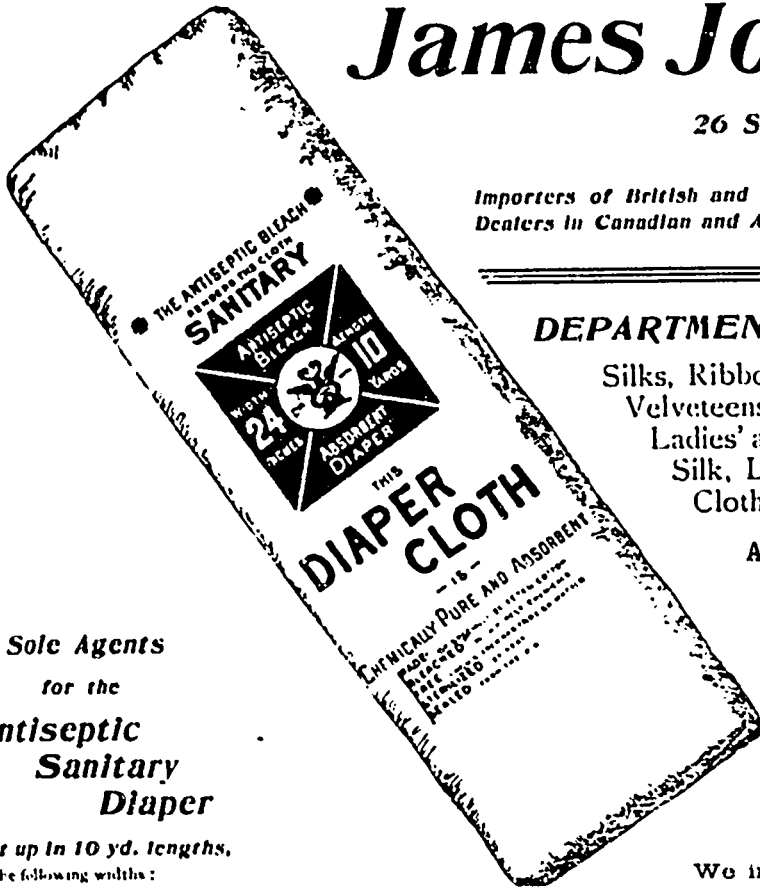
Having placed our **orders** early, before the advance in prices took effect, we offer the merchants of Canada a **choice** collection of **new** styles of goods, at **lowest** prices, to select from **Don't delay.**

McMASTER & CO. — TORONTO

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,
in the following widths:
18, 20, 22, 24, 27 in

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.

A Fine Assortment of Scotch Zephyrs in stock.

**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.

PATON Manufacturing Co.

OF
SHERBROOKE

Manufacturers of

WOOL AND WORSTED YARNS
HOSIERY YARNS
WORSTED SUITINGS
SERGES

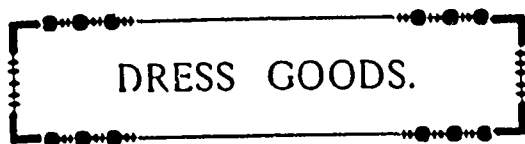
MAKERS OF



Tweed
Manufacturers
and
Worsted
Spinners

4-Ply Fingering

Equal to the Best Imported Yarn.



ADVANCES IN VALUES.

WHOLESALEERS are experiencing great trouble in securing repeats, even at advanced prices. Deliveries are very slow. One house, which expected a large shipment of boucle and other fancies on June 25, will not receive them until September 15. Costume cloths cannot be repeated, as mills cannot promise deliveries in time for this season's trade. At Bradford, bright goods, silesias, brilliantines and lustres have advanced in price from 25 to 50 per cent. Orders for these lines for next spring's delivery have been well placed. Crepons are still selling, but are not so strong. Alpacas are growing in popularity for next spring.

One most gratifying feature of the season has been the popularity of domestic tweeds for both ladies' and men's wear. Their styles, colorings and quality seem to have been materially improved, to the general benefit of the manufacturer and jobber.

MANTLINGS AND DRESS GOODS.

Golf-suitings and cloakings, in about 100 patterns and in quantities ranging from 75c. to \$3 per yard, are shown by W. R. Brock & Co. In mantlings they also show ranges of beavers, serges, friezes, brocades, curls and sealettes.

Ladies' tweed costumings, six-quarter goods, small diagonal effects, are shown in the new bronze and other seasonable shades. Costume cloths, including Venetians and Sedan cloths, have sold extremely well with them, as have their ranges of Scotch and domestic tweed fancies.

In dress stiffenings they carry Textile Buckskin, Fibre Chamois, Fibre Buckskin, grass cloths (from 4½ to 10c.), wirettes, hair cloth, both genuine and imitation, and special makes of canvas.

SOMETHING NEW.

Brophy, Cains & Co. are showing red serges for race gowns, rather rough makes being most worn, but they have them in fine and medium as well; also in browns and blues.

These serges are being made into stylish capes for traveling, golf, lacrosse and outdoor wear, where a cosy handsome garment is wanted. They should be lined throughout with corded silk.

VELVET LEATHER.

A German, Hans Lebel, has patented a process for manufacturing velvet leather, which, it is claimed, will become an important addition to that class of articles which are useful for personal attire. The new velvet leather has a fine soft nap, and may be either printed or embossed, which is quite a new departure, as hitherto velvet leather could not be printed or embossed, and could only be colored with a single shade. The new velvet leather can be dyed in many shades, and its nap is so soft and fine that it can be brushed down in any direction. It is, in fact, claimed for the new material that it resembles the

best silky velvet. The fibre of the nap will show different shades, changing with the direction in which they are brushed down, bringing about some remarkable and beautiful combinations.

RIGBY CLOTH.

The two latest lines in which H. Shorey & Co. have made Rigby cloth successful are in ladies' costumes and in coats for coachmen. The experiment of proofing cloth for a street costume, consisting of skirt and blazer, having turned out most satisfactory, provides a dress for street wear in all weather, and as the material is not affected in appearance or quality by the process there seems to be practically no limit to the demand. In driving coats for coachmen the advantages of Rigby are also apparent, and as these goods can be made to retail from \$10 upwards the sale will likely be large.

VELVETS.

Plain velvets will be very much worn this autumn and winter. In a previous number reference was made to the many new shades shown in silk velvets, millmers' velvets and velveteens, by Brophy, Cains & Co.

FOR LADIES' WEAR.

The fame of the dress goods department of Caldecott, Burton & Spence is well maintained by this season's display. Especially in serges do they show an extensive range, in which the finish and dyes are as perfect as mechanical skill and chemical art can make them. In fancies they show the cream of the French and German markets in medium goods. Boucle effects are bright and taking, crepons are in heavy weights, mohair and silk effects are abundant. The patterns are mostly plaids, in some form or other, and in definite figures and designs. The display is fully up to date.

One of the latest shipments to arrive is a lot of bright Sicilian cloths, the newest thing for fall costumes. Since purchasing these the demand has run up the price nearly 50 per cent. They are very suitable for early trade.

In mantlings, hosiery, gloves and underwear equally flattering remarks could be made concerning their ranges and the bounds of cool judgment be preserved. Other prominent lines are Japanese silk handkerchiefs at very low prices, ribbons in the popular tartans and all leading makes, shawls and tams.

Extensive preparations have been made to meet all the demands of the fall trade.

HOW TO SHOW DRESS GOODS.

A cleverly-devised plan for showing how dress goods in the piece will look when made up is by the use of fashion plates which, being perforated to show the outlines of the costume, can be placed against the material. Thus, the purchaser, who is always anxious to know how the stuff will make up, can take one of these large white card surfaces, in the centre of which is the full length figure cut out, and put in front of the cloth. The result is a perfect model of what the dress will be like, because in cutting the outline narrow dark lines are left to show the trimmings and folds of the dress. By crushing the cloth a little the effect of reality is even better secured. This device from

THE _____

Dominion Oil=Cloth Company

MONTREAL

BRANCH OFFICE :
Cor. Front and Yonge Streets
TORONTO

MANUFACTURERS OF

OIL=CLOTHS

OF EVERY DESCRIPTION.

For Fall Season we offer a splendid line
of New Designs and Colorings.

Floor Oil-Cloth

We make in the following grades :

NO. 1 QUALITY

Our Standard Line, in widths of from 4-4 to 10-4 ;
beautiful patterns and varnished backs, finest color-
ings and best finished goods in the market.

NO. 2 QUALITY

The leading grade, also made in widths of 4-4 to
10-4. This line will give perfect satisfaction.

NO. 3 QUALITY

In widths of 4-4 to 8-4, are superior to any other
low-priced goods in the market, both in styles and
quality.

Table Oil-Cloth

Our new patterns for Fall excel anything
heretofore produced, both in quality and
finish.

WE ALSO MANUFACTURE

Floor Oil-Cloth in 4 yd. wide sheets, C
quality.

Oil-Cloth Mats or Rugs.

*Cotton, Canvas and Painted Back
Stair Oil-Cloth.*

*Carriage, Enamelled Leather
Cloths, and Shelf Oil-Cloths.*

Our goods are handled by all the Wholesale Dry Goods Trade in the
Dominion, and our Fall patterns will be in their travelers' hands early
in June. Be sure and see our samples before placing your Fall orders,
as our goods and prices are **RIGHT.**

Office and Works : CORNER ST. CATHERINE AND PARTHENAIS STS. **MONTREAL**

Paris, known as "La Mode Realiste," is always a taking adjunct to the store where dress goods are sold, and Brophy, Cains & Co., Montreal, have imported a number for the express benefit of their customers, who will doubtless appreciate greatly so convenient and effective a method of helping the sale of costume cloths. Sets of these handsome plates are sent free, so that those who desire to possess them should send their application to Brophy, Cains & Co. at once.

GOLF JERSEYS IN PLENTY.

The reports from all quarters confirm previous reports that golf jerseys would be good sellers. S. Greenshields, Son & Co., Montreal, have met with success in their first lot, which have all gone out of the warehouse before the travelers got samples. Next week a shipment of navies and blacks is expected, and in two or three weeks a further shipment in all shades and qualities will be received, and of these samples will be shown to the trade throughout the country.

SPECIAL LINES.

Three special lines in colored velveteens, all shades: No. 202 at 20 cents, No. 203 at 25 cents, and No. 808 at 40 cents. Excellent value.

A line of 46-inch henrietta, No. 400 at 37½ cents. A pretty thing.

A job line of honeycomb shawls at \$2.50 per dozen; whites, creams, cardinals, pinks and greys. Extraordinarily suitable as a "Bargain."

These are a few of Samson, Kennedy & Co.'s quotations. Their advertisement gives others.

FIFTEEN TONS.

Fifteen tons of wools have been shipped by Samson, Kennedy & Co. during the first twenty-four days of August. This included Berlins, fingerings and Saxons, both domestic and imported. This is an exceptionally large sale.

They report a brisk enquiry for pearl buttons in high grades and numbers. They have a nice assortment in jet, pearl, rhinestone, steel and pearl inlaid.

In millinery supplies they have an abundance of wires, ribbons, jet goods, buckles and other ornamentations. Dress trimmings, such as bead gimps, pointed and plain, are also in full display.

CANADIAN DYEING.

An unfortunate and untrue impression is abroad that dyeing as done in this country is not equal to that of older countries. Nevertheless there is a great deal of it done. The Merchants Dyeing and Finishing Co. has a substantial brick building, 165 x 86 feet, two storeys high, on Liberty street, Toronto. This concern was started less than three years ago, and was forced to double its capacity last winter. Their special work is dyeing worsted and woolen dress goods of British, French or German manufacture. Their work is fully equal to foreign work, and it is doubtful if there is a dry goods merchant in Canada who could tell the difference.

The appliances are of the latest sort. The manager, Mr. Alfred Burton, got his technical training and professional ex-

perience in the best concerns in England. Mr. Edgar Burton is a graduate of the University of Toronto in chemistry, having taken very high honors. Every part of the business is founded on thoroughly prepared bases, and hence the success it has met with was only to be expected and deserved. Their advertisement on page 60 is readable.

FANCY SLEEVE LININGS.

One of Wyld, Grasett & Darling's specialties is a woven brocaded sleeve lining for men's garments. It is cheap, and has an exceedingly rich appearance. In the same department they are doing a rushing trade in overcoatings. Beavers, meltons and fur beavers are good, although meltons are more popular in London and New York than here.

Scotch tweeds have sold exceedingly well in drab and brown mixtures. A long range in neat worsted effects for trousering is a point worthy of note, and blacks promise to be scarce.

PRETTY OIL-CLOTHS.

Those who would like to view samples of pretty oil-cloths should call on A. T. Johnston, the well-posted western representative of the Dominion Oil-cloth Company, whose office is at 1 Front Street East, Toronto.

These goods are handled by the jobbers, and comprise floor, table and enamel cloths in great variety and new designs.

Prices are somewhat lower than last year, despite the rise in raw cotton and in linseed oil. This company have decided that so long as they can afford it they will sell at the present prices, in order to give merchants every opportunity to do well with their stock of domestic cloths.

ENTIRELY NEW STOCK.

Last season's stock of neckwear was entirely cleaned out and a wholly new stock put in by Wyld, Grasett & Darling. For this reason, they claim, they can show the finest collection in Canada. Colored Club-house ties, and bows to imitate them, are leaders. The knots with two pleats and long-pointed ends are in favor. In Derbys, 2¼ inch and graduated are the styles. All their \$2.25 lines are satin-lined. An all-round china is a beauty. Blacks are a specialty in every variety.

In collars, the Mentone or rolling corner variety is the leader.

In waterproof goods they aim to have the nobbiest things. The latest for men is a coat without cape, double-breasted and with loose back.

RETURNING THANKS.

Matthews, Towers & Co., Montreal, announce that they never were in a better position to send over their buyer to bring in new goods, as the sorting trade was ahead of anticipations, and the stock has been so run out that the firm are left with practically few old goods. This enables buying to better advantage, and customers may rely on getting no goods of a year old. The firm are hopeful of the outlook for trade, and wish through THE REVIEW to thank customers for support in the past.

Why

DO SO MANY LADIES NEVER CATCH A
COLD, GRIPPE OR RHEUMATISM ?



BECAUSE THEY WEAR

The "HEALTH BRAND"

They know that this Underwear is a certain protection and they will be sure to buy it again this season.

They will take no substitute, as this brand gives them more satisfaction than any other. Your stock will not be complete at the beginning of the Fall season without the "Health Brand."

THE

WRITE FOR SAMPLES TO

Montreal Silk Mills Co.

LIMITED

MONTREAL

PATIENCE

We would ask our customers throughout the Dominion for a little patience if their goods do not reach them sharp on time. Our Fall business has been three times what we anticipated. The factory works overtime five days in the week, and we are trying our utmost to avoid delays, but if your Quilts and Cushions do not come within a week or ten days of the appointed time, do exercise a little patience; when the goods are opened you will be more than satisfied.

One set of power sewing machines is doing nothing but Ventilating Down Quilts night and day. The ventilating with silk eyelets (all Alaska Down Quilts are made that way now) gives them a "recherche" appearance, unequalled by any other quilt in the market. It takes time, but it also takes the eye of the public, and the trade appreciates the "finish" of our Quilts.

See also our advertisement in this issue.

The ALASKA FEATHER AND DOWN CO., Ltd.

J. H. SHERARD,
Manager.

K. BOISSEVAIN,
Secretary.

We are Headquarters for

HAIR ORNAMENTS

SIDE COMBS

BACK COMBS

HAIR NETS

HAIR FRAMES

HAIR CURLERS



AND

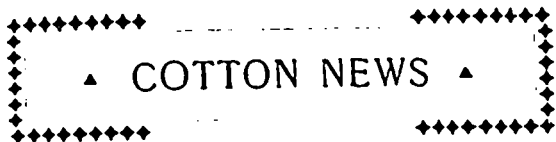
FRIZETTES FOR THE HAIR

Buyers visiting this market will find our warehouse full of up-to-date sellers.

Macabe, Robertson & Co.

8 Wellington St. West

TORONTO



AN ADVANCE ON DOMESTICS.

On July 31 D. Morrice, Sons and Co. issued a circular announcing an increase in the prices of seven lines of shirtings, two lines of tickings and one line of cottonades, as follows:

Shirtings.		
A.B., 23 in., advanced.....	6.8	per cent.
A.C., 27 in., "	4.6	"
C., 27 in., "	6	"
A.E., 27 in., "	3.5	"
E., 28 in., "	6.25	"
E., 29 in., "	5.7	"
G., 29 in., "	5.5	"
Tickings.		
9, 30 in., "	0	"
10, 30 in., "	0	"
11, 30 in., "	4.3	"
A.C.A., 32 in., "	4	"
Cottonades.		
J.J., 27 in., "	3.1	"

There were no heavy stocks of these goods in the retail trade, and hence the demand for them did not drop off on account of the increased price. Moreover, wholesale stocks were light, and there were almost no deliveries to come to the jobbers at the old prices. These circumstances combined will force the jobbers to advance prices about September 1. They will not ask increases before their present stocks get low, but the ordinary demand will clean them up about that time. Hence, retailers who buy now at July prices may consider themselves very lucky.

The Dominion Cotton Mills Co. have advanced two lines of cotton bags, X and Spring Grove B, 50c. a bale.

Last week denims took an upward turn of half a cent per yard. The Canadian Colored Cotton Co. advanced Nos. 600, 450, 400, 350, 300, 200 and F 1, all being 27-inch goods; twists, F, F 2, F 3, F 4 and B X fancy. They also advanced the Hamilton Co.'s brands: Nos. 50, 40, 35, 30, 20 and 10, all being 27 inch goods.

All white cottons have been advanced from 5 to 10 per cent. Wide grey sheetings, Nos. 30, R R, 40 and X X have also been advanced.

THE AGREEMENT ON PRINTS.

The agreement for a fixed price on Canadian prints will be carried out. Already nearly all the firms, with one or two exceptions, have signed and those who do not will receive no supplies. Messrs. D. Morrice, Sons & Co. told THE REVIEW last week they expected the new condition would prove satisfactory to the jobbers and would bring more money to the mills. After discussion some changes were made in the agreement, as given in our last issue, and another circular to the trade was issued from Montreal under date August 8, as follows:

To meet the wishes of the trade we have decided to change the rate of pre-payment on the above goods from 9 to 7 per cent. per annum. The item of terms in our circular letter of July 11th will thus read and form part of said agreement:

"Terms—Credit on which the goods will be sold not to exceed the following:

"Four months, first of the following on deliveries made after

the 15th September, and prior to the 1st of December, and after 1st April, and prior to 1st June.

"Four months, 1st of April, on deliveries after 1st December and prior to 1st April.

"A discount of 4 per cent. may be given for cash in thirty days, or prepayment allowed at the rate of 7 per cent. per annum."

WILL SHIP CANADIAN COTTONS TO AUSTRALIA.

The representative of D. Morrice, Sons & Co., who has been making a tour in Australia and South Africa, in order to place the products of the Canadian cotton mills in those markets, has returned to Montreal. Mr. McLaren was away about nine months, and visited all the principal points in those regions. He found the prospects for Canadian cotton goods better in Australia than in South Africa. In the latter country the demand to be met in many lines would require special features, which would increase the cost to the manufacturers. The Australian market, however, seemed well pleased with the novelties of Canadian production, especially in ducks, denims and prints, and a fair trade was done, notwithstanding the general tendency to throw all orders to England. Considering the difficulty of placing new goods in a new market this initial trip has been on the whole most satisfactory, and the Canadian mills will consider how this export trade is to be best maintained, by the appointment of permanent agents or other means.

THE MONTMORENCY STAYS OUT.

No arrangement has been come to with the Montmorency cotton mill, which withdraws from the arrangement with the other mills on September 1. Its product, after that date, is expected to be sold in the Canadian market independently of the other cottons. The representative of the Riverside yarns, which mill is situated beside the Montmorency, will, it is said, in future handle the cottons as well. The Montmorency output has hitherto gone to China.

BETTER GOODS.

The Canadian Colored Cotton Mills Company are showing a range of goods this season which are ahead of previous years. A still further advance in respect of quality and variety will be shown next year, as a new aniline printing machine has been put in this season, and the goods turned out by this new process are very superior. Samples will be shown to the trade next season.

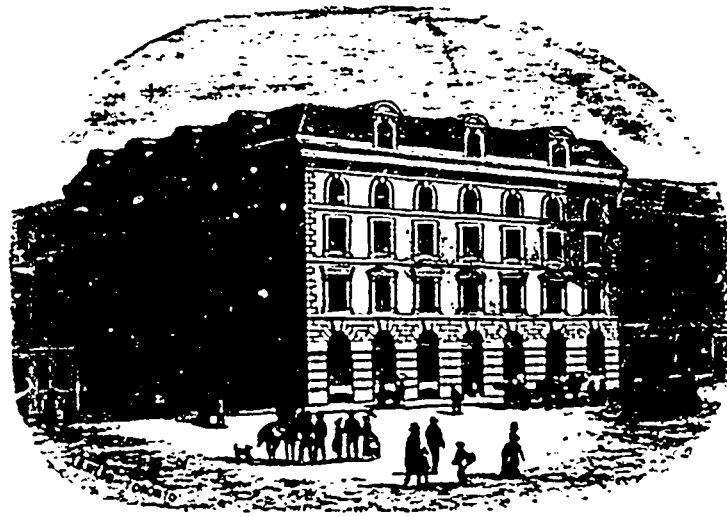
A CORRECTION.

A paragraph in the London, Eng., Drapery World, of July 13, which appeared in these columns last month, contains an incorrect statement. The item stated, referring to the insolvent estate of Shaw, Sons & Co., Huddersfield, that, "It has been found advisable to send a clerk out to Canada to examine the books of Messrs. W. Shaw & Co., and Messrs. A. Small & Co." This assertion is untrue. No clerk could have been commissioned to examine the books of A. Small & Co., Montreal, as no one had any authority to do so. This firm is not concerned in the failure of Shaw, Sons & Co., and The Drapery World must have been under a misapprehension in making this statement. In justice to A. Small & Co., a firm of unquestioned standing, THE REVIEW cheerfully makes this correction.

ROBERT LINTON & CO.

Corner of St. Helen
and Lemolne Sts.

MONTREAL.



Departments . . .

Cottons Dyed
Dress Goods
Flannels

Gloves and Hosiery
Haberdashery

Laces, Linens
Mantles, Muslins

Prints, Ribbons
Shawls, Silks
Stuff Goods

Smallwares

Ties

Woolens, broad
Woolens, narrow

WOOLENS AND TAILORS' TRIMMINGS

— A Specialty. —

Canadian.....

BAGS, BLANKETS
COTTONS DYED
COTTONS GREY
COTTONS BLEACHED

FLANNELS, PRINTS
SHIRTS AND PANTS
TWEEDS
YARNS

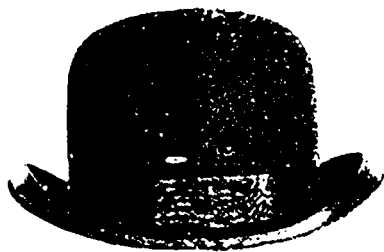
Agents

E. T. CORSETS

Of St. Hyacinthe.

HIGHER PRICES IN FURS.

THE advices regarding furs indicate advances in the price of skins. These affect all classes of furs, but are particularly noticeable in seals, wool seals and astrakhans. Mr. Edgar, of Greene & Sons Co., Montreal, who has just returned from the other side, confirms these reports, and states that all stock is high, and some furs hard to get. The price of wombat, or Australian bear, has advanced, although the firm show this season



No. 107—A. A. ALLAN & CO.

many gentlemen's coats in this fur and in coon, which are not high-priced, and are of good value. The finishing and lining of these less expensive coats are well done, and a very effective garment is turned out at a figure within anyone's reach. The Messrs. Greene are getting up a finely illustrated catalogue, an advance copy of which was shown THE REVIEW last week. The artist has drawn the firm's own new styles of coats, jackets and other fur garments for ladies and men, and shows very effectively what will be worn this season. The electric seal Trilby boa is fashionable, and the figures drawn by the artist indicate the full sleeves, the long cloaks, and large reverses in front, which continue to be the prevailing tastes. The catalogue, when ready, will be sent forward to those who desire a copy.

SHIRTS AND COLLARS.

OF the making of shirts and collars in this country there is practically no end, and our manufacturers have been most successful in this branch of trade. Pre-eminent among them are Tooke Bros., Montreal, whose announcement in another column for the spring of 1896 will be read with interest. The firm are adding this season a new department, that of ladies' shirts, waists, blouses, fronts, collars and cuffs. The new goods are exceedingly well made, and the extent to which it is intended to cater to the public taste is seen in the three or four hundred varieties of pattern and material which are being utilized. The firm also import a full stock of high-class furnishings for men, being well situated to do a large wholesale trade in the best class of goods. To give the trade an adequate opportunity of grasping the merits of goods it is intended to send the nine travelers over the country with distinct lines on each trip, so that the merchant may concentrate his custom, while at the same time choosing goods with deliberation and care. The firm aim, they say, at doing in Canada the same kind of trade done by Welsh, Margetson & Co. in England, and the extent of their operations and equipment is illustrated by a visit to their manufactory. A walk through the establishment is interesting and impressive. Hundreds of skilled hands work by the latest machinery and by individual effort at the various processes of shirt and collar making. On one floor is done the cutting out of shirts from cotton and other materials, and the making of collars; on another the making of shirts by 200 employes, using machinery, where the work is all done in departments, each worker doing one particular operation and nothing else, and a good shirt being the result of this carefully planned process. To secure perfect finish inspection is made of all stitched work, and

22 stitches to the inch are insisted on as the standard, or the work is thrown back to the maker. By employing the newest machines and skilled operators, a high-class product is obtained, and thus the Tooke shirts get a reputation all over Canada. Not less interesting is the laundry department. Here are found machines for starching shirts and collars, and inventive genius and individual skill again go hand in hand, for the best made shirt must be well turned out if justice is to be done it. The machine for ironing collars is one of the best in the world, while the ironing of shirts is an elaborate process, being done in different machines until the finished article is completed without a flaw. Such pains are taken with the open-in-front shirts that these are ironed by hand, and the services of experienced men, who earn high wages, are drawn upon to do it. In the great wash-room new applications of invention are made to give the product of the manufactory an appearance according with the fineness of the make. In the case of collars, one of the characteristics which have made the English collar the vogue is the method by which the raw starch is cooked, as it were, into the collar, giving a hard and finished look and feeling. This is effected by a peculiar process, and Tooke Bros. are now, by new machinery and a new process, bringing out collars to rival the imported, and will have a range at \$1.25 per dozen which are expected to surpass those from abroad sold at \$1.50 and \$1.75. It is by long experience, energy and the employment of the latest ideas that success of this kind is obtained.

FURS AND HATS.

Mr. J. D. Allan, of A. A. Allan & Co., explained to THE REVIEW why wool seal was up about 75 per cent., by pointing out that the average catch of Newfoundland seal was only about 300,000, and that about 10 per cent. of this graded up to fur, the rest being useful only as leather. This year one London house bought the whole catch, paying a uniform price per skin, good and bad, and now have a corner.

He also pointed out that the demand in Europe had greatly increased this year, on account of the heavy winter of '94-'95. Astrachan had gone up over 50 per cent., and Persian and gray lamb 25 per cent., as a consequence of this demand. Fortunately, Mr. Allan purchased all his season's furs in January, and is thus in a position to give his customers proper prices.

Capes are selling in ladies' goods, but jackets are looming up on the horizon of popularity. What jackets are now selling are in 30, 33 and 36 inch lengths.

In capes, 30 inch is the leader, with 24, 27 and 33 selling in small numbers. Men's fur coats are likely to be in great demand this season, especially to supply the Northwest trade.

Two hats on this page indicate what A. A. Allan & Co. are showing in fall hats. The Valley hat, with its wide brim, raw edge, and narrow band is displacing the Fedoras. In stiff hats, the full crown and wide brim are gaining headway. In colors for early fall, Bismarck, a medium brown, is best, but, of course, for the later trade blacks will have their usual prominence.



VALLEY HAT—A. A. ALLAN & CO.

CALDECOTT, BURTON & SPENCE

All the signs that denote **REVIVED PROSPERITY** indicate **INCREASED COST OF PRODUCTION**. This, to the **JUDICIOUS BUYER**, will be **CONCLUSIVE EVIDENCE** of the **KIND OF ACTION** he should take.



All Our Departments . . .

Will be fully assorted and ready for buyers from 26th August, 1895.

Dress Materials
Mantle Materials
Hosiery, Glove,
And Underwear

Lace and Embroidery
Linen and Staples
Smallwares
And Notions
Silks and Ribbons

Our contracts were made before the sharp advance in goods, and while the stock lasts the full benefit will be given to our customers. **BUYERS WILL BE CORDIALLY WELCOMED.**

Caldecott, Burton & Spence

TORONTO



W. R. BROCK & CO.

Are prepared for the

FALL AND WINTER BUSINESS

And invite **BUSINESS VISITORS** to the **TORONTO INDUSTRIAL FAIR** to inspect their stock of **DRY GOODS** and **WOOLLENS** which will be found to be one of the most extensive in the Dominion.

New Goods at Popular Prices

In every department. Liberal terms and business-like methods, and "**THE TRADE ONLY**" supplied. Merchants unable to visit Toronto early in the season are requested to try our **LETTER ORDER SYSTEM**. Great care exercised in filling orders.

W. R. Brock & Co.





THE MacLEAN PUBLISHING CO., LTD.
Trade Journal Publishers,
and
Fine Magazine Printers.

MONTREAL, - - - - - 146 St. James St.
TORONTO, - - - - - 26 Front St. West.
LONDON, ENG., - - - - - Canadian Government Offices,
R. Hargreaves, 17 Victoria St., London, S.W.

JOHN CAMERON, General Subscription Agent.
J. B. MacLEAN, President. HUGH C. MacLEAN, Sec.-Treas.

Subscription, \$2.00.

Published the
First of Each Month

WHAT ARE THE TRADE PROSPECTS?

THE reports published in the daily press on this subject are not always reliable, for their information comes from those not actively engaged in business. Such correspondents are not able to get at the facts as business men, who are in daily touch with the producer, can.

We propose to gather reports from the best sources and publish them in next issue. No one has a more thorough knowledge, or can give a more intelligent report, than readers of THE REVIEW. Dry goods is the most sensitive of any business to trade conditions.

We want to make the report as complete and reliable as possible, and would like to hear from our readers in every part of Canada. The letters should be brief and to the point. They should state the industries in which their customers are chiefly engaged, whether agriculture, dairying, fishing, mining, lumbering, manufacturing, etc.; how the industry has prospered; any new features that have developed during the year; and, last, the prospects for the coming fall and winter trade.

These reports should be in the hands of the managing editor by September 20. Unless requested not to do so, names of correspondents will be published. As this will be the most valuable compilation ever published, contributors should give the matter their best attention.

THE CONCLUSION OF THE WHOLE MATTER.

Cotton is about 2 cents per lb. more than it was on March 1.

Cotton goods (domestic) are from 5 to 10 per cent. higher than in April.

Wool is from 8 to 9 cents per lb. more than it was in June, 1894, and 4 cents per lb. more than it was in May.

Woolen goods are rising slowly in Canada. The Trent

Valley Woolen Manufacturing Co., of Campbellford, have advanced their costume cloths and their A. Navy flannel, 25 inch, 10 per cent. Almost all Canadian blankets, hosiery and underwear manufacturers are refusing repeats at old prices.

Bradford serges have advanced 10 to 25 per cent. So have Bradford dress goods.

Bright Sicilian dress goods are up 50 per cent.

Ribbons advanced 5 per cent. on January 1. They have since advanced 15 per cent.

Kid gloves have long been low, hence the trade increased. Now prices are stiffening.

Repeats can be obtained from Europe only with difficulty.

THAT'S WHAT HE SAID.

"I would sooner sell ten dollars' worth of goods for cash than thirty dollars' worth for credit."

That's what he said.

He was a man who has grown grey-headed in retailing, and in running a small business accumulated \$6,000 of book-debts. Then he called a halt. Now he sells for cash and is happy.

"But if your customers are rich and you trust no other kind, wouldn't you be O.K.?" said I.

"No, indeed! Customers who should pay best usually pay worst. Rich people are often too aristocratic to pay poor tradespeople. Then, when they are dunned, they get mad and go to another store. You lose their trade because you trusted them."

I thought perhaps he was a crank, or lacked common sense and cool judgment. But I inquired around, and found he was a man who had fought his way to wealth and prominence, and was accounted a wise man. So I was forced to add his evidence to the accumulations of the past which have driven me to the conclusion that giving credit is "a pitfall of the retail trade."

CANADIAN GOODS.

There are still a good many shirts, collars and cuffs imported into Canada, although the native articles excel in finish, quality and price. People who prefer the imported article will probably always exist in large numbers. They cherish a notion that a foreign make is necessarily superior in all respects. In fact, it may be said of the native maker, as of the prophet, that he is not without honor save in his own country. He has had in nearly every branch to live down, and frequently to fight down, a popular prejudice. There will, doubtless, always be a large importing trade done for those who can afford to pay, and who desire to pay, the price which a taste for foreign goods entails. This, however, should not prevent native goods getting a fair treatment. They ought to go on their merits, and are entitled to careful examination in all the respects that govern the purchasers. This is true of shirts and collars, of cottons, of oil-cloth, and of other lines, as we have frequently pointed out. No ill-founded prejudice should be allowed to rule the trade or the consumer. Give Canadian goods their fair chance. A few years ago the ultra-fastidious used to import their cheese. Today if they contended that the Canadian make was not up to the standard they would simply be laughed at. Yet it is much to be feared that the Canadian article had to be appreciated abroad before its merits were fully recognized at home. This sort of thing is wrong.

TRUSTED EMPLOYEES.

EMPLOYERS should have and always will have "trusted" employes. From Queen Victoria's honest John Brown down to the farmer's "hired-man," there are employes who are faithful, honest and true. And from Queen Victoria down to the humble farmer, there are employers who deserve and have servants whom they can trust, who would lay down their lives rather than sacrifice their honor.

Indiscriminate trust of employes is, however, to be avoided. Great temptations should not be laid in their way. Especially in the handling of money should care be taken that all necessary checks to embezzling are present. Too great a trust may overpower a man whose honor has hitherto been above reproach.

But above all things, an employer should not for a moment allow an employe to see that he is not trusted. The employe who cannot be trusted in a warehouse, a workroom or an office should be summarily dismissed. If guilty, he will thus be properly disposed of, and if innocent, he will be saved the heart-breaking awakening that comes to an honest man when he finds himself regarded as a convicted felon.

A great English judge, when dying, was asked: "What is the world's greatest need?" The answer is immortal: "Sympathy." Employers who do not exalt their own importance, but have a broad and generous sympathy with their employes, are men who are fostering honesty, uprightness and "peace-on-earth."

A MARITIME BOARD OF TRADE.

THE convention of the Maritime Boards of Trade, held in Halifax last week, has resulted in the formation of a Maritime Board of Trade, embracing the various Boards in Nova Scotia, New Brunswick and Prince Edward Island. The convention opened on Tuesday morning in the City Hall. In the absence of President Dwyer, of the Halifax Board, W. A. Black, M.P.P., vice-president, presided, and A. M. Payne, of the firm of John Silver & Co., acted as secretary.

The following delegates were present: Hon. David Laird, Charlottetown; G. Wetmore Merritt, W. Frank Hatheway, George Robertson, H. A. Drury, St. John; W. S. Loggie, Chatham, N.B.; E. W. Beckwith, Canning; J. W. Bigelow, Wolfville; F. H. Eaton, Kentville; Hon. L. E. Baker, Yarmouth; E. C. Hanrahan, Sydney; James R. Rudolf, W. N. Zwicker, J. D. Eisenhour, Lunenburg; Allan Tupper, Queen's County; James Eastwood, acting mayor of New Glasgow, Dr. D. H. Muir, G. A. Hall, Truro.

After preliminary work in the morning a Maritime Board was organized in the afternoon, with the following officers:

President—Mayor Robertson, St. John.
 First Vice-president—George J. Troop, Halifax.
 Second Vice-president—P. Blake, Charlottetown.
 Secretary Treasurer—Ira Cornwall, St. John.

This Board shall be composed of delegates from the various Maritime Boards, shall deal especially with commercial interests of the said provinces, and the annual meeting shall be on the third Wednesday in August.

Resolutions were adopted on Wednesday deciding that the Dominion Government should be memorialized to have the telegraph and cable rates to Prince Edward Island reduced, that another memorial ask the Government to co-operate with

the Imperial Government in extending the Bermuda cable to Jamaica, British Guiana, etc.; that any cold storage schemes by transportation companies should be encouraged; and that Cape Breton should have a better freight service.

Another resolution was passed, and as it pertains to a subject in which all Canada is directly interested, the admirable language in which it was couched is given in full:

Whereas, for years past, after navigation of the St. Lawrence has closed, through Canadian freight, carried on steamers subsidized by our Canadian Government, after mails have been landed at through port, have been landed and shipped at a foreign port, to the detriment of the Maritime Provinces; therefore,

Resolved, this Maritime Board of Trade memorialize the Dominion Government, urging, in future, subsidies only be granted to steamers sailing between port or ports in the United Kingdom and port or ports in Canada only; also,

Resolved, all affiliated Boards of Trade be requested to urge upon their representative at Ottawa that they unite with other Maritime Province members in seeking to secure such subsidies as will result in the through passage of the mail and freight business being done through Canadian ports.

The Maritime Board has thus held its initial meeting and passed some strong resolutions. If its members are as earnest in securing the carrying out of these ideas as in passing them on paper, the Board may do Canada an inestimable benefit. If its members are not in earnest it will come to grief, as the old Dominion Board did.

CANADA'S CROP PROSPECTS.

NOTHING is more important to the merchants of this Dominion, at the present moment, than the state of the crops. If the harvest is unsatisfactory and the granaries are only partially filled when threshing time has passed, the farmers' creditors, the farmers' wives and daughters, and the farmers themselves are not able to purchase with any freedom, the amount of money in circulation does not enlarge or hasten its movement, and general stagnation fills the business air to the disgust of those with "consumables" to sell.

As we come before our readers, the crisis is at hand. Another fortnight and the full result will be known. Down by the Atlantic, through the broad undulations of Ontario and Quebec, away across the prairies of Manitoba and the Territories, even to the verdant shores of the Pacific, the greatest hum of the moment is that of the reaping and the threshing machines. The click of the silver and the gold on the counter of the merchant or banker, the hum of hurrying tram or train load of merchandise, even the cry of the hungry politician, all are drowned out by the ceaseless crooning of the tireless reaper.

Perhaps never in her history has Canada entered upon a fall season with such illuminating prospects. The great province of Ontario sends forth the report that her harvest is average, and, were it not for June frosts, would have been much above the usual standard. From every other province come reports of a more than average grain and fruit crop. To accentuate this prices are higher in nearly all lines.

To descend from generalizations to particulars. Manitoba will produce as follows:

Wheat.....	30,000,000 bushels.
Oats.....	22,000,000 "
Barley.....	5,500,000 "
Flax.....	1,125,000 "
Rye.....	63,000 "
Peas.....	25,000 "

58,713,000 bushels.

A trainload comprises 20 cars, each containing 600 bushels, or 12,000 bushels per train. Supposing 48,000,000 bushels are to be exported—and that is about right—it will require 4,000

trains to carry them out. That is 20 trains a day for 200 days. Add to this all the product of the wheat fields and ranches of the Territories, and 25 trainloads a day will have to be exported from that grandest of the world's productive regions every day during the shipping season.

It will test the railroads, and perhaps the lesson will be, "more railroads."

Ontario's crops will be about as follows :

Wheat.....	16,750,000	bushels
Barley.....	11,000,000	"
Oats.....	75,000,000	"
Rye.....	2,000,000	"
Peas.....	16,000,000	"
Beans.....	500,000	"
Hay and clover.....	2,000,000	tons

Did space permit interesting figures might be given of the other provinces, although all of them are less of grain-growing provinces than Manitoba and Ontario. Enough has been said, however, to show that Canada is holding to her lips the horn of plenty and during the next twelve months will drink deeply. Prosperity is singing her joyful songs throughout the land.

BUSINESS MEN IN PARLIAMENT.

THE new British House of Commons contains a very substantial proportion of business men in its total membership of 670. The preponderance of lawyers, which is so marked a feature of the Canadian and other Parliaments, is not nearly so observable in the Mother of Parliaments. Adding together the barristers (in and out of practice), the solicitors, the university professors, the doctors and Government officials, to form what may be conveniently called the professional element, we get a representation of 180; that is, 131 barristers, 19 solicitors, 11 doctors, etc. Now, taking the representatives of the landed interest, viz, land-owners, tenant farmers and agriculturists, the total shows 182. The financial men number 30, the newspaper proprietors and journalists 31, and the naval and military officers 45. Even in a chamber of 670, each of these groups could very effectually contend for the interests of its order. When we come to the commercial element, the showing is not a whit less imposing. The following may fairly be counted together as representing the great branches of trade and commerce in the three kingdoms :

Manufacturers and spinners.....	54
Merchants.....	35
Steamship owners and builders.....	18
Shopkeepers and traders.....	16
Brewers, distillers and wine merchants.....	19
Hotelmen.....	2
Printers and booksellers.....	7
Colliery proprietors and coal merchants.....	15
Iron masters and metal merchants.....	15
Railway contractors.....	2

This gives commerce a representation of 183, and obtains for it a potent voice in the framing of legislation. Many of its spokesmen are leading members of the House. Some sit in the Government. It is enough to make a Canadian business man's mouth water when he thinks of a representation in Parliament approaching one-quarter of the whole House. Besides that, there are the 120 landed proprietors and farmers, who have great commercial interests at stake. They must form a valuable reinforcement to the business element. If we had 55 or 60 business representatives in our House, in addition to the agri-

cultural element, we would see less professional legislation, tariff inequalities and useless waste of public money --or demand the reason why.

A GOOD STORY.

This story is based on fact. It illustrates the value of knowing how to sell goods. The incident took place in a large dry goods store on Sparks street, Ottawa. The store had two entrance doors from the street, with the large display window between them, so that if you were not very observant you might suppose the doors belonged to different establishments. One day a lady entered by one door, and, walking up to the counter on that side of the shop, asked the proprietor, who stood behind it, to show her a certain line of dress goods. She looked over what he had, but retired without buying. In half a minute she entered by the other door, supposing she was in a different store, and demanded from the clerk at the counter a sight of the same dress goods she had already examined and rejected. The clerk was a better salesman than his employer, being quick-witted and intelligent. He took in the situation at a glance, and motioned to his employer across the store to imitate Brer Rabbit and "lay low and say nuffin'." The lady, like several others of her charming sex, did not know her own mind. Neither did she recognize the stuff again. Under the clerk's deft handling and encouraging explanations she bought and went away satisfied. That clerk occupies a very high position in the province of Ontario to-day.

THE NEW MERCHANT.

"You are one, of course. That is, you are one of the new merchants--those new, new fellows who rush into the markets about once a week to buy new goods, who worry people to death with persistent advertising, who depend a great deal on windows full of tickets and ticketed interior displays, who try to do \$25,000 a year on a \$5,000 stock.

"Now, 'fess up, my boy, you are one? You are one of those rushing young merchants who write weekly articles on trade for their customers. You go through three or four trade papers as you smoke your cigar of an evening and then you think you know it all. You say you won't sell to any man, woman or child unless you get the cash, and you revile us old ledger-merchants.

"You think you are fine, don't you? You have a big store with a plate-glass front and a showy stock. You buy small quantities and blow about cash discounts. You are filled up with new fangled ideas of 'concentration,' 'special sales,' 'margin days,' 'quick turnovers,' etc. You are going to do us old fellows up, are you? Well, we'll see!"

And the old man with the shiny black coat went down the street with a scowl on his face. The young man watched him for a moment then turned on his heel and walked away towards his own store. But his thoughts were sympathetic.

A ST. JOHN FIRM.

The advertisement of W. C. Pitfield & Co., St. John, N. B., appears prominently in this issue, and is worthy the notice of intending purchasers. Their business, which is steadily increasing, has doubled in value in the last few years. They have a large and commodious warehouse, and when THE REVIEW paid its usual visit every flat was filled with choice goods

REGULAR HALIFAX LETTER.

HALIFAX, Aug. 23.

WHILE I am not permitted to say that the dry goods trade in Nova Scotia is booming, still circumstances will permit me to say that it is fairly good. Reports from all sections show a fair volume to have been done during the past month. In the city there has been a general briskness. There is one assignment to report, that of F. C. Elliott, gents' furnishings, 105 Granville street. W. C. Northrup, of Northrup & Cossey, is the assignee.

I take pleasure in announcing the marriage of Mr. John Flett, of the firm of Kane & Flett, dry goods merchants, this city, to Miss Mabel Hillson, daughter of Station Master Hillson, of Moncton, which event took place last week. Mr. Flett is one of our most popular merchants, and his many friends will join in wishing him every prosperity. The bride and groom were the recipients of many handsome presents.

The new wholesale millinery and fancy goods firm of Wellner, Moore & Partridge is about commencing business. They have had their premises, 117 Granville street, fitted up in the most improved style. All the members of the firm are well known to the trade of the Maritime Provinces, and will doubtless come in for a fair share of business. They will employ three travelers. Their stock has arrived from England, and is now being assorted.

Mr. F. O. Lee has opened a retail dry goods store at Annapolis. Mr. Lee comes from St. John, where he has had some sixteen years experience in the business. During the past year he has been in the employ of Potter Bros., Annapolis.

Dunlop, Cook & Co., Amherst, recently received a consignment of furs from Leipzig.

M. S. and J. Goodstein have opened a dry goods store at Amherst.

Messrs. Beer Bros., dry goods, Charlottetown, have just completed their twenty-first year in business. This is one of the solid Island firms.

One of the moving figures in the recent Maritime Boards of Trade Conference was Mr. A. M. Payne, of the firm of John Silver & Co. Mr. Payne is foremost in all matters pertaining to the general welfare of the trade and the community in general. He is an ardent advocate of a fast Atlantic line.

Messrs. Clayton & Sons are doing a splendid business in the manufacture of boys' clothing. They have all they can attend to just now.

TAUNTON.

FOR LIVE MERCHANTS.

The use of cash carriers is becoming indispensable in modern stores, and the demand has led to a variety of systems suited to the needs of particular branches of business. No new store is put up without a complete provision for cash carriers; and public offices, where cash is received, are also nowadays fitted up with a system. Mr. St. Amour, Montreal, who represents the Lamson Company in Canada, states, for example, that he is now furnishing estimates for the extensive new retail dry goods store of Ogilvy, on St. Catherine street, Montreal, and the same thing is being done for the new City Hall in Quebec, where payment of water rates and other taxes is simplified and facilitated by cash carriers. The great factory of the Lamson concern at Lowell, covering several acres of

ground and employing three hundred hands, makes all styles of cash carriers and confines itself to this branch of manufacture. All the largest retail stores in this country have been fitted up with one or another of the carriers, and such dry goods houses in Montreal as Hamilton's, Valiquette's, Boisseau's, Dufort's, etc., have gone in for this means of facilitating the operation of a retail business. The merchant, being able to get any kind of system, will naturally choose the one best suited to his branch of trade, and the situation of his store, and they are supplied at all prices from \$10 to \$300 per station. The pneumatic system is much in demand, is one of the quickest and most effective cash carriers in the market, and being swift, noiseless, and never getting out of order, is found in many stores. It can be adapted for foot, steam, electric or other power, and occupies no space needed for display of goods. The fact, however, that every style is supplied, and at all prices, simplifies the matter, as Mr. St. Amour says, to the question of each individual merchant's tastes, means and requirements. He can get any kind he wants.

WINDOW DRESSERS' EXPOSITION.

The Window Dressers' Exposition this year was set down to take place in Chicago the last week in August, and the programme is being carried out as this number of THE REVIEW goes to press. The affair is under the management of Harry Harman, and Battery D and the Second Regiment Armory were secured for the place of meeting. Here some one hundred and twenty booths were erected in the halls for displays where trimmers could compete for prizes in arranging goods, and addresses on the best means of developing the art of window dressing could be delivered. There was to be a special street procession, and members of the National Association of Window Dressers would wear a special uniform. The Canadian representative of the association, Mr. Eugene Viau, 51 St. Hubert street, Montreal, who was to attend from this country, was unable through press of business to go.

DANTSU RUGS.

The hand-made Dantsu or jute rugs now being offered in this market, are shown in the handsomest designs, mostly imitations of the best Turkish rugs. The patterns from which the originals are taken are principally in the possession of the European aristocracy or are displayed in the art museums of the Old World. Only the finest patterns are selected, with a view to make these rugs as attractive as possible. Retailers find that they belong to the best sellers, and as the prices are really low for the value given, a retail upholstery department can safely try a full line. They are all of one quality only, but come in all the different sizes, from the smallest sizes up to 12 by 15 feet. The coloring is beautiful, mostly in the light, faint shades which are so very popular at present. The manufacturers strive hard to please their trade, and they really seem to have succeeded. The rugs are all hand-made Japanese goods, and sell at about 85c. per square yard.

VELVET COLLARS.

Men's waterproofs, the "Ascot," with velvet collars, cool and comfortable, in greys and browns; also all-wool checks and mixtures, with 26-inch capes, are new lines shown by Brophy, Cains & Co.

J. FRANK RIEPERT

162 St. James Street

The exclusive silk house
of Canada.

MONTREAL.

Spring

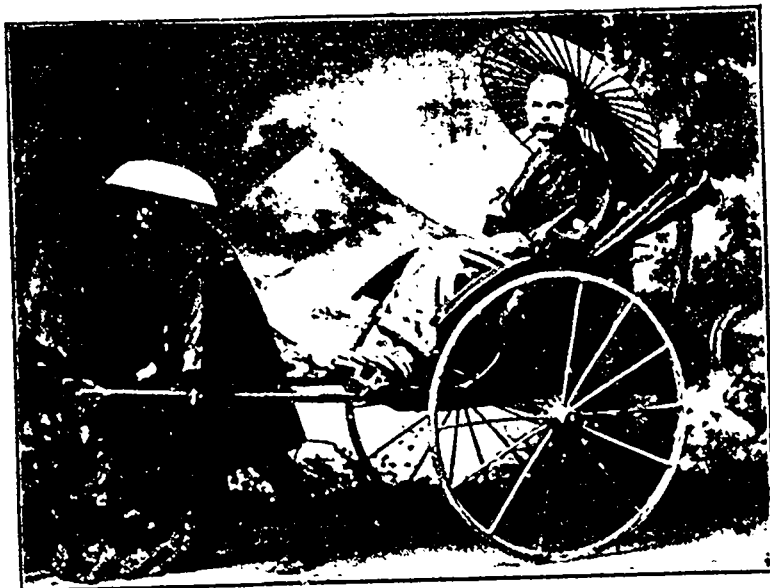
SILKS

1896

Japanese. - Chinese and European

Important to the Retail Trade.

♦ ♦
Our assortment
the Spring and
comprise in
latest novelties of
Japanese, a
French, German
manufactured
♦ ♦



♦ ♦
of designs for
Summer season,
addition to the
the progressive
full range of
and Swiss
silks.
♦ ♦

Comprising the newest effects in Taffeta, Brocades, Cote Russe, Polonaise and Pequin Gauze.

Our travellers will shortly be on the road, and an inspection of the samples shown by them will be of interest to all the Dry Goods Merchants.

J. F. RIEPERT

162 St. James Street

MONTREAL

The following Houses are using it, and are prepared to quote prices on lines made up in this way:

MONTREAL

H. SHOREY & CO.
E. A. SMALL & CO.
DOULL & GIBSON
McKENNA, THOMSON & CO.
JOHN MARTIN, SONS & CO.

TORONTO

W. R. JOHNSON & CO.
LAILEY, WATSON & CO.
E. BOISSEAU & CO.
CHALCRAFT, SIMPSON & CO.

HAMILTON

SANFORD MFG. CO., LTD.
JOHN CALDER & CO.

Would you live in a house that the freezing winter winds blew through

if a few dollars would remedy it? Would you wear clothing that the wind blew through if you could get windproof clothing for a few cents more?

NO, YOU WOULD NOT,

and your customers will not. **FIBRE CHAMOIS** Interlining will not only add to the style and set of any garment in which it is used, but will make it absolutely warm and windproof.

Write your wholesale house to have all lines made up in this way, and you can count on this Fall's business being the best you have ever had, if you make this your drawing card.

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, 8 to 10 in. Put up in half-gross boxes or in sets of 9 steels.

Manufactured only by

Brush & Co.

TORONTO

*It is to
..be..*

NOTED

The goods and the houses advertised in THE DRY GOODS REVIEW are those of highest grade and widest business.

The best have a story to tell that is worth reading.

Have You?

Supplement



TRADE CHAT.

THE old Erskine Church property at the corner of Peel and St. Catherine streets, Montreal, has been purchased by the retail dry goods firm of H. & N. E. Hamilton. They will utilize the walls of the existing building, but will reconstruct it into a modern dry goods warehouse. Messrs. Dunlop & Hernot are the architects in charge of the construction. No contracts have been given out yet, but the firm expect to be in their new quarters by next January.

S. K. Colquhoun's store at Hartney, Man., was burglarized.

The Bon Marche, Toronto, has given up its shoe department.

O'Boyle & Co., Brechin, Ont., lost \$300 by burglars on August 12th.

The Banque du Peuple is rapidly redeeming its notes and will likely start again.

The great tailor strike in New York is over. Another in Rochester takes its place.

The jute workers of Dundee are out on strike. This involves some 20,000 workmen.

The Zinger woolen mill at Teeswater was injured by fire to the extent of \$4,000 on August 2.

Robertson, Lindsay & Wilcox, St. Thomas, have completed some improvements to their store.

It is said that the Paris Carpet Company, whose mill was recently burned, is to be reorganized.

J. G. Molleur lost \$21,000 worth of hats by fire at St. John's, Que., on August 3. The insurance was \$10,000.

The profits of Wannamaker's Philadelphia store reached \$4,000,000 last year—all due to liberal and persistent newspaper advertising.

A family of Indians making baskets was the attraction in the window of James Robinson, dry goods merchant, Goderich, Ont., one day recently.

A. Murray & Co., Hamilton, are fixing up a new front. Their plate glass windows are said to be the second largest in Canada, being each 11 x 14.

R. Secord, Edmonton, N.W.T., recently paid \$20,000 to one trapper for one lot of furs. It included 3,016 marten, 812 beaver, 106 bear, nearly 200 fox, etc.

On August 7th, Spring Hill Mines, N. S., had a disastrous fire. Bell & Co., J. W. Fraser, and J. Murray were heavy losers, and nearly all the business men suffered more or less.

Hodgens Bros. have bought the stock of dry goods belonging to the Hodgens estate, Clinton, at 60 cents on the dollar, and will continue the business. They are bright business men and will succeed.

The trade community of Quebec city is complaining that while the forwarding of freight from Halifax, St. John, N.B., etc., to Quebec per the Intercolonial Railway, takes about or a

little over twenty-four hours, it takes from eight to ten days to have merchandise forwarded from Quebec to points like Campbellton, Dalhousie, St. John, etc. The Council of the Board of Trade has forwarded a memorial on the subject to the Hon. Minister of Railways and to D. Pottinger, general superintendent of the Intercolonial, setting forth the facts as above and asking for redress.

The John Eaton Co., Toronto, are asking permission to increase their capital stock from \$2,000 to \$100,000. They are enlarging their store on Yonge street, and will add a grocery department, a butcher shop, and a bakery.

The bankrupt stock of Mr. Abraham Royer, dry goods merchant, Quebec City, valued at \$4,450, was sold at public auction August 22 to Mr. A. P. Laine at 65 cents on the dollar, and the book debts, amounting to \$573, at 12 cents.

Canada and New Zealand are thinking of arranging a free trade treaty. One of the most important commodities exchanged is wool, of which Canada imported from New Zealand last year upward of 3,000,000 pounds. The duty on this was 3 cents per pound.

The Toronto Carpet Manufacturing Company's business is not affected by the assignment of James P. Murray. His brother has succeeded him as president of the company. The Worsted and Braid Company, of Toronto Junction, goes down with Mr. Murray. There will be quite a deficit.

The dry goods stock of McLean & Co., Windsor, amounting to about \$12,300, was sold the other day at 59 cents on the dollar. Mr. J. O. Peck, of Windsor, was the purchaser. The dry goods stock of Spence & Co., Kingston, amounting to \$6,800, was sold to R. J. Rolyea, of Gananoque, at 55 cents on the dollar.

Dulude & Bourdon, merchants, Montreal, have assigned. Liabilities between \$15,000 and \$20,000. The principal creditors are: Thibaudeau & Co., \$10,930; Gault Bros. & Co., \$925; Lonsdale, Reid & Co., \$859; J. Grenier & Co., \$826; Liddell, Lesperance & Co., \$627; J. Fisher & Co., \$854; Glover & Brais, \$500.

Kerr & Co., Paisley, and J. & P. Coats, of the same city, are two spool cotton firms. The leading members of both have long been related. Now, the senior member of the Kerr firm having died, all the business, except that in the United States, has been sold to J. & P. Coats. Thus the latter firm will sell part of their goods through the Agency and part direct without a pooling arrangement.

The British American Land Company, of Sherbrooke, have given notice that they intend to make repairs to the big dam on the Magog river, and will consequently have to let the water out and thus be unable to supply the usual water power for some considerable time. This will necessitate the closing down of the Paton Manufacturing Company, the Lomas mills, and the other works which obtain their power from that part of the river for a fortnight. This will throw over a thousand wage earners out of work for that length of time.

Mollison Bros. & Co.

There is nothing that succeeds like success. To attain that our unswerving motto has been to place the right goods and the right prices, together with the best kind of commercial treatment, before the trade.

Wholesale Dry Goods Merchants

ST. JOHN, N.B.

WOOLEN FABRICS

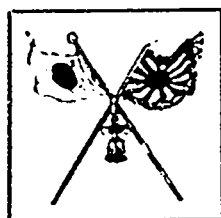
Of all classes and kinds have been sharply advanced in price by the manufacturers. Without any exception, line by line of our foreign and domestic purchases were made at the lowest market quotations. As usual, we give our customers the full benefit of all the advances. Hence those who favor us with their orders can meet successfully all competitors. Buyers will find our collection of Foreign and Domestic Dry Goods complete in assortment and very attractive in designs and colorings.

Our representatives are now on the road with complete sample sets and are being liberally favored with an increased volume of orders—a safe and sure indication of the trend of trade.

We advise and urge our friends to place their orders now, before the ranges are culled and broken.

Letter Orders receive personal attention and quick despatch by

MOLLISON BROS. & CO.



DIRECT FROM JAPAN



K. ISHIKAWA & CO.

YOKOHAMA, JAPAN

Manufacturers and Importers of

Japanese Silks
Silk Handkerchiefs
Mantle Drapes
Table Covers, Etc.

Dressing Gowns, Jackets,
Etc., Etc.
Neckties, Mufflers, Etc.
Dantsu Rugs
And Mattings.

Sole Agents for

ORIHIME Satin

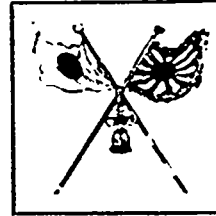


CANADIAN OFFICE:

No. 23 St. John St., Montreal

Silk Factories at KIRIU, Japan
" " " ASHIKAGA, Japan

Rug Factories at SAKAI, Japan
" " " BINGO, "



SUPPLEMENT TO THE DRY GOODS REVIEW

THE CLOAK MARKET.

FALL cloaks and capes are now being shown in profusion in Canada in some half dozen houses. Some are imported and some are domestic. Regarding the styles not much can be said owing to the great variety shown and bought. The New York Cloak Review says that more jackets are being bought than capes, and adds: "Twenty-eight inches seems to be the popular length. Rough effects lead and boucle has advanced from 12½ to 50 cents during the past few weeks. Kearsays in fine grades are also very popular. In misses' cloaks a slight change is noted in the cut, being a trifle shorter and having box fronts."

A HANDSOME JACKET.

The illustration here is taken from one of the pretty jackets shown by S. F. McKinnon & Co. by THE REVIEW'S special artist. It is a beautiful and stylish garment, and conveys at a



A HANDSOME JACKET.

glance the characteristic cut and style of this year's jackets. Buyers will find many varieties quite as taking in this firm's usually extensive display.

DOMESTIC JACKETS.

When one drops into the show-room of Alexander & Anderson, who are the leading and most extensive manufacturers of Canadian capes and cloaks, one is immediately impressed with the magnificent display of new fall and winter garments. There is a wealth of variety and novelty in this collection, and beauty and elegance reign supreme. It is difficult to believe that these artistic productions can be the product of a domestic

factory. Yet the click of the shears and the hum of the swiftly running sewing machines assures one that they are.

Because they are native productions they should appeal irresistibly to the pride every Canadian must feel in having such a live, enterprising firm in the country. They deserve the encouragement and support of all dealers in these goods, and with fair play and unbiased judgment their goods will be found equal to anything in the market.

They show many smart short jackets, which are to be the prevailing taste for the approaching season. Beavers, cheviots and fuzes are prominent, the latter material promising extremely well for ladies' winter garments.

DRESS GOODS AND HABERDASHERY.

Alexander & Anderson occupy a leading position as a live dress goods house. Their display of new goods is large, varied and comprehensive. The prevailing taste, according to their display, runs to crepons, astrachan suitings, cheviots, black lustrés and tweeds. The Cote de Cheval is a leader. Silk mixtures are shown in considerable range. Silk and wool tartans for dresses and blouses are abundant and striking. In mantlings a full range of the season's novelties is apparent.

Large shipments of hosiery, gloves, underwear, ribbons, laces, veilings, frillings, curtains, buttons, dress trimmings, neckties, mufflers, etc., make their haberdashery department complete and attractive.

PERSONAL MENTION.

D. A. Hyslop, formerly of Stratford, is now in Mitchell.

Geo. Caldbeck, Woodstock, has returned from England.

James Johnson, a small hat manufacturer, Toronto, is said to have left the city.

D. White, Ingersoll, began in the dry goods business in 1857. Now he fails, having had particularly hard luck.

Paul Campbell, of John Macdonald & Co. is still at Windermere, England. His many friends will be glad to know that he is recovering his health.

A. A. Allan returned from England on the Campania. Leaving there on Saturday at noon, he arrived in Toronto on the next Saturday at 10 a.m.

M. Markus, foreign manufacturers' agent and importer, Montreal, spent a week of last month in Toronto. Mr. Markus represents one of the largest and oldest dress goods houses of Germany.

Mr. J. L. Magrath, formerly clerk in Walley's store, has opened a store on his own account in the Meredith block, in Main street, Yorkton, N.W.T. There are six dry goods stores in that town.

On August 20 an interesting event took place in St. Mary's church, Lindsay, Ont., being the marriage of Mr. B. J. Gough, of the firm of Messrs. Gough Bros., clothing merchants, Lindsay, to Miss Annie O'Brien, daughter of Mr. John O'Brien.

Simon Neal, one of Fredericton's oldest dry goods merchants, died on Friday, August 16th, aged 70, of hemorrhage of the brain. His wife, who survives him, is a daughter of the late Hon. Francis Rice, for some time a member of the Provincial Legislature.

W. C. PITF

... IMPORTERS JOE

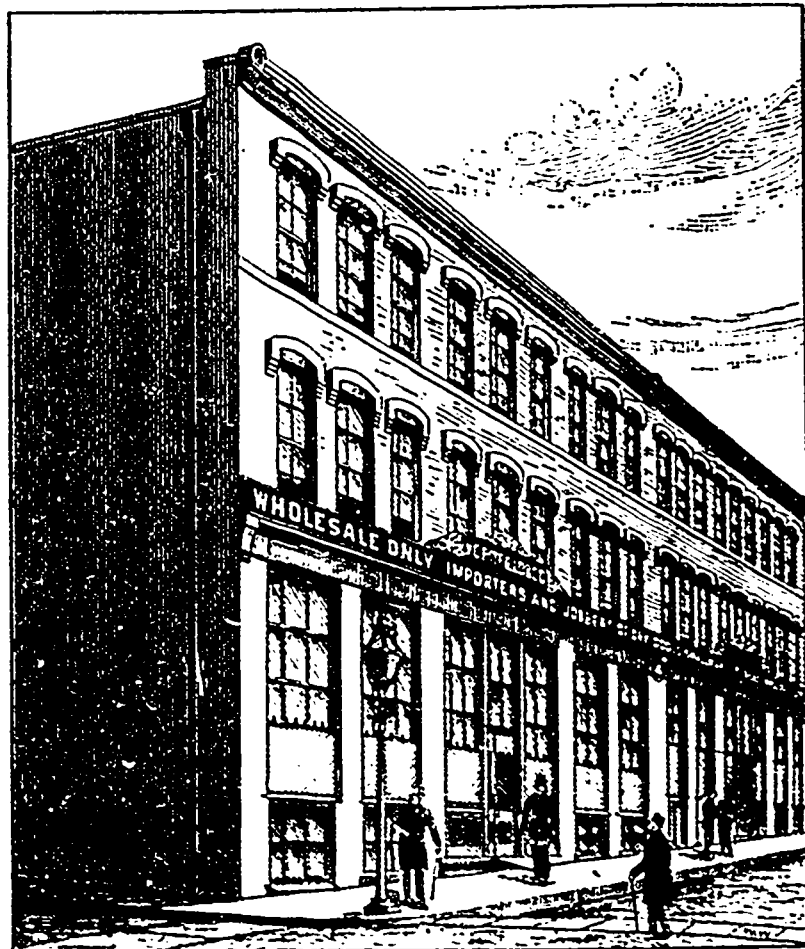
British, Foreign, AND Domestic Dry Goods

Announce the completion in every Department

Consisting of 398 Cases and Bales of British and Foreign Dry Goods, assorted as follows:

- 43 Cases Imported Woollens
- 11 " Italians and Selicias
- 13 " Canvases

- 5 Cases Ties and Scarfs, latest styles
- 3 " Edges and Laces
- 3 " Hamburg Embroideries
- 13 " Linen, Cambric, Fancy & Silk Hdkfs.
- 2 " Braids and Bindings



We firmly believe that you can obtain your supplies from us at as close quotations, and as liberal terms, as from any house in the Dominion

We respectfully ask an inspection either for purchase or comparison

- 5 Cases Rough Brown and Dressed Hollands
- 2 " Hair Cloth
- 2 " Velvet and Jean Pocketings
- 33 " Hemp and Tapestry Carpets
- 14 " Striped and Plain Hessians
- 9 " Table Linens
- 6 " Linen Towels and Napkins
- 11 " Ladies' and Misses' Cashmere and Wool Hose.

- 7 Cases Men's, Boys', Ladies', and Children's Fancy Knit Ringwood and Cashmere Gloves.
- 2 " Bibs
- 3 " Black and Colored Skirt Braids
- 5 " Muslins and Victoria Lawns
- 3 " Silk and Velvet Ribbons
- 2 " Black and Colored Silk Plush
- 1 Case Silk Collar Velvet in desirable shades

FIELD & CO.

AGENTS OF . . .

Goods, Clothing and Smallwares

representing their Fall and Winter purchases

5 Cases	Umbrellas	43 Cases	Flannel and Flannelette Shirts
10 "	Mohair, Pearl, Metal and Agate Buttons	17 "	White and Regatta Shirts
2 "	Bone Pant Buttons	23 "	Men's Cardigan Jackets
3 "	Combs	3 "	Blue Guernseys
9 "	Berlin Wool Goods	11 "	Navy Flannels
3 "	Scotch and German Half-hose	43 "	Grey Flannels
1 Case	Reversible Linings	8 "	White, Grey & Col'd Shaker Flannels
7 Bales	English Prints	66 "	Fancy Flannelettes
3 Cases	Cretonnes	98 "	Checked and Oxford Shirtings
5 "	Cardigan Jackets	39 "	Ginghams
3 "	Scotch Lambs' Wool Shirts & Drawers	11 "	Skirtings and Galatea Stripes
3 "	Linen Threads	23 "	Bleached and Unbleached and Colored Canton Flannels
2 "	Shoe Threads	33 "	Cambrie Linings and Jeans
17 "	Clark's Reels	29 "	Black and Colored Selicia Linings
5 Bales	Russia Crash, and Linen Towellings	33 "	Cottonades
57 Cases	Dress Goods, consisting of Black and Colored Wool Cashmeres, Merinos, Henriettas, French Goods, Cashmeres, Fancy Bradford Stuffs	19 "	Tickings
4 Bales	Scarlet and White Flannels	11 "	Rock-maple Shirtings
61 Cases	Assorted Notions, Smallwares and Fancy Goods.	13 Bales	Camp Blanketing
		33 "	and Cases Grey and White Blankets
		43 "	Horse Blankets
		5 "	Jersey Flannels
		17 Cases	Ladies' Vests
		11 "	Canadian Wool Socks
		4 "	Kid Gloves and Mitts, lined
		15 "	Cashmere and Wool Hosiery
		27 "	Overalls and Jumpers
		37 "	Clothing, containing Ulsters, Overcoats, Suits, Tweed, Ettoffe and Homespun Pants, Etstoffe Jumpers
		13 "	Hats and Caps
		10 "	I. R. Coats
		46 "	Canadian Prints
		128 "	Assorted Notions, Smallwares and Fancy Goods

1798 BALES AND CASES OF

Domestic Manufactures

Consisting of

273 Bales	Grey Cottons, asst'd prices and qualities
47 Cases	White Cottons, asst'd prices and qualities
20 "	Grey and White Sheetings, 8/4, 9/4, 10/4, twilled and plain
15 Bales	Twilled Drills
33 "	White Ducks, 7, 8, 9, 10 and 12 oz.
13 "	Blue and Brown Denims
35 "	Black and White Wadding
105 "	8, 12 and 16 ounce Batting
23 Cases	Canadian Wool Tweeds
11 "	Union Tweeds
6 "	Grey Wool and Union Homespuns
4 "	Ettoffes
216 "	Shirts and Drawers
87 "	Knit Top Shirts

The above, with stock on hand previous to receipt of the large purchases enumerated here, makes our stock complete and specially attractive.

W. C. PITFIELD & CO.

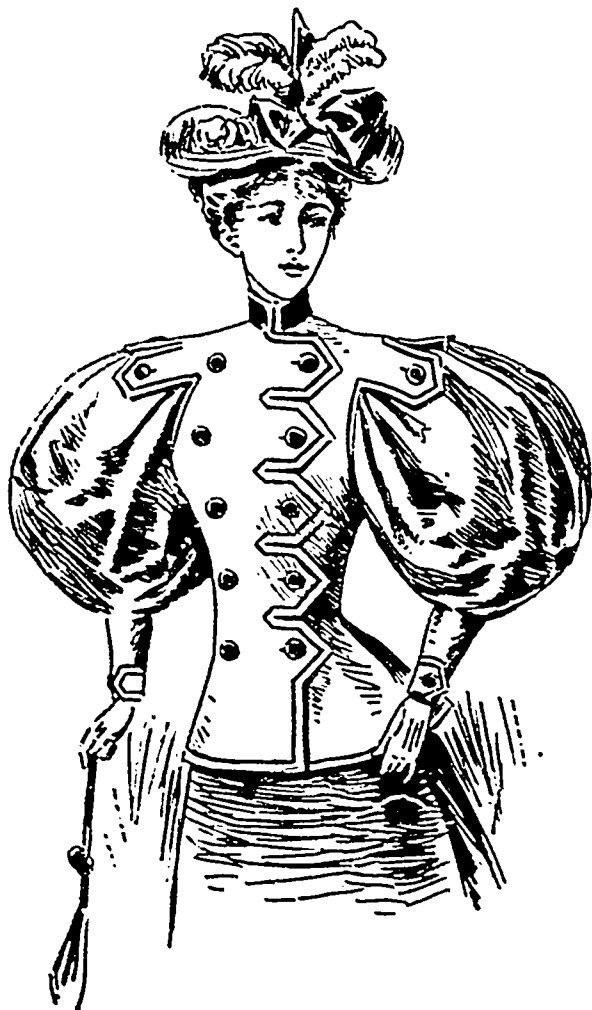
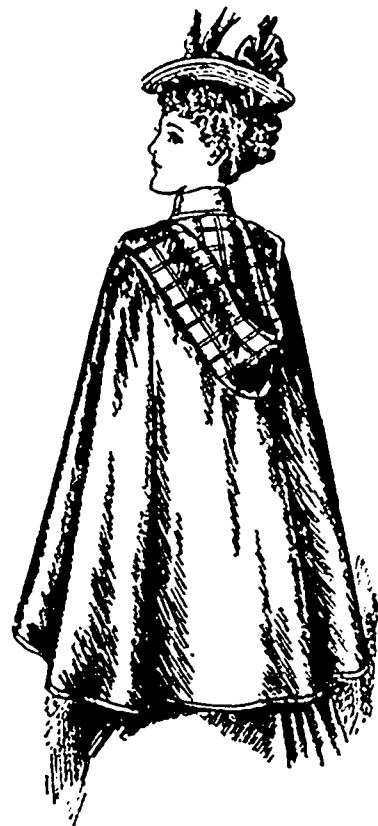
30, 32, 34, 36, 38, 40, 42 AND 44

Canterbury Street, - ST. JOHN, N.B.

Mantle Department



WE have pleasure in again directing the attention of the trade to our magnificent display of **Ladies' Tailor Made Garments** for the early Fall and Winter Trade. We have every confidence in stating that we are now showing the most stylish and salable line of smart up-to-date **Jackets and Capes** that have been submitted to the trade of Canada for the approaching season, and which we are offering at popular prices. Our line of **Jackets, Ulsters, Newmarkets and Golf Capes** embrace the very latest **Continental and New York** designs, and the workmanship is unsurpassed. We extend a cordial invitation to every mantle buyer to call and examine our beautiful collection of New Americanized Garments, and we ask that our productions be measured by the high standard which we have already established.



ALEXANDER & ANDERSON

Mantle Manufacturers
and Importers

43 Front St. W. TORONTO

SUPPLEMENT TO THE DRY GOODS REVIEW

SHIPMENTS DAILY.

THE turnover of dry goods made by the firm of John Macdonald & Co. is hardly exceeded in Canada. Shipments of enormous size come in every week, year in and year out, and millions of dollars worth of goods are distributed through every province of this vast Dominion. Their immense warehouses are always scenes of bustling activity.

This week they report novelties in tweed, serge, beaver, curl, Astrachan and frieze mantlings, golf cloakings, lace and chenille curtains and chenille table covers. Repeat orders in their best selling Brussels and tapestry carpets, black silk velvets, and plushes, suitable for ladies' mantles, are fast being filled. Special lines in ladies' black wool hosiery, ladies' vests, black cashmere gloves; a low line of union flannels in light and dark greys; grey blankets are in unprecedented demand. They have just received from two of the principal mills in Canada the overmakes and seconds of their product, at considerable reduction off regular prices, consisting of men's underwear, half-hose and top shirts.

FANCY GOODS.

Fancy lines, hair ornaments and specialties are lines giving good margins. Boyd, Bower & Brumell, Toronto have issued their "Beehive" catalogue for the fourth time, and dealers who buy these classes of goods cannot afford to be without it for reference. It gives illustrations, descriptions, and prices of all lines, and goods can be freely ordered by mail. No misunderstanding can arise, as experience has taught the compilers of

the catalogue exactly how to arrange the matter to make it most convenient and most explicit. Any merchant can secure one by a postcard to the firm.

LINENS AND WOOLENS.

There may have been lower lines of linen than W. R. Brock & Co.'s in former seasons, but this season, owing to special efforts on the part of their buyer, they are offering values which, they claim, are unsurpassed in the market. This is especially noticeable in their lines of towellings and tablings.

In men's heavy shirts and drawers they have good value in several lines confined to themselves. Of course, when present stocks are moved repeats can be secured only at higher figures. Two special lines of grey flannels to retail at 15 and 25c. are meeting with unprecedented success. Two special lines in blankets are also doing well, being shown in all sizes and being guaranteed to be made from pure Canadian fleece.

BETWEEN SEASONS.

Sharp lawyer: "You say the evening wore on. What did it wear on that particular occasion?" Witness: "The close of the day, I presume."

An Irish judge and the Master in Chancery were standing together at a castle reception when a stout lady whose dress was cut very low in front passed by. "Did you ever see such a sight?" said the Master. "Never," said the judge, with great gravity—"Never since I was weaned."

Grain is King

70 MILLION BUSHELS FOR 1895
IN THE NORTH-WEST

THAT MEANS

Fat Hogs,

Fat Cattle,

Fat Purses

and a

Rich Harvest

For Advertisers

This is the estimated crop for 1895. It means millions of dollars to the farmers and people generally.

This money will go into all channels of business, and will be a rich harvest for the advertiser.

The Dry Goods Review

Is the only dry goods paper in Canada. Canvassers have just returned from a thorough canvass of Manitoba, the North-West Territories and British Columbia. We now claim and prove that every live dry goods and general merchant in those provinces subscribes for and reads THE REVIEW.

SUPPLEMENT TO THE DRY GOODS REVIEW

TRILBY CORDS.

TRILBY cords are the newest thing shown in McMaster & Co.'s dress goods department. It is a fabric much like a cotton pique in finish, and is shown in creams, blacks, navys, browns, tans and myrtle green. There are two qualities.

Black Biarritz cloth is another of the latest novelties. It is a reversible cashmere. Besides these two, boucle and tweed effects are in great display. Light shades in mixtures are strongly in favor, with greenish shades predominating. Persian suitings make fine street costumes, and, being two-toned, are used as self-trimmings.

In their haberdashery department gloves and hosiery are being given special attention. In the former they have bought largely, and find that their values are unsurpassed. In hosiery they have also leading lines, among which is G 10 at a popular price. Their famous R. D. braces are still holding the favor of the trade as a job line to retail at 25 cents.

Visitors will find this firm's assortment in all lines most worthy of inspection.

IN OVERALLS AND SHIRTS.

The announcement made to the trade this month by M. L. & H. Schloman is worthy of note. During the past eight years the firm have steadily augmented their business, and have been forced from time to time to add largely to their plant by increase of sales. The latest improvement in the establishment is the best laundry plant that could be got, and a special effort in laundried goods is thus being made. The firm believe that they are now the largest manufacturers of overalls and cotton pants, and show a large range of these goods in style and price. A

recent line being shown is the new O.K. overalls. A special line of white shirts, of special value at \$6.50 and \$9, is something new. The firm are showing special lines of regattas for the coming season.

IMITATION LINEN.

In 1889 A. B. Mitchell, of Toronto, began manufacturing celluloid collars and cuffs called "Rubberine." Later he went on to Vulcanite goods, with linen finish and reinforced button holes. Now his waterproof linen is becoming famous. It is a muslin covered with celluloid, and is the best imitation of linen ever produced. It is produced in the different colors so as to suit the purpose and season. Collars, cuffs and dickies are made to the extent of from 500 to 800 dozen per week.

A NEW WAREHOUSE.

At 22 Front Street West, Toronto, is a well-finished and well-furnished warehouse, occupied by John Muldrew & Co., the new firm of woolen merchants. The building itself is attractive inside and out, is well lighted by plate glass windows and electric lights. Moreover, it is well stored with the season's novelties in woolens and tailors' trimmings. By its coming into existence Toronto has one more well-equipped mercantile establishment.

The writer received an ocular demonstration of the amount of business done during the few weeks of the firm's existence. The order-book backed up in an unmistakable way the assertion of Mr. Muldrew that orders had been plentiful beyond his expectations.

We have not much to say —

But don't miss
reading this...

It is Solid Facts 

We are preparing one of the largest ranges of
REGATTA, NEGLIGEE AND WHITE SHIRTS
ever placed on the Canadian market.

Our Travellers will be around to show you samples next month.

We also carry the largest stock of **Overalls**
and **Cottonade Pants** in Canada.

If you want the best value there is on the
market in these goods, you are bound to buy from
us.

The **Make and Finish** is second to none. We
lead; others try to follow.

Sole controllers of the O.K. Elastic Suspender
Bib Overall.

*If our Travellers don't call on you, write for samples.
Mail orders will receive prompt attention . . .*

M. L. & H. SCHLOMAN
481 St. Paul Street, MONTREAL

W. H. Storey & Son

Glove Manufacturers,

ACTON, ONT.

MANUFACTURERS OF THE CELEBRATED

Mocho Gloves

THE PATENTED **Napa Buck Glove** HAS NO EQUAL

Price refunded if it does not meet our representations. We have the exclusive right for Canada.

NO OTHERS GENUINE

Watson, Foster & Co.

Manufacturers of



Wall Papers

OFFICE AND WORKS

86, 88, 90, 92 and 94
Grey Nun Street

 **MONTREAL**

Our Lines for 1895-6 are now ready. They are in a greater variety of pattern and style than ever. They are so fresh and attractive that big American houses are buying them.

IF YOU have not yet seen them, drop us a card and we will arrange to show you samples.



A CARD OF THANKS

We desire to thank the trade for the very great forbearance which has been exercised towards us owing to our inability to ship orders as promptly as we should. We were disappointed in not getting into our new premises in time, and many lines of goods which were being made specially for us were very late in being delivered. Our business was much larger than we expected for the first season—this feature is of course most gratifying to us—and it is no meaningless thanks which we offer the trade for their patience with us, as we have not had a single cancel in consequence of late shipment.

For The Sorting Season . .

We will be in excellent shape. We are having several new and tasty lines in Domestic Woollens made exclusively for ourselves, in the very latest novelties, at medium prices, for our Autumn house trade.

We pass into stock this week ex SS. Mongolian, **Black Worsted Trouserings**. Ex SS. Labrador, special line of **Venetian Worsted Coatings**, and **Black Worsted Trouserings**. Ex SS. Laurentian, **Overcoatings in Black and Blue, Beavers, Meltons and Vicunas, all from medium to best grade.**

We will receive by weekly steamer during the next two months, desirable lines in new and nobby goods, as we propose keeping our stock fresh and up-to-date, so that merchants can depend on getting such goods from us during the sorting season as will both promote and make new business for them

A Most Cordial Invitation . .

Is extended to every merchant visiting the city, to call and see what we believe to be one of the best selected stocks of new and salable goods in the trade.

No Old or Jobbish Goods in Stock.

Samples Cheerfully Sent to the Trade on Application.

Mitchell's Fashion Reports for Fall and Winter, 1895, now in stock.

JOHN MULDREW & CO.

. . Wholesale Woollens . .

22 Front St. West

— TORONTO

WE live to protect the cash buyer

TELEPHONE
2480

and we ask him to come
and see the live firm of . .

GILMOUR, SCHOLFIELD & CO.

General Jobbers and Wholesale Dry Goods Importers
1865 NOTRE DAME STREET, MONTREAL

We have had twenty-five years of experience both in the retail and wholesale dry goods trade of Canada, and to buy cheap you must be a judge of goods, and also have a knowledge of the retail trade, so that when a bargain is offered you, you will be in a position to take it. Come and price some of our jobs and regular goods, that we may have an opportunity to open your eyes to the fact that you have been losing money all this time, and so have we. Quantity is nothing to us; if the price is right, we have the cash to pay for it.

For the Spring of 1896 we will show the largest range of Embroideries, Laces, Veilings, Ribbons, etc., etc., in Canada, and we guarantee to save you at least 10 per cent., and as much as 50 per cent.

We have contracted for the Fall trade the output of a large hosiery mill. We say nothing about price -- come and see us.

Our Spring Stockings will embrace the cheapest line of fast colored goods ever put on the market. At the earnest request of our customers we have re-ordered 5,000 dozens of our celebrated GS5 and GS8 fast black Stockings at \$1 per dozen. Please place your orders early, as this is a special line, and there is very little profit for us, and we want plenty of time to make it.

This month we offer the finest range of Flannelette Embroidery in Canada at 25 to 33 1/2 per cent. discount off regular prices. We are also showing a full range of small wares.

GEO. BRETTE & CO., Dry Goods Manufacturers
LONDON, ENG.

We represent

DERACHE CONSTANT, Manufacturers of Furniture Carpets
LANNOY, FRANCE

Order by mail, or
come direct to . . .

GILMOUR, SCHOLFIELD & CO.

Wholesale Dry Goods Jobbers, 1865 NOTRE DAME STREET, MONTREAL

You will get in trouble by selling

Textile Buckskin as **FIBRE CHAMOIS**

The following is a copy of an injunction granted in favor of the Canadian Fibre Chamois Co. in an action brought against L. H. Boisseau & Co., proprietors of La Cie Generale des Bazars, Montreal.

(COPY OF INJUNCTION)

No. 1022. Province of Quebec. / SUPERIOR COURT. In Chambers. On the twentieth day of August,
District of Montreal. \ eighteen hundred and ninety-five.

Present: The Honorable Mr. Justice Tellier.

Having heard the parties by their respective counsel upon the plaintiffs' petition for an interim order or injunction on defendant Fortunat Dufort to restrain her from selling and offering for sale certain cheap and inferior articles of merchandise as "fibre chamois," plaintiffs alleging that they have an exclusive right to use the said words "fibre chamois" as a trade mark in the Dominion of Canada, and that unless such a temporary order be given they, said plaintiffs, will suffer damages;

Having also examined the proceedings and proof of record;

We, the undersigned Judge, do grant the said petition, and we do hereby forbid and restrain the said female defendant, her agents, clerks and servants, and each of them during the pendency of the present action and until it is finally determined, from selling or offering for sale as "fibre chamois," or under that name, designation or title, or under any name, designation or title similar to "fibre chamois," or of which said words or either of them forms a part, or under the name of "papier chamois" or "papier chamois lining," or "double en papier chamois," any goods, substances or materials not manufactured by the plaintiffs and known as "fibre chamois," and from selling, advertising or offering for sale any goods like "fibre chamois," but which are not "fibre chamois," under that name or any name containing said words or either of them, or similar thereto, and we do further order and enjoin the said female defendant, within twenty-four hours from service of the present order, to take down and cease from displaying the sign attached to the building containing the store of said defendant, and on her default of so doing, the said plaintiffs shall be and they are hereby authorized to cause it to be taken down at her expenses, costs reserved.

(Signed), LOUIS TELLIER, J.S.C.

FINLAYSON, BOUSFIELD & CO'S

Linen Threads

Are Acknowledged to be the Best

- FOR MACHINE OR HAND SEWING -

Used by the leading tailors and for sale in all the largest dry goods stores.

PLEASE ORDER F., B. & CO.'S

A Recognized Fact

We are admittedly headquarters for

+++++

SMALLWARES
WOOLS
ART NEEDLEWORK

+++++



TRADE MARK

+++++

FANCY LINENS
HAIR ORNAMENTS
CHRISTMAS NOVELTIES

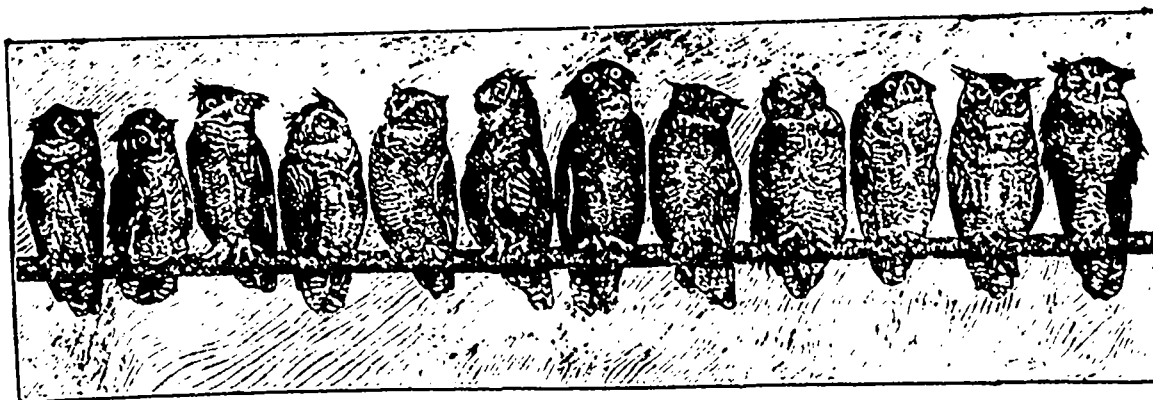
+++++

The **BOYD, BOWER & BRUMELL CO.,** Ltd.

If you have not received a copy of our New Fall Illustrated Catalogue and Price List, drop us a card and we will mail you one.

11 Wellington Street West

Toronto, Ont.



THE REVIEW'S MECHANICAL DEPARTMENT MANAGERS.

KID GLOVE NOTES.

As the season advances interest in this important department increases, and retailers who have had enquiries for styles and sizes of which they are out have good reason to try and cover themselves. This season exceptional conditions prevail in kid centres in France, Germany and Austria. Skins of all kinds are very high, 10 to 20 per cent. higher than even last year, when it was thought they had reached a limit. In France especially labor is very scarce. A widespread strike has existed, which has been ruinous to the manufacturers, though some well-known makers have made this a pretext to repudiate supplementary orders, being unable to handle them at a profit owing to a rise in skin values. It seems wise, therefore, in the dealer to fill up at once short numbers. He must not forget that Christmas trade demands a stock in excess of current requirements, especially in good goods, the difference between a good glove and a German Schmaschen or even lambskin being really small. The former gives satisfaction, sells out clean and is a credit to the store handling it; the latter, in a word, isn't.

*

Mr. Richard Patton, manager of the Canadian agency of Emil Pewny & Co., has just returned from Grenoble, France, where he spent some two weeks at the factory. The principal object of the trip was to insure the careful and prompt execution of the many orders entrusted to this house for fall importation, and Mr. Patton has come back fully assured that everyone receiving their gloves during the coming season will be thoroughly satisfied with them. He also spent some time in London, England, and was particularly struck with the fact that the English buyers were always willing to sacrifice fancy accessories, such as embroidery, colored sewing, pearl buttons, etc., in order to secure a better quality of stock in the glove; whereas the Canadian buyer will always demand something fancy in the finishing, which adds to the cost of manufacture and lessens the quality. He hopes that this market will take a pointer in this respect and demand the best possible wearing quality at a price, in preference to something that will look pretty but be of inferior quality.

*

One of the best lines to be seen this season are silk lined cashmere gloves, imported by Brophy, Cains & Co. They are showing black, white and fancy Ringwood gloves for ladies. For outdoor wear, riding, walking, or on pleasure bent, there is nothing more comfortable than Ringwood gloves.

*

For convenience of the trade during millinery opening and the Exhibition week, Irving & Co. will show their samples in

Room 8 of the Merchants' Building, 50-54 Bay street, Toronto. In men's umbrellas they will have a range of "specials" that quick delivery may be given.

A POINTER FOR KID GLOVE DEPARTMENTS.

It is obviously a mistake, especially in colors, to place a four-dozen box containing a range of sizes before a customer, who is more than likely to desire a shade she sees in some size but which is sold out in the number required. To meet this and at the same time prevent unnecessary handling of surplus stock, the "Jammet" agency supply its customers with very neat linen covered boxes holding one dozen of a size, the result being that sales are effected quicker and more satisfactorily, the adage, "what the eye does not see," etc., being here very apropos.

DRY GOODS IN NEW BRUNSWICK.

Mollison Bros. & Co., St. John, N.B., are showing an unusually fine range of goods this fall, and some pretty close figures on woolen fabrics are being quoted. They were evidently bought low, and they are not taking advantage of the advance in the market on these and some other lines being shown on their sample tables. St. John and the leading centres in Eastern Canada are really nearer the head in the procession than are the more populous western cities when it comes to dry goods, millinery, furs, etc. Hence the necessity for the jobbing trade to buy at low prices and carry a long range of samples.

VICTORIA LAWN.

Victoria lawns do not belong to any season in particular. They must be kept in stock all the year round.

Brophy, Cains & Co. have just opened another shipment to hand ex steamship Laurentian. They are in their well known numbers—B 60, 70, 80, 90 and 100, 39-inch goods.

NEVER READS BUT HE LEARNS SOMETHING.

DRY GOODS REVIEW.

GENTLEMEN,—You will find enclosed P.O. order for \$2, as a renewal of my subscription for THE DRY GOODS REVIEW. I thank you for not stopping my paper when the time ran out. It was carelessness on my part in not remitting sooner. I think THE DRY GOODS REVIEW is improving all the time. I never read a number but I learn something from it.

Yours truly,

J. LAWRENCE.

Dresden, Ont.

REGARDING SILKS.

REPORTS from the European silk centres forwarded to us through Mr. J. Frank Riepert, of 162 St. James street, Montreal, who has just returned from an extended visit through France, Germany, Switzerland and England, indicate that the year 1896 will be a record breaker in the demand for this deservedly popular and useful article, the bulk of the manufacturers being already in receipt of heavy advance orders from both the Continental and American buyers, and prices for next season, owing to the great prospective demand for all classes of silk, are very firm, with anticipated advances as the season progresses. The prevailing and most popular effects among the Parisian and New York houses are "taffetta shots," both in plain colors and mixed stripes and brocade designs. Black silks and satins are also much in favor in damask and brocades. Pequin gauze is a new and handsome production of a medium priced silk, woven partly solid and partly with open work in stripes and fancy figures. Cote russe and polonaise are also shown in stripes and fancy effects, and being very firmly woven and extremely pretty should be very popular for blouse waists. With the variety of new and tasteful productions at command, silk will no doubt be the leading article for an unlimited period.

SPRING SILKS.

J. Frank Riepert, the pioneer as a direct importer of Japanese and Chinese silks, has already received a large portion of samples for the coming season of 1896 of the very newest productions of the progressive Japanese silk weaver, which include a variety

of effects and designs equal, if not superior, to some of the European makes, in taffetas, brocades, etc., these lines being thoroughly in touch with the novelties being shown by the leading French manufacturers.

Owing to the increased demand for silks, Mr. Riepert has extended his business, and for the coming season, in addition to his already large variety of Japanese silks, is showing a collection of samples of goods, personally selected by him from among the leading manufacturers of Europe, comprising all the latest novelties in taffeta, silk and satin brocades, cote russe, pequin gauze and polonaise effects. His travelers will be early on the road, and from the variety of novelties it has been our privilege to examine, merchants interested should not fail to see the new lines carried by this progressive firm.

VELBINDA.

Velbinda is a new velvet trimming cut on the cross, does not ravel, specially adapted for binding skirts, protects the dress better than braid and does not wear the boots, put up 18 yards on a reel in a continuous length. Brophy, Cains & Co. have it in 40 colors.

DOWN-PROOF CLOTH.

J. H. Sherard, one of the directors of the Alaska Feather and Down Co., has just returned to Montreal from a trip to New York and Philadelphia, where he contracted for next year's supplies of down-proof cloth, making some heavy cash purchases at low prices, of which the trade will get the advantage in due course.



FOUR STORES, 131 FEET SQUARE.

WE ARE RUNNING

a small factory exclusively
for the manufacture of . . .

Juvenile Clothing

BEST VALUE IN DOMINION. PLEASE WRITE FOR
SAMPLES.

Clayton & Sons

HALIFAX, N.S.

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES—Bank of Toronto, cor. of Wellington and Church Sts.
TORONTO, ONTARIO.

Solicitors for Bank of Toronto; Board of Trade, Toronto; R. G. Dun & Co. (Mercantile Agency), etc.

WHOLESALE ONLY

MONKHOUSE BROS.

MANUFACTURERS AGENTS . . . 90 BAY ST., TORONTO

Towels, Tablings, etc., of IRELAND & WISHART, Kirkcaldy
Cardigan Jackets, Sweaters, Golfers, etc.,

of WM. LANGHAM & CO., Leicester

AND FULL LINES FROM OTHER MANUFACTURERS

NORTHERN

Established
1836

ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000

Revenue, \$5,545,000

Dominion Deposit, \$200,000

Canadian Branch Office:

1724 Notre Dame St., Montreal.

ROBERT W. TYRE,

G. E. Moberley, Inspector.

Manager.

MANNHEIM INSURANCE CO.

Marine Risks Exclusively

Incorporated 1879 Established in Canada 1885.

Capital and Assets Exceed \$2,600,000

Jas. J. Riley & Sons,

Managers for Canada

. . . MONTREAL

Sole Agents in chief Cities and Towns.

W. R. BROCK & COMPANY

W. R. BROCK
T. J. JERMYN

B. B. CRONYN
W. L. BROOK



*New Goods
Close Prices
Liberal Terms.*

*Stock in every
Department
Well Assorted.*

*All Orders
Carefully
Filled.*



THE ROYAL HAT CO.



STIFF

SOFT

Manufacturers of _____

Fur and Wool Hats

BLACK AND COLORS

FUR

WOOL

10.50 18.00 16.50 15.00 | 12.00 10.50 9.00

WRITE FOR SAMPLES

Hamilton and Montreal

C. & E. Everett

WHOLESALE

HATS, CAPS AND FURS



Soft and Stiff Hats



Of English, American and Domestic makes, of latest styles . . .

ALWAYS IN STOCK

Orders by mail receive prompt attention.

Prices the lowest and terms liberal.

11 King Street, St. John, N.B.



A. B. Mitchell

WHOLESALE MANUFACTURER OF

Rubberine, Vulcanite and Waterproof Linen

COLLARS, CUFFS AND SHIRT FRONTS, ALL STRICTLY WATERPROOF.

Superior to anything manufactured or advertised as

WATERPROOF GOODS



Beware of inferior goods and infringements when buying. None equal to goods we manufacture. Stamped as shown in above cut.

Office and Factory: _____

16 Sheppard Street,

=

TORONTO, ONT.



FIXED PRICES ON MAGOG PRINTS.

Editor DRY GOODS REVIEW:

DEAR SIR,—I am one of thousands that have read the article in your August issue under the above heading. You, no doubt, have received many expressions of opinion as to the course adopted by Messrs. D. Morrice, Sons & Co. in their laudable efforts to prevent cutting of prices. You say, "There are three grave objections to the plan outlined. The first is that four or five large retailers are being asked to sign the agreement, and they can thus sell as cheaply as the wholesaler and still make 10 to 12½ per cent. profit."

This first objection is grave enough to be the death of the agreement, and I am surprised to since learn that many of the best wholesale houses in Montreal, Toronto and elsewhere have signed it, notwithstanding that they were being placed upon a level with "four or five large retail houses."

It strikes me forcibly that in doing this they are helping in the best possible manner to lessen their usefulness as wholesale houses.

They sign a written consent to these four or five retailers buying from the same mills on the same terms and conditions that they do. These four or five retailers claim to buy nothing, or almost nothing, from wholesale houses in Canada, and in return the wholesalers are desirous of placing them upon an equal footing with themselves with Canadian mills, to the positive detriment of the balance of the retail trade who are their customers.

In other words, these four or five retail houses, who give little or no support to wholesalers here, are, by permission of these same wholesalers, to be allowed to sell as cheaply as we buy. Such shortsightedness on the part of the wholesale trade is bound to be resented by the remaining 95 per cent. of the retail trade throughout the Dominion.

I for one will not buy a yard of Canadian printed cotton goods for spring 1896. I have ventured to speak to every man in the trade in this town, and they all without exception feel as I do. I purpose writing to friends in the trade in Pembroke, Amprior, Almonte, Carleton Place, Ottawa and elsewhere, and will endeavor for all I am worth to resent this action on the part of those who should know better.

There is no medium in Canada whereby this matter can be brought so directly before the dry goods trade as THE REVIEW. I therefore ask your consideration and the publication of this letter in September issue.

Let Messrs. D. Morrice, Sons & Co. go to the retail direct with everything, or let them do what in the past they were supposed to do, sell the strictly wholesale trade only.

Yours truly,

I. E. PEDLOW.

Renfrew, Ont., Aug. 17.

[We are very glad to give space to Mr. Pedlow's letter, because it is more to the point than any other received. Those of us who have watched similar efforts made in other depart-

ments of trade at once recognized in this feature of the agreement a very serious objection. In every instance it has been found impossible to carry out any scheme that did not draw hard and fast lines between wholesale and retail customers. The grocers struggled with and settled it, and it is now a source of constant worry in some departments of the metal trade. In the grocery trade some retailers did a larger jobbing business than several exclusively wholesale houses, and at first they were put on the preferred sugar list. They gave so much trouble, however, that the manufacturers finally limited their sales to houses doing an exclusive wholesale business only. We cannot see that Messrs. Morrice have anything to lose by confining themselves exclusively to the wholesale trade. If they do not do so at once they will have to eventually. It is to their own and to the trade's best interests that they should do so now.—Editor DRY GOODS REVIEW.]

Editor DRY GOODS REVIEW.

SIR,—I suppose it will be conceded that the retail trade are as much concerned in the prices and terms upon Magog prints as are the wholesale trade of Canada. My object in writing you is to draw the attention of the general trade to the fact, as expressed in your article upon the question in the August number, that "four or five retailers, including the T. Eaton Co., are being asked to sign the agreement," and they can thus sell as cheaply as the wholesaler and still make 10 to 12½ per cent. profit. I wonder what Messrs. D. Morrice, Sons & Co. think of the great body of Canadian retailers who are handling the Magog prints. Is this their idea of honor in business? One price to one retailer and another for the rest of them. Messrs. D. M. & Co. ought not to forget that there is no better or surer way of crippling their own customers than doing business upon such a plan. If Messrs. T. Eaton Co. have a larger output that is no reason why other merchants should be handicapped by an advantage of 10 to 12½ per cent. against them in prices. Let them meet competition upon the same basis as their neighbors, not receive privileges of this character and then argue that it is the overcharging of other men in business which makes the difference in their prices, if there is any. If Messrs. D. M. & Co. are going to do business with the wholesale trade let it be so, but, if with the retail trade, let it be understood, and not, while posing as high-minded men, indulge in double dealing. The circumstances of retailers, through the forcing of jobs on the market when dealers are loaded, has brought evil upon many honest business men, and others have only held their own by extreme caution, and I think the Canadian cotton manufacturers are greatly responsible for this. If retailers are successful under such circumstances, it is in spite of them, and not on account of them. Why ought retailers to be handicapped by such action as it is now patent that Messrs. D. Morrice & Co. have indulged in? Possibly the large consumption, of the goods they handle, by the customers of others than "the largest retail dealers," is a matter worthy of consideration by a firm enjoying such an evident monopoly as even Messrs. D. Morrice & Co. do. A year or two ago I wrote them personally asking them if they, under any circumstances, sold their goods direct to the retail trade, and they evaded a direct reply, saying that "merchants would talk," giving me to understand by inference they did not.

I am, yours sincerely,

T. H. FORMAN.

Woodstock, Ont.

1895

FALL OPENING

1895

— O F —

PARIS NOVELTIES*Tuesday, Wednesday and Thursday, Sept. 3rd, 4th and 5th***PARIS PATTERN BONNETS**

AND LATEST NOVELTIES IN

*Feathers, Ribbons, Velvets, Hats, Shapes,
and all other Millinery Materials*

INSPECTION INVITED

Caverhill & Kissock,*91 St. Peter Street, MONTREAL***Wholesale Millinery**

We have made every preparation for the largest season's business in the history of our house.

Early in the season we made large contracts for several lines of goods, some of which have advanced nearly 25 per cent. We purpose giving the trade nearly the whole advantage of these contracts as long as they last.

FALL OPENING

On Monday, 2nd September, the openings will commence. Stock in every department will be complete, and every buyer of millinery is invited to call and inspect.

John D. Ivey & Co.,18 Wellington Street
West

FALL MILLINERY

THE PROSPECTS AT MONTREAL.

THE tendency in hats, as indicated by the Montreal displays, is to somewhat greater height in the crown than distinguished the styles for the summer, although the general idea of the low crown and wide brim will continue to define the large hats of the next season. The bell crown, in most models only medium low, appears with various brims, while there are shapes with the narrow rolled brim of the English walking hat, of which the crown is medium high rather than medium low. The low square crowns, and the bell crowns, in large hats, are varied by low, dome-shaped crowns; and models are shown formed of plaques or plateaux, the crown being only a slight elevation in the centre, to fit easily on the top of the wearer's head.

Plain felts are again at the front for serviceable hats and bonnets for the cold seasons, with velvets for fine millinery. For utility, pure and simple, the hat is wholly of felt; but with the felt crown, as with the crown of velvet, there is frequently a brim of fancy braid, or the braid borders the brim. In some models the brim is bordered or edged with a narrow band of beaver, an occasional model wholly of beaver appearing in the collections that have come out; and models of beaver crowns and braid brims serve to illustrate



No. 1 - CAVERHILL & KISSOCK.

the variety seen in the imported hats and bonnets.

The velvets are in plain weaves and plain colors, and in miroir and glace finish, varied by fancy manufactures in stripes, checks and Persian effects of design and colors. For the most part the imported pattern hats and bonnets, if of velvet, are of the material of plain finish, the fancy manufactures appearing much less frequently. It is, however, yet too early to venture to state definitely what may come to pass in the use of velvets, while the present trend of the mode seems to be for the plain fabric. Chenille braid trimmings are quite a new idea for making crowns of hats with a velvet covered brim, or vice versa. Bonnets and toques made of chenille on a wire shape are quite a new novelty and have a very pretty effect. Flowers will, no doubt, form a conspicuous part in trimmings the coming season. Roses are the flowers seen chiefly on imported models. The flowers are mostly made of velvet, but the latest fancy has expression in flowers made of feathers, the short quill feathers of some birds and the breast feathers of others lending themselves readily to the flaring petals of the poppies, and the multiple

petals of the roses and other blossoms simulated. Ostrich plumes will be much worn, but there is promise of equal favor for fancy feathers of certain character. Birds' wings will be much used, both in front pieces and set in among bows, and double couplets of mercury wings trim some of the new models. Birds will also be worn considerably.

Ribbons in wide widths of double satin, shot, taffetas and cashmere effects are largely used for trimmings this season, as also satin and velvet ribbons.



No. 2 CAVERHILL & KISSOCK.

AT CAVERHILL & KISSOCK'S.

In the fine collection of Paris models shown to our representative through the courtesy of Messrs. Caverhill & Kissock, 91 St. Peter street, Montreal, from Mlle. Julia Delmotte, was a capote of velvet in Margottin red under an arrangement of wired jet, the jet forming wings at the sides and holding a large rosette of the velvet set with a jet cabochon, at the left side a black ostrich pompon, mounted, with a wisp of aigrette and narrow black velvet ribbon strings from the ears. From Mme. Pouyanne a tongue of chenille braid in matelot-blue, the brim bordered with box-plating, trimmed at each side with great



No. 3 S. F. McKISSICK & Co.

S. F. McKINNON & Co.



WE extend a cordial invitation to the trade to be present at our Millinery and Mantle opening, which takes place on the 2nd, 3rd, and 4th September, when we will show all the latest English, French, German, and American novelties and ideas in trimmed and untrimmed Millinery, Mantles, Capes, and fancy Dry Goods. Our entire stock for Fall and Winter is new and exceptionally good value. We had placed large orders with the manufacturers prior to the recent heavy advances in prices, many lines in our offering having advanced from 15 to 25 per cent. since our contracts were placed. Our showing is not confined to Millinery and Mantles only, but embraces Dress Silks, Silk Velvets, Velveteens, Dress Trimmings, Ribbons, Veilings, Mantle Plushes, Mantle Velvets, Sealettes, Mantle Cloths, and Golf Cloakings, etc. Whether you handle Millinery, Mantles, Dry Goods, or all three, we have stock which will interest you. Come in and look through when in the city; it will cost you nothing, and the chances are it will lead to your making a paying investment from our stock.

S. F. McKINNON & Co.

61 Bay Street,
Toronto.

OFFICES:
35 Milk Street,
London, England.

bow of No. 60 gros-grain ribbon in purplish pink, the bows held by steel ornaments, and set with birds' wings in nacre effects, a bunch of aigrette at the left side, and under the brim at the back a chou of velvet by a steel ornament.

AMONG THE TORONTO HOUSES.

Nearly all the new fall hats are large, and the general effect of the trimming makes them appear wider than ever. Ribbons, wings and plumes are all arranged with this end in



No. 4-S F. McKINNON & Co.

view, and yet there are few of the new hats that are not pretty. On the whole the styles for the coming season are remarkably artistic and becoming.

A great many of the hats are covered with velvet, and in many instances these velvet shapes are edged with the new felt braids, with which the market is crowded. These braids are, indeed, the most notable feature of the season's millinery, and they come in a great variety of materials. Sometimes they are all of felt, sometimes of felt mixed with chenille. Crowns are often of this plaited chenille with felt brims, and another novelty is a hat with a felt crown and straw brim; this comes both in sailor and English walking shapes.

S. F. McKinnon & Co. are showing an assortment of each of the shapes I have mentioned, as well as many others, and their assortment of jet and other ornaments for trimming is extremely large and varied. Mercury wings of feathers, jet, steel, and colored paillettes are selling freely, and also larger wings of the same materials, which are so wide and spreading as to be quite Mephistophelian in character.

Plumes are as much used as we foretold they would be earlier in the season and chine ribbons still hold their own.

A child's hat of felt has a befeater crown of beaver and the wide brim edged with the same pretty fur, and the result is excellent.

Of the two hats sketched at McKinnon's one shows the pretty rosette which they are making, and also the first of a

row of small black mercury wings, which are arranged on the left side of the jet crown. The other hat shows a very novel crown of gathered velvet, which will be sure to be popular.

The wide brimmed velvet hat, raised so artistically on the left side, is one of the models of J. D. Ivey & Co.'s. It was of green velvet, with lovely black plumes, and a velvet befeater crown. The other hat made by this firm was of brown straw, with wide chine ribbons and the much sought after quills. In this instance the quills were of the same color as the hat, though just as often they are black.

A novelty which this house is introducing into Toronto is the accordeon pleated silk, made in points, something like leaves, which is used both on hats and muffs. An extremely pretty toque was trimmed with this pleated silk in a charming shade of green, and the muff to match had frills of the same at each side.

A curious combination of colors which is popular in New York is blue with green. This idea will possibly be copied here, but not, I fancy, to any great extent this season. Shaded velvets as well as ribbons are to be used, and wings of all kinds, especially black ones. Fur bindings are seen on some of the hats, and a great deal of steel is used as well as jet.

D. McCall & Co. supply us with the subject of the last sketch. It is a very stylish hat, somewhat after the fashion of



No. 5-J. D. IVEY & Co.

the Napoleon, but less exaggerated, fortunately, and trimmed in quite a different manner. The ribbons used are a sort of Paisley pattern in mauve and green. The quills were black,

Ready for Inspection

Our Fall Importations

Millinery, Mantles and Fancy Dry Goods

September 2nd, 3rd and 4th

WE will do our best to make a visit to our establishment not only pleasant, but profitable. Come at any time, and you will receive every courtesy in our power.

We propose to show the largest and most novel, as well as the most varied, lines in Ladies' Neckwear ever before attempted by us, introducing all the new materials now being shown abroad, together with the latest imported shapes, and also those of our own designing.

BRAIDS AND TRIMMINGS

New ideas — absolute novelties

.. Jet and Steel Ornaments will be largely worn ..

In Fur and Wool Felts, in style, taste and combination of color, we show a superior range . .

See our range of Ribbons, Silks, Laces, Velvets, Veilings, Feathers, Wings, Birds, Tips, and everything necessary to equip a first-class Millinery Establishment.

D. McCall & Company

TORONTO AND MONTREAL

the small lower ones being tipped with gold and green. Two handsome green plumes fell over the right side and at the back were two large accordeon pleated ribbon rosettes at the top of the wide green strings, which I regret that I forgot to add to

Toronto Exhibition. The front cover is beautified with a magnet and needle, done in colors. The magnet is "John Macdonald & Co.," and the needle is "The Trade."

Mr. Peace was one of the first to recognize the value of THE DRY GOODS REVIEW, and no advertisers have stuck so persistently to this journal as the house whose advertisement occupies the outside back cover of every issue.

SPECIAL RATES TO MONTREAL.

The railways are granting special rates to those attending the millinery openings in Montreal, September 3. Excursions will leave western points on August 30, 31 and September 2, and tickets are good to return up to September 17. The return fare from Toronto to Montreal is \$7, and from other points in proportion.

CANADIAN WALL PAPER IN THE LEAD.

A few years ago Canada imported most of its wall paper, only the very inferior grades being made here. Now things are gradually changing. Our own manufacturers have not only almost entirely cut out the imported paper, but they are shipping to the States. One firm (Watson, Foster & Co., Montreal) have gone further, for they have made large shipments to Australia and South Africa, where they have resident agents. There seems to be no reason why they should not get control of these markets as well, for their patterns are as new as any from the European makers.

FIBRE CHAMOIS WINS AGAIN.

In the action brought against L. H. Boisseau & Co. for \$5,000 damages for selling and offering for sale Textile Buckskin as Fibre Chamois, the Hon. Justice Tellier, of the Superior



No. 6--J. D. Ivey & Co

the sketch. Across the front was a large steel buckle holding the green velvet folds in their place.

* * *

Some felt shapes sold by this firm were very much the same style as this hat, being 10 inches from side to side and only 7½ from front to back. A picturesque shape, called the Eileen, caught my fancy. It had a wide brim, raised on the left side, and a pointed crown with a curious ditch between it and the brim to raise it from the head instead of the band which milliners use.

* * *

Another of their novelties is a felt hat something like a sailor. It has a wide brim and a high crown, which is very small and unlike the high-crowned straw which we are all so tired of. The crown is the same size all the way up.

A GOOD ADVERTISER.

John Macdonald & Co. have a good advertising manager in John L. Peace, who for a number of years has attended to the details of this department of the business. One of his latest ideas is a folder containing an abridged programme of the



No. 7 D. McCall & Co.

Court, Montreal, has rendered judgment upon the company's application for a temporary injunction and has restrained the defendant, her clerks, agents, etc., from selling Textile Buckskin, or any imitation of Fibre Chamois as Fibre Chamois.

**RIGBY
WATERPROOF
GARMENTS**



**RIGBY
WATERPROOF
FABRICS**

Are beyond a luxury. They are now an absolute necessity.

Coachmen's Livery Overcoats, made Rigby-Proof,
Save a Rubber Coat.

Bicycle Suits, made Rigby-Proof,

Are an established comfort, which it is imprudent to do without.

A Rigby-Proofed Overcoat

Is two coats
for the
price of one.

A Rigby-Proofed Ladies' Dress

Means simply this: No more wet and bedraggled
skirts with its attendant wet ankles and ills re-
sulting therefrom.

Rigby Skirts and Blazers make very stylish costumes.

Rigby is Porous and Waterproof

Water runs off it as it does from a duck's back.
Owing to its porous properties the moisture from the body escapes.
The greatest addition to comfort which this age knows.
No merchant can afford to be thought a back number.

IF YOU DO NOT SELL

RIGBY

YOU ARE BEHIND THE AGE

THE RAW WOOL MARKET.

THE wool situation this month continues to be marked by high prices. The Canadian market is cleaned out by the American and home demand, and one Ontario dealer who has some is holding out for 24 and 25 cents. One mill was not prepared to buy at such a figure, which is higher than what the Canadian market has seen in ten or fifteen years, and would prefer to close down, but the holder expects American requirements will meet that price. In imported wools the report is also of rising values. A Montreal importer, who has a cargo of fine Capes just in, has sold to the Canadian manufacturers at figures ranging from 5 per cent. to 7½ and 10 per cent. in advance of those obtained a few months ago. The quotations for greasy Capes are 13 to 15c., and for scoured 25 to 33c., which is an advance in the latter of about 2c. over last month. There is very little Australian in the market just now, the quotations being about 14 to 18c. There are several factors working at present for higher prices besides the greater activity in trade. At the last wool sales in London, for instance, the American buyers purchased 60,000 bales, as against their usual 3,000 or 4,000 bales, and this would naturally tend to help wool generally. Another feature is that the next sale will not be held until September 24, which gives a longer interval between sales than has occurred for some years.

A little British Columbia wool has been sold in the east, but its condition and the freights are against it, as only about 10c. can be got for it.

THE JULY WOOL SALES.

The fourth series of London sales of Colonial wool has closed, says an English exchange. A total of 371,202 bales were catalogued, against 237,496 bales in the corresponding series of last year. The net total available amounted to 391,000 bales. Of these 358,000 bales have been sold, 160,000 for home consumption, 138,000 bales to the continent, and 60,000 bales to America, leaving 33,000 bales to be carried forward to next series. Messrs. H. Schwartz and Co. report that the sales opened with an advance of 5 to 7 per cent. on Australian merino wools and of 10 per cent. on crossbreds. The next few days established a further rise, and merino wools rose to 10 per cent., and crossbreds to 10 to 15 per cent. above May. The advance was not only maintained, but was increased towards the end. The results vary considerably, according to whether a type of wool was suitable to English and American demand or not, but, taking the market on the average, Australian greasy merino wool may be said to stand 10 to 15 per cent., scoured 5 to 10, and crossbred 15 per cent. above the May level.

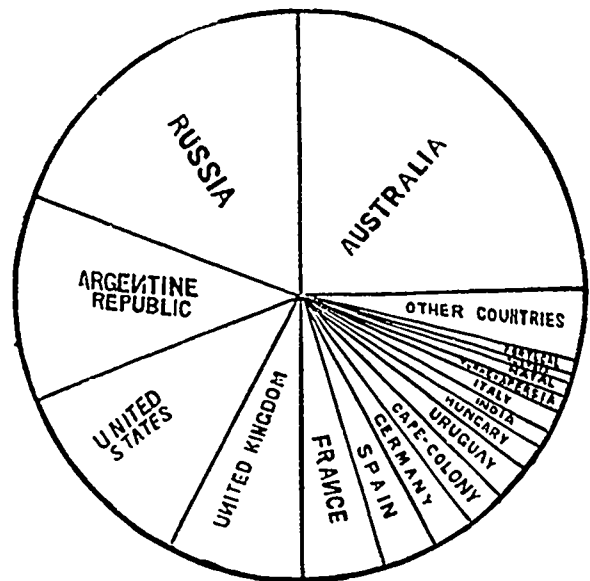
THE BRADFORD WOOL MARKET.

The London Drapery World, of August 3, says: "The wool market in Bradford has this week been characterised by increased firmness, which can be accounted for by the general resumption of business after the general election, and the great spirit shown right up to the conclusion of the London Colonial wool sales, which always have a dominating influence on the market here. All classes of both tops and wool of the merino and crossbred order could be sold at prices which were ruling here before the election, but now holders are asking rather more money, and are not anxious sellers. A better tone is also notice-

able at the low wool sales in Liverpool, where a brisk sale has been experienced for both carpet and clothing wools. English wools, with the exception of pure lustres, show no change, but all bright wools are now being held for a further advance, which seems likely to come before many days are past. In mohair also there is talk of another forward movement being possible; should this set in, raw material would soon be carried some pence per lb. higher still."

A WOOL-PRODUCTION DIAGRAM.

The report published by the United States Government, entitled "Wool and the Manufactures of Wool, 1894," contains a diagram showing at a glance the proportionate wool production of the leading sheep-raising countries in the world. The position occupied by Australasia will, in a measure, explain the



reason for the great depression in the value of wool, and particularly of merino wool, during the last few years. That Russia should rank second as a wool-producing country will come as a surprise to many people. The Argentine Republic occupies the third place, and if the industry progresses in the way that is anticipated that country will soon rank second in the list.

SOME LINES WORTHY OF NOTE.

Among special lines Messrs. Greenshields, Son & Co., Montreal, will offer September 1 are several qualities of boys' and misses' black cashmere hosiery at special prices.

The house has done well this season in butter colored Valenciennes laces of different widths. There is still a small stock on hand.

A line of very handsome fancy shawls have arrived in a large shipment. The designs and shades are very effective. They are sold at popular prices, \$8, \$9 and \$12, and the low prices are making them sell rapidly. Customers have already been sending in repeats.

Among the lines of ladies' Ringwood gloves there are some special designs in combinations of colors in light and medium shades, which are pretty sure to be fashionable in the early autumn.

**IS
YOUR
SAFE
A
TAYLOR ?**

It can be said of these safes that after being on the market **forty years**, in not one single instance have they failed to preserve their contents in a fire.

**OUR CARPET
.. STOCKS ..**

For the Fall Trade are the largest and finest we've ever shown, and prices most reasonable.



Many new and select designs you'll not find elsewhere.



Samples furnished the trade as is our usual custom.

John Kay, Son & Co.

34 King Street
West,

IMPORTERS

TORONTO

**Takes a . . .
Heap of Thinking**

To make money nowadays. A man needn't be much behind his competitors to lose a race. Dry goods margins are close, and a change of style in shades may make a loss that will wipe out the profits of several days, unless—you change the shade to fit the style.

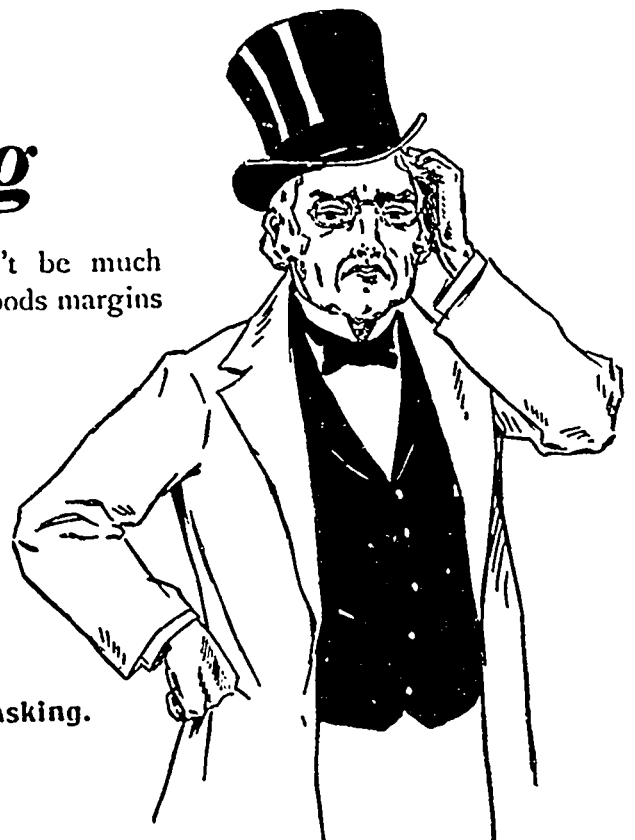
That's our business.

We re-dye and re finish new goods for dry goods merchants. We put new life and new value into sun-faded or soiled goods. Our charges are small. Write to us about it.

Circulars and Price List for the asking.

R. PARKER & CO.,

Head Office and Works
787 to 789 Yonge Street



TORONTO

NEW UPHOLSTERING MATERIALS.

NEW goods for draperies and upholstering depend a good deal for patronage on the general condition of the people. Expenditures for furnishing are regulated by the times being good or bad, and the outlook for public prosperity being now much more satisfactory, the houses handling this class of goods are well equipped with handsome new lines. In upholstery goods Peter Schneider's Sons & Co., Montreal, are this year offering some very attractive lines. The house makes a special feature of its upholstering materials, and a complete range is carried, so that the wants of the trade and the consumer can always be supplied. This season the aim seems to have been to anticipate the most fastidious tastes, and the new designs and effects are handsome and varied. One of the most striking is an all-silk material for upholstering called stalenza, a floral pattern of the most beautiful finish, and shown in several colors. There are some very handsome cretons in original patterns and delicate combinations of color, which will cover in fine style. The house carries a full line of upholstering materials, including the very highest grades, as well as the jute and cotton goods. In draperies the season's goods are likewise attractive, and chenille curtains are extensively shown. A chief reason why fashion cannot dislodge the chenille is that no other curtain of the same grade has been able to replace it, possessing the same rich appearance and reversible quality, so that the looms are as busy as ever they were, and improved designs are the order of the day. The range this season, therefore, is as varied as usual. In the less expensive grades the firm have their new Derby curtain now out. It is a special three-yard line, fringes, and is shown in several colors.

NO ADVANCE YET.

Fitzgibbon, Schafheitlin & Co., Montreal, when waited upon by our representative last week reported business, as evidenced by orders from travelers now on the road with laces, embroideries, curtains, etc., as very satisfactory, with indications of a decided revival in fall trade conditions. Shipping of special lines in dry goods, woollens and kid gloves is in full swing, in the latter line a larger business than usual having been done.

A choice stock of French "Jammet" laced gloves in light, medium and dark tans and in blacks is now on hand; also cheaper grades of staples in laced and button styles, with specialties for autumn and the Christmas trade. As yet they quote no advance on recent prices.

THEIR ADS.

Several Maritime Province dealers have sent us samples of their advertising lately. It is not always possible to notice these, but we appreciate the compliment always, and are glad to see what the retailers are doing. By the way, the Maritime Province dry goods men are improving very much in the style of their advertising. On the whole, they are ahead of the other provinces containing towns of equal size.

The most pretentious circular we have seen is one issued by James Paton & Co., Charlottetown. It contains twenty pages, besides the cover, and is full of bright matter and fair illustrations. It seems to be, however, like a yard of elastic stretched out to two yards. The whole thing could have been put in ten pages or less. If the circular is backed up by stirring and persistent newspaper advertising, James Paton & Co. should make money in '95.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

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

CHARLES H. RICHES

SOLICITOR OF PATENTS

Canada Life Bldg., King St. West
Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application. Toronto.

MILLER BROS. & CO. MONTREAL

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

COLLARS Comet, Opera, Hanlan '78, Oro and Marquis.
MOZART CUFFS
Angelo & Raphael Reversible Linen Collars and Cuffs.

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

Montreal Fringe and Tassel Works

ESTABLISHED 1884

CORDS, TASSELS, POMPONS,
Dress and Mantle Ornaments,
Hat and Cap Ornaments

BARREL BUTTONS { A large range All sizes
Black and Colors
Particular attention given to special orders accompanied by samples.



TRADE MARK.

MOULTON & CO. - Montreal

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Colobrated

Crown Lavender Saits

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"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.

+++++
HATS
 +++++

.. First Shipment ..

OF New Shapes In

**ENGLISH AND AMERICAN
STIFFS AND FEDORAS**

WE EXPECT TO ARRIVE
ABOUT 15TH AUGUST.

**STYLES THE LATEST
QUALITY THE BEST
PRICES THE LOWEST**

Letter Orders carefully attended to.

A. A. ALLAN & CO.

Wholesale Importers, 51 Bay Street . . TORONTO

Greene & Sons Co.

MONTREAL

WHOLESALE MANUFACTURERS OF FINE FUR
GOODS, JACKETS, CAPES, COATS, ETC.

HATS AND CAPS

Importers of

Gentlemen's Furnishings

LATEST STYLES. LOWEST PRICES.
LETTER ORDERS CAREFULLY ATTENDED TO.

GREENE & SONS CO.

Warehouse 515 to 525
St. Paul Street.

Montreal

D. MAGEE'S SONS

ST. JOHN, N.B.

Hats, Furs
Robes, and
Gloves

IN

Winter Caps

THE

Samples on Application

"Columbia" and
"Fowler"

Are two lines you
cannot afford
to do without.

A Full Range of Everything in Our Line

Geo. A. Thorpe & Co.

Wholesale
Importers and
Manufacturers

DRY GOODS

WOOLENS, Etc.

NEW YORK
BUFFALO
DETROIT



Head Office
62 Bay Street Toronto
CANADA

Special values in

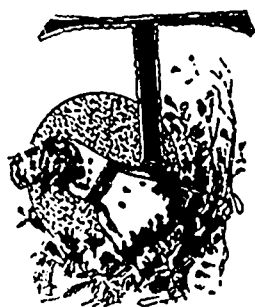
**Worsteds Underwear
Hosiery Suspenders
Corsets, Etc.**

Great Snap in Blankets. N.B.—Send for a sample of our
"SPECIAL" TWILL WORSTED

GEORGE A. THORPE & CO. - TORONTO

FOREIGN INTELLIGENCE.

THE LEEDS WOOLEN MARKET.



THE Drapery World of August 3 says of the Leeds market: "Instructions for spring are coming to hand with much greater freedom, and the business of the past week has been upon an unusually large scale. Tweeds of cheviot make seem to be in best favor for futures, but the call for good and medium class serges is still very great, and makers of these goods are kept very busy. Worsted manufacturers are well employed, but although prices in this branch are very firm, with every indication of advancement, they do not yet appear to have increased in proportion to the prices of raw material. Spinners in this branch are very well engaged, and will continue to be so for some time ahead. Good repeats for winter cloths are constantly to hand, vicunas, meltons, serges and tweeds being about equally in request. Many mills in the district are working overtime, many running day and night. A few of the leading blanket houses who are engaged in the foreign trade are reported busier, but the home department is very dead, and the dulness complained of in the carpet trade for some weeks past still remains."

THE SILK MARKETS.

The London silk market has a weaker tendency.

At Crefeld and Zurich the dead season is on and there is little doing. Manufacturers are full of contracts at advanced prices, however, and prospects are good. All silk fabrics for dress and trimming purposes are still in the lead. Mantle plushes and changeable velvets are active.

BRADFORD DRESS GOODS.

The Bradford correspondent of The Drapery World, speaking of the dress goods trade, says: "From the Continent renewed inquiries are to hand for mohair yarns suitable for dress goods, and the increased prices affixed to these indicate that the manufacturers there mean to make determined efforts to capture at least some part of the bright goods trade which is at present so exceedingly good. It is quite possible that some fairly satisfactory mohair goods may be woven on the Continent, but there are practically no spinning mills where the mohair yarns could be made, so the Bradford manufacturers will be greatly to blame if they allow themselves to be beaten in the manipulation of goods made from yarns produced at their own doors. It is certain that the effort is being made, however, from the inquiries which have recently been made in this market for operatives accustomed to bright goods to go abroad.

"The demand for bright dress goods here is certainly at least equal, if not increasing, in intensity, and inquiries for the best classes of goods, made from pure lustre wool, are following closely on the demand for pure mohair dress goods. The outcry for plain goods is so great that there is little encouragement to trouble with the production of fancy goods of an elaborate character, as of course the risk with the latter is far greater. It seems likely that in addition to dresses and jackets, mohair goods will also be largely in request next summer for dust-cloaking purposes.

"The taste for chine effects seems to be developing, and

very considerable preparations are being made on these lines by some of the leading dress-goods makers here for next spring."

A correspondent of The Drapers' Record adds: "Crepons of a bright character are still selling well, and are being made very largely for the coming winter wear, but I think that Amazons and clothy materials have been in rather less demand, and are being replaced to some extent by neat worsted coating styles in dress weights."

SPANISH COTTON INDUSTRY.

In Spain more men are employed in the cotton industry than in any other, except agriculture. This fact is brought out in a report on the Spanish cotton industry recently made to the State Department at Washington by Consul Bowen, of Barcelona. It appears that in thread alone there are 3,000,000 spindles, \$40,000,000 of capital invested, and 34,866 workmen. In white woven cotton goods there are large exports from Barcelona. Ten thousand workmen are employed in cotton thread lace manufactures near Barcelona, and 38,000 are at work in other parts of Spain. In dyed and printed cotton factories there are 10,634 looms and 32,000 workmen employed, producing 48,800,000 metres of cloth. Cuba and Puerto Rico received the most of this. The total number of spindles in Spain employed in cotton works is 2,614,500, and the number of looms is 68,300, with a total capital of \$60,000,000. Cotton thread workmen are paid by the piece, as are also the weavers. The average wages paid per week are as follows: Directors and superintendents, \$12 to \$25; major domos, \$8 to \$10; machinists, \$4 to \$16; firemen, \$3 to \$6; thread workers and weavers, \$4.75 to \$6; carpenters, \$4.75 to \$6; ordinary workmen, \$3 to \$4. The average workman's wages in Barcelona and vicinity are less than 70c. a day. The most of the cotton that comes to Spain is from the United States, and amounts to about \$15,000,000 each year. Considerable cotton, however, also comes from Egypt. While Spain is poor, the consul says, the province of Barcelona is rich.

FLAX AND JUTE.

A Dundee despatch of Aug. 3rd. says: "The market opened yesterday after the holidays with a firm tone. Jute, indeed, is easier for forward sailing, but with a large crop in sight there is little disposition yet on the part of the large buyers to operate. For October firsts £10 15s. is named.

"Yarns are steady at 1s. 2¼d., say, for 8 lb. common cops, 1s. 3½d. for warps, and 1s. 6d. for 8 lb. good yarn. In hessians a large trade has been again done for South America in fine goods, and the price is steady.

"Flax is quiet, and tows are offering a shade easier, but still pounds out of proportion to flax prices. There is nothing of consequence doing. Flax yarns are quiet, but not lower, and there is again inquiry for tow wefts, but at prices spinners refuse to entertain. Tows, it would seem, must give way a little more before business is possible.

"Linens are in fair request. Fife, long so busy, is less active than Forfarshire. Belfast, with extraordinary push with new designs and fine finish, is running Fife'shire hard in the race for supremacy in fine linens. There is more doing in canvas. Arbroath starts after the holidays on full time.

"The fancy jute trade is brisk. The new designs again lead, and the best makers are well engaged. There is a good deal doing in twines, ropes, and cords. This branch of trade continues to extend."

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.*

A fresh and attractive lot of Plain, Printed and Fancy Blouse Silks just received and put into stock. Our travelers are just starting out with a full line of Fall samples, which comprise the most complete selection we have ever shown. We hope to interest our many friends as usual.

WE CARRY THE CELEBRATED FIBRE CHAMOIS IN STOCK.

Kyle, Cheesbrough & Co.

MONTREAL.

Peter Schneider's Sons & Co.

185 & 187 CANAL STREET
NEW YORK CITY



27 & 29 VICTORIA SQUARE
MONTREAL

UPHOLSTERY AND DRAPERY GOODS

Special Designs in **Chenille Curtains** for Fall Trade.

Saxony, Bengal and Nepaul **Chenille Table Covers**

Cotton Derby Curtains

Cotton Derby Piece Goods

**SATIN REUSSE
COTTON NEPAULS**

**SILK TAPESTRIES
BROCATELLES**

For Upholstering Work. Fringes, Gimps and Cords to match.

WINDOW DRESSING

A WINTER WINDOW.

It may seem strange that winter windows should be attracting attention while the demand for fans, hammocks, and ice-cream sodas still keeps up. But this issue is devoted to fall and winter goods, and fall and winter window dressing is hence to be considered at the same time.

The illustration on this page shows a window dressed by Chas. Morton, of E. R. Bollert & Co., Guelph. It represents Christmas evening in the country. The picture does not bring out the ground-work well. The bottom is a snow scene made of batting and "flake." A mirror lies flat on the right-hand side of the picture representing an ice pond over which the children have

skated. The background is of evergreens, with "snow" piled up in mounds in and around them. The cabin is a perfect model of the early settler's house, built of tamarack logs and covered with bark. Santa Claus has brought his sleigh loaded, and is in the act of descending the chimney with his load of presents. The top is made of sky

cambric, with gold spangles as stars, and the moon's crescent, lit up with electric light above and through the cambric, makes the scene very realistic. Please note the snake fence. For one week this scene held crowds in front of the store, which the police found hard to "move on." The building of the house was especially good and perfect.

THE FALL CAMPAIGN.

The term "originality," when applied to the work of a window dresser, should not merely indicate his skill in evolving a meritorious or particularly attractive display, for often that sort of originality tends to lead the decorator from the direct purpose for which his work is intended, namely, influencing the sale of goods, and causes the loss of time and opportunity.

The dress goods buyer, the silk buyer, the advertising man,

all think ahead and make plans. Why not the window dresser? says The Dry Goods Economist. His work is a very important factor in the season's business, and it is often the case that the windows suffer during the height of the busy season, because the trimmer is kept so busy at other duties that he has not sufficient time to formulate a correct plan of procedure. At this season of the year the window trimmer has probably less to do than at any other time. Wouldn't it be a good idea to take half a day once or twice a week and use it to work out ideas for future reference, and put them on paper so as to have them handy when wanted?

FOR WINDOW TICKETS.

A quick glance at these shirt waists tells instantly why we are selling the most.

You might compare this heap of white goods to a snow drift; it will melt away almost as fast, with the price 5c. a yard.

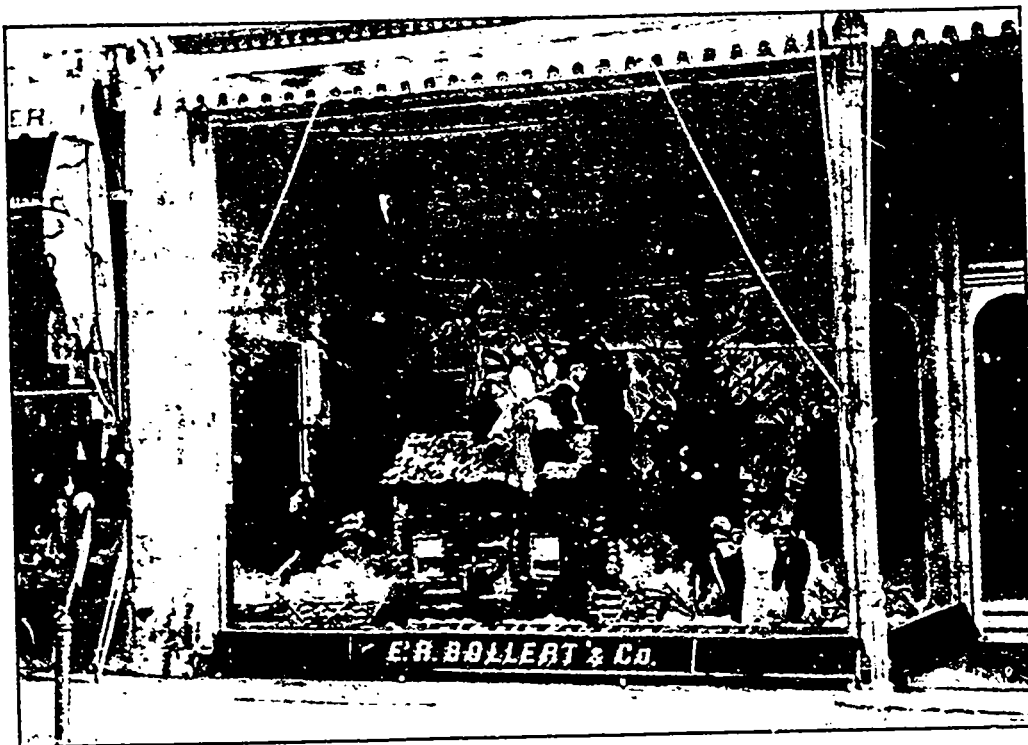
Prettier patterned wash goods were never seen on this side the Atlantic.

No guess work when you buy black hosiery here for 25 cents a pair.

Good gloves are hard to find—it took us a long time to find these; \$1.50 the pair.

Have you ever noticed what good, true light we have to show goods in?

Forty-five cents a yard, 45 in. wide—



"A CHRISTMAS EVENING SCENE."

little to pay for good goods, isn't it?

The correct laces for dainty lingerie—and the prices are very tempting.

Because these good prints are 6c. a yard is no reason why you should pass them.

This is "a bargain" in the true sense of the word.

Better buy half-a-dozen at this price—you won't get them soon again.

These are reduced; if we told you how much you would think we were exaggerating.—Economist.

FRAMING WINDOW TICKETS.

We have many times discussed the advantage of having neat window signs, and in connection therewith it might be well to suggest a light, plain frame, made of some hard wood, to hold

EMIL PEWNY & CO.

Sun Life Building

MONTREAL

Honest Kid Gloves

What we mean by Honest Kid Gloves, is that they are the best glove that can be produced to be sold at the prices we ask you for them.

If you require Kid Gloves, when you see this do not hesitate but write at once for samples.

Stock on Hand of all Standard Lines

Factory: GRENOBLE, FRANCE.

BEEN MAKING HOMESPUNS 28 YEARS

OXFORD Tweeds and Homespuns

For Spring and Summer. Handsome, Cool, Durable.
Unexcelled for

Tourists' and Business Suits

All genuine Oxford bears our Trade Mark. Tape woven across the ends of every welt.

OXFORD MFG. CO. - - OXFORD, N.S.

Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mts.

We are offering some good drives in

BOYS' RIBBED COTTON HOSE

To clean out Stock. Warranted Stainless.

Letter Orders promptly attended to.

— MANUFACTURED BY —

THE WILLIAMS, HURLBURT CO.
COLLINGWOOD, - - - - - ONT.

Matthews, Towers & Co.

WHOLESALE

Men's Furnishings

73 ST. PETER STREET

WE WANT
YOUR TRADE

Montreal, Que.

**CANADIAN
OLORED
OTTON MILLS CO.**

**SPRING
1896**

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

— NOW READY —

See Samples in Wholesale Houses.

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

the signs. As the signs can be made of a uniform size, the frames can be made to fit without difficulty. These frames can be made with a glass and adjustable back, and will make the signs look much neater and more attractive than otherwise. We have seen frames, however, that, instead of making the signs look any better, really made them look worse.

To get best results you must have something to display your wares upon.

BRIEF HINTS FOR BEGINNERS.

By W. R. McCOLL, OWEN SOUND.

STORE windows are a standing advertisement, and are to the store what the wrinkles are to a man's face -- a very fair index to his character.

TAKE THE RIGHT VIEW OF IT. One cannot move them nor hide them, nor stop people from looking into them; therefore, to not keep them looking their very best all the year round is to miss one's best advertisement.

PUT YOURSELF IN HER PLACE. Window displays create wants, are seen and criticised by thousands who seldom read advertisements, and educate persons who are not familiar with the prevailing fashions; few ladies care to expose their ignorance on dry goods subjects even to salesmen, and many of them get their timely tips on current modes and materials by studiously watching the latest window displays.

SEERING IS BLEEKING. The best advertisement can but describe the article for sale and tell the price; the window display shows how it looks.

TRY IN THE ONLY WAY. Any clerk who has the ability to sell goods, to attractively display his wares so as to create or excite in his customer a desire for possession, can certainly train himself to drape, arrange, or finger-fix in a window the same materials with as much catchiness.

CARDBOARD SALESMEN. Let tersely-worded window tickets be placed on the goods as little silent salesmen. If pointedly and pertinently put, they have a dumb way of speaking that carries conviction -- when they tell the truth.

START RIGHT. The first and fundamental thing the beginner has to learn is to make the windows thoroughly clean inside and out. Make them shine! Can't be too clean -- the danger line is not on that side.

WORK OF OTHERS WEIGH A TON. Past graduates in the School of Experience find a moist sponge, rubbed on a cake of silver soap and thoroughly applied, to be the easiest and cleanest way to remove dust and specks. Rub off with soft cotton rags and polish with tissue paper.

AIM AT SOMETHING. The window ready, it should be your aim to so dress it as to arrest the attention of those who might go drifting past, some to your neighbors, and others to those beyond your ken. You are after results.

HELPS. Any person ordinarily handy with saw, plane, screw-driver, hammer and nails, can make from packing cases, lath, and strips of lumber (and the greatest of these is lath), almost any framework necessary for the most elaborate design.

Make plenty of T stands, varying in height from 2 to 4 feet, by 20 inches wide, for draping silks and dress goods.

Have open-ended boxes, ten inches square, and one, two, three, four, five and six feet high. These can be draped as they are, or with mill-cloth boards tacked across their tops.

Take clean, empty barrels, and nail the hoops tightly to each stave. Now saw the hoops through on the two opposite sides, and divide the barrel into two semi-circular forms.

These can be draped and stood diagonally, or with either the convex or concave sides to the glass.

With the different arrangement of these stands that will suggest itself to the draper, almost any material can be artistically handled.

For side and back walls use $\frac{3}{8}$ round hardwood rods attached to three rows of ladder chain with patent hooks, permitting the rods to be raised or lowered as desired.

If heavy twine is ever used, do make it perfectly taut, as a drooping line is very suggestive of a washing hung up to dry.

ADVICE. Advice, outside a lawyer's den or a doctor's office, is a commodity seldom asked for or taken; therefore, we shall offer little. Goods will fade, and the most artistic designs will fail to draw people who are looking at them every day; therefore, change the windows once a week when at all possible.

USE YOUR WITS. Avoid copying from your rivals as you would the pestilence; be original, think out your own designs -- the man that follows the procession is never a leader.

YOUR PARTNER AND HELPER. Carry a note book always, take notes, or make a rough sketch of anything and everything that you think can in any way aid you in working out a new design. Then think it out in detail and prepare your frame work for future telling displays. Much of the framework can be used over again with little alteration, and should be carefully preserved in part of the cellar or a room kept for that purpose.

WHAT CAN BE DONE. Make a tower and dress with spools (in full boxes). Build a windmill, and trim with buttons, yarns in packets, or gentlemen's furnishings. Erect a pyramid.

Arrange in fan shape one dozen brooms, tie near the heads with large bows of ribbons, and run rays of bright-colored ribbons to the floor.

Make a well, and dress with ribbons, over which suspend

FRENCH KID GLOVES

IF YOU ARE IN DOUBT

As to your Quality, Style, or Delivery Date this fall

PROTECT YOURSELF by ordering NOW

JAMMET'S Unexcelled Quality.

7 Stud Laced, gusseted, \$12.00; guaranteed line a specialty.
Shades—light, medium, dark tans and blacks.

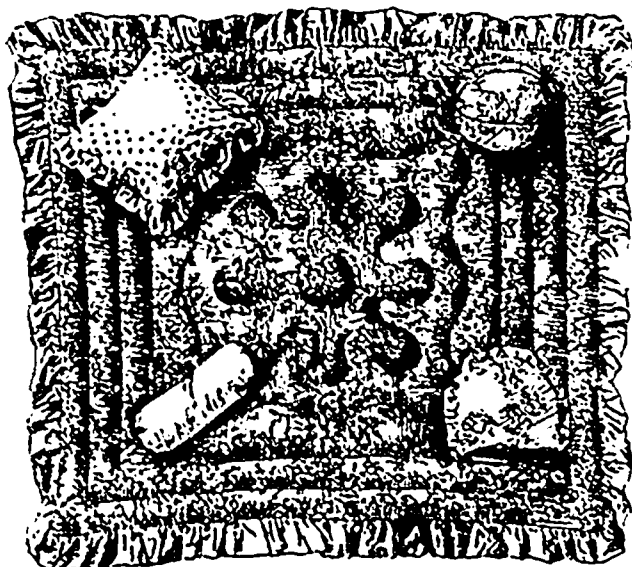
IMMEDIATE DELIVERY.

SAMPLES ON APPLICATION.

Fitzgibbon, Schafheitlin & Co. - - - **Montreal.**
(Late THOURET, FITZGIBBON & CO.)

WE WANT YOUR FALL ORDER

"ALASKA" Brand Down Quilts are the Quilts that sell.
"ALASKA" Brand Down Cushions are all the go.



THIS IS ONE OF THEM.
IT CARRIES OUR TAG AND OUR GUARANTEE.

WE ARE REPRESENTED:

Toronto and the West by Messrs. Perry & Co., 34 Yonge Street, Toronto.
The Ottawa Valley by James W. Brooks, Ltd., 7 Queen Street, Ottawa.
Manitoba, N.W.T., and British Columbia by Mr. J. M. Macdonald, P.O. Box 50, Winnipeg.

The "ALASKA" Feather and Down Co., Ltd.

Head Office and Factory, MONTREAL

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



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.

the "old oaken bucket" on a rustic pole and crotch. Trim bucket with flowers.

Build tiny opera boxes all around the window, drape with silks and laces, and stand millinery in each box.

With three rough saplings make a tripod, from which suspend a basket of flowers hung up by festoons of lace.

With two buggy wheels and a round cylinder make a hose reel and trim with lace; use stockings for hose.

Make a fireplace and trim with handkerchiefs.

*

These examples are merely a finger-long list, used suggestively, and intended to start you thinking. Get started. The beginning is the hard part. The hard part of everything is the beginning.

*

NOT A WHIM, SUCCESS DEPENDS UPON IT. Avoid overcrowding as much as possible. Many fine displays are overdone by putting too much into them. Make the greatest possible display with each article, and see how little you can use. Just bump

*

your head against that last line again that you may get real well acquainted with it. May it stick in your memory like burs.

*

AIM HIGH. In dressing any window it should be your aim—to sell goods. Ticket the leading lines, even if the goods are high priced—there's a higher aim than selling cut-price merchandise—everybody don't want that kind.

*

AN ADVANTAGE. If dress goods, silks and similar materials are shown, always show the trimming with them, and match with buttons or other garniture.

*

TEXT TOUCHES. Blend colors that accord well and form an agreeable combination. When two shades accord badly it is always advantageous to separate them by white.

Good color combinations are fawn with emerald green, golden brown with eminence, mid brown with opera blue, yellow with indigo blue, pink with olive, buttercup with white, light fawn with dark brown, etc.

*

DON'TS. Don't put all the handsome goods in stock in one window. You may need some for the next.

Don't use pale blues, heliotropes and pinks—they fade.

Don't dress with evening shades or light colored materials without first papering the window floor.

Don't tread on and soil expensive goods—they belong to your employer, and he expects you to handle them as if they were your own.

Don't fade a web of goods and put it back into stock without mentioning it. The "boss" is sure to find you out and place the fault where it belongs. His conclusions, too, you may find difficult to unhorse.

Don't parade yourself on the pavement before each window you dress with an "I did that" air.

*

BE PROGRESSIVE. Be willing to learn. You may know lots of things, but no one knows it all. Those succeed best who obtain information whenever and wherever they can. Get

up new ideas, and never fail to jot down in your memorandum book any thought or object that can in any way assist you. Change your windows often, and by study, practice and some tedious work you are sure to succeed.

THE GREEN GRASS AV OWLD IRELAND.

The green grass av owld Ireland,
Whilst I be far away,
All fresh an' clean an' jewel-green,
It's growin' there to-day.
Oh, it's cleaner, greener growin'—
All the grassy worrld around,
It's greener yet nor any grass
That grows on top o' ground.

The green grass av owld Ireland
Indade, an' balm't 'u'd be
To eyes like mine that drip wid brine
As salty as the sea.
For still the more I'm stoppin' here,
The more I'm sore to see
The glory av the green grass av owld Ireland.

Ten years ye've paid my airnin's—
I've the lavin's on the shelf,
Though I be here widout a queen,
An' own meself meself.
I'm comin' over steerage,
But I'm goin' back firrst-class,
Patrolin' av the foremost deck
For firrst sight av the grass.

God bless yez, free Ameriky,
I love yez, dock and shore,
I kem to yez in poverty
That's worstin' me no more.
But most I'm lovin' Erin yet,
Wid all her graves, d' ye see,
By reason av the green grass av owld Ireland.
—James Whitcomb Riley, in Century.

THEIR MARITIME AGENTS.

The Alaska Feather and Down Co., Montreal, have appointed as their agents in the Maritime Provinces the well-known firm of Manchester, Robertson & Allison, St. John, N. B., who will carry a full line of samples, and sell to the trade at factory prices. The Alaska Feather and Down Co. are now represented elsewhere in Canada by the following: Perry & Co., Toronto, who cover Ontario west of Kingston; James W. Woods, Ottawa, who represents them in that city and the Ottawa Valley; J. M. Macdonald, Winnipeg, whose territory extends to the Pacific Coast.

A PRETTY LITTLE FOLDER.

One of the prettiest little folders to arrive is the one announcing the dissolution of the firm of Matthews & Fraser, Port Arthur, and the advent of J. L. Matthews & Co. It is neat and attractive.

The announcement is made that "in future we will cater more for a Cash Exchange." Why not go the whole way, and cater entirely for a Cash Exchange?

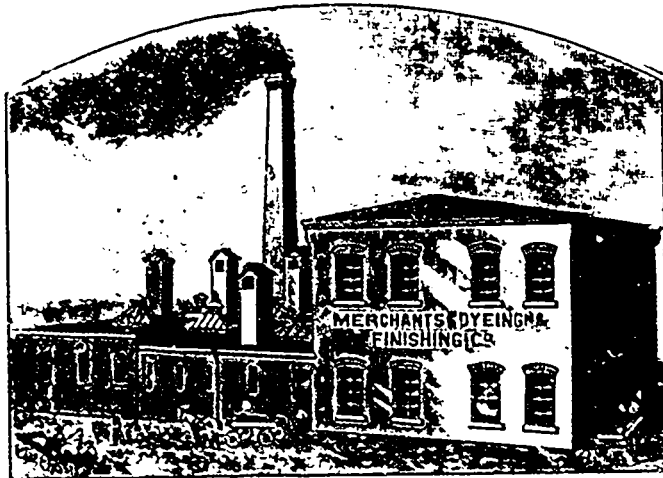
Off Color

Unsaleable

YES—you have some Dress Goods left over from your past season's trade—perhaps some from several seasons.

Why Pack them away ??
Send them to us to be

RE=DYED



Measure them carefully, attach the colors you wish, and we will re-dye them the best shade suited to your wants and the present colors. Black is always safe. Browns, Navys, and Garnets are always safe. Our

FAST BLACK withstands perspiration, fruit stains, etc. We will re-finish them equal to new, and save you carrying them over. It will reduce your stock and be much cheaper for you than jobbing out at Half Price.

Henriettas, Serges, Estamenes, Mixtures, Debeiges, Crepons, Satin Cloths.

Anything in the Wool Dress Goods way we are specially fitted up for.

Also

**Cloakings, Coatings,
Trouserings**

SEND FOR PRICE LISTS.
NO AGENCIES OR BRANCHES.
COMMUNICATE DIRECT WITH
THE WORKS.

THE
Merchants Dyeing and Finishing Co.

Factory: Liberty Street, Near King Street
Subway TORONTO

THE USE OF CAPITALS.

A DISCARDING of capitals is a new feature introduced into advertising which adds character and impressiveness. The first merchants who follow the models presented here will receive the greatest benefits from this new feature and gain reputation as bright advertisers.

Take the first advertisement shown here. No capitals are used except on the first three words. Here they are necessary for emphasis. The body of the ad. is without capitals, except for one word which is emphasized, yet it is plain and striking.

**Planning
Preparing
Placing**

ADVERTISING

is a science, a business of itself, in which the saving and making of money is the **SOLE** business in hand, as banking or any other individual business.

Then the second advertisement shows only one capital letter, yet the effect is to make a very prominent ad. Your printer will be startled, astonished, dumbfounded when you ask him for this effect, but

Twenty advertisers

**spend
a million
a year**

in advertising
and by the
use of right
methods and
mediums
they

**make
several millions
a year**

through their advertising

if you insist on having it he will produce it for you.

An ad. should make its chief point with just the right amount of emphasis, and run in its minor points smoothly,

clearly and distinctly. The best way to do this is usually to bring out one point in display, and run the balance of the ad., with the possible exception of the name and address, in clear, easy-reading type, suited to the size of the ad. and the space it occupies.

GLOVES

are going to-day at 25 cents and the original price was 50 cents, while

**parasols
umbrellas**

for the ladies are reduced from \$1.25 to 89 cents and from \$1.00 to 67 cents, so that everybody may avail themselves of them. These are the

reductions

for to-day, but we have many lines at regular prices which are excellent value.

Smith, Jones & Co.

ADVERTISEMENTS AND WINDOWS.

A few prominent houses are now adopting the policy of putting the windows under the immediate jurisdiction of the advertising man, inasmuch as he shall decide what departments shall have displays and the time and space to be allowed each show. This change makes the window dresser subordinate to the advertising department, but as the supervision includes only such functions as were formerly exercised by the manager or superintendent, the change is undoubtedly for the better.

In many stores where the window trimmer works independently of the advertising man, he might do well to take frequent counsel from the advertiser and make his work harmonize more closely with the printed announcements.

Window dressing and advertising are so closely related that far better results can be obtained when one utilizes the assistance of the other than otherwise.

The window and store tickets should especially be in charge of the advertising man, as no one in the store is usually so well fitted to furnish the short, pithy phrases that make tickets valuable. We would advise all readers of this page whose work is partly or all window dressing to consult freely and frequently the man who tells the story of the store in the newspapers.
—Economist.

LAMSON



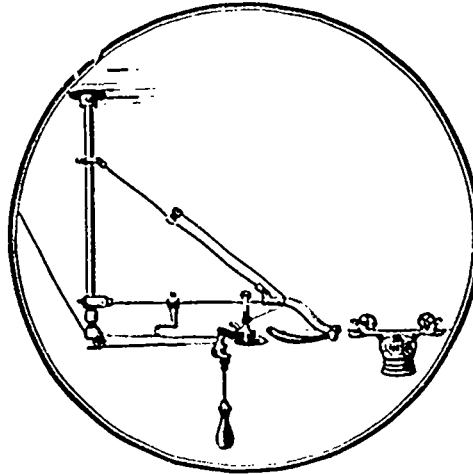
CASH . . . CARRIERS

MODERN MERCHANTS

Save time, money and labor by using the Lamson Company's Devices for Store Service. Cash, Parcel, Message and Pneumatic Carriers, adapted to all needs, sold or leased.

WE NAME A FEW OF OUR DEVICES :

• • •
Nonparell Cash and Parcel Carrier.
Imperial Cash and Parcel Carrier.
Circle Service Cash and Parcel Carrier.
Reversible Wire Cash and Parcel Carrier.
Spring Cash and Parcel Carrier.
Level Wire Cash and Parcel Carrier.
Split Wire Cash and Parcel Carrier.
Pneumatic Cash Carrier.
Office Pneumatic Stock and Bond Carrier.
 • • •



• • •
Ball Cash Carrier.
Electric Cable Cash Carrier.
Power Cable Cash Carrier.
Number One Spring Cash Carrier.
Number Two Spring Cash Carrier.
Double Wire Cash Carrier.
Sliding Cash Carrier.
Level Wire Cash Carrier.
Little Monarch Cash Carrier.
 • • •

RENTED OR SOLD

THE LAMSON CARRIERS

are protected by nearly five hundred patents, and the service to-day is the resultant of the best mechanical skill and thought of the age.

ALL PROGRESSIVE

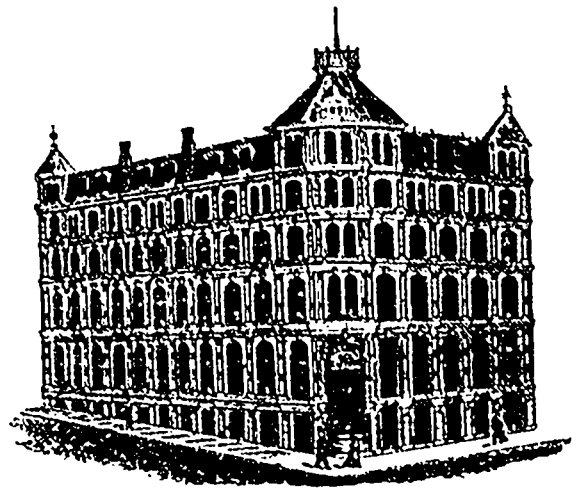
Dry goods dealers use Lamson devices, and thus attest their merits. They save time, labor and money.

SEND FOR OUR NEW CATALOGUE

E. ST. AMOUR *Temple Building* **MONTREAL**

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

Fall Goods

We beg to intimate to our friends that our new stock is now coming forward for the **FALL TRADE**, being carefully selected and supplemented by **SPECIAL PURCHASES** made by our Mr. Dignum, who is now in the European markets.

In view of the heavy advance in prices, we have been able to secure advantageously a large purchase of **WOOLENS** and **TRIMMINGS** at **OLD PRICES**. Special attention being made to Venetian Worsteds, Twills and Serges.

Our **TRIMMING DEPARTMENT** has also received careful attention, and we are able to offer a large and well assorted stock at special values.

CANADIAN TWEEDS. We would ask our friends to note that we are offering our entire stock in this department at such prices as should induce a speedy clearance, and would invite you to give us an early call.

E. J. DIGNUM & CO.

Sole Agents for Canada for
Messrs. J. N. Richardson, Sons & Owden, Ltd.
LINEN MANUFACTURERS,
BELFAST, - IRELAND

Imported and Canadian Woolens and
Tailors' Trimmings

55 Front Street West

TORONTO, ONT.

S. Lennard & Sons

ESTABLISHED 1878.

MANUFACTURERS OF

HOSIERY AND UNDERWEAR

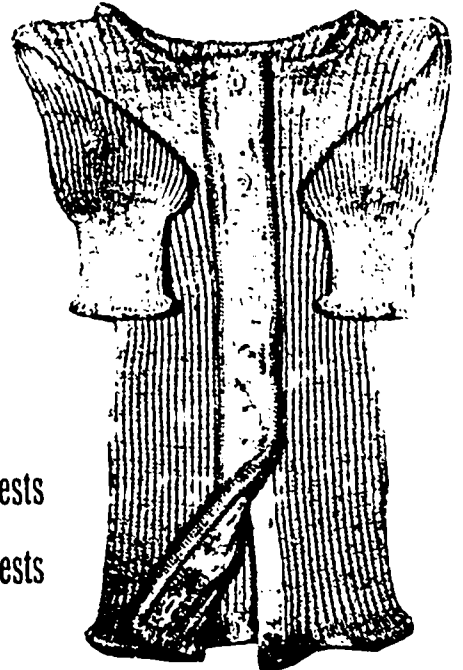
We are patentees and sole manufacturers of

"ELYSIAN" Nursing Vests Infants' Vests

Made from finest European Yarns
Wholesale trade only supplied.



"Elyslan" Nursing Vest.

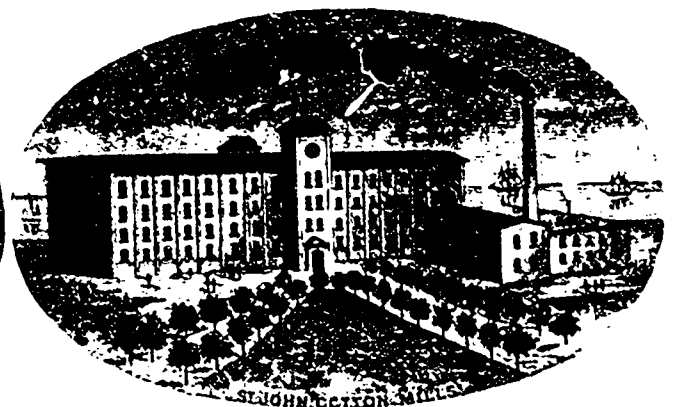
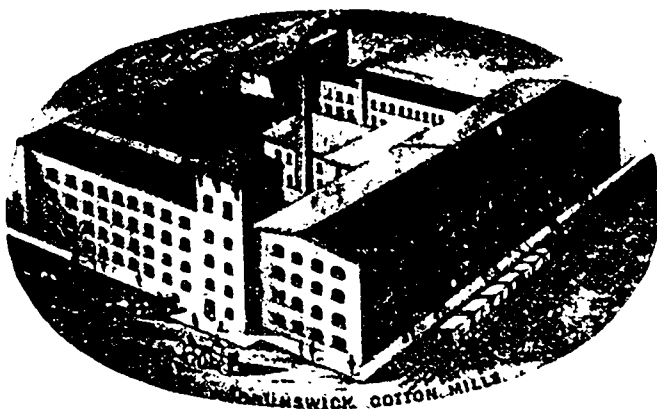


"Elyslan" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

WM. PARKS & COY, Ltd.

ST. JOHN, N.B.



Cotton Spinners, Bleachers, Dyers and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS
WM. HEWITT & CO., 100 College Street, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 101 First Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS (NEW BRUNSWICK COTTON MILLS,
ST. JOHN COTTON MILLS.

ST. JOHN, N.B.

FACSIMILE OF TAG GIVEN FOR
EACH GARMENT.

*"Lisreine" Rainproof
Silk Seal. First shake
well and rub gently with
soft cloth. Allow to dry,
then brush slightly.*

FACSIMILE OF TAG GIVEN FOR
EACH GARMENT.

*"Lisreine" Rainproof
Silk Seal. First shake
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soft cloth. Allow to dry
then brush slightly.*



“LISREINE”

REGISTERED

Rich Silk Seals,
Rainproofed by
Special Process.

John Macdonald & Co.

TO THE TRADE

They
Give
The
Best
Value,
Terms,
Assortment
And
Attention

FROM OCEAN TO OCEAN

REGISTERED TRADE MARK

J.M.D.
T

J.M.D.
T

REGISTERED TRADE MARK

DO YOU SEE THE POINT

DRY GOODS
MEN'S
FURNISHINGS
Haberdashery
Woollens.
Carpets.

WHO IS DRAWING THE NEEDLE

WELLINGTON & FRONT ST. TORONTO

THE TRADE.

ONTARIO, QUEBEC, NOVA-SCOTIA,
NEW BRUNSWICK, MANITOBA,
VANCOUVER I.S., PRINCE EDWARD I.S.

They
Cordially
Invite
You
To
Visit
Their
Ware-
Houses



TORONTO