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# THE DRY GOODS REVIEW

CANADA



**EVERY LADY WANTS  
A GUSSET.**

INQUIRE IN YOUR  
**UNDERWEAR DEPARTMENT**  
AND YOU WILL FIND HOW  
IMPORTANT THIS IS. ONE OF THE  
MANY POINTS SHOWING WHERE  
**"THE HEALTH BRAND"**  
EXCELS IN FINISH. COMPARE  
WHEN YOUR OTHER SPRING GOODS  
ARRIVE, AND SATISFY YOURSELF,  
YOUR CUSTOMERS ARE FINDING  
IT OUT DAILY.

**THE MONTREAL SILK MILLS, Co.  
MONTREAL.**

PUBLISHED BY  
THE MONTREAL PUB. CO. LTD.  
TORONTO AND MONTREAL



*F. H. Bridgen  
97.*

**MARCH  
1897**

**HATS & CAPS  
CLOTHING.**

ASK THE WHOLESALE HOUSES FOR

XX

LISTER'S Rainproof Sealettes.

LISTER'S Black and Colored Velvets.

LISTER'S 32-inch Velours du Nord.

LISTER'S Dress Plush.

LISTER'S Printed Art Velvets.

LISTER'S Silk and Mohair Plush For Upholstery  
... Purposes.

THEY ARE UNEQUALLED



"I CROW OVER ALL."

THE  
Diamond Jubilee

OF OUR

BELOVED QUEEN

Will be celebrated by the

PREMIER COLONY OF THE EMPIRE

With due éclat next summer PATRIOTIC CANADIANS  
should be becomingly dressed for this  
great event by wearing

"ROOSTER BRAND"

Crash and White Duck Suits

which are the most "UP-TO-DATE" goods in America.

ROBERT C. WILKINS

Manufacturer of  
Shirts, Overalls and Clothing Specifications.

Montreal

**INCREASING**

That is what we are all after.

**WE WANT IT  
AND WE KNOW  
YOU WANT IT.**

You can only have increased sales of Crochet Thread  
BY SELLING THE BEST. The

**VICTORIA CROCHET**

Is the best in range of Color, Variety of Shaded, Handsomest  
put up, and in every other respect ahead of any other make.

**ASK FOR**

Victoria Crochet Thread.  
Morse & Kaley Knitting Cotton.  
M. & K. Turkey Red Embroidery Cotton.  
M. & K. Fast Black Darning Cotton.  
M. & K. Black and Colored Ball Mending.  
Chadwick's Spool Cotton.  
Chadwick's mending Wools.  
Dunbar's Linen Thread.  
Star, Crescent and Pearl Batting.  
A. B. XX and X Wadding.

**R. HENDERSON & CO.**

323 ST. JAMES STREET

Agents for Canada.

MONTREAL

# S. Greenshields, Son & Co.

MONTREAL and VANCOUVER, B.C.

Dress Goods

Prints

Hosiery and

Smallwares

Carpets

Woolens

Staples

Notions

  
SPRING  
STOCK

Now received and assortment complete. . . . .

# SUSPENDERS AND BUTTONS



C. K. HAGEDORN, Manager.

## Our Spring Lines

Of Suspenders which have just been completed are now out for the season and from their very attractive appearance we feel confident they will meet with general appreciation.

We have added some novelties and generally improved the selection.

Notwithstanding the very keen competition in trade, we have, during the past season, added materially to our list of customers, and in consequence greatly augmented our total output.

Our range of Buttons, comprising all lines, has never been so varied, nor prices so attractive. We are showing real values in all lines—all we ask is that you defer placing your orders until you have seen our samples.

Anyone desiring sample lots can depend on receiving prompt attention and good value by writing and stating what priced goods they desire.

Remember, we Guarantee Satisfaction

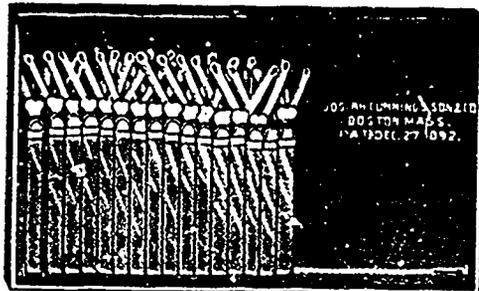
## THE BERLIN SUSPENDER AND BUTTON CO.

# Sample Trunks and Sample Cases

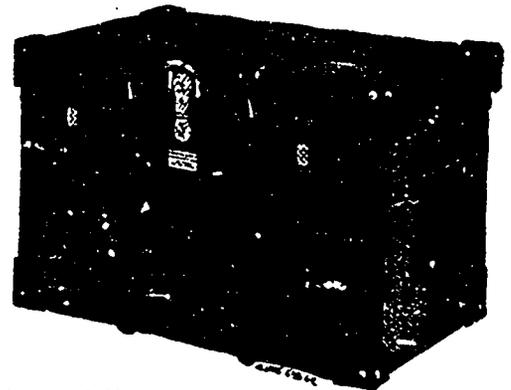
BEST MAKE IN AMERICA

- Steel Trunks
- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business.



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



Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of

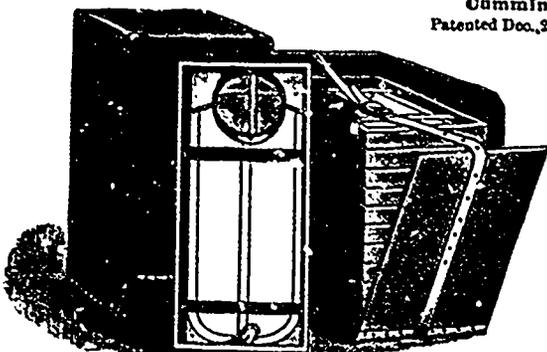
## "Hub Fibre" Trunks and Sample Cases

Also a full line of  
Common Canvas Extension Cases for the Trade.

# JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.



Escom; Shirt Box and Trays.



USE THE BEST

# FINLAYSON'S LINEN THREADS



## THE NEW PHOTOGRAPHY!

As the Bones are to the Hand, so is the

### "Cravenette" Co.'s

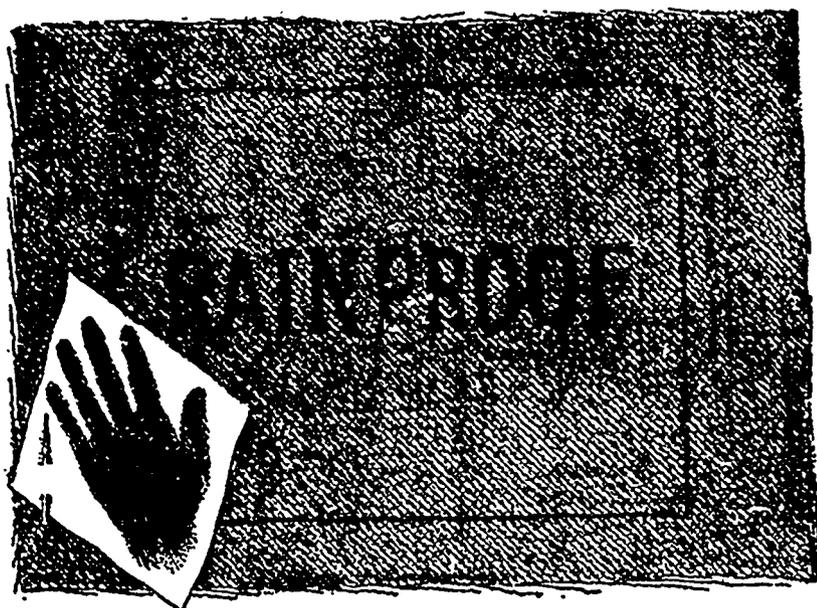
# PROOFING

to the Cloth. . . .

Invisible, but Essential.

Mantlings, Imperials, Serges, Covert Coatings, Velveteens, etc.

The "CRAVENETTE" CO., Ltd., BRADFORD



RETURNED 23/3



*Do not argue the point with him!*

*It will pay you best to keep the goods your customers want.*

**H. SHOREY & CO.'S CLOTHING**

*Is known and asked for and can be sold more easily than any other make.*

The Spring Gowns Are Coming!



With What Shall They Be Bound?

WITH the most stylish and practical, most durable, longest wearing, and that is

# “Meteor Velvet Skirt Protector!”

The world's most celebrated dressmakers use and recommend it.

Carried by the leading Wholesale Houses.

--

See Shade Card. 101 Shades.

# The Celluloid Company

30, 32, 34, 36 Washington Place

NEW YORK

ORIGINAL and ONLY Manufacturers of

All goods made by us are stamped as follows:

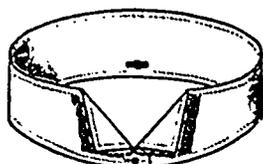
“CELLULOID” Interlined Waterproof Collars and Cuffs . . .

Absolutely No

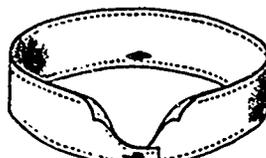


TRADE MARK. CELLULOID

Others Genuine



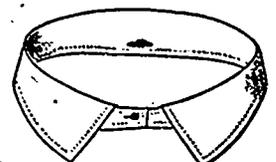
**STERLING**  
Sizes 12 to 18 1/2 in.  
Front 2 in.  
Back 1 1/2 in.



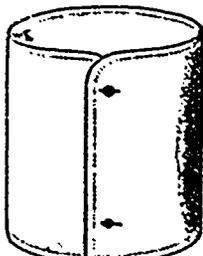
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



**BRIGHTON.**  
Sizes 14 to 18 in.  
Front 1 3/4 in.  
Back 1 1/2 in.

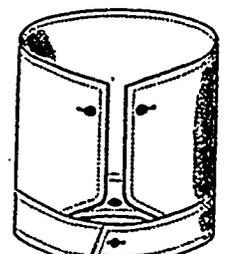


**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/4 in.



**EXCELSIOR.**  
Sizes 8 to 1 1/2 in.  
Width 3 1/2 in.

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



**FIFTH AVE.**  
Sizes 9 1/2 to 1 1/2 in.  
Width 3 1/2 in.

# THE CELLULOID COMPANY

# Canadian Linings

and  
Staples



IMPORTED

Cashmere Velours,  
Dress Goods, Fancy Silks,  
Peau de Soie, Velveteens,  
Laces, Ribbons, Gloves, Coatings,  
Tweeds, Serges, Linens, Turkish Towels,  
Tablings, Gent's Furnishings, Ties, Bows, etc.

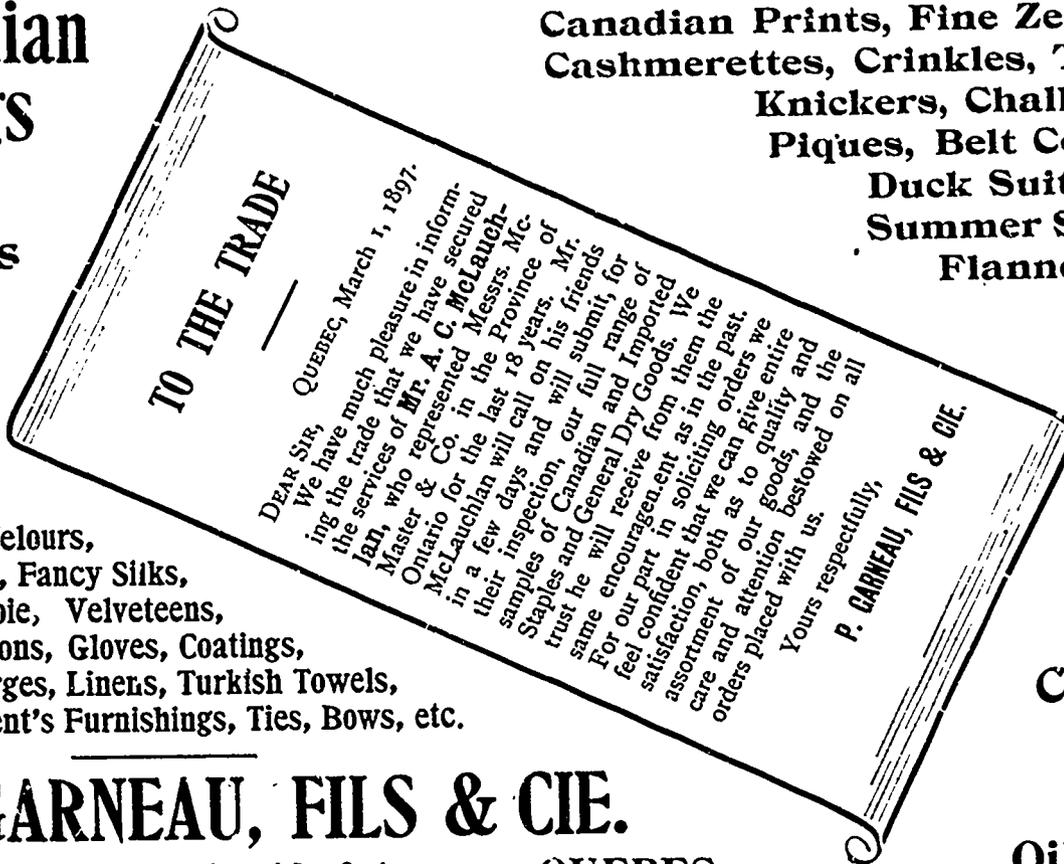
## P. GARNEAU, FILS & CIE.

SPECIAL attention given  
to Letter Orders.

General Dry Goods

QUEBEC

Canadian Prints, Fine Zephyrs,  
Cashmerettes, Crinkles, Tartans,  
Knickers, Challies,  
Piques, Belt Cords,  
Duck Suitings,  
Summer Suitings,  
Flannelettes.



Carpets  
and  
Floor  
Oil-Cloths

# SILKS

Our Travellers are now on the  
road with a full range of samples for

Fall Goods

for September delivery, and

Spring Goods

for immediate delivery.

## K. ISHIKAWA & CO.

TORONTO

### OUR SPECIALTIES

## Dress Goods and Silks

IN STOCK NOW FOR SPRING TRADE:

Canvas Cloth  
Granites  
Fish Net  
Cashmere Serge  
Silk and Wool Grisaille

SPECIAL PEAU DE SOIE AT 55c. AND 75c.

## WILLIAM AGNEW & CO.

305 and 305A St. James Street

MONTREAL



W. R. BROCK  
T. J. JERMYN

B. B. CRONYN  
W. L. BROCK



# W. R. Brock & Co.

## Toronto

Considering the confidence extended to them by the Trade of Canada during the past twenty years, feel it incumbent upon them to make special efforts to meet all requirements made necessary by the . . .

# Great Revolution

that has taken place in the dry goods business of the country. To avoid danger in the direction of a reduction in the tariff, we have imported our requirements **EARLY**, and do not intend to repeat our orders until we feel safe in the matter of **DUTY**.

We urge our friends to follow our example--- buy early and then run down stocks.

During March our stock will be at its best. We invite the trade to visit us.

LETTER ORDERS SOLICITED.

---

# W. R. BROCK & COMPANY.



**FACTS OF COMMERCIAL INTEREST.**

CULLED FROM THE NEWLY ISSUED TRADE RETURNS FOR THE FISCAL YEAR 1896.

THE daily papers seldom go into the details of the official returns concerning Canada's import and export trade. For this reason THE REVIEW has taken a glance over the returns for the fiscal year 1896, just printed, and subjoins a few statements which may interest merchants, especially the dry goods trade.

In the matter of exports, for instance, Canada's sales abroad last fiscal year totalled \$121,013,852, the largest in this country's history. Of dressed furs were sold \$40,482 worth, and of undressed furs \$1,759,176 worth. The value of the made-up furs sold abroad was \$7,345. Of wool we exported, chiefly to the States, \$823,920 worth, or 3,916,374 pounds, compared with \$1,049,459 worth, or 5,463,161 pounds in 1895, a decreased quantity last year but a better price for it.

Canadian buttons are selling well in the home market this season, although the exports seem to be about stationary; 1895, \$20,349; 1896, \$20,489.

There is a marked increase in the export of ready-made clothing and wearing apparel, showing a demand abroad for specialties made in this market. The exports of this class in 1895 were valued at \$37,487, which in 1896 has increased to \$54,669. Newfoundland takes a good slice of this, but most of it went to the States and Great Britain.

Canadian cottons went abroad last year to the value of \$766,812. This trade tends to expand each year, and the bulk of the output, of course, goes to the China market. The total exports in recent years of Canadian manufactured cottons have been:

1890.....\$108,822	1893.....\$371,477
1891.....159,954	1894.....549,758
1892.....322,711	1895.....546,168

Thus, last year's export was the largest. The value of the shipments to China was \$549,211, although the mills which send them say the margin of profit is slim.

Last year we sold abroad goods classified under the term "woolens," probably tweeds, etc., in the piece, to the value of \$62,393. They went to a great many different countries, as follows: To United States, \$35,476; to Newfoundland, \$18,120; to Great Britain, \$3,829; to Australia, \$1,606; to the West Indies, \$1,524; to Germany, \$1,191, etc.

As to imports, we select a few which pay duty for comparison with the figures of 1895, thus indicating to some extent the trend of

trade. Canada imported cotton manufactures to the value of \$4,651,912, as compared with \$4,209,063 in 1895. Of these in 1896 printed fabrics amounted to \$2,576,379 and in 1895 to \$2,281,762. Fancy goods imports make the following showing: 1895, \$1,502,845; 1896, \$1,469,250, a very slight falling off. Manufactures of flax, hemp and jute were imported: 1895, \$1,333,519; 1896, \$1,528,038. The imports of manufactured furs increased. 1895, \$577,275; 1896, \$622,283. Gloves and mitts imported are stationary at about \$635,000 worth. The imports of hats, caps and bonnets increased: 1895, \$1,195,713; \$1,243,809. We imported silk manufactures valued at \$2,564,491, against \$2,231,443 in 1895.

The imports of wool and woolens of every description went up considerably: 1895, \$7,933,495; 1896, \$8,723,567. This covers, we observe, increased importations in blankets, cloths, goods part worsted and part woolen, ready-made clothing, etc.

The free goods imported are, in the principal cases, intended as raw materials for our factories, paying no duty as such. They may conveniently be tabulated as follows in quantities:

	1895.	1896.
Wool.....	7,750,050 lbs.	8,992,244 lbs.
Cotton waste.....	11,598,454 "	5,947,634 "
Cotton wool.....	45,325,832 "	33,479,358 "
Jute cloth.....	8,538,508 yds.	10,235,185 yds.
Jute yarn.....	402,868 lbs.	621,922 lbs.
Crude rubber.....	926,171 "	1,716,923 "

It will be seen that the cotton mills imported less raw material and the woolen, jute and hemp mills more raw material last year than before.

There is a table of the wines, fruits, etc., entered at less rates of duty under the French Treaty which was in force for eight months and a half during the fiscal year 1896. The value of the goods affected by this treaty was only \$284,414, comparatively a small sum, though, of course, the whole year's operations are not given.

One of the demands made by our dry goods importers to the Tariff Commission dealt with the question of small ports of entry. In the list of ports we find the following, where the total Customs duties paid seem small, considering the cost of maintaining a staff: In Ontario, Bowmanville, \$5,895; Morrisburg, \$5,188; Trenton, \$6,718; Whitby, \$5,294. In Quebec the smallest ports are: Gaspé, \$2,909; Perce, \$752; Rimouski, \$2,905; St. Armand, \$3,576, and Sutton, \$4,553. In Nova Scotia, Port Hood, \$360; Margaretsville, \$298; Barrington, \$519, are small ports. In New Brunswick the port collecting the smallest revenue is Bathurst, \$2,824.

## THE ADVANTAGES OF THE CASH SYSTEM.

H. A. Miller in *The Dry Goods Economist*.

A RETAILER'S EXPERIENCE FOR THE BENEFIT OF HIS BRETHREN.

THE writer has been in the retail merchandise business for a long time and has been reasonably successful, viewed from the standpoint of a country merchant. He has sold goods for cash and on credit; bought goods for spot cash and on credit with long datings, and has discounted his bills, and let them run till due. And this is his platform for doing business, founded on his own experience and observation of other merchants, both successful and failures: Buy and sell goods for cash, and cash only.

The only surely successful way to do business is to do it for cash, and when we say cash we mean it "gwine an' a comin'." Dating ahead is only an aggravation of the credit evil. The average merchant in the country only begins to prepare to pay a bill about the time it is ready to fall due. The fact that he gets any time at all in which to pay his bills makes him more careless in his buying than he would be if he had to pay cash, and dating ahead makes him still more careless.

## WHAT A CASH BASIS MIGHT DO.

If a merchant could get no dating he would be more careful not to overbuy—and overbuying is the worst trait (except selling goods on credit) a merchant can have. If he could get no time at all he would still be better off, for he would be sure to buy no more than he could pay for, and he would be obliged to sell out the principal part of his purchase before making another. That would keep his stock clean. It would also keep a lot of irresponsible price-cutting fools out of the business. It would reduce failures and assignments, with consequent assignee and trustee sales at 25 to 50c. on the dollar.

## THE EVILS OF OVERBUYING.

We believe that many a merchant has been broken up for no other reason than the long time given him in which to pay his bills. Why so? Because of the long credit he has bought many more goods than he had any legitimate outlet for.

He had rosy expectations in the spring. Crops were going to be great the next fall "I can sell lots of clothing, shoes, dry goods, etc., and I can get my clothing bills dated next June, and the other bills dated pretty long off, too. After that it will be a long time before the bills fall due in case I am not able to discount them. And surely by that time I will have all the goods sold, have the money for them and a big profit besides. It don't take much capital to do business that way."

At any rate that is what the smooth-tongued salesman says, and that is the way it looks to me this spring. But does it pan out that way? Not much. By fall crops have not been so good as we expected they were going to be (they never are), and my trade has not been so good as it ought to have been, either; and as I did not seem to be selling them for cash as fast as I thought I should, I have been a little more liberal in crediting.

## UNPLEASANT REALIZATION.

In fact, feeling secure in my future on account of the long dating, I was a little careless in my buying, and when my bills came in they were larger than I had meant to have them. So, with crops poor and sales poor and collections poor, too, in the fall, I find I can hardly pay my bills when due. I do pay them, as a rule, after due; paying one a little late by standing off for a few days some other bills, I get just a little behind with everybody.

I have plenty of goods, but they are now out of season. So I buy next season again with long datings and repeat my experience the next season. Three or four repetitions of this give me a store

full of old goods, a ledger full of bad accounts and a lot of overdue bills. Then follows the usual assignment or trust-deed sale at 25c. on the dollar, etc.

## SUCCESS IS AN EXCEPTION.

I really believe it would be a good thing if no open account over 30 days old could be collected, making it absolutely necessary for the merchant to both buy and sell for cash. There are doubtless level-headed, clear-brained merchants of limited capital to whom dating ahead is a great help. By reason of their limited credits they have not grown careless, but have made it a stepping-stone to riches. But they are exceptions, and I firmly believe that to the great majority of merchants any credit longer than ten days, and especially long datings, is a nuisance and a pitfall.

## HERMANN H. WOLFF &amp; CO.'S ANNOUNCEMENT.

THE trade at large will be interested to know some of the details in connection with the changes made for the coming season by Hermann H. Wolff & Co. and the personnel of the large increase to their staff, referred to in last month's issue.

British Columbia will be in the hands of Geo. A. Campbell, a gentleman most highly respected and well known in this section of the Dominion for many years.

J. J. Thorley, lately representing McMaster & Co., of Toronto, will have charge of the whole of Manitoba, where he has hosts of friends, and is esteemed by all who know him.

Another appointment is that of Mr. Shaver, also lately with McMaster & Co., and considered by the trade as a bright and intelligent man, who will take Toronto and west, north and south of that city.

The ground between Montreal and Toronto will be covered by G. W. Elliott, lately with Greene, Sons & Co., whilst Quebec, the Eastern Townships and the Lower Provinces will be in the hands of G. R. Joseph, both well and favorably known in the trade.

Mr. Maass, of New York, who has had many years experience in American advanced methods of business, and whose firm controlled some of the best accounts in the United States, has accepted the management of the department in Montreal, and attached to this staff there is another New York gentleman, Ludwig Jacobi, also well acquainted with the best methods in vogue in the States, and with a thorough knowledge of both imported and domestic underwear. These are the changes, so far, in one department only, that of underwear, and as other contemplated changes come into actual operation, our reporter has been promised information.

For the introduction and sale of the Feder Brush Skirt Protector Chas. J. Davis has been specially engaged, and as an evidence of how a good article, well brought to the notice of the trade, is received, since last issue of *THE REVIEW* a large number of orders and enquiries have come in by mail from all parts of the Dominion for this article.

## CHIFFON BOOMING ABROAD.

A dress goods importer reports from advices received abroad that all Europe has gone chiffon crazy. Looms for weaving these gauzy fabrics are engaged ahead for some time to come, and the scarcity of skilled workmen who are able to operate looms turning out these delicate fabrics has, to a great extent, interfered with deliveries.

## WHAT CANADA OUGHT NOW TO DO.

SOME PRACTICAL SUGGESTIONS FROM A BUSINESS MAN AS TO PUSHING TRADE AND GETTING SETTLERS ABROAD.

"THE present is a great opportunity for Canada," said Mr. J. D. Allan, of A. A. Allan & Co., to THE REVIEW last week. Mr. Allan returned a day or two ago from Europe, which he visits every year. As a thorough-going Canadian, one who keeps a keen eye on what is going on abroad and is quick to observe openings for the national advantage, Mr. Allan has no superior among those who travel across the ocean regularly from these shores on commercial missions. It is his duty to visit several foreign countries on the Continent, and he speaks the languages of the countries he visits.

"Remember," he continued, "anything I say here is not from any narrow, prejudiced standpoint, but entirely as a native Canadian, proud of this country, all my interests bound up with it, and anxious to draw attention frankly to what may be of benefit to the Dominion. We may as well realize, at the start, that as a nation we are not known abroad. As a people, no doubt, we feel confident of this country's future, but we shall have to interest and convince others of it. Now, beginning with Great Britain, our Canadian office policy has been a mistake. Consider this entirely from the business point of view, and judge it exactly as we would a commercial undertaking here. Our officials in London should be thoroughly competent to represent us by being native Canadians, with a personal knowledge of the struggles as well as advantages of life in Canada and its conditions to-day. They should, for this purpose, be allowed to come to this country frequently, and it might be necessary to have one man posted on one part of Canada and another on some other part, and so on. It might cost more money, and extravagance is not to be commended, but just as in business we go in for expenditures risking the results to be obtained from the investment, so in getting at the bone and sinew of the British people—and that is the sort we want—it might be necessary to spend even an extra hundred thousand a year. But if expended in the right way, and we got the worth of the money, who would complain?"

"The present Commissioner, Sir Donald Smith, notwithstanding his advanced years which are doubtless a drawback, is the right type of man. The lectures on Canada, which he has arranged at the Imperial Institute, are steps in the right direction, and have done good. But we must get at the mass of the people. It seems to me that our Government might have depots, in charge of the proper kind of men, at centres where the population is congested, where samples of our products and practical information could be given direct to the people. We have to eliminate from their minds the misconceptions regarding our climate, which are too general amongst them. A careful note, too, should be made of complaints about Canada in the English press, and these should be promptly answered and explained.

"Then, take the case of the Canadian Pacific Railway. In one respect, it does not help us with investors, because while the existence of a transcontinental line is appreciated in England, their moneyed men cannot understand why, after all the money we have spent, we do not own the road. That policy does not commend us to them as investors.

"But besides advancing our interests in the Mother Country, we should advance them on the Continent as well. I visited all the countries with an emigrating population on the Continent, and it impressed me strongly with the conviction that we should utilize both our outlets for trade abroad and for obtaining settlers. Take two instances in point. From next May to October there will be a great industrial and commercial fair at Leipzig. This will bring many visitors from all over Germany. It is under the patronage

of the Emperor, and the expense of it is borne by Saxony and Thuringia, two great German kingdoms, with a population of exactly the kind from which we would profitably draw settlers. Another of these great summer fairs will be held this season at Amsterdam, Holland. At both these it would pay Canada to be represented by persons, of course, speaking German and exhibiting Canadian products and goods. Let practical men attend to this duty, and the cost, like any money judiciously spent in business, will be returned to us.

"Mr. Laurier's recent Montreal speech made a fine impression in England, coming from the leader of a party which has been misrepresented as not being loyal to the Empire. He will undoubtedly get a great reception in England. The Canadian who visits Britain constantly cannot fail to be impressed with the greatness of that country. Next to being a Canadian, and naturally I think this the finest country in the world, one is proud to be a citizen of the British Empire. No man who goes often to the Mother Country can reach any other conclusion than that in their high political principles, their standard of national morality, their public journals and their institutions, the British people stand at the very pinnacle of our present civilization."

Mr. Allan spoke warmly and vigorously, and expressed himself once again as sure that Canada had a great opportunity before her in enlisting trade and settlers abroad, and that the country's friends abroad were anxiously watching to see if she would take advantage of the chance in the right way.

## AD VALOREM DUTIES.

WE are quite well aware that the question of specific duties, as compared with ad valorem duties, is now a party matter, in one sense, since the Government must decide it in framing their new tariff. Consequently THE REVIEW—in pursuance of its desire to steer clear of politics and devote itself to business—does not want to go into the merits of either system, except to record the opinions of authorities.

In our last issue we gave pretty fully the views of Canadian importers who opposed specific duties. To present the other side, we now give a summary of the statements made against ad valorem duties before the Washington Tariff Committee by Mr. Kenneth Barnhart, of Messrs. Waistall, Field & Co. The witness gave the results of four years' practical experience with ad valorem duties, and their manner of administration by New York Customs officials, proving that honest merchants could not carry on trade in competition with dishonest ones under the present regime. He described the practice resorted to by some manufacturers of Europe consigning goods from their factories to agencies in New York at adjusted prices, which made it possible to purchase similar goods at the latter city at the same prices, and often at lower, than they could be purchased at in the factories in Europe, duty included. There were various ways of evading the law and the decisions of the General Board of Appraisers; and as fast as laws were passed and decisions rendered the dishonest importers employed lawyers to teach them how they could avoid both the law and the penitentiary. Mr. Barnhart said that honest importers did not care so much what the duty was, but they wanted it specific, so much a yard, or so much a pound, and not percentage of an alleged, and often fictitious, valuation, which might be fixed at will by the importer.

The advocates of ad valorem duties in this country are honest importers. They intend to do right themselves and hope to be protected by the public officials from wrong-going in others. We trust their expectations will not be disappointed. But remember that an appraiser can only do his best, and sometimes his best is not equal to that of a rascal.

## THE FIGHT IN ILLINOIS AGAINST DEPARTMENT STORES.

A BILL THAT MAY NOT PASS, AND WILL BE FOUGHT IN THE COURTS BY BIG ESTABLISHMENTS.

IN Illinois the fight against the department stores has assumed the shape of a bill in the Legislature. Mr. Salomon, who introduced a measure somewhat on the same lines in the Illinois Senate a few years ago, attended a meeting of business men in Chicago to promote the movement.

In his address Mr. Salomon said in his opinion department stores depressed business. The new bill now before the State Assembly was aimed at big concerns by insisting on a separate store for each class of trade. A man could not carry on a butcher shop, an art store and a photographic gallery under one roof. No law, he said, could be passed to prevent the advertising of articles for sale below cost.

Another speaker, Mr. Meyer, said that in Germany, if a man advertised a "fire sale" when there had been no fire, or if he announced in the press that he had 1,500 overcoats worth \$10 for sale at \$3 each, he could be sent to jail. But this was not prevented in the States. Twenty years ago there were twenty wholesale dry goods houses in Chicago; now there were three.

The bill divides articles for sale into 75 different classes. These classes are grouped together so that a store may carry a certain number of lines. For instance, a dry goods store would include the following lines:

### DRY GOODS.

Classes 1 to 8: Fabric in pieces and manufactures of silk, ramie and other vegetable fibre. Cotton, linen, wool woven and felted, and mixtures of wool and fabrics of hair, alpaca, rubber, etc. Ready-made dresses, gowns for ladies and children, habits and costumes. Knit goods, hosiery and corsets. Gloves, woven of leather and skins. Laces, embroideries, notions, trimmings, artificial flowers, fans, hand or needle work, etc. Parasols and umbrellas. Rubber goods, caoutchouc, gutta percha, celluloid, and zylonite clothing, mackintoshes, capes, coats, etc.

### CLOTHIERS & FURNISHERS.

Classes 9 to 16: Men's and boys' ready-made clothing. Shirts, collars, cuffs, cravats, suspenders, braces, etc. Gloves and mittens. Draper and tailor and trimmings for tailors. Hats and caps and felt goods. Furs and fur clothing. Traveling equipments, valises, trunks, toilet cases, fancy leather work. Umbrellas and canes.

### SHOE STORES.

Shoe stores would take in class 17: boots and shoes and shoe findings.

### JEWELERS.

Classes 18 to 20: Watches, clocks, spectacles, eye glasses, opera glasses; jewelery and ornaments; gold and silver mounted umbrellas, canes, pens, pencils and pocketbooks. Gold and silver and bronze ornaments, statuary, diamonds, precious stones.

### GROCERIES.

Classes 21 to 30: Cereals, flour, bread, biscuits, starches, baking powders, etc. Sugar, syrups, confectionery. Vegetables, potatoes, tubers, and other root crops and culinary vegetables; fruits and nuts. Preserved meats and food preparations. Preserved fish and preparations. Dairy products, milk, butter, cheese and eggs. Aromatics and condiments, coffee, chocolate, tea, spices, flavoring extracts, essences. Fats, oils, laundry soaps, candles, kerosene, vinegar. Preserved fruits and vegetables, jams, jellies, etc. Detergents and apparatus, alkalies, brushes, sponges, brooms, etc.

### BUTCHERS.

Classes 31 to 34: Meats, fresh, smoked, preserved, and preparations of meats. Fish, live and preserved; shell fish, dried,

smoked, cured, salted, tinned, etc. Farm products and garden vegetables. Poultry and game.

### LIQUORS AND TOBACCO.

Liquor merchants would carry classes 35 and 36: Whiskies, brandies, wines, liquors, cordials, malt liquors and alcoholic liquids. Mineral waters, aerated waters, and non-alcoholic beverages generally and cigars.

Tobacco stores would be limited to all manufactures of smokers' articles.

### FLOWERS AND BIRDS.

Classes 38 and 39: Floriculture, arboriculture and seeds. Live animals, domestic, monkeys, parrots, canary and other birds.

### FURNITURE STORES.

Classes 40 to 44 are: Furniture of interiors, tables, chairs, beds, suits, refrigerators, etc. Upholstery, tapestries, curtains, portieres. Artistic decorations, artistic furnishings, mirrors. Art work, china, metal, wood. Mats and matings, floor oilcloths, carpets and rugs, baby carriages and manufactures of rattan.

### OTHER CLASSIFICATIONS.

The classes from 45 to 75 continue the same system of dividing up the various lines and grouping them together. A hardware dealer, for instance, would carry three different classes pretty much on the present basis: The plumber, the coal dealer, the wagon dealer, the bicycle agent, the harnessman, the rattan manufacturer and dealer in baby buggies, and the sewing machine agent, each have a class to themselves. So has the man who sells footballs, boxing gloves and other athletic goods. The druggist may sell all the articles usually carried and may also continue in the stamp-selling business. The same dealer who supplies hats and other millinery may also deal in false hair and toilet articles.

### AGAINST THE PRESENT BIG STORES.

The section which strikes at department stores says: "Upon and after the taking effect of this Act no store building or buildings or premises situated in cities of 100,000 population shall be used or occupied by any person, firm or corporation, or under a unit of management or superintendency, for the sale of goods, wares and merchandise at wholesale or retail where other goods, wares and merchandise are kept for sale and sold than is comprised in any one class of Sec. 1 of this Act, or in the classes designated in any group mentioned in Sec. 2 of this Act."

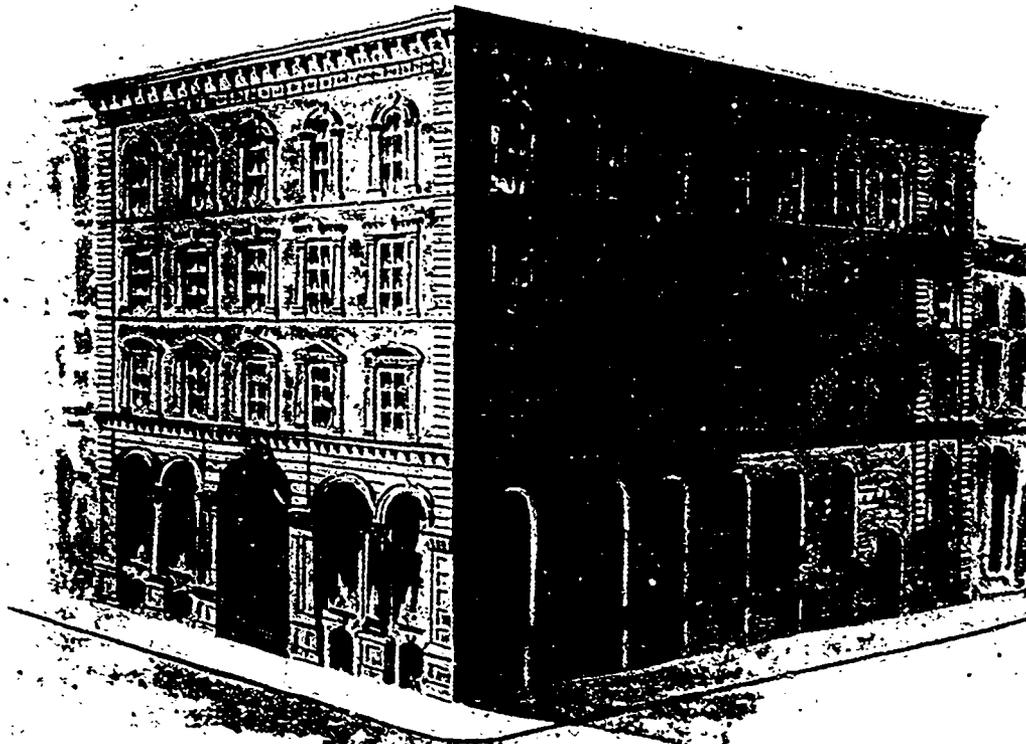
Another section provides that the city authorities may issue licenses for department stores, license to be no less than \$500 per annum. Any one breaking the law may be fined or imprisoned. The bill only applies to cities with 100,000 or more of a population.

### CLEAN SWEET PILLOWS.

How often does one upon entering a bedroom detect a heavy close odor as if the room had not been aired for several weeks. This is often caused by the bed-pillows, the feathers in which, if not properly deodorized before being made up, are bound to give forth the smell mentioned. It is caused by the oil contained in the quills and also in many cases by decayed carrion left on the quills when plucking the feathers. This is not only unpleasant, but it is injurious to the sleeper to inhale it during the night. The goods manufactured by the Toronto Feather & Down Co. are free from any such trouble and every pair sold are guaranteed so, or are returnable.

# REMOVAL!

AFTER APRIL 1st WE SHALL OCCUPY THIS  
WAREHOUSE



23 ST. HELEN, Cor. of Recollet St.

**MONTREAL.**

# BROPHY, CAINS & CO.

Foreign and Domestic Dry Goods. 

### THE POPLIN INDUSTRY OF DUBLIN.

**P**OPLIN is a fabric which, although it is not always favored by fashion, invariably excites the admiration of women by reason of its unassuming beauty. It is woven of the finest kinds of Cape wool and the best of China silk, and costs, if genuine Dublin poplin, invariably from 6½ to 8½s. per yard, for a cloth 24 inches wide, from which it will be seen that a poplin gown is generally more expensive than one of all silk. The reason of the high price is partly owing to the value of the fine material used in weaving, but partly also to the circumstance that poplins are mostly woven by hand. There is no doubt that if an enterprising manufacturer introduced a partly inferior article, but externally of the same attractive appearance, and one that could be bought by the multitude, he would dispose of it readily. Poplin will never become entirely unfashionable, as it always will meet with admirers among the wealthier classes, and, again, its high price will keep it from being utilized by the masses.

The poplin industry was originally introduced into England, among a number of others at present highly flourishing in the United Kingdom, by fugitive French Huguenots. In 1693 a number of silk weavers from Lyons settled in Dublin and introduced poplin weaving; the Irish Government did its utmost to encourage it, and in a few years afterward it had developed into a most flourishing industry. The Government placed at the disposition of the Royal Dublin Society, to whose care these weavers had been confided, large amounts of money, to be expended as it deemed best. But the society was not successful, and ceased to exist in 1840. The poplin industry, the principal centre of which is still in Dublin and vicinity, languished during the periods of the political troubles in that country, and retrogressed sadly. But after the partial pacification the industry commenced to flourish again more than ever, and attained to its highest development between 1860 and 1870. At the end of 1870, a perfect mania for emigrating to America and Australia seized on the poplin weavers, many of whom abandoned their looms to find fame and fortune elsewhere, in some other occupation. In 1884, barely 400 weavers had remained in the country. It is a remarkable circumstance that the weavers had at that time no valid reason for emigrating, as they were well paid for their work, and had constantly plenty to do. Instances came up where large orders had to be refused, as there was not a sufficient number of skilled operatives to be had for the complicated work. Since 1885, the Irish poplin industry has grown steadily, and the fabric is to-day about the most favored in vogue. The style of weaving is at present also used for fine qualities of furniture brocades, for which it is peculiarly well adapted to bring out the artistic patterns. These brocades are in demand and sell at high prices.

### LADY DOCTORS ON VEILS.

An English paper has been interviewing lady physicians and surgeons on the question of veils being injurious to health. They agree in saying no, though some of them oppose the wearing of veils on other than hygienic grounds. Miss Sharpe said: "I do not remember ever having heard of a case of illness that could be traced to wearing a veil. I am sure a veil will not hurt the eyes, unless one tries to read while wearing it. For ordinary looking about a veil offers no obstacle to the view, except, of course, when a black spot is directly in the line of vision. No," the lady replied to a further question, "I am not sure women would give up veils, even if they found them bad for the health, because gauze on the face so greatly enhances the appearance. And," she added, laughingly, "I wear a veil, not for the looks, but because it keeps the wind and dust from my face, and prevents my hair getting disarranged." Mrs. Keith does not think the veil is the cause of ill health to women, although it might well be by catching microbes in the part moistened by the breath, where dust always lodges. Mrs. Keith said: "Un-

less a woman reads when she is wearing a veil, I do not see how it could trouble her eyes enough to bring on headaches or other troubles. I do not need a veil, because, you see, my hair (which was severely parted) does not require it. But one is very much more comfortable, especially on a cold, windy day, with a veil." The views of the other lady doctors consulted as to the evils of veils made it clear that, so far as their professional opinion goes, fair woman may go on adding to the loveliness of her features by covering them up without any fear of unpleasant consequences.

### HOW WILL THE PLAGUE AFFECT JUTE?

This question is beginning to be seriously considered. Should the plague reach Calcutta, the effect would certainly be to curtail production in the jute mills there. Goods shipped from an infected port would also be out of favor. The first effect would, therefore, be to throw more of the orders into Dundee. The world has become one market-place; the wires unite the most distant producers, and in a day the whole current of business can be changed. In the event of this taking place, there is the further danger of the calamity spreading into the jute districts. This would at once stiffen jute in stock here. And further trouble might speedily arise from the famine; more rice and less jute might be planted. These considerations, together with the possible increase of the tariff in the States, all tend to make the larger manufacturers in Dundee extremely cautious sellers, more especially as the present prices of goods are so unremunerative. Such considerations may seem sordid, but on the Exchange nothing is left out of view, and Dundee business men are, accordingly, anxiously discussing the question. The possible benefits thus foreshadowed are, however, such as, out of regard for suffering humanity, they would prefer not to receive.—Manchester Textile Mercury.

### HAT BRIMS AND CROWNS.

There is a radical change from the autumn shapes. Variations on the flat brim are many, but they are brought about mostly by the use of different curls at the edges. There are hub curls, pencil curls, pressed curls, double curls, reversed curls and any old curl that can be devised or copied from the blocks used in seasons long past. On all these brims the binding will be narrow.

Stiff hats are not the only ones which will have brims of novel or revived shape. The soft hat manufacturers are vying with one another in the production of altered patterns. Herein they have a great advantage, it being possible to get a variety of effects with bindings that are not permissible on stiff hats.

In stiff hats brown is the predominant spring color; in soft hats the same color is used, although pearls with black bands have become staple.—New York Press.

### IMPORTANT BUSINESS CHANGE.

The large and long established Greene & Sons Co., Montreal, in retiring from business, has sold the stock in trade and good will to a new firm, to be known as Edgar, Swift & Co. Mr. John Edgar has been for thirty years connected with the business, and has been a shareholder and director of the company for twenty-five years. Mr. Swift is also an old employe. The Greene & Sons Co. has a history of sixty years of successful existence, which all who know the heads of the new firm will expect to see continued under their management.

### FANCY HOSIERY.

Fancy hosiery is making a strong bid for popularity, and some choice novel effects have been brought out this season by importers of French and German goods. Many importers have faith in fancy styles, but as yet they derive little encouragement from the limited demand coming along, as the demand is almost entirely confined to black goods, with a sprinkling of tans.—Boston Textile World.

**GENTS' FURNISHINGS AND HOSIERY**...Sales most satisfactory. We look for good repeat orders during March and April. Stock will be kept well assorted in best-selling lines.

**PRINTS**...Stock in splendid shape for sorting trade. We are showing an unusually attractive lot of Printed Dress Fabrics in Dresden effects, etc.

**LINENS**...Towels, Towellings and Tablings. See us for special values in these lines.

**LININGS**...All the best makes kept in stock. Canvas (French) 6, 7, 8, 9, 10, 11, 12 1/2, 13 1/2, 15 cents.

**LETTER ORDERS**

Will be appreciated and receive best and prompt attention.

**Knox, Morgan & Co., Hamilton, Ont.**

..Wholesale Dry Goods..

**IMPORTANT TO THE CLOTHING TRADE.**

THE — **“PIRLE”** Finish.

**EDWARD RIPLEY & SON**, after experimenting many years in Cloth Finishing, have finally succeeded in giving what has hitherto been deemed an impossibility, viz.: a high, bright, lustrous and brilliant finish, which is absolutely permanent, and will **not Spot**; this is undeniably one of the most important advances ever made in the Textile Trade.

- (1) This finish is absolutely permanent.
- (2) The finish is unalterable, and goods treated by this process will, not cockle under a damp cloth and hot iron, or the tailor's "goose."
- (3) Although a brilliancy of finish otherwise unattainable is given, it will not spot with rain, and is not affected by complete saturation in water.
- (4) By this process the goods are also practically unshrinkable, and do not require "sponging" as heretofore. This is a most important improvement in the treatment of goods, and offers many advantages in addition to the saving of the cost of "sponging."
- (5) The cloth is also rendered to a certain extent waterproof and rain-repellent.
- (6) This finish greatly improves the appearance and handle of the cloth.
  - (a) The Fabric is brighter.
  - (b) A silky handle is imparted to the goods, making them "kinder" and altogether richer.

Goods subjected to this process are greatly enhanced in value, and a "quality" is obtained which cannot be arrived at by any other method.

**EDWARD RIPLEY & SON**

Bowling Dye Works, BRADFORD, YORKSHIRE.

## WINDOW DRESSING.

## TRIMS IN SMALL STORES.

It is generally conceded that the severest test that can be applied to a window dresser is to have him trim up a small store. A merchant in a Kansas town writes about it to *The Dry Goods Economist*. We small fry, he says, are placed at a disadvantage when compared with our neighbors in the large cities. My advice is: Don't be too 'cute; don't advertise yourself as too brilliant. Get into the current of the stream, as somebody says; do not be content to drift. Thus you will get your share of all that is going. Keep the best side out, best foot to the front, your eyes wide open, your brains at work. It adds dignity, fairness and squareness and other good qualities to your work. It shows that you have not only confidence in yourself, but also the courage of your convictions.

## DISPLAYS TO PROPERLY ATTRACT.

You see people every day who have more time than money. There is a plan for trapping these people. Not as victims, but to catch them fairly and squarely, and make customers of them by attractive displays in the show windows, where by the aid of neat, plain price tickets you can make your argument frankly and with judgment, and without the persistence which marks the "sales grabber." The tenacity of a bull-dog or the staying powers of a trained athlete are not necessary qualifications for a salesman, although the peculiar policy of some houses seems to demand it.

I believe a really meritorious article, properly displayed, will draw more people into the store than the kind of salesman I have described. Of course, when the clerk of the weather is running things a little out of the ordinary, and with absolutely no regard for consequences, as he is at present, naturally enough the window dresser fails in proportion. In these times of adverse influences in order to draw trade it requires more than giant strength or brute force. There must be brains back of it. And I don't care for a better compliment when the snow is flying than to see a crowd of women about my windows, braving the storm, and then coming into the store and making purchases.

Woman's fondness for dry goods has been the subject of innumerable jokes and sarcasms, but I am glad it is part of her nature to love pretty things, for if she didn't some of us would be hunting for employment, and the triumphs of window dressing would be unknown to the world.

Let us keep up the good work, for I see a finger post on the trade highway marked "Window Dresser." And as such we can go on our way rejoicing, and make our appeal to the public through plate glass as heretofore. The chances are that a majority of us at least do not really know the full possibilities of the particular field we are working, and the best resolution that we can adopt this year is to find out "where we are at" in this respect.

Merchants are believing more and more in the "one-idea" window. If there are too many things in a window people will fail to be impressed to the buying point by any one thing. They may see dozens of things they would rather like to have, but they won't have one thing driven so strongly home to them that they will feel that they must buy it. Too many attractions will drive the possible customer away. He can't buy them all, so he gives up the idea of buying any of them. A window should be trimmed with a central idea, and the attention of the public should be focused upon one thing. No matter how much frills there may be in the window, everything should tend to draw attention to one article.

A unique method of attracting attention to dress goods and displaying them to advantage was observed in one of the large department stores in St. Louis, says *The Reporter*. The fabric in

one piece of material was placed in the basket used to transfer packages and change. It was raised up and fastened and the goods allowed to drop out and reach to the counter in voluminous folds. It certainly may be said that everyone who saw it stopped and looked at it, whether they made any purchase or not; and it is rather axiomatic to state that the shoppers' attention must be attracted if they are expected to buy.

## TRIMS ARE STANDING ADVERTISEMENTS.

There is a lesson in the store windows of New York that must come home to every observing man who has opportunities for taking note of them; pass them when you will, they are in full dress; every day in the month, twelve months in the year the store windows of this city tell an interesting, ever new, ever changing series of stories of new goods or new prices. The effort on the part of these stores to advertise their wares through the medium of their handsome show windows is incessant. It doesn't matter whether it is midsummer or midwinter, whether the times are dull or active, the weather good, bad or indifferent, trade trying or cheery, the window displays are a continual feast, a perpetual temptation to every passer-by.

Does it pay? That question has been settled long ago to the satisfaction of those concerned and evidently in favor of the present policy.

It doesn't matter where your store is located, whether in New York or at a country cross-roads, a proper trim in your windows will operate for good. There is no mitigating circumstance that admits of shabbiness or indifference in this particular. Windows should never be dressed simply to hide their nakedness, as is too often the case; a few ends of goods or commonplace materials that "will do" to fill up.

Your window should carry a seasonable or timely suggestion to possible customers always.

To this end it should be somebody's business to attend to it; not as a secondary duty, a sort of side affair to be looked to when he happens to think of it, but a regular care constantly on his mind, with full authority if he does not trim the window himself to direct those who do; to say what shall be put on exhibition and to pass upon the window display after it is done, and say whether it is well or indifferently done and whether it shall stand or be done over.—N. Y. Dry Goods Chronicle.

## POINTERS TO HEED.

Measure the value of a display by the amount of goods that it sells rather than by the passing glances that it gets.

Have you ever observed how the stage of a theatre is illuminated?—the same rules apply to a window.

Remember that the price card is only an accessory to the display; it should never be so large as to eclipse the goods shown.

Remember that women are peculiarly susceptible to mirrors. A mirror or two in a window is good when intelligently used.

Can a tall man walk under your awnings without denting his hat? Awnings are not meant for obstructions.

Sometimes it pays to experiment with fabrics and display features, before finally adopting them for a trim.

There is vast economy in good display fixtures. Perhaps you can induce your employer to think likewise.

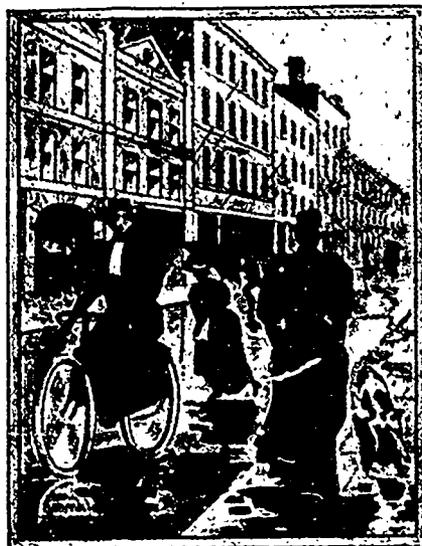
Frequent washing won't hurt plate glass.

You can train one of the boys in the store so that he can be of great assistance to you.

Where window is lighted from the top, and the shades draw from above, try the effect of pulling down the shade so as to cover up the source of light when the latter is turned on.—N. Y. Economist.

# The "WALKER-MILLERAIN"

Absolutely  
Rainproof  
Perfectly  
Porous  
Thoroughly  
Dustproof



Permanently  
Retain  
Their  
Waterproof  
Properties

## The "Walker-Millerain" Sealettes

(With Special Backs.) The ONLY Sealettes which permanently retain their Rainproof properties.

## The "Walker-Millerain" Astrachans

(A Novelty for the Cap Trade.)

## The "Walker-Millerain" Cycle, Golf and Habit Cloths

**WILL NOT SPOT  
 and EQUAL in  
 APPEARANCE  
 TO THE  
 REAL SKINS.**

**PURE WOOL**

### WHAT THE LEADING PAPERS SAY:

The "QUEEN" says:—"A perfect boon in this variable climate of ours."—July 4th, 1896.

The "LANCET" says:—"Have put the cloths to the severest practical test, and find them POSITIVELY IMPERVIOUS to rain and snow."—August 1st, 1896.

The "LADY'S PICTORIAL" says:—"No more colds or spoliation of our garments if you use the 'Walker-Millerain' cloths, THOROUGHLY UNSATURABLE by rain."—August 29th, 1896.

The "DRAPERS' RECORD" says:—"Will not absorb a drop of water, and rain runs off as water from a duck's back, leaving them PERFECTLY SPOTLESS AND DRY."—June 6th, 1896.

The "DRAPERY WORLD" says:—"RAIN AND DUST have no effect upon them whatever,—all the advantages of a 'macintosh without the warm and unpleasant effects of same.'"—May 30th, 1896.

The "WESTMINSTER BUDGET" says:—"The 'Walker-Millerain' cloths have no smell, are quite fast colors, and above all are perfectly RAINPROOF AND POROUS; you may bathe them in a bucket, or pour a torrent over them, and the effect and appearance is just the same."—April 24th, 1896.

MANUFACTURED BY THE OLDEST MAKERS IN THE TRADE. ESTABLISHED A CENTURY.  
 KEPT BY ALL LEADING WHOLESALE HOUSES.

All Goods are Stamped "WALKER-MILLERAIN"

## FASHIONS IN FRANCE.

In spite of the many efforts made by leading dressmakers to do away with tailor-made costumes, they will, nevertheless, be adopted for the spring, the skirts being particularly short, and touching the instep only slightly. The sleeves, writes Jeanne in *The Drapers' Record*, even from the shoulders, are to be quite tight-fitting. The corsage dolman with bolero will involve the continuation in the way of trimming of soutache, braid, galons, in all dimensions, application and even embroidery. Of course, I speak of the debut of the season. The boleros will be worn much longer. They will be carried to the waist, and will be tight-fitting in the back. As to the front, the combinations are various. Of course, they will be open to allow of the display of light-looking materials, as well as any amount of chiffon, which always gives a soft lady-like look to any costume, but more especially to a tailor-made one. Cloth will be the material chiefly adopted, plain or in mixed designs. The shades are those known as military—blue grenat and moss green—and will be worn well into the spring. Checks will also be seen, with plain jacket-corsage, the darkest shade in the check. For instance, a brown check would look well with a plain beige jacket, or a grey or blue check with a blue or black jacket. For morning wear or travelling nothing could be nicer or more practical than these costumes.

The following toilettes were worn in the new play at the *Comedie Française*. Robe de velours, "pastel, Princess form; corsage trimmed with satin; collar embroidered with jet and bordered with guipure, fastened on the side with enormous steel buttons; collet in chinchilla, trimmed with tufts of violets, and toque of chinchilla, trimmed with violets and grey feathers. Robe de bal in white tulle paillete silver; skirt trimmed round the bottom with white satin ribbon and ruches of tulle; corsage trimmed with sky blue velvet ribbons and tuft of flowers; ceinture bebe with long ends in sky-blue taffetas.

A kind of uniformity, extremely elegant, reigns in the visiting dresses. A skirt in handsome black satin or figured satin, or damasse, with thick moire and pekin, is generally worn. Scarcely any velvet skirts are now seen, but there are any amount of chemisettes in velvet, trimmed with satin, and covered with Pompadour flowers, with "flots" of white lace down the front.

A large etole in zibeline is lined with snowy-looking silk mouseline blanc creme. Muffs are enormous. Some of these in zibeline cost three thousand francs.

Hats continue to change in form and style. Here is a new model. It is a kind of toque Watteau, very much turned up at the back, made of several bouillonnes of velvet rose-geranium, with two thick aigrettes forming bouquet—one white, the other black. The gloves worn are white, silver-grey, or Danish yellow.

The very cold weather of late has brought forth many new collets and warm dresses. The following is a model for inclement weather: The dress is in chocolate-brown linsey cloth, and the skirt is trimmed with rows of braid to match all the way up, giving it a crinoline appearance. This braid is placed on wide at the bottom, and diminishes in size until it becomes quite a thread at the waist. The corsage-bolero is trimmed all over with the same braid, the design forming bolero, and the front buttons up to the neck. The collet in black caracul is trimmed with black satin ribbon, forming large bow at the back of the neck underneath the big collar. Over this bow is a handsome, long strass buckle. In the front, where the mantle fastens, are two handsome choux bows. A caracul hat is very pretty and stylish. A large shape, Amazon form, is generally chosen, and it is trimmed with a twist of cream silk muslin. The aigrette is of red roses or holly. The large rosette, of coral velvet, looks very pretty in the place of flowers.

## WHAT BECOMES OF OLD HATS?

CONSIDERING the good material hats are made of, it will be interesting to note what becomes of the million of hats that are annually, semi-annually, or even monthly, discarded by their owners in a condition which should allow their continued wearing for a considerable time to come.

The discarded hats of the rich man rarely fall into other hands than those of his valet, who either uses them himself or disposes of them, together with other pieces of his master's discarded wardrobe, to his friends or dealers in second-hand clothing. As these hats are usually in very good condition, they find a ready sale without the process of renovation which other hats coming from less distinguished sources have to undergo, and they share their fate only at the second change of owners.

The average professional and business man does not trouble himself about the disposal of discarded hats. They remain generally in some closet in the office or home until some applicant for the same appears. But there are many men of his class with an economical turn of mind, who do not disdain to enter into negotiation with the hat doctor. This individual, in many United States cities, makes a canvass of the down-town buildings where he contracts for the renovation of worn headpieces, guaranteeing to return them, for a certain consideration, "as good as new." He does not buy hats; he is only a sort of broker, as the actual work of rejuvenating a hat is done by some dyeing and repairing establishment, which makes a specialty of this business.

These establishments form the maelstrom toward which are drawn the discarded hats from all sources. Here the hat of the plutocrat mixes with that of the lawyer, the merchant and the dry goods clerk, undergoing the same process of cleaning or dyeing. All distinctions of rank disappear in the dyeing vat, where nutria, hare and shoddy are on an equal footing, all soaking in the new color which, together with a new binding, assures them a new lease of life.

The career of a hat is a short one, its average of life after leaving the factory and up to the time it gets into the hands of the hat doctor being not more than six months. The silk hat lasts somewhat longer, and its experience is generally a little more varied than that of the derby or soft hat. When a silk hat reaches the rejuvenating state it is a more pliable subject in the hands of the manipulators than any of its comrades.

## FASHIONABLE FABRICS IN GERMANY.

Those who set the styles for the fashionable centres of Germany have decreed against fancy weaves for spring promenade, but by this it must not be understood that simplicity and plainness is to be the rule. On the contrary, the added ornamentation will fully offset the plain single color of the goods and give to the garment richness and elegance. Checked goods have very perceptibly declined in favor, and only narrow stripes in two colors will be worn. The tendency is for elaborate trimmings, and skirts as well as the upper part of the costumes will be made with them. Panama weaves and loose, coarse weaves are chosen principally as cloths for the costumes.

For reception toilettes there is yet a demand for fancy materials. Favor is shown to brocades and wool damasks, and all soft embroidered or printed materials like mouseline or tulle. The last-named are used for bolero in combination with silver or gold threads. A few of the materials for reception toilettes are a rep and coral red, or Turkish blue silk tufts thrown on the surface, a canvas weave in mohair and silk, combinations of wool and silk in new patterns, and antique gobelin silk with designs in gold and silver threads, a striped silk of ivory or pearl grey and black.

# THE "AMERICAN QUEEN"

*Dimities*

*Grenadines and*

*Organdies*

are far and away the leading light dress fabrics of the season. They are the rulers in the realm of wash goods and the undisputed favorites of Fashion. About them linger a dainty and enchanting freshness, a pleasing and delightful originality. In them are found a brilliancy and durability of color, an irresistible distinctiveness found in no similar fabrics made either in this country or beyond the sea. Made of combed yarns—both warp and weft—they resist the wear and tear of washing and are as strong as they are beautiful. They are just the fabrics to give tone and popularity to the wash goods stock. Without them that department is like the play of "Hamlet" minus the melancholy Dane. Either in the wash dress goods or the linings which are made to match them, the "American Queen" goods are

First in Wear, First to Please, and  
First in the Hearts of our American Queens.

The "American Queen" brand is upon selvage or ticket of all genuine goods. Look for it and insist upon having it.

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## GILBERT MFG. Co.

380 and 382 Broadway

O. P. DORMAN, President

 NEW YORK

## NOVA SCOTIA LETTER.

HALIFAX, February 27, 1897.

**T**RADER in dry goods since the 1st of January to the present time has not been very good. The complaint is that merchants are not buying freely. There is no doubt that the uncertainty of tariff changes is having a good deal to do with this state of affairs. Collections are reported slow. Retail trade in the city has been fair, but close competition has had the result of causing too many "special sales."

The failure of A. C. Baillie, dry goods and millinery, Pictou, is announced. Mr. Baillie has been in business upwards of 30 years, and always bore a first-class reputation. His failure was not unlooked for by the Halifax and other merchants who supplied him with goods, but they had every confidence that when he was forced to go to the wall he would treat all alike.

The assignment shows preferences amounting to \$10,873.30, in which not one of them was included. The preferences are all Pictou people, and only one of them is in the dry goods business, viz., Thomas Glover, retail, who is preferred for \$1,078. Unsecured creditors are put down at \$9,501.83, making the total liabilities \$20,375.13. The stock on hand, as per stock book, is placed at \$24,379.36. The assignees state that much of the stock has been on hand for a number of years, and a considerable portion being fancy goods, trimmings and millinery, they think that 55 per cent. is a fair allowance for depreciation on the same, thus placing the assets at \$13,408.64. Book debts, shop furniture, etc., are placed at \$2,000, and there is some stock in local enterprises of small value, and the total amount of assets cannot be placed over \$13,000. This will about pay the preferred.

Another failure is that of Mrs. Hannah Graham, gents' furnishings and fancy dry goods. She was indebted to a number of wholesale houses. Murdoch's Nephews threatened proceedings, and she assigned to her son-in-law, Belcher, whom she preferred for \$1,500. The assignee began a "clearance sale," and goods were being literally given away. The Halifax creditors secured an injunction, and the Eastern Trust Co. was appointed receiver.

Adam Burns, head of the former wholesale dry goods house of Burns & Murray, this city, died in London, Eng., on the 21st, of Bright's disease. He was 72 years of age. Mr. Burns was a Scotchman by birth. He was worth about \$250,000. At the first of the year the firm was dissolved. Two former employes, Thomas Little and John Kline, bought out the stock on hand and are disposing of it at the old stand. They have entered into partnership, and will open a retail business in the new building on Barrington street erected by Gordon & Keith.

Margeson's block, Kentville, was destroyed by fire on the 22nd. F. W. Margeson, dry goods, and W. T. Grono, merchant tailor, were burned out. Margeson had \$6,000 on his stock, and Grono \$700.

The Oxford Woolen Mills Co. has purchased a large portion of the machinery of the Yarmouth Woolen Mills, which has been shipped to Oxford.

Archie R. McCollough, of Truro, has been taken into partnership by Geo. B. Layton & Co., dry goods, New Glasgow. Previous to his departure from Truro he was entertained at an oyster supper by some of his friends.

Fraser, Fraser & Co., Barrington street, this city, who opened up here about a year ago in the ready-made clothing and gents' furnishing line, have found business unprofitable, and are going out. They found there was no opening for them. Scovill & Page and Clayton & Sons, both heavy dealers, command the

trade of the city and suburbs, and the several attempts to share the trade with them have failed. Ready-made clothing and gents' furnishings can be bought as cheaply in Halifax as in any part of the Dominion.

## NOTES OF THE TRADE.

**W**R. BROCK & CO.'S large stock of laces and embroideries, in all kinds, widths and qualities, is very attractive this season. The new linen color is being shown in both laces and embroideries and is selling well. This color is going to be in demand and, we predict, will be scarce.

Caldecott, Burton & Spence pay great attention to ribbons which they are now showing in endless variety, color and width, and at prices that command attention.

Any of our friends requiring the best value, widest widths and newest designs in lace curtains, may refer to our January number, pages 70, 86 and 88, for information.

John Macdonald & Co. announce the arrival of their popular lines in Victoria lawns, nainsook muslins, India linens, etc. Their stock of embroideries seems to include all widths that any customer would require. To-day they are busy opening up a large shipment in laces of all kinds.

W. R. Brock & Co.'s assortment of parasols and sunshades was greatly admired by buyers visiting their warehouse during the opening week and many sales resulted. In good value, rapid selling lines of staple goods, and the latest novelties in fancies, Brock's stock is not to be excelled.

John Macdonald & Co. showed us their stock of black silks this week, and it is simply surprising to think that such a quantity of silks could be sold in Canada. They inform us that they do not show any fancy ribbons, only what they call staple lines. From the appearance of the display in widths, shades and textures there must be a considerable assortment in staple lines.

## READY RETORTS.

Solomon—Why do you advertise that your clothing "fits like a glove?"

Isaacs—Because I haf had it "on hand" so long, ain't id?

"Only think, Egbert, how much money you could save this year if you left off smoking. How would you like to see me always puffing cigarettes?"

"Just about as well, Euphemia, as you would like to see me going down town with a lot of dead birds pinned on my hat."

## UNDERWEAR.

Ladies' and misses' ribbed underwear is this season much in demand, and, as usual, W. R. Brock & Co.'s underwear department is in the front rank. They are showing some specially good value to retail at the popular testing prices of the day. Have you seen their P's? If not, send for a sample dozen. It is really wonderful value.

## FLOUNTINGS.

S. Greenshields, Son & Co. are showing beautiful patterns in 27 and 45-inch white Swiss cambric flouncings and 20-inch all-overs, including two very nice sets, with valenciennes lace insertion and edge, very suitable for summer dresses.

## A DRIVE IN SERGES.

Lonsdale, Reid & Co. are offering a special drive for spring in 6-4 blue and black serge coatings.

# Canadian Progressiveness and Old Country Genius Coexist

IN OUR

## LINING DEPARTMENT



The foundation of a good dress is its lining. Without good lining no dress can be well made.

When a dressmaker or her lady customer once gets acquainted with the linings manufactured by

**THE MONTREAL COTTON CO.**

The store that sells these linings is going to have her permanent patronage at the lining department.

**WE SELL GOOD DRESS GOODS**, as everybody knows,  
(**WE ALSO SELL THE BEST LININGS MADE IN CANADA**)

In all the leading qualities, from the lowest to the highest.

For anybody to say "AS GOOD AS CANADIAN LININGS" only emphasizes the fact that **THESE LININGS** are **STANDARD**

No one, not even a competitor, ever makes a comparison except with the best.

**LININGS ARE CLEAN STOCK.**

**LININGS PAY.**

If you handle our linings you are safe.

Sell them once and ever after they sell themselves.

Colors can be duplicated with exactness.

Quality always the same.

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**Brophy, Cains & Co., Montreal**

## PRACTICAL ADVERTISING HINTS.

A LEADING Boston merchant writes *The Boston Journal*: "I am a dyed-in-the-wool advertiser, but I believe in doing it in a decent, upright, godly manner through the newspapers and magazines, and not by painting dreadful signs on rocks, making nature's beauty hideous."

Once in a great while something cute and funny—something extra smart—pays in advertising, but where one of these smart ideas succeeds, a thousand will fail. There may be a few people who like to make a joke of business and who have time to straighten out mysteries. Probably the people to whom this cute advertising appeals are the ones who read and study the puzzle departments of various papers. I don't know who they are, because in the whole course of my existence I have never known anybody who paid any attention to puzzle departments.—Chas. Austin Bates.

"Have you noticed the handsome advertisement I had put up on yonder fence?" inquired a merchant of one of his customers recently. "No;" replied the latter, "but if you will send the fence to my house I will take pleasure in reading it. I read newspapers and have no time to run about and hunt up advertisements on street corners." And the merchant scratched the back of his head reflectively.—*Milwaukee Herald*.

The advertising man in Segalbaum's big dry goods store, Minneapolis, says: "I try to place before the readers the offerings for the day or days announced in the plainest, simplest and yet the most picturesque manner possible, exaggerating nothing, saying or promising nothing that cannot or will not be fulfilled. A strict adherence to the truth under all circumstances and rather surprising the customer by really giving better than is promised than giving him less than he expected from our advertisements. I think the best climax to any offering is the price. There is no salesman who can be compared with 'Mr. Price.' If we wrote the finest English and the most beautiful descriptions, from experience, the advertisement would not hit the mark without those most vital bits of information our customers are attracted by—prices. An advertisement without prices, no matter how pretty, to me is like sitting down at a daintily spread table with snow-white linen and the finest china, but minus the eatables. To a hungry person such a table fails to satisfy, and to a public hungry for information, talk without prices fails to convince. Of course, there are exceptions to all rules, and occasionally it is not amiss to lay particular stress upon some distinct feature of a business, isolated from prices. In this way, emphasis is all placed on the special characteristic which is the object in view, but, generally speaking, plain, honest talk, accompanied by magnetic prices, does the work as nothing else can.

"In a large store like ours, with so many different departments to advertise, the plainest way to advertise them is to divide the advertisement into a number of little departments, each with its own sub-heading and separated from the rest with strong enough rules to individualize each department and yet, at the same time, making one whole, compact, strong-looking story for the whole store. Make it easy for the reader to find what he is likely to want.

"The plainer, the simpler, the stronger an advertising story can be told the better. I want to put into every advertisement I write our whole heart, our whole enthusiasm, and just as full of honesty as I can—a cordial, complete invitation to come to our store."

Do not always think that desirable trade may be attracted and retained by advertising certain articles as being very cheap—that

cheapness is always a recommendation to the would-be customer. An article may be put forward as a leader and sold at a reduction in order to attract attention to the line of goods, but don't try to make people think they are getting something for nothing. Such a practice is not indulged in by first-class houses. Even if a cheap quality of goods are asked for they should not be recommended too highly by the salesman, for flimsy things, poorly made goods, will not wear, and if the clerk says they will, the statement is likely to prove a boomerang to him when the angry shopper finds threadbare places in the course of a few weeks. She will blame the clerk and not herself for having bought too cheap a quality.

## AGE OF THE READY-MADE.

A MARKED characteristic of the times is the increased demand for ready-made garments, says *The Chicago D. G. Reporter*. It is an age of the ready-to-use article. Large and profitable industries have been developed along this line within the last ten years. There is not to-day an article for personal or household necessity but can be obtained ready to use. Consequently the materials for making all such are brought into disastrous competition with the finished article.

Every description of wearing apparel for man, woman or child is on sale in the metropolitan dry goods shops. The growing importance of the departments in which these garments are sold and the profits which accrue from such indicate that the values offered in these lines are being appreciated by the buying public.

The spirit of the age is economy. The manufacture of garments in large lots makes it possible to offer them at prices only slightly in advance of the cost of materials. Not only is the ready-made garment economical, but it is invariably in better style than that turned out by the average seamstress or dressmaker.

A thorough knowledge of fashions and fabrics is essential to success in manufacturing all grades of wearing apparel. Garment designers, therefore, keep in closest touch with the leading ideas of the season, and the important changes are all recorded in the ready-mades.

Silk waists, shirt waists and separate skirts have made vast strides in public favor during the last few years, and have done much toward convincing women of the economy, convenience and utility of the ready-to-wear garment. Bicycle suits, dresses, undershirts and wrappers are hardly second in importance to the garments just mentioned.

The superior claims of ready-made muslin underwear are but another proof of the development along this line. At this season of the year muslin underwear sales are the big feature of retail dry goods trade, and the business done in this line shows a yearly increase which is truly astounding. With every year recording an increasing business for the manufacturer, jobber and retailer of articles of ready-made wear, the natural consequence of this growth is a corresponding decrease in the retail sales of the materials for making such. The sale of every ready-made dress, for instance, deprives the departments showing the materials for making and finishing such a dress of just that amount of patronage. The dress goods, the lining, the notion and the trimming departments all suffer. Yet no retailer can afford to stem the tide of popular favor. The ready-made garment is in demand, and if he does not offer it for sale some other merchant will. In which case the man who does not carry the ready-made article will suffer double loss with no chance to recoup. He must get in line and balance the shortage in business done on materials by entering into the newer and equally profitable department of the ready-to-wear garment. To refuse to acknowledge the importance of such lines and to fail to take advantage of the profitable business offered, is to shut the door to golden opportunity.



H. H. BURROWS, Manager.

For \_\_\_\_\_

**SPRING**

1897

IN  
Wool and Union

**CARPETS**

WOOL MATS  
any size or color.

ART SQUARES

RUG FRINGES

CHENILLE CURTAINS

CARPET BINDING

RUGS and MATS

any shade.

Samples sent to any address.

Travellers now on the road.

**ROYAL CARPET CO., - GUELPH, ONT.**

**BELGIAN**

SEWING COTTON.



"Cat"

Brand

Grand Prize: Paris and Antwerp

**BEST AND CHEAPEST**

Strong, Even and Elastic



Sole Agent for Canada:

**Jno. A. Robertson**

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

Board of Trade Building,

... MONTREAL



**Merchant and Shopper**

**ALWAYS WELL PLEASED**

Goods re-dyed in these works never shrink in the width. We have the right machinery. And for finishing goods, we have the latest and most complete machinery known to the dyer's art. There is no unevenness of color—nothing by which anyone could tell that the stuff was ever another color. Have you any goods that would be better sellers if of some other color?

Ninety-nine out of every one hundred dry goods stores have, and the longer the stuffs are kept the less they are worth. No use sacrificing the profits to run them out. Have them re-dyed and made saleable at a profit. We do the re-dyeing for the shrewdest and most conservative dry goods merchants in Canada.

What is your address? We want to send circular and price list, and tell you something of our methods.

PHONES:

3037  
3640  
2143  
1004  
5098

**R. PARKER & CO.**

Established  
1878

Works and  
Head Office:

787-791 Yonge Street, TORONTO

**DOLLS AND OTHER FANCY GOODS.**

THE display of dolls this season presents features of considerable attractiveness. The doll trade, like other lines, benefits from special values in good selling articles, and this season these facts seem to have been kept carefully in mind by Nerlich & Co., Toronto. At this house we saw the best line of kid dolls they have ever shown, with very special values in 25 and 50c. goods. The dolls with long hair, shutting eyes, and jointed limbs, are exceptionally good, and some with the jointed limbs to retail as low as 25c. are being brought in this season. The finer grades in this class of doll are really wonderful, and in spite of immense size are made very light so that a child can carry them. The hair is composed of fine wigs, and in this respect the making of dolls is reaching a high standard.

In dressed dolls there is an excellent line to choose from. There are special values to retail at 25c., 50c. and \$1, and Nerlich & Co. go on the plan of having pretty faces to please the children. This applies to all their dolls, and greatly enhances their selling value. A dressed doll to retail at \$1, with jointed limbs, strikes one looking over the display as a special attraction, and all of the dressed line are beautifully done. In paste dolls there are also some remarkable values, and the range includes everything from 5c. up. There are some with closing eyes.

A big feature about the range is that they are all new goods, as the firm, having sold out their supply last season, start with an entirely fresh stock. Purchases have been made abroad at close prices, so that even better values are shown this year than previously. A special buyer was sent over in order that both as to value and attractiveness everything shown in dolls this year might be up to date.

Nerlich & Co. carry an extensive range of fancy goods, including sporting goods, and their list may be had on application.

**TO A BEGINNER IN BUSINESS.**

A word to the young man preparing to open a store of his own: When you get ready to tell the public what you are going to do, tell the public what you are going to do. Use plenty of advertising space to tell your story well and thoroughly, but tell it simply. Don't whoop. Don't turn verbal flip-flaps. Don't make a jumping-jack of the English language. Don't tear your hair and froth at the mouth.

Just get down to business and tell people, in short, simple words, all about your new store and your new goods. Act like a solid business man, not like a fly-by-night fakir. The man who merely jumps up and down might as well stand still. "Soft and far goes far in a day."

Work up a good solid business by solid business methods. Coax, and wheedle, and suggest, and argue—don't try to yank trade in by the hair. As Bill Nye once sagely observed: "When you want to kiss a girl, don't grab for it. Take your time—it's there."

**THE COTTON OPERATIVES IN THE SOUTH.**

There has been an erroneous impression in the minds of many persons not familiar with the facts that the operatives in the cotton mills of the south are largely drawn from the colored population, while nothing could be further from the truth. The majority of these operatives is composed of the daughters of the southern farmers, whose homes are within the radius of the mills where they are employed. They are said to be highly industrious and intelligent above the average, apt in acquiring knowledge of the business and ambitious to become what are termed skilled operatives. They correspond very nearly to the class of mill hands with which Lowell and Lawrence were supplied when those great manufacturing centres were established more than half a century ago and who

came from the farms and villages of New England. These operatives, the most reliable and satisfactory the mills have ever had, were supplanted long ago by the industrious French-Canadians and others of foreign origin.

**WM. PARKS AND SON, LTD., TO THE TRADE.**

THE following letter to the trade will indicate the sturdy spirit shown by the St. John concern, and its determination to hold the approval of its customers this season:

ST. JOHN, N.B., March 1, 1897.

GENTLEMEN,—At the opening of another trade season we beg to thank you for your support during past years, especially during the last few months, when extra efforts have been made to prevent our carrying on our cotton business as an independent organization.

We have endeavored in the past to treat you honestly and fairly, and trust that you are satisfied with our efforts to do so.

We now beg to ask a continuance of your support during the season just opening, and we wish to assure you that we will try to deserve it by studying your interests in every way consistent with our duty to our shareholders.

We will in all cases deliver the lines of goods which you give orders for, and although owing to the peculiar competition which we have to meet, we cannot guarantee prices, we will not expect our customers to purchase in advance of their wants, and will endeavor to keep our prices sufficiently steady to prevent loss to those buying our goods.

Asking you for your continued support, we are, gentlemen,

Yours very truly,

WM. PARKS & SON, LTD.

**JOBGING IN PRINTS.**

A line of goods in W. R. Brock & Co.'s print department called fine Lancashire percales are worthy of special note, and should be seen by all intending buyers. They are 32 inches in width, and a heavy, strong cloth. The range of patterns is very large and includes the latest designs for the coming season, as well as such staples as black and white, indigo and white, and cardinal and white. The whole stock was bought at a price which enables W. R. Brock & Co. to job them very much below the regular figure, and control the market. So far they have met with a ready sale, which, if it continues, will soon exhaust the supply.

**CURTAINS RETAILING AT A QUARTER.**

Brophy, Cains & Co. would remind those who have not already placed their orders for curtains, that for the present season they are showing four complete new ranges, many of the patterns being among the handsomest ever brought to Canada. They have curtains to retail from 25c. to \$15 per pair.

**BUTTONS.**

"He was a tall, fat, long-bodied man, buttoned up to the throat in a tight green coat."—Dickens.

We are showing every color, size, shape and style of button, say Brophy, Cains & Co., that the follies of fashion or requirements of trade can desire.

**FEATURES IN WOOLENS.**

The Gault Bros. Co., Ltd., are showing Belwarp serges, Bisley and Queen's Prize serges, Landslide coating twill, Majestic venetians, Martin's vicuna cloths and Columbian costume cloths. New shipments are in of mixture twilled coating, 56 in., at 98c.

**BOOKLET FOR THE TRADE.**

The Galt Knitting Co. have issued a booklet relating to their goods. A retailer who wishes to have one can get one by dropping a card.

# SPRING, '97

Are you looking for Veilings or Laces? Anything of this kind may easily be supplied by a call at Dingman & Co., Toronto.

MILLINERS  
SHOULD SEE  
OUR GOODS  
BEFORE BUYING

Our selections in the above lines embrace everything in Novelties worth winking at.

We show in Hosiery, Gloves, Ladies' Underwear, a very large variety, containing many special lines **CONFINED TO OURSELVES.** We take pleasure in showing our goods to prospective buyers.

DINGMAN & CO. - - Toronto

## JAMES JOHNSTON & CO.

...Dry Goods Wholesale...

—⊕—  
DEPARTMENTS..

Dress Goods, Velveteens, Etc.  
Silk Ribbons and Trimmings.  
Hosiery, Gloves and Underwear.  
Smallwares, Notions, Etc.  
Gents' Haberdashery and Neckwear.  
Muslin and Flannelette Embroideries.

Muslins, Laces and Curtains.  
Umbrellas and Parasols.  
Prints and Cotton Dress Goods, Etc.  
Cottonades, Shirtings and Tickings.  
Linings, Towelings, Etc.  
Linen Napkins, Doylies and Tablings.

Our travellers are showing a range of samples that cannot be surpassed. Favor them with a look, it will cost you nothing.

JAMES JOHNSTON & CO., MONTREAL.

# Caldecott, Burton & Spence

DRESS GOODS CONVERTERS AND SPECIALISTS.

**WE HAVE OPENED UP** and shall show during March, a . . .

## LARGE COLLECTION OF RIBBONS

Specially got up in 10-yard ends—in the following qualities:

No. 275 and No. 1520. **COLORED AND BLACK FAILLES**, all widths.  
 No. 965 and No. 1260. **COLORED AND BLACK SATINS**, all widths.  
 Nos. 1840, 855, 895. **BLACK MOIRE**, all widths.  
 Nos. 520, 620, 820. **BLACK FAILLES**, all widths.  
 Nos. 1640, 1740. **BLACK SATINS**, all widths.

We are also showing a **Splendid Assortment of Choice Designs in Fancy, Printed, Brocade, Ombre, and Shot Silks.**  
 These goods are suitable for Blouses, Dresses and Trimmings, in every Fashionable Color.

The demand for our famous "**CONGO BLACK**" dye is increasing every day. In selling **Black Dress Goods** it is a potent argument in effecting sales to be able to say that the "**Congo Black**" will bear without damage **Lemon Juice, Muratic Acid, Sun, Wind, or Rain.** The public understand the value of a fact like this and so do progressive merchants.

Always pleased to see our friends.

Orders carefully filled.

## CALDECOTT, BURTON & SPENCE

46 and 48 Bay Street

Ribbon, Silk, and Velvet Importers

TORONTO

## We Want to Study Your Needs.

We have devised systems for handling the transactions between their clerks and customers and sold registers to 110,000 merchants in all parts of the civilized world.

It is probable we could be of assistance to you.

Send us your name, address, business, number of clerks employed, per cent. of business done on credit, and state whether you employ a cashier, and we will give the particular needs of your store careful study. It will cost you nothing to investigate. Address Department T, The National Cash Register Company, Dayton, Ohio, U. S. A.





GERMAN GOODS IN CANADA.

OF late years there has been a pretty steady increase of German manufactures used by the dry goods trade of this country. It is doubtful if our merchants have an exact idea of what this increase amounts to.

Our largest importers have had, of course, a general knowledge of the growth of imports in German hosiery, dress materials, silk velvets, etc., but exactly how much it totalled up has not been publicly gone into.

Canadian imports from Germany are not, it is true, tremendously heavy. Taking every class of goods, the total last year was under \$6,000,000. Still, that is not a figure to be altogether despised. We are not able to do a return trade in anything like the same proportion; in fact, Canada only sent exports to Germany last year to the value of \$750,000. On the other hand, the imports of German goods have steadily expanded during the last five years compared with the preceding five years.

1887 to 1891.....	\$17,875,665
1892 to 1896.....	25,976,453

While this increase is not wholly accounted for under dry goods, a good deal of it is. We have taken the trouble to look up the figures for the past years, and merchants who are interested in this subject will find some food for thought in the fact that in a comparatively short space of time the enterprise of German textile and other manufactures has had its reward in this market. Take the following figures for example, relating to three lines of goods:

IMPORTS OF GERMAN GOODS INTO CANADA.

	1896	1892	1886	1882
Cotton manufactures of all kinds.....	\$ 116,723	\$116,662	\$ 72,430	\$ 77,377
Silk manufactures of all kinds.....	107,769	104,992	29,333	39,425
Woolen goods of all kinds.....	862,937	513,723	231,763	195,651
Total.....	\$1,087,429	\$735,287	\$333,526	\$312,453

This shows a marked increase in German silks and woollens. It covers a period of fourteen years, and indicates, whether we like it or not—and our aim is more to present the facts than offer an opinion—that German goods are being brought in to a considerable extent as compared with past years. Some imports rise and fall, according to the fashion, as in the case of bead ornaments, which fell off for years, but are now reviving; or cotton hosiery which, owing to other competition, increases very little, if at all. German buttons also have found competitors made here and abroad. And so in other lines.

But, going more into details, it will be seen that in several lines of fancy goods, in silks in the piece, in woolen hosiery and underwear, etc., there is a pretty marked increase, as compared with ten and fifteen years ago. We have compiled the following figures to bear out this view.

GERMAN GOODS IMPORTED MORE LARGELY.

	1896	1892	1886	1882
Cottons, printed... \$ 7,447	\$ 22,896	\$ 10,610	\$ 1,660	\$ 1,880
Cotton clothing.. 18.35	40,793	24,093	5,048	287
Fancy boxes..... 10.354	12,545	18,997	950	487
Braids, laces, fringes, etc.... 84,115	115,462	77,070	32,942	39,258
Toys..... 71,791	79,626	76,151	21,036	25,440
Furs, partly dressed 187,207	218,518	235,908	143,749	70,630
Silk dress goods... 47,743	42,552	13,726	2,613	7,363
" clothing..... 17,183	10,742	8,264	3,593	495
Woolen underwear and hosiery... 111,714	63,769	40,680	43,946	83,628
Yarns..... 28,595	33,315	26,853	18,514	8,886
Woolens and worsteds... 258,139	221,259	113,766	61,934	33,834
Woolen ready-made garments 336,489	388,924	204,157	33,563	3,430

In some lines 1896 does not indicate an increase, because

imports all round were not heavy last year and fell below those of several previous years. The fact, however, remains that in woolen goods, especially in cloths and ready-made garments, both for men and women, trade developed from next to nothing in 1882 to quite respectable figures at present. In these latter lines, while we shall probably continue to look abroad for specialties, there is no reason why our mills and factories, that have lately branched out into making such excellent materials and garments, should not get some of this trade. Yet the factories making cloaks and mantles do not seem to attract the trade by talking about their products much. It may be good policy to send travelers out with samples and a look of mystery, never publicly proclaiming the merits of the goods, but it does not seem in accordance with modern notions of business.

A FEW WORDS TO PROTECTIONISTS.

THE REVIEW believes in plain speaking, and is sure that no one will feel offended by honest candor. At least, no one whose opinion is worth having.

We have always felt friendly to Canadian industries and wish them well. As a body the protected industries have a good deal on their side: their money is invested right here; they employ many people; these people are the customers of our merchants; turn them idle and our merchants will suffer; it is a good thing to have diversified employment, so that our population need not be dependent on one class of work; besides, many of our mills and factories are turning out splendid goods: woollens, tweeds, oilcloth, yarns, underwear, gloves, ready-made clothing, mantles, and so on. No nation need be ashamed of what Canada has done in these and other respects. If we could get other countries to go in for free trade, probably many mills would be glad to risk free, open competition with the world. But as the American market is closed against us, as Europe is likewise surrounded by high tariffs, and the English manufacturers built up their unrivalled reputation by long years of protection, the Canadian factories ask that in any revision of the tariff they be not unnecessarily sacrificed.

Now, this is a strong case. We admit it. We believe that the new Government, as seen in the public speeches of Mr. Laurier and Mr. Fielding, admit it.

But have the protectionists themselves been vigilant to see that no conduct of theirs lays their cause open to attack? There is the woolen industry, containing some mills which operate on a small scale, whose owners think on a small scale, who have reduced prices on a rising market, and have, in general, proved themselves to be qualified to work a small farm, or cut out logs in the north country.

There is the fact that many of the bigger concerns—not all—have omitted to cultivate the good opinion of the trade by advertising their business, by adopting a trade mark, or by any means which would develop a national pride in national industries. It may be more economical to the consumer for many of you to continue distributing through the jobber, but the jobber's duty is to sell the goods, not to stop and convince the merchant of your fine equipment, your excellent makes and your ability to meet the finest class of imported goods. Who is going to do it, if you don't?

Then, there is the further fact—for we may as well dispose of the

whole indictment at one sitting of the court—that some protected interests have exhibited protection in the most unfair and the most unfavorable light. Take the action of the cotton men in trying to squeeze the Parks concern out of the flannelette business. That was a most unfortunate move. THE REVIEW said at the time that the incident would be used against protection. It has been so used. We cannot find a single merchant, wholesale or retail, who has a good word for this transaction. It was talked of all over this country, and did, as we plainly stated at the time, incalculable injury to our manufacturing interests.

Now, turn over a new leaf in these respects and you will get a strong hold on the good opinion of this country. You will be able to call many friends to your aid outside the circle of manufacturers, and no Government will want or will dare to disturb your vested interests or turn foreign competition loose upon you at short notice.

#### THE CONDITIONS IN TORONTO.

A FIRST glance at the recent history of the dry goods trade in Toronto is apt to make one suppose that it shows a steady decline. In two years the wholesale firms of Samson, Kennedy & Co. and McMaster & Co. have gone out of existence. The circle of retailers has been narrowed by the disappearance of Scott and several smaller concerns. Now Murray buys out Walker. All these things coming in a short period of time cause people to talk. It requires very little to make people talk, and the gossip of the daily press adds to an increasing volume of conjecture and surmise.

In point of fact, changes of this kind go on in every large city and town as the years pass away, and trade adapts itself to new conditions. Toronto has, during the past five years, made a steady but not a rapid increase of population. The big stores rebuilt themselves bigger premises, and the city began to have dry goods establishments large enough to supply a population of half a million. What more natural than that there should be absorption and concentration? If large aggregations of capital are going into these mammoth concerns, it is clear that smaller capitalists will betake themselves to other ground. There is no mystery about these things. One condition follows from another.

A more important point is this. Does a city benefit by a process resembling the swallowing up of the magicians' rods by the rod of Aaron? And which of the remaining trio is Aaron? That is a matter for the city to consider. If Toronto, as a municipality, proposes to assist its stores in huddling together under one roof, we presume the municipal authorities are honest enough to tell the people who help on the huddling that the taxes formerly paid by the closed-up concerns must be paid by some one else. The daily papers deal gingerly with a subject which directly bears upon their revenue. They tell the public with great philosophy that the change is a natural tendency; in short that "whatever is, is right."

But where the trade of the whole country is affected is in the attempt of large stores to suck up patronage from Lake Ontario to the North Pole, and from Cape Breton to Vancouver. This brings them into conflict with the local merchant. They are invading his territory, and the sympathy of the locality should be with its own men.

#### AS TO ADVERTISING.

SOME space is devoted in each issue of THE REVIEW to the question of advertising by merchants as a means of increasing their business. This is a live subject. Advertising is past the experimental stage. The merchant must do it, because, for one thing, he has to meet the competition of the big city stores, and local customers will think he is behind the times unless he tells them constantly that he isn't.

But money can be wasted on advertising. If you are going to spend the money see that you are getting value for it. The ads. must read well, and if you have neither the time nor the taste for it, let the local newspaper man attend to it for you. He will be glad to have you change your ads. frequently, because it brightens up his paper. The results will depend on how it is done, and we cannot impress too strongly upon our merchant readers the fact that the non-advertiser to-day is an old fogey. If he has capital laid by, and has a contempt for new-fangled ideas, he might get along by living on the interest of his money and part of the capital. But in the end the business will dwindle away. That is certain.

All the best wholesale houses in Canada are advertising now in the proper mediums. They find it pays them. The old system has passed away, and houses desiring to keep up to date have fallen into line. It may be said that THE REVIEW, as far as wholesalers and manufacturers are concerned, has its own interest to serve in preaching up advertising. There is a measure of truth in this. We do not claim to be publishing a journal entirely for the good of our health. But believing that reader, advertiser and publisher can all profit by the existence of THE REVIEW, there is no reason why we should not speak out our mind on this as on other subjects.

#### THE DEATH OF MR. AUSTIN.

The recent demise of Mr. James Austin, president of the Dominion Bank, removed from active life in the financial world of Toronto a man whose industry, shrewdness and sound commercial sense were justly respected all over the country. Mr. Austin organized the Dominion Bank, and for years watched over its interests as it rose to be one of the wealthiest institutions and most successful financial undertakings in Canada. A commercial community benefits much from a man of this type, and the great institution which prudent sagacity and financial talent have brought to its present prosperity has long been a source of pride to the city of Toronto. Sir Frank Smith is the vice-president of the bank, and the other directors of it are. Messrs. W. D. Matthews, Wm. R. Brock, E. B. Osler, Edward Leadley and Wm. Ince. As THE REVIEW goes to press the directors are meeting to express formally the regret felt at Mr. Austin's death and to fill the presidency and the vacancy on the board.

The late Mr. Austin was also president of the Consumers' Gas Co. of Toronto, and the vacancy on the board of that company has been filled by the appointment of Mr. Thomas Long. This gentleman, through his connection with the extensive firm of T. Long & Bro., Collingwood, and other commercial enterprises, is well-known as a business man of ripe experience and integrity.

## THE MILLINERY SEASON.

THE Montreal wholesale milliners report that the exhibition of spring millinery was more successful than last year. More out-of-town buyers were present than last year and the sales were larger.

In shape, the hats shown this year tended more to high pointed crowns than formerly. The flowers are more natural and large quantities of foliage are used. Green is perhaps the predominating color.

In Toronto the houses are well satisfied with the openings. The McCall Co. report it the best for a number of years; the John D. Ivey Co. similarly, and S. F. McKinnon & Co. also. In conversation with the head milliner at the Messrs. Ivey, some features of the season were discussed. In the millinery show-room many new pattern hats are seen of good practical designs, showing many forms of the new knotted bow, so much admired in trimming, also various ways of employing the Batavia cloth, so popular in New York at present.

Among the pattern hats is an exceedingly handsome model, the "Jane Hading;" this is a large picture hat; the brim is outlined with lilies of the valley, over which is black brussels net, shirred in groups of tucks, and drawn bias ways over and under the brim. The crown is square, made of black satin straw, with four bunches of violets in bouquet mount placed on each corner, so emphasizing the squareness of the crown. It is trimmed with one black and one white Prince of Wales plume, with high fan of black chantilly lace and a cluster of unmounted roses under brim at back.

A particularly stylish turban is also shown, the brim composed entirely of pansies veiled with Nile green tulle, crown of heliotrope satin straw trimmed with a high knotted bow of ribbon of the same shade, with four pairs of white mercury wings tied in with it; pansies and foliage under the brim at back.

The demand for straw braids almost exceeds the supply, so much are they used in this season's millinery, while novelties in crowns and bandeaux, in bullion, steel, jet and iridescent laces, with sequin and metallic threads, give a richness to the otherwise ordinary millinery, and a little osprey gives a lightness and style not otherwise attainable.

The wide ribbons make the handsomest trimmings and are used in three shades, making a pretty blending of the same color. It is decidedly a flower season, and flowers are used in great profusion.

For early trade the small turban will prevail, and a little later, for more elegant costumes, the picture hat will be worn.

S. F. McKinnon & Co. in speaking of the opening trade, say that their most sanguine expectations were realized and that they had more buyers from a distance than usual, many being present from the Northwest Territories and British Columbia, also from the Lower Provinces, and in nearly every case bought good parcels and spoke hopefully of the business outlook for spring in their different provinces. This firm was also further encouraged by seeing their Ontario friends present in much larger force than on any previous opening occasion, and buying freely and liberally. In speaking of the selling merits of the different lines as experienced by this firm they say that flowers thus far have taken the lead in all articles of hat garniture for spring. Chiffons and fancy ribbons, which combine in such harmony with flowers, come next in selling strength. The former of these two will be used in great abundance and in all widths from 4 to 48 inch; mechlin nets, straw braids, tips, fancy jet ornaments and trimmings were also in good demand, and even the favorites with many buyers. In conclusion, S. F. McKinnon & Co. said that from general information gathered from the most intelligent and prosperous business men in the Dominion, they believe that a good season's trade will be done, and even now have

their resident European buyer looking after their interests in the leading centres of fashion, which means that from week to week they will have something new to bring before the trade.

S. F. McKinnon & Co. draw special attention to their trimmed hat department. They keep constantly on hand a stock ranging in price from \$1 up, made from the very latest styles and materials.

S. F. McKinnon & Co. are showing a fine range of fancy silks suitable for blouse waists. They will be pleased to send samples of these to the trade, on application being made for the same.

## ADVERTISING MILLINERY.

If I were a milliner I would advertise in the newspapers, by circulars, by invitations to "openings," and all the time in my show windows, that "No woman or child would be allowed to leave my place the purchaser of an unbecoming hat or bonnet."

I would say this one thing so often that my place of business would be known by it. I would not insist that my hats and bonnets were more stylish than might be found elsewhere—anybody can send to Paris and buy the latest fashions—but I would say that in my salesrooms were all the prevailing styles, and in my workroom was the talent to so modify the fashions as to make them becoming to the most exacting faces.

That is the secret of hat or bonnet—to bring out the best in the face of the wearer and hide the defects. In addition to impressing this one fact upon the bonnet-wearing public, I would say that practical hints would be given in regard to hair-dressing. I would study all faces and heads that came to me for headgear. This takes no time worth mentioning. One does it unconsciously.

A milliner must have an eye for proportion, and be something of an artist if she expects to succeed. She knows at a glance what will suit the average head and face; but there are so many heads and faces—not homely ones—that are either above or below the average. There are multitudes of women and little girls who are, if not handsome, really good-looking as long as their heads are uncovered, but who look common, and even dowdy, in the hats they usually wear. This proclaims a defect in their own taste, and a grievous oversight in their milliner. Many a woman adds a dozen years to her age by the bonnet she is accustomed to wear. What a revelation an artistic, well-advertised milliner might make to this woman, whose name is legion, and what a snug fortune of lucre and gratitude for herself!

Too many women, knowing how their millinery adds to their years and detracts from their good looks, yet have no idea of the means of remedy. They grow used to their appearance, and only consider it a misfortune that they cannot always go bareheaded. A milliner who puts a becoming hat upon the head of one of these unfortunates holds her with hooks of steel.

Style nowadays is not the arbitrary beast it used to be; at least, not in cities.

Many women who have taste and leisure design their own hats, bonnets and gowns. With this class the milliner need only show herself tractable and absorbent. These women select their materials to the ultimate pin and give ironclad orders for the compounding thereof. They know how the finished garment is going to look.

For the other class, to whom the making of a hat is a mystery, and the question of "becomingness" is the great and unsolvable riddle, a milliner may stand as a fairy godmother or as Circe.

So, if I were a milliner, I would especially consider the large class of women who, being without the knack of keeping their good looks and adding to them by their hats, yet would appreciate my own ability to save them from blundering.

Would I be successful in a business point of view? Certainly I would. I would not only accumulate money, I would gather about

# S. F. McKINNON & CO.

*THE opening gun for Spring '97 has sounded far and near. Our millinery opening, held last week, was in every respect a great success. We expected and made provision for a big trade, and certainly our hopes were fully realized. As the openings are looked upon as the beginning of the millinery season, we take this opportunity of advising the trade throughout the Dominion that we are fully alive to their interests and requirements, and from this time forward our resident European buyers will be in the foreign*



*field, ready and in a position to take advantage of the best cash markets. Also during the busy season our hat buyer will visit the American markets every week, and with his wide knowledge of the hat trade buyers can pin their faith to our straw stock, and whether near by or at a distance from this market we assure you of three things in connection with our business:—a large stock containing all the latest creations; prices that will meet any honest competition; and careful and prompt attention to all orders entrusted to us, whether through our representatives or by mail.*

*Will be pleased to see you, Mr. Buyer, as often as you can make it convenient to call.*

*Faithfully yours,*

# S. F. McKinnon & Co.

OFFICES:

61 Bay Street  
Toronto

35 Milk Street  
London, England

myself and my store an army of grateful friends who would safely trust me. I would accomplish this without more cost for advertising than the average milliner pays. It would require no more time, and, if my prices were not enormously high, would be accepted as very reasonable. Patrons would pay for their satisfaction, as well as their goods, gratefully.—Fame.

#### MEN'S FURNISHINGS.

THE bicycle and sporting season will soon be in full swing and W. R. Brock & Co. have looked well ahead. The selection of men's and boys' sweaters has been carefully made, their buyer giving special attention to points that must be looked well after in this line of goods to enable them to sell rapidly. In boys' they show a new line with large sailor collar, and both plain cardigan and block stitch, in men's and boys'.

Matthews, Towers & Co. are offering good value in hand-sewn suspenders. They report a good demand for them.

410, 411 and 430 are three numbers of men's and boys' balbriggan shirts and drawers, in sizes from 18 to 46 inch, that W. R. Brock & Co. claim cannot be excelled for value, make or finish—three very important points to an up-to-date merchant.

Wyld, Grasett & Darling are opening up some new ties, Dresden effects in medium and dark colors, the shapes being lombards, bows, graduated derbies and knots. These are correct styles. The tendency for bows and string ties seems growing. The demand for cotton neckwear is increasing, and some very attractive lines are shown.

Some features in furnishings reported by Wyld, Grasett & Darling this season are the better values in suspenders, and the

success of Canadian manufacturers in summer underwear, brown balbriggan and natural wool. Cotton half-hose, black and tan, meets with considerable sale; stainless dyes are imperative, and black, with colored silk embroideries, is fashionable.

H. J. Caulfeild & Co. report another shipment of their celebrated No. 750 cashmere hose, in black and tan, in full range.

W. R. Brock & Co. show a large stock of well-made, good-fitting and correct styles in pants, overalls, shirts, etc., etc. The value is as usual "right."

John Macdonald & Co. have in stock an extra special line in men's cashmere half-hose, and novelties in ladies' belts and belt buckles.

To retail at 50c., 75c. and \$1, W. R. Brock & Co. are showing some extra special value in umbrella coverings combined with exceedingly nobby and correct things in handles. Their assortment in better goods up to \$3, \$4, \$5 and \$6 each, is also attractive and up to-date.

H. J. Caulfeild & Co. have just received another lot of American braces, and are also advised of a large shipment of New York neckwear novelties in Dresden effects, lombards, derbies, bows and knots. The house has a standing order to send on novelties as they appear, and so far all the goods sent on in this way have been snapped up.

H. J. Caulfeild & Co. report a big success with their linen and crash suits. The demand has been from the Atlantic to the Pacific, and though the firm does not cover the Eastern Provinces, the largest houses there inquired for samples, and in all cases where samples were seen orders followed. Better evidence of style and value, the firm think, could not be given.

# Wholesale Millinery...

OUR  
SUCCESS  
WAS  
COMPLETE

OUR SPRING OPENING was a decided success.

**OUR MILLINERY.** The high standard of our TRIMMED GOODS was fully sustained.

**OUR STOCK** was complete in assortment. Up-to-date in styles. Prices right.

An essential combination to insure success to the purchaser.

NEW AND SOARCE GOODS ARRIVING DAILY.

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

# The Spring Gowns are Coming!

WITH WHAT SHALL THEY BE BOUND?



Patented in Canada Sept. 21st, 1896. No. 53538.

With the most stylish and practical, most durable, longest wearing, and the most certain dust and dirt defier now on the market—

## FEDER'S BRUSH SKIRT PROTECTOR

The most popular, most fashionable Dress Edge now in use. The world's most celebrated dressmakers use and recommend it. The most stylishly and fashionably costumed people wear it. Can you say, "Yes, we have it?"

✦ Sole Manufacturers and Selling Agents for the Dominion. ✦

HERMANN H. WOLFF & CO.

MONTREAL.

## DRESS GOODS.

JOHN MACDONALD & CO. have still in stock a few pieces of those henrietta finish prints for which there has been such demand, and a few dark crepon prints. Also two beautiful ranges in metallic and one in amana society prints.

The value of an absolutely fast dye that cannot be stained by either fruit juices, weather or acids is greatly appreciated by the buying public, and Caldecott, Burton & Spence have introduced a special dye called the "Congo Black," which is rapidly bringing their black dress goods to the front.

In black goods Wyld, Grasett & Darling are showing some very handsome canvas grenadines, plain and brocaded. These, worn with colored lining, give a two-tone effect and are light and attractive. They retail at 75c., \$1 and \$1.25.

S. Greenshields, Son & Co. have a full range of Priestley's dress goods in stock, and the demand for this popular maker's goods has been very great.

Lonsdale, Reid & Co. have placed in stock many novelties suitable for the present season. The fashionable fabrics comprise fancy silk shots, cycle suitings, silk warps, Krinsylla silks, velour cashmeres, etc.

Fancy dress goods are a feature with W. R. Brock & Co. this season. They lay special stress on their ranges of small checks, tweeds, curls, brocades, habit cloths, glaces, silk mixtures, lace effects, repps, black and white, all of which are having a ready sale. They boast of the most extensive range and best value of fancy blacks in the trade.

To get a profit, merchants need to control lines. Caldecott, Burton & Spence's great stock of dress goods enables this firm to offer certain lines to the exclusive control of the purchaser for his

town or city. Besides this, Caldecott, Burton & Spence show a great assortment of plain lines in serges, henriettas, lustres, sicilians, etc. Their dress department is a great centre of attraction to dress goods buyers.

P. Garneau, Fils & Cie., of Quebec, have stocked two lines of black cashmere (heavy weight), which will be found extra value—G 50 at 38c., and G 75 at 42½c.

Present demand for fancy dress goods, report Wyld, Grasett & Darling, shows itself in silk and wool Dresden effects, Persians, and fancy tweed mixtures. Canvas cloths and shot covert suitings are decidedly stylish. A line of the latter to retail at 95c. is worth special mention.

## NOTES OF THE TRADE.

A new line of belt ribbon, gilt effects, has just been received by Wyld, Grasett & Darling.

Wyld, Grasett & Darling are showing 18-in. veilings in all the latest meshes, black, brown, navy and cream.

S. Greenshields, Son & Co. have made arrangements to deliver for the Easter holiday trade a large line of ladies' fancy handkerchiefs, fine laces, new veilings, chiffons, ruchings and ribbons.

Wyld, Grasett & Darling are showing a special line of heavy seamless cotton hosiery for women, to retail at 10c. Also Hermsdorf makes to retail from 12½ to 25c. The latter line is extra special with double soles, high heels, etc.

P. Garneau, Fils & Cie., of Quebec, report a good season's trade in 27-in. tweeds. In some lines they are so far sold ahead that they must ask their customers to kindly excuse delay in shipping orders, the output of the mills not being sufficient to keep up with the demand.



## A VERY COSY CORNER...

for the patient  
but not for the convalescent.

COSY CORNERS ARE VERY FASHION-  
ABLE JUST NOW.

We are making all the  
New Styles in...

**Pillows** for  
this  
purpose.

House-cleaning season demands new BED PILLOWS. We make everything, from the cheapest to retail \$1.00 per pair up to the finest to retail \$5.00 to \$7.50 per pair. The leading merchants are now handling these goods..

...WRITE FOR SAMPLES..

**TORONTO FEATHER & DOWN CO.,**

BOULTER & STEWART,  
Sole Selling Agents.

30 WELLINGTON ST. EAST,  
TORONTO.

# NEW EFFECTS—

... IN



# Men's . . Neckwear

ARRIVING WEEKLY.

A Repeat Order of 500 doz. No. 652 Black Cashmere Half-Hose, just opened. **Price, \$2.25.**

**TOOKE BROS. - - MONTREAL**

## UNDERWEAR and HOSIERY for SPRING, 1897.

This Department has met with such decided approval from all parts of the country that we feel justified in claiming that we are showing the very best value now in the market.

Our line No. 8318 Natural Wool (shirts with French neck and ribbed skirt) to retail at \$2 per suit is specially worthy of notice.



### UMBRELLAS - - -

A fine assortment. Numbers 4138, 4141, 4223, 4209 are leaders.

### IN WHITE SHIRTS - - -

Our trade is increasing rapidly. Numbers 10, 12 and 13 are marked lines.

### COLORED SHIRTS - - -

Every style. Great variety of patterns. All prices. Bicycle, Tennis and Outing Caps. The latest styles and patterns.

### GERMAN SHIRTS - - -

- No. 1. Open Back, with Bands.
- No. 2. Open Front, with Bands.
- No. 3. Open Front, with Cuffs attached.
- No. 4. Open Back, with Cuffs attached.

All sizes from 14 to 18.

### ENGLISH COLLARS - - -

Burlington, turned points	-	1 1/4 in.
Royal Arthur " "	-	2 in.
Strand, " "	-	2 1/4 in.
Grosvenor, " "	-	2 1/2 in.
Gresham, " "	-	2 3/4 in.
Roll points, Waterloo,	-	2 1/2, 2 3/4, 2 1/2 in.



### CRAVAT DEPARTMENT - - -

- "Elysee" Graduated Derbys.
- "Eton" to tie in Bow.
- "Fashion" Bows.
- "Montrose" Knots.
- "Nominee" Puff Ties.

Washing Goods, all shapes in great variety. DESIGN, FINISH and STYLE faultless.

### HAND-SEWN BRAOS—New Ideas. - - -

- "Fine Leather Ends."
- "Cast-off Buckles."
- "Mohair Ends."

We are sole agents in Canada for this celebrated make.

### SUMMER VESTS - - -

A very fine assortment of styles and colorings for import orders.

- No. 4610. Double-breasted, white pique, Evening Dress Vests.
- No. 4656. Single-breasted, ditto.
- No. 4657. Single-breasted, ditto, with hand-sewn silk spots—a new thing.

**RUBBER COATS,  
GLOVES,  
BATHING GOODS,  
LINEN, COTTON and  
SILK HANDKERCHIEFS, Etc.**

# Matthews, Towers & Co.

73 St. Peter Street

**MONTREAL**

## FASHIONS IN LONDON.

London Drapers' Record.

THE trimmings and garnitures which dressmakers are using this season are very lovely. Even those made of gold sequins are by no means loud, as the gold is dulled, and the designs are very quaint and oriental in effect.

Jewelled belts will be much worn. I have seen one of these of dull sequins, outlined with jet, and made more beautiful by the introduction of emeralds and stones, which, by the way, are to be very fashionable. This belt was adorning a smart velvet coat, cut single-breasted, braided across the fronts, and having a high Medicis collar, also braided inside. Other lovely belts are made of two or three colored enamels, and jewelled with turquoises, brilliants, and other stones. The garnitures, both those for day and evening wear, are extremely beautiful. They have a double foundation, of white or black net, over one of gold bricotine, and upon the neck the design is worked in small or large pearls, tiny shells and beads, with the outline in silk and gold or silver tinsel. Jet is lavishly used in the creation of blue garnitures, which trim the day bodices, many of which are of quite a new shape—collars, revers, and hip pieces in one. On a blue and white brocade gown the garniture took the shape of a fine upward-pointed Zouave, made of net and bricotine, elaborately brodered with pearls, turquoise and shot beads.

For a bride's afternoon gown black moire velours fashioned the silk-lined skirt, the back of the bodice, also of this material, being folded at the seams, and finished with a narrow-folded waistband. The bolero fronts and revers of black glace silk lace were covered with a lovely pomegranate embroidery, picked out with turquoise-green and blue shot beads, and mounted on black net. A rainbow of turquoise-blue velvet gave a bright edging to the fronts and collar, and also to those bows which were assertive at the back of

the bodice and on each shoulder, these giving the necessary fulness to the fitting moire sleeves.

A full vest of cream embroidery on black lisse was a pretty addition, as was also the full frill of lace which finished the velvet-lined tabbed cuffs and collar.

Plaids and striped cloths will make our tailor gowns, though the majority will choose plain or twill face cloths and Venetians. Petunia cloth, I notice, is again used in creating a smart suit, the coat being double-breasted and fastened with six large filigree enamel and steel buttons. It has a separated cut, but joins the basque, which the stitching covers, with a narrow folded belt of light blue silk, fastening on the left side with small bow.

A second very stylish costume consists of a fawn Eton coat and skirt, trimmed from hem to neck, as are the sleeves, with crossway three-quarter inch folds of white cloth to simulate tucking, which is a great feature of the spring fashions.

Coats and skirts will be as popular as ever, and the West-end tailors are introducing silk on the former, and pretty galons to make them less severe and uncommon. The buttons, too, are very beautiful and artistic.

Lovely chine silks in Louis XVI. designs, moire satins, velours, and exquisite floral brocades are displayed for drawing-room gowns. A multiplicity of novelties in silk are the Iceland and scroll-patterned. Merv ground broches are distinctly attractive. So too are the pale emerald broches, with white scroll design, in the Marguerite pattern in colors on light and shot grounds.

Pin-spotted shot taffetas, printed bengalines with bold jacquard designs, fancy moire antiques in the newest of syndicate colors, and fancy bengalines and taffetas, the latter being decorated with large scroll design, are in evidence in this well-known firm's silk room. Of their black-ground damas, those with forget-me-not, Iceland moss and seaweed designs are striking. An exquisite pattern is an artistic intermingling of roses and cornflowers.

# SPRING OPENING

1897

We offer this month special drives and clearing lines in:

*Linens, Prints, Linings*  
*Dress Goods, Cashmeres, Ribbons*  
*Worsted Coatings, Itallans*  
*Victoria Lawns, Spot Muslins*  
*Silk Gloves, Laces, Handkerchiefs*  
*Cashmere Hosiery, many leaders*  
*Cotton Hosiery in rare values.*

This season we are better prepared than ever before to offer our customers rare novelties and up to-date wants.

**LONSDALE, REID & CO.**  
**MONTREAL**

*Travellers' and Letter Orders Solicited.*

# Perrin's Gloves



**PERRIN FRÈRES & CIE.**

7 Victoria Square, MONTREAL.

Manufacturers  
and...  
Importers of

**KID GLOVES**

of all Styles  
and...  
Qualities...

A complete stock always on hand.  
for samples.

Write

# SPRING NOVELTIES



No. 273



No. 284



No. 259



No. 279



No. 288



No. 283

The above Styles can be had in the largest and finest collection of Silks and Cambrics ever seen in Canada, comprising all the latest novelties in printing and weaving produced in the

ENGLISH, GERMAN AND  
AMERICAN MARKETS FROM

## E. & S. CURRIE,

Necktie  
Manufacturers

32 WELLINGTON ST. WEST

Toronto

## A BIG TORONTO PURCHASE.

THE W. A. MURRAY CO., LTD., BUY OUT THE "GOLDEN LION."

ON Tuesday, March 9, one of the oldest established dry goods firms in Toronto—R. Walker & Sons—ceased to exist. The Golden Lion on King street has had a reputation all over Canada for many years. It is now merged in the firm of W. A. Murray & Co., their old-time competitors in business next door west. A short time before the Murray Co.'s store had been damaged by fire, and in one week the stock was looked over, valued, marked down and insurances aggregating \$95,000 paid for the damage. About the same time the announcement that Walker & Sons intended to retire from business was made. The two events coming so close together brought about a purchase, and it is said that Murray & Co. paid about 65c. on the dollar for a stock valued at about \$185,000.

A big fire sale began on Monday, March 9, and the Murray Co. marked down all their stock, and will do the same with the Walker stock. With all this thrown on the market, and some of the McMaster stock, which F. X. Cousineau has been selling lately, it does not look as if retail dry goods trade in Toronto, outside of these operations, would boom very much the next few weeks.

The firm of R. Walker & Sons dates back to 1836. Prior to this Robert Walker was engaged in Lawson's tailor shop, situated in King street. Mr. Walker bought out his employer's business, and in conjunction with Peter Paterson erected a brick-fronted store to the east of the old shop. Dry goods were added to the tailoring business, and the firm became Walker & Hutchinson. In 1863 the premises were enlarged and the present building was erected. Then the firm became R. Walker & Sons.

When Robert Walker died, twelve years ago, his sons, Robert

Irving Walker and Frederick Walker, had an interest in the business. On the death of Robert I. Walker, two sons, Harton and Bert, became partners, their brother Joseph being employed by them. Mr. Harton Walker and Mr. Joseph Walker subsequently withdrew from the firm, leaving Fred and Bert as owners.

A few years ago the store was made a departmental one, the building being enlarged and refitted throughout. Competition, however, was too strong and the business was not successful.

Mr. Fred Walker, son of the founder; Mr. Herbert R. Walker, grandson, and Mr. R. J. Tackaberry, son-in-law, are the members of the firm of Walker & Sons, whose business was taken over by Murray & Co. The Walker estate will pay 100 cents on the dollar.

## MARCH PAYMENTS.

The 4th of March has passed without any greater strain than usual. It is very difficult to get an idea of the average amount of paper met, as the different houses give entirely different reports. One thing they nearly all agree on is that the average receipts are greater than last year. On the whole the payments are up to February, and also last year. In some cases it is found that they were much better than February, and also exceeded greatly the expectations.

Wyld, Grasett & Darling have a nice range of leather and tartan belts with harness buckles. They will retail from 15 to 50c. A large range of buckles is shown, including silver, oxidized, black and jewelled. These are in 1½, 2 and 2¾ in. sizes to suit belt ribbons. A favorite belt ribbon now is black, the bright buckles going well with it.

# Irving Umbrella Co.

LIMITED

MANUFACTURERS

## Parasols

## Sunshades

and . . . .

## Umbrellas

SUMMER NOVELTIES

can be seen at our factory.

20 FRONT STREET W., TORONTO

## Helping Business

Of the Retail Dry Goods Man.

Our success of the past season supplying merchants throughout Canada with dress lengths of medium and high-class dress goods was so gratifying that we have determined to follow the same method this season. The new goods are here and on exhibition in our wholesale department.

The advantages in buying dress goods in this way are many. There is no such a thing as old stock at end of season. For a small outlay you secure a variety in designs and materials that cannot easily come to you in any other way.

You secure full benefit of the large and carefully selected stock of this great store—goods in many cases exclusive to our own trade. They are selected with a thorough knowledge of what is most popular among the shoppers of Canada. Our buyers enter all the manufacturing centres of Europe, and everything is bought direct for cash, an assurance of manufacturers' closest prices always. Our prices for dress lengths will be found less per yard than regular wholesale rates for same qualities if purchasing full piece.

The plan gives you an assurance of a select and special dress goods trade that does not bring you into competition with everyone else in the business in your town. Write us for samples and prices, and when visiting the city make a point of calling on us.

THE . .

## ROBERT SIMPSON Co.

. . . LTD.

S. W. Cor. Yonge and Queen Streets

TORONTO

The Wholesale House that  
supplies you with . . .

## North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

### NOTHING DECEPTIVE

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

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

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

# CLAPPERTON'S THREADS

ARE STILL LEADING.

The wide-awake merchant keeps  
"Leaders." . . . . .

WM. CLAPPERTON & Co.

165 ST. JAMES STREET

MONTREAL

## 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

# FEATHER PILLOWS

GOOSE FEATHER PILLOWS  
in fancy German ticking, and art  
denims,  
4 grades,  
all guaranteed.

DUCK FEATHER PILLOWS  
in grey and colored tickings,  
2 grades,  
both "all-duck."

ONE OF OUR TRAVELLERS WILL CALL ON YOU  
THIS MONTH. IT WILL PAY YOU NOT TO BUY  
TILL HE SEES YOU. IF YOU WANT SOME GOODS  
AT ONCE, WRITE TO US AT MONTREAL.

The Alaska Feather and  
Down Co., Ltd. 290 Guy Street, MONTREAL

## NEWS OF THE TRADE.

**M**R. A. W. GRASSETT, of Wyld, Grasett & Darling, has left for Europe. He will be away from two to three months, and will visit the leading mercantile and manufacturing centres on the Continent and in England, placing contracts for next autumn's goods, and also making sorting purchases for next summer's trade.

Messrs. D. E. Starr and J. E. Sutcliffe, of Toronto, will open a dry goods business in Kingston.

The Brown & Wigle Co., of Kingsville, has been incorporated under Ontario letters patent with a capital of \$20,000, to manufacture and sell woolen goods. The members of the company are: Sidney Arthur King, physician; James Ernest Brown, manufacturer; Horace Wigle, manufacturer; Ernest Albert Brown, bookkeeper; James Hillis, spinner; William Albert Smith, barrister, (all of Kingsville); and George Douglas Ross, of Montreal, manufacturers' agent.

Mr. J. D. Deegan, of Winnipeg, one of Winnipeg's bright men and a REVIEW reader, was in Toronto last week. Mr. Deegan is president of the Business Men's Association, which is moving to have a special railway excursion to the Toronto and Montreal markets next August. The C.P.R. authorities are being approached in the matter.

Guelph has a new firm in Zeigler, Hinch & Co. The head of the firm has been in business ten years in Guelph, and has demonstrated his capacity for handling a large business. Mr. A. Hinch comes from Napanee. He has been conducting a large store there for over twenty years, and is regarded as one of the most pushing and enterprising business men of the east. The new firm will move into the premises lately occupied by A. J. Little & Co., which will be thoroughly overhauled and refitted internally, and adorned with an imposing plate glass front.

Mr. H. L. Smythe, head of the firm of H. L. Smythe & Co., Toronto and Montreal, representing Lister and other important concerns in Canada, met with a painful accident in the street by slipping, and is laid up in his house in Toronto. The streets were very icy at the time, and several prominent citizens, besides Mr. Smythe, were among the victims. The trade throughout Canada will regret to hear of the accident to so popular a man.

Mr. Rankin, of the firm of Wilson, Rankin & Co., Brandon, was in Toronto last week. In the course of a chat with THE REVIEW Mr. Rankin said he thought the prospects of trade in the west were good. The conditions pointed to a good season, for a part of last year's crop was yet to market and there was, therefore, that much money in the country. Then, last year the crop had been got off early, allowing considerable ploughing to be done last fall, which was usually a good thing for farmers. The mining development would, undoubtedly, be of some benefit. Asked about the cash system, Mr. Rankin said it was certainly the best system, and, under present conditions, in some respects the only system. It was best for the customer himself, and men who had the money in their pockets to pay would sometimes take credit if it were granted them. THE REVIEW put this query: "How can a man start the cash system when competing stores in the same place are conducted on credit?" Mr. Rankin, in answer, gave a very valuable illustration from his own personal knowledge. It was the case of two bright men who had started a cash business where their competitors were credit houses and old established in the best local

trade. For the first few years it taxed the energy and enterprise of these men to the utmost. Now they held the best trade themselves and were doing a thriving business.

## NOTES OF THE TRADE.

Belts with Dingman & Co. are in great variety, white, black, tans, reds, etc.,  $1\frac{1}{2}$  to 3 inch wide.

A special line of black silk ribbon in all widths, No. 16, to retail at  $12\frac{1}{2}$ c is reported by Wyld, Grasett & Darling.

Nothing so dressy for a lady as a nice feather boa. Dingman & Co. show a fine assortment from the low number to real ostrich.

Dingman & Co. show an exquisite line of veilings in small and large spot, with point leo and all sorts of fancy meshes; prices right.

In ladies' cotton vests Wyld, Grasett & Darling are showing goods to retail at 5 to 50c.; the better grades are handsomely trimmed with lace.

H. J. Caulfeild & Co.'s range of imported and Canadian underwear, spring and summer weights, including the best line of balbriggan, is well assorted in all sizes and prices. They have been complimented by large buyers on the finish and value of their line this season.

## THE SHIRT SEASON.

H. J. Caulfeild & Co. have received their third repeat of American percales for Dresden shirts. This has been a booming line with the firm. Their European buyer leaves in a few days and on the way will visit the New York market to select the latest materials for shirtings.

## GLIMPSES OF AUTUMN FABRICS.

As Canadian and United States buyers are arriving at Bradford, the houses there, says a correspondent, are showing goods for next autumn; few plain bright fabrics will be wanted, but good-class crepons have done well in the States for both summer and winter, and I hear that they will be wanted there for the coming autumn. The very best class of black mohair crepons are also coming rapidly to the front in the home trade, and I am informed that some of the leading makers here are not only getting satisfactory repeat orders, but are putting an increased number of looms on to the production of these fabrics. Although there is at present not much life in the demand for plain bright fabrics, except for silk warp shot styles, I hear that the most fashionable ladies' tailors are making up some very stylish costumes of neat mohair coatings in shades of stone, drab and dove colors, and that these will be worn at the fashionable outdoor functions connected with the Diamond Jubilee celebration.

## THE FACTORY BUSY.

H. J. Caulfeild & Co.'s factory is taxed to the full capacity keeping up with the orders for shirts, overalls and special lines of pants.

## WHAT THEY THINK DOWN THERE.

Among the wash goods it seems that homespun bids fair to have another season of popularity. It was seen last year usually in one color, a greyish tan, but is displayed now in a diversity of shades, neutral tones of brown, tan, grey, and is 40 and 50c. a yard. It is very serviceable, and as the rough linen effects are said to be in vogue again, homespun blazer suits and separate skirts will be as thick as hops on the streets when the warm weather comes.—St. Louis Dry Goods Reporter.

## A SNAP OUT OF REGULAR LINES.

H. J. Caulfeild & Co. picked up, out of their regular lines, a big snap in ladies' black cashmere hose, which will sell at sight. Inquiries should be speedy for it.

When in Need of . . . . .

# SHIRTS



ORDER

IN . . . .

Whites

Regattas

Negligees

Flannels

Flannelettes

Etc.

## "Perfection Brand"

Manufactured by . . . .

THE

# GAULT BROS. CO'Y

Limited

MONTREAL



At their Own Factory

EACH LINE in Cut, Workmanship, and Material is of the very best that Price will admit.



### All Qualities Carried

Laundried and  
— Unlaundried

 Sole Agents in Canada  
for Fowne's Gloves.

### TRY THEM AND BE CONVINCED

**BRADSTREET'S NEW TORONTO OFFICES.**

As long as business is done the soul of it will be credit. And as long as credit exists ways and means of protecting the creditor will be necessary. Information is, and always will be, the chief safeguard. For a great many years the chief instruments for supplying this have been the mercantile agencies. Foremost among these is The Bradstreet Company, whose business not only now extends over the continent of America, but also over the whole world.

The Ontario branch of this concern has its headquarters in Toronto, and the offices of this branch have, within the last few weeks, been removed to more commodious and convenient quarters in the McKinnon building, Jordan and Melinda streets.

The new offices are handsomely appointed and are well situated. The general office, included in which are the superintendent's

the president of the company. Its first offices were in the Bank of Toronto building, Church and Wellington streets. From there they were removed to the building now the site of the executive offices of the Imperial Bank, but then occupied by the Quebec Bank. The year 1872 found them in the Royal Canadian Bank building at 27 Wellington street west. From there they moved to the Fiske building at Scott and Front streets. Fifteen years ago the offices were removed to No. 36 Front street east, the old Consolidated Bank building, where they remained until three weeks ago, when they were removed to their present site in the McKinnon building.

The concern now known as The Bradstreet Company, whose executive offices are in New York, was established in 1849 under the style of J. M. Bradstreet & Son. Subsequently it was formed into a joint stock company under the style of The J. M. Bradstreet, Son & Co., and about twenty-five years ago it became The Bradstreet Company. The company's branches are now to be found in all the chief commercial countries the world over.

Mr. Chas. F. Clark, the president of the company, is well known in financial circles in the United States. Under his direction the Bradstreet agency has made marked progress.

Some idea of the extent and importance of the company may be gathered from the fact that last year it recorded 745,475 changes, let alone the multitude of written reports which are sent out giving the financial standing of various firms throughout the world. The last printed volume of the company contained no less than 1,164,271 firms doing business in 79,955 places.

The superintendent of the Ontario branch is Mr. Thomas C. Irving, who is one of the best-known men in Western Canada today. He was born in Scarborough township in 1849, and his education was acquired in the rural schools and the Toronto Grammar School, now the Jarvis Street Collegiate Institute. After leaving the Grammar School he filled the position of assistant librarian of the Toronto Mechanics' Institute. For a time he was one of the trustees of the Collegiate Institute Board, and during the time he filled this trusteeship he was chairman of the Finance Committee. Mr. Irving entered the Toronto office of the company thirty years ago as a junior clerk, and he gradually worked his way up through various positions until about twelve years ago he was appointed superintendent.

**SLOW DELIVERY OF PRINTS.**

Complaints continue to be made of the slow delivery of Magog prints. Goods ordered in September for December and January delivery have not yet come to hand. Some of the wholesale houses feel quite strongly about it.

The general opinion is that the mills are attempting to do far too much. They are trying to turn out far too many varieties for their capacity. The range of qualities from the same design is also too extensive. THE REVIEW was shown the same design at 4½ to 10c. in different colorings and in different qualities. On the present basis, too, the profits are small. One house figured that all along the line their net gross profit was only 9¾ per cent.

**SOME NICE GLOVE SPECIALTIES.**

Fitzgibbon, Schafheitlin & Co., agents for Eugene Jammet's French kid gloves, are showing some very up-to-date styles for immediate delivery, such as ladies' white straw and pearl glace, with two large oxydized clasps and heavy black points at \$9.50. A fine grade of pique stitched suede in tans and blacks, same fastening, imperial points, is also in stock. For appreciative custom a 4 p.b. black lamb with helio and green stitching at \$9.50 is proving a seller.



Mr. T. C. Irving, Superintendent.

office (13.6 x 17.9), travelers' room (9 x 9.3), book-keepers' room (6 x 9.6), occupies 80 x 31 feet. In addition to this there are three rooms adjoining the south end, two of which are cloak rooms for men and women respectively, while the third is known as the file room. The business office proper runs along Jordan street for the whole depth of eighty feet. In this room are eleven windows, eight facing Jordan and three facing Melinda street. The superintendent's private office also faces Melinda street and has two large windows. This latter office is separated from the business office by a partition of quarter oak and English plate glass. All the fittings about the premises are of quarter oak.

Located in the business office are the chief clerk, clerks, reporters, corresponding clerks, mail clerks, examining clerks, stenographers, typewriters, enquiry clerks, etc.

The offices are lit with gas and electric light. Three large vaults are ranged along the eastern wall.

Bradstreet's was established in Toronto over thirty years ago, the offices being opened by Mr. Charles F. Clark, who is now

# Kyle, Cheesbrough & Co. Montreal

THE  
LACE  
WAREHOUSE  
OF  
CANADA.



Importers of Novelties in

Dry Goods  
Trimmings  
Silks, Braids  
Curtains

Embroideries  
Gloves, Hosiery  
Muslins and  
Dress Goods, etc.

## OUR TRAVELLERS

Now have in their hands complete sets of samples for the Spring. We are showing this season the largest and choicest collection in our line ever offered the Canadian trade.

# Kyle, Cheesbrough & Co. MONTREAL

## HAMILTON CASH REGISTER

Manufactured by the

**HAMILTON BRASS MFG. CO.**

HAMILTON, ONT. \_\_\_\_\_

Before buying a Cash Register, write to the Hamilton Brass Mfg. Co., and we will guarantee to save money for you in the price you pay for a Cash Register and in the handling of your business.

The Hamilton Cash Register is a duplicate of the National Cash Register, and is of the highest class. You can make no mistake in buying the Hamilton Cash Register, as the National Cash Register Co. will pay you in cash the full amount you pay for a Hamilton Cash Register. This they advertise to do, and give their agents instructions to carry it out, and in some cases the agent has offered \$35 more for a Hamilton machine than what was paid for it. This should satisfy you that the Hamilton Cash Register, if not the best, is equal to the National in every respect.

We have a number of the National Cash Registers on hand, both new and second-hand, which we have taken out and replaced with the Hamilton Cash Register. We now have those machines for sale for about one-half the price which was paid the National Cash Register Co.



Write for catalogue and particulars of Cash Registers, Cash Carriers, and Store Fixtures of all kinds.

## FUR OUTLOOK IN STYLES AND PRICES.

**M**R. J. D. ALLAN, of A. A. Allan & Co., whose return from the European fur sales is noted elsewhere, gives THE REVIEW an interesting report of the outlook in furs for next season.

The fur sales were well attended this time, and business in Great Britain, France and Germany is good, but not quite as good in Russia. The opinion abroad is that business in the United States is bad, and United States buyers at the fur sales were few in number. The stuff brought fair prices, though Hudson Bay offerings declined, and sales with them are always bona fide and a true indication of the market. The decline in seal is insignificant, and the finer grades show really no change but an infinitesimal one. Persian lamb is now being much worn in England and on the Continent, and the present fashion has come round to the large, close curl, so long popular in Canada. This has caused increased demand for that particular grade, and its value is therefore higher. Persian lamb, therefore, at the beginning of the season will be more valuable than before. The black plague is encroaching on the countries of supply, and since the sales took place Russia and Germany have prohibited imports, so that the outlook for this fur is strong.

Electric seals are coming more and more into favor. There is a great run on this fur in Great Britain, and values tend higher owing to the increased demand. Its popularity in Britain is not hard to account for, as the fur is longer and not so injuriously affected by the rain as the real seal, which is shorter in the fur. Mr. Allan secured his whole supply on good terms.

Grey lamb is popular and its price and quality keep up, Astrakhan is lower, but the assortment and values are better.

Grebe, as this season has indicated, has come into favor in England as in Canada, where it has been in the background for many years. Last year there were about 4,000 grebe offered at the sales, this year the supply rose to 50,000 and these were snapped up quickly. This shows its advance in popularity.

For trimming purposes black and white tibets, chinchillas and tails, the latter in great quantity, will be used this season.

The styles in Paris show some new ideas which will hardly suit Canadian tastes; for instance, a sort of blouse shape. The reign of the big sleeve seems over. Capes are in various lengths, tending rather to the short, and capelets will be much wanted. In jackets the idea is from 26 in. to 33 in. in length, according to the country used for. Messrs. Allan expect to make a feature of better stuff this season, and will show a greater variety of stylish stuff.

### THE COUNTRY MERCHANT.

SOME REFLECTIONS ON HIS METHODS, AND HOW THEY MAY BE IMPROVED.

**I**F the country merchant is in many instances slow and behind the times, in this respect he is not unlike many of his city brethren. The former, however, knows this and admits it. He claims that he is just as his trade wants to find him, and that his customers would be likely to resent any attempt at city style or display. If that is so he is just the man for the place. He holds his trade, does the business of his town and should be contented and happy.

But he should be careful that he is not disparaging his neighbors and thinking them slow, when in reality they are wide awake. For if this is the case he is liable to wake up some fine morning to find that a new competitor has entered the field—some one who has looked more carefully into it than he has, and is prepared to supply what has hitherto been lacking.

#### THE IDEAL WAY.

The ideal way of doing business in any locality is one price and spot cash. Many stores, especially in the larger towns and cities,

are, of course, conducted strictly on this principle, but the small country merchant usually declares it impossible to do a strictly one-price business, to say nothing of spot-cash sales.

Most of his difficulties are entirely of his own making. He has favored and petted some of his customers and shaved prices for them so frequently that they never expect to pay full price when they go shopping. They have told their friends about it, and the merchant's business is thoroughly demoralized, and nothing short of a revolution will change matters. As all the other merchants in the same town do business in the same way there may be grave fears of the success of the revolution.

Haggling over prices was universal at one time, and not so long ago either. Is it now? How was it stopped? Simply by naming one price and sticking to it, that's all. The merchant who allows price shaving, or who submits to his hard-headed customers making their own price, can never boast of being "always the cheapest." He is really at the mercy of the strictly one-price man, because that man can afford to undersell him.

Mark your goods in plain figures and allow no deviation. Any other system entails more loss than gain. But you say that would drive away lots of customers. For a short time perhaps. Not for long. Those sharp bargain drivers know where the best prices are made, and will trade there even if they do grumble at paying what is asked.

#### EYESORES.

It is often difficult to tell just what the outside of a country store really looks like. There are too many obstructions in the way.

The wooden awning, the old-fashioned kerbstone sign, hitching post and rails, telegraph poles and wires ought to belong to the past. The old shed roof, otherwise wooden awning, is not often seen. The wonder is that it ever existed. A greater detriment to dry goods selling could hardly be conceived.

Clear away all these obstructions, and for the first time take a good, clear view of your place of business. It will look far better and more up to date without them.

That dangerous-looking cellar grating, too, must be replaced with a more solid structure, so that customers can inspect the window displays with less fear of accident to life and limb.

A new sidewalk may be needed. Try stone instead of plank this time. It costs more, but 20 or 30 feet of stone walk in a town where all the rest is plank is a standing advertisement of the enterprise and the progressiveness of the merchant and will soon repay the extra cost.—N.Y. Dry Goods Economist.

### CURTAINS AND CARPETS.

**J**OHAN MACDONALD & CO.'S carpet department is always adding new designs. This week's display of silk curtains, with table covers to match, and chenille curtains in all the leading shades to retail at from \$2.50 to \$15, and all the novelties in lace and Irish point curtains and curtain nets, must be of valuable interest to buyers.

John Macdonald & Co. claim that their stock of Wilton, Axminster, velvet, Brussels and tapestry carpets have no equal in Canada.

### A SNAP IN WATERPROOF CLOTHING.

W. R. Brock & Co. are clearing out their stock of I. R. coats and mantles at greatly reduced prices in order to give merchants an opportunity to offer their customers "a snap" to protect them from the April showers.

John Macdonald & Co., anticipating extra business during the assorting season, have had their stocks of hosiery, gloves, and underwear fully assorted both in domestic and foreign manufactured goods, in cotton, cashmere, list thread and silk.

# Wm. Taylor Bailey

... SUCCESSOR TO ...  
Peter Schneider's Sons & Co.

27 and 29 Victoria Square  
..... MONTREAL

Upholstery and . . .  
. . . Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF . . .

Chenille Curtains and Table Covers  
Cotton Derby and Tapestry Curtains  
Cotton Tapestries, Silk Tapestries  
Fine Silk Draperies, Brocatelles

EVER-READY DRESS STAYS.



PRE-EMINENT DRESS STAYS.

**EVER-READYS** Welded with Gutta Percha

Japanned Steel **PRE-EMINENTS**  
Silk Stitched

Our Leading Styles and the Leading Dress Stays of Canada.

Others Make Cheaper **Dress Stays**  
No one Makes Better

**THE EVER-READY DRESS STAY CO.**

WINDSOR - ONTARIO

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

**IN STOCK**

AND ARRIVING  
All Leading Staples.

**ALSO . . .**

Choice effects in White, Straw and Pearl,  
2 large L. F., heavy black points and  
trimming, Glacé, Chamois and Suède.  
French Kid, black, lacing, white points.  
Ditto 4 P. B., violet and cream trimming.

SAMPLES SENT.

**FITZGIBBON, SCHAFHEITLIN & CO.**

. . . Montreal.

**SILKS--Spring 1897--SILKS**

We have pleasure in announcing that as usual we are showing the latest Novelties in exclusive designs in Japanese, French and Swiss Silks. Buyers will find us with a complete range of the most desirable goods, from low and medium lines to the richest makes; all at very close prices. Please notice our new address:

30 Hospital St.  
MONTREAL

Branches:

LYONS  
YOKOHAMA  
SHANGHAI

*Japanese, Chinese and European Silks*

**J. FRANK RIEPERT**

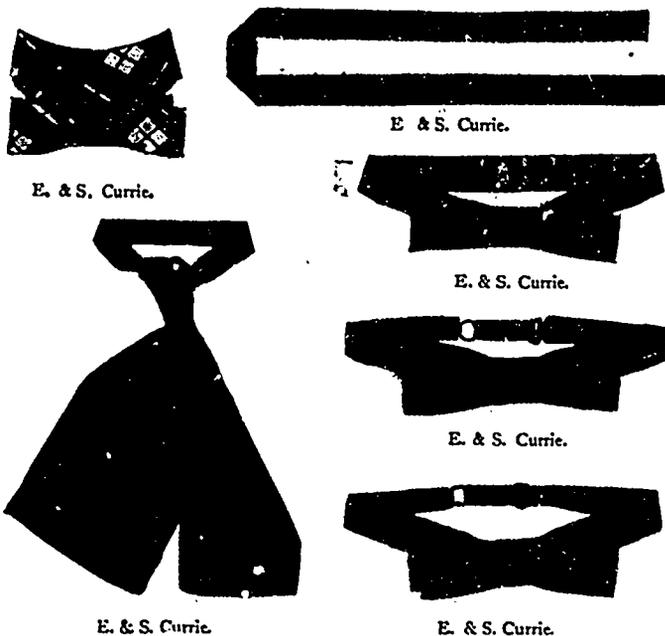
Direct Importer

30 Hospital Street MONTREAL

**NEOKTIES FOR MEN AND WOMEN.**

It is astonishing to notice how the Canadian demand is influenced by what is worn in the border towns and cities, they in turn being guided entirely by the latest New York styles. This fact is becoming more noticeable each succeeding season, and, as a result, the live-up-to-date furnishers are on the look-out for novelties similar in style, both as to shape and material, to those now being worn in New York.

Looking through the establishments of the leading furnishers there, will show that bow and string ties will be very largely worn for the coming season both by men and women. The bow is an



exact duplicate of the string when tied. Some of the windows have nothing but tartans in a variety of fancy combinations and colorings. Others again display patterns resembling an ink blotch in black and white, blue and white, green and white, etc. These will undoubtedly have a large run, as they are decidedly new. Another very striking novelty are the white worm-like patterns on green, blue or light brown satin and silk grounds. These are

considered the very latest productions and will certainly become very popular as the season advances, more particularly in the green grounds.

**SOMETHING WRONG WITH THE INK.**

Editor DRY GOODS REVIEW :

SIR,—In your December number you gave a recipe for making ticket-writing ink. I had a local druggist follow the instructions, but the result was that when the mixture was cooled it got quite hard and solid. Now, I would like to know why. The druggist says it is impossible to obtain any different results. Have you not omitted some important item in the recipe? Please look into the matter and let me know in your next issue, and oblige,

Yours truly, I. E. PEDLOW.

[THE REVIEW is just in the press as this letter is received. We shall try and get Mr. Pedlow a better recipe.—ED. D.G.R.]

**LINENS.**

John Macdonald & Co. this week have added to their linen stock a large shipment of damask linen table napkins in sizes 5-8 and 3-4. Their linens are famous throughout the whole Dominion for value and finish.

**BELTS.**

It seems to be a settled thing that leather belts are the only correct caper for spring, and that the harness buckle will be the chief fastening employed. Brophy, Cains & Co. show a fine range of white, black, orange, untanned and fancy leather belts with harness and fancy buckles, to retail from 15 to 50c. They are also pushing their "Cedo Nulli 100" black silk belt ribbon in 1, 1½, 2 and 2½ inches, the narrow widths being especially "chic."

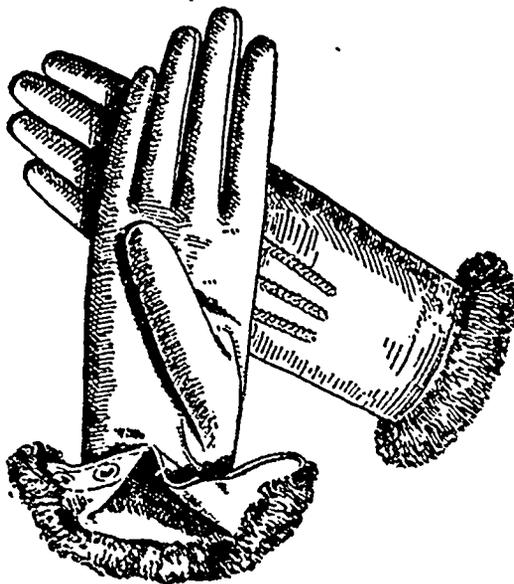
**SPECIALS FOR BICYCLE HOSE.**

John Macdonald & Co. are showing three lines of bicycle hose to retail at 50c., 75c. and \$1, and two lines of men's sweaters in black, white and a variety of assorted colors that can be retailed from 75c. up to \$1.50.

**PRINTS.**

The print trade in Canadian and imported Crum's cloths, has been a special feature in S. Greenshields, Son & Co.'s spring trade, and the demand for these goods has been quite beyond previous records.

UP-TO-DATE . . . . .



**GLOVES**  
**MITTS**  
**MOCCASINS**

**Z. PAQUET.**

QUEBEC - and - MONTREAL  
St. Joseph St. - 7 Victoria Sq.

# KID GLOVES

EMIL PEWNY & CO.

Sun Life Building

MONTREAL



WRITE US FOR SAMPLES.

STOCK OF LEADERS ON HAND.



Factory, Grenoble, France.

1855-1897



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

**J. & J. Taylor**

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

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

## Now We Have Them

The prettiest line of printed Warp Dresden Silks ever shown on the market exclusively confined to us. Exquisite color combinations in our popular shapes

SORENTO KNOT  
REGENT

AND

YACHT TIE  
BELMONT BOW

TO RETAIL AT FIFTY CENTS

Our Range of Neckwear is now replete with Novelties for up-to-date Furnishers

ALL DEPARTMENTS NOW COMPLETE AND WELL ASSORTED

Special values in Balbriggan and Natural Wool Underwear.  
Also in Cotton, Lisle and Cashmere Half-Hose.

Don't fail to see our samples

**GLOVER & BRAIS**

Men's Furnishings only

**MONTREAL**

## ROYALTY AND HOSIERY.

ONE of the newest inventions on the market relating to ladies' underwear is said to be found in an elastic corset. A French doctor has put it about that the constant contact of elastic has an excellent effect on what is politely called "adipose tissue." It checks its development, and reduces it when developed. The elastic further tends to produce a long, slim waist, without in any way hindering an easy respiration and a healthful digestion. Now that we not only have Louis XV. furniture, dress and ornaments, but "Louis XV. waists," this new corset should find a wide field of service.

Gossip says that the Princess of Wales is one of the most fastidious women in Europe with regard to her stockings. It is said that she generally wears lace ones of cobwebby fineness, which cost her from seven to nine guineas a pair. She often uses black or white ribbed, hand-woven, silk stockings, however, which are very soft and comfortable. For country wear the young princesses don those of soft, black spun silk, which are warm and delightful to walk in. For more dressy occasions they wear stockings of embroidered silk of various shades.

While on the subject of the hosiery of royalty it may be interesting to note that the Empress of Russia wears English footwear also, and is said to have recently ordered a large supply of the softest black Angola stockings, fine as Indian cashmere, with the sheen of black silk, all handspun, and finished with white toes. At the same time the Czar ordered several dozen pairs of black Angola and tan socks, strong and elastic, for walking, and a quantity of bicycle hose, which, it is interesting to note, are in patterns of lively colors.

## A GLANCE AT THE WORKING OF A BIG DEPARTMENT STORE.

NO other business that is conducted under one roof equals the department store in magnitude of detail. Take, for instance, the case of one of the giants of the species. It employs from 3,500 to 5,000 persons, according to the season. In a year it does nearly \$10,000,000 of business. Its largest individual sale last year was an orchestration for \$4,500, and its smallest a patent clothes-pin for one cent. During the holiday rush there were several days when its gross receipts ran over \$100,000. It has more than seventy departments. To heat it one hundred miles of steam-pipe are required, and the electric light plant would adequately equip a small city. It represents a rental of nearly \$300,000 a year, and at a conservative estimate the daily expenses of the store are \$5,000. When it is considered that this enormous sum is made up from the profits in sales, for the most part in small parcels, one gets an inkling of the infinite care in details and the perfection of system which go to make such enterprises as largely profitable as they are. A man who has himself conducted one of these businesses recently made this statement: "The profits of the department store are represented by the cash discounts on its bills."—From "The Conduct of Great Businesses—The Department Store," by Samuel Hopkins Adams, in Scribner's.

## WINDOW LIGHTING.

Whether a store is open nights or not, the display windows ought not to be darkened. They can do valuable advertising at night, better, some think, than in the day time, if kept well trimmed and well lighted. The additional expense of such a plan has influenced many a merchant to decide against it, but if the matter is given some attention it will be found that a comparatively small number of lights can be so arranged as to adequately illuminate a window. By placing a moderate number of lights around the front

edges of the window and shading them so that all direct rays are on the display, the goods are shown to the best possible advantage, and the cost will not be excessive. Suspending a lamp from the ceiling has long since been discarded as a poor idea, and lights in the rear of the window are superfluous.

## BRIEF NOTES OF THE TRADE.

P. Garneau, Fils & Cie., of Quebec, have the ever-reliable Samson braces in 36 and 38-in.

"We've had a wonderful season for trimmings," report Brophy, Cains & Co.'s smallware manager, "and the end is not yet."

P. Garneau, Fils & Cie., of Quebec, are selling a cheap line of Scotch crash in 16 in., 18 in., 20 in. and 22 in. which is an eye-opener.

The five lines of plain cashmere half-hose, to retail at 25c., shown by Brophy, Cains & Co., are all leaders. Weights to suit everybody.

The ribbon and lace department of W. R. Brock & Co. have just opened out an attractive assortment of new and correct styles in popular priced veilings.

Brophy, Cains & Co. report a phenomenal increase in their smallware business, a natural result of judicious advertising, careful and elaborate sampling and close buying.

P. Garneau, Fils & Cie., of Quebec, are showing a big line of Jubilee handkerchiefs and flags. Their advice to customers is to order early as the demand will certainly be very great.

S. Greenshields, Son & Co. have just received for the wet season a complete range of ladies' waterproofs, in plain shades and small checks; all with sewn seams and of the latest fashion.

Trade in all branches of linen goods has greatly improved during the month of February, so say W. R. Brock & Co. They attribute this partly to the natural increase in demand, and partly to the exceptional values they are showing in table linens, towelings, canvases, etc.

The large assortment of fancy lappets, lawns, pongees, Swiss spots and other fancy muslins, had another attraction added to the collection recently by the arrival direct from Paris of a choice selection of the latest novelties in French organdies. W. R. Brock & Co.'s muslin department is very attractive.

## A NEW FASHIONABLE COLOR.

The new and delightful color for the coming season, says a New York exchange, to which a great role is destined, is a reddish lilac called cyclamen. It possesses the cheerful tint of the pretty Alpine blossom, whose many admirers will also doubtless extend their affection to the color of their favorite. For the racecourse and for extremely elegant promenade costumes a bright coral red is prepared, but many will be repelled by its brilliancy. For these, fine grays in every conceivable tone are ready for their choice, also mussel, mother-of-pearl, and nickel shades, beige and violine, with all the usual simple, plain hues, and the favorite green in a new tone called "artichoke," which will add another pretty folly to the season's toilettes.

## REPRESENTING THE "AMERICAN QUEEN" FABRICS.

In last issue we recorded the removal of the Gilbert Manufacturing Co. to their establishment 380-382 Broadway, New York. Their Mr. E. S. Comstock started out March 1st on his usual trip to the Canadian markets and will doubtless meet with a friendly greeting from the trade. Mr. Comstock carries a better and more complete line than ever.

*Shirts*  
*Collars*  
*Cuffs*

*Blouses*  
*Overalls*  
*Jackets*

**SHIRTS**—We can give you the best lines of *White Shirts at the very best prices, because we do our own bleaching by a process patented by us this year.*

*We also carry a large stock of Regattas, Black Satens, Oxfords, Silk Stripes and Flannelettes.*

**COLLARS AND CUFFS**—A full range of all styles for both ladies and gents.

**JACKETS AND OVERALLS**—We are offering **SPECIAL PRICES** in these lines. *Having a large stock on hand we have decided to clear at very low prices. Send for samples.*

*See our O.K. Elastic Suspender Bib Overalls*

**M. L. & H. SCHLOMAN**  
MONTREAL

**WYLD, GRASETT & DARLING**

The Product of our New Factory consists of

**Overalls** and  
**Smocks**  
**Tweed Pants**  
and **Shirts**

STYLE, FINISH AND VALUE UNSURPASSED.

Travellers' and Letter Orders Solicited  
Inspection invited by Merchants visiting the City

**WYLD, GRASETT & DARLING**  
.. Toronto ..

**John Fisher, Son & Co.**

442 and 444 St. James Street

MONTREAL

**WOOLLENS**

AND

**Tailors' Trimmings**

All our Imported Suitings and Coatings, over \$1 per yard, broad width, or 50c. narrow, are thoroughly

"LONDON SHRUNK."

**JOHN FISHER & SONS**

Woollen Manufacturers and Merchants  
HUDDERSFIELD, Eng.

**A. A. Allan & Co.**

Beg to call the attention of the trade to their large preparations for . . . . .

In all lines of **SPRING, 1897**

**Hats, Caps**

AND

**Straw Goods**

Our Importations are commensurate with our continually increasing business, to which we invite inspection. See our range of

Wakefield's English Silk and Felt Hats.

.... See our range of ....

Leslie & Co.'s English Silk and Felt Hats.

We challenge the trade for their equal in style and quality. . . . .

**A. A. ALLAN & CO.**

51 Bay St.

**TORONTO**



## THE CLOTHING TRADE.

### CLOTHING TRADE AND THE TARIFF.

**T**HE clothing manufacturers go to the Tariff Commission with a very strong case. If any industry deserves encouragement this one does, for it is one which develops the natural resources of the country. It is the largest consumer of domestic wool and the products of our own woollen mills. It is a large employer of a class of labor that would find it difficult to secure any other kind of work.

The memoranda sent to the Commission by the trade in Montreal is brief and to the point. It is frankly put—if anything, it is too conservative. They say :

"We are of the opinion that the present rate of duty on ready-made clothing should be increased, and suggest that instead of the present rate of 30 per cent. ad valorem and 5c. per pound specific, it should be 30 per cent. ad valorem and 10c. per pound specific. At present the difference in the duty on cloth—our raw material—and that on clothing is only 5 per cent., and we claim that this is not sufficient difference, and request that in any change that may be made there should be at least 10 per cent. difference.

Canadian clothing manufacturers are unable to compete with English and Continental manufacturers in making up garments, owing to the very much lower price of labor in those countries.

A considerable quantity of clothing is at present imported into Canada from England and Germany, especially boys' clothing, which is fairly well made and cut. The foreign manufacturers do not at present exercise the same enterprise in making men's clothing suitable in cut for this market as they do in boys' wear.

The majority of the wholesale clothiers of Montreal at the present time import boys' clothing from England, or Germany, or both, and are able to pay the present duty and charges and sell the same for as good a profit as similar goods of their own manufacture.

The wholesale manufacture of ready-made clothing in Montreal alone is an important industry, giving permanent employment to over 2,000 people and paying wages amounting to about \$500,000 annually. To have this wiped out, or even partially, by a reduction of duties would be a very serious matter for the wage earners of this city. We would say that the people who make the ready-made clothing are mainly the wives and daughters of the working men, who thus assist in the support of their families.

If we are to be called upon by a reduction of duties to compete with the low rate of labor in Europe, we shall undoubtedly require

to lower our own rate of wages here, which we submit is not desirable for any concerned.

We would call the attention of the Commission to the fact that certain linings and bindings, exactly similar to those used by the clothing trade and which pay duty, are at present on the free list when imported by hat makers. We see no reason why the clothiers should be thus discriminated against, and would point out that the door is left open for fraud by persons in the hat trade who are disposed to run the risk of selling linings and bindings to clothiers or others than those in their own line of business.

In making the foregoing statement we have only referred to the wholesale trade, but the same arguments would apply to the retail and tailoring trade, which, considering the greater number of people employed in the retail trade, the ill effect of any reduction in duties would be far-reaching."

### THIS DOESN'T APPLY TO OUR SUBSCRIBERS.

It is most discouraging, after spending a large amount of money in advertising and creating a demand for a line of goods, to have an unscrupulous dealer sail in on the advertising you have paid for and get the benefit of it for himself without permitting you to share in it. H. Shorey & Co., of Montreal, complain that they have suffered to such an extent from substitution of this nature as to force them to insert the following in several of the leading dailies. Readers of THE REVIEW are quite in sympathy with them and should be glad to hear that they had been successful in nailing the crime to the culprit :

**WARNING—\$100 REWARD.**—It has come to our knowledge that certain persons, for the purpose of helping off their unsalable stock of clothing, have taken our guarantee cards from the pockets of garments of our make and have put them in the pockets of other goods of inferior make, thus leading the purchaser to believe he was getting Shorey's clothing and thereby damaging our reputation.

We therefore wish to give notice to our customers and the public, that we will prosecute to the full rigor of the law anyone whom we can prove to have done this, and we will pay a reward of \$100 to the person who will give us sufficient evidence to convict any dealer of this offence.

H. SHOREY & CO., MONTREAL.

N. B.—We are spending a great deal of money to make the merits of our clothing known to the public and we insist upon dealers giving people what they ask for.

### UNCLE SAM IS AFTER US.

It must be said that the United States are wide awake in business. Since the adoption by the Militia Department of Canada of the Rigby waterproofed cloth for our volunteers' great coats, the American War Department have been making enquiries from the Canadian owners of the process with the same object in view. If

# WOOLLENS

Merchants requiring any of the following lines in Woollens will find with us a new stock of the **Nobbiest Goods** in the market from which to make a selection :



*Fancy Suitings*  
*Worsted Trouserings*  
*Fancy Vestings*  
*Venetian Worsteds*  
*Ladies' Domestic Dress Goods*

*Plain Suitings*  
*Wool Trouserings*  
*Twill Worsteds*  
*Ladies' Golf Cloakings*

We make a specialty of above lines and respectfully ask buyers visiting this market to look through our stock.

**JOHN MULDREW & CO.**

22 Front St. West

**TORONTO**

W. E. CHALORRAFT

GEO. RANDALL  
 Special Partner

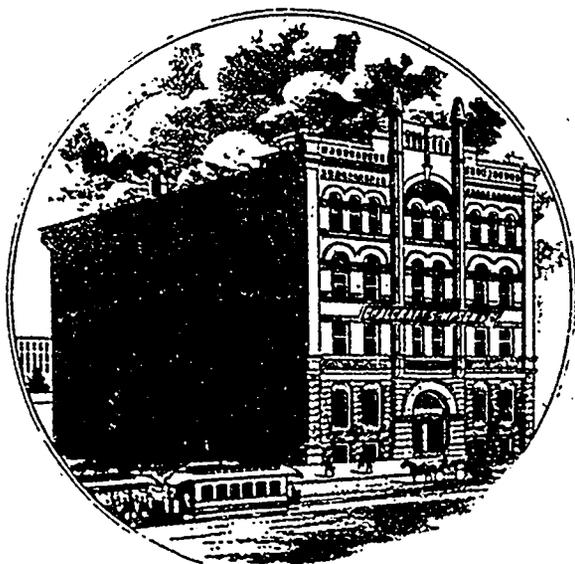
# Chalcraft, Simpson & Co.

MANUFACTURERS OF  
 FINE CLOTHING  
 WHOLESALE

NOVELTIES IN

Juvenile  
 Boys' and  
 Children's

Clothing



62 FRONT STREET WEST . . . . . TORONTO

Uncle Sam favors "annexation" of Canada's bright ideas, no objection will be raised here, provided he pays for them. And this is what will be done in this case.

Chalcraft, Simpson & Co. will show a large range of juvenile, boys' and children's suits for fall. Among them are the latest New York novelties.

For men's fall and winter overcoats Chalcraft, Simpson & Co. have made careful selections from the following high-class woolens: Cheviots, saxony, llamas, montaignac, beavers and meltons. Special attention is given to the trimmings, using high-grade French linings, perle, matelasse and panama. These give the garments a fine finish, and are equal in every way to similar garments shown in New York.

For men's, youths' and boys' ulsters Chalcraft, Simpson & Co. have all shades and prices in Irish and Canadian friezes. The styles and finish are of the latest design.

John Macdonald & Co. have a great assortment of Canadian manufacturers' overmakes in tweeds at very low prices. Also an excellent assortment in Canadian homespun tweeds, the correct texture and colorings for bicycle suits. Their mantle cloths include fancy tweeds, boxcloths, mixture serges and fancy printed meltons. Also a full assortment in the famous belwarp serges and worsteds. They make a specialty of always having in stock a full assortment of Italian cloths and tailors' trimmings.

#### KNOWS THE TRADE WELL.

Mr. A. S. Campbell, who has taken over Mr. McMartin's interest in the late firm of McMartin, Campbell & Co., is well known

in the clothing trade. He has spent 25 years at the business, 18 of which was on the road and in the warehouse. Knowing what the trade require and just what suits them, the new firm ought to do well.

#### PREVENTING BUTTONS FROM PULLING OFF.

H. Shorey & Co., wholesale clothiers, of Montreal, have introduced into their manufacture a very simple but effective device, which they use on overcoats and children's suits, which makes the buttons, once sewn on, a permanency on the garment. We expect this will be the means of preventing the use of much unnecessary bad language.

#### NEW YORK STYLES.

Joseph's coat of many colors is apparently not in it with the shirts with which stylish men are to adorn themselves this coming summer. Immense plaid designs in blue and yellow, green, pink, and black, and other lurid combinations, are already seen in the uptown furnishing stores, and apparently the correctly dressed man will present quite the appearance of having had his sister's dress pattern made up by mistake.—N. Y. Economist.

#### CYCLING SUITS.

In cycling suits there seems to be a strong tendency toward rough materials, such as tweeds and homespuns. Very handsome plain mixtures are seen in Oxford and Cambridge, brown and white and olive effects. A strong inclination for pronounced styles is recognized, and single  $\frac{1}{2}$  to 1-inch checks in two colors, on mixtures, are considered quite desirable;  $\frac{1}{4}$ -inch shepherd checks in three subdued colors are very stylish. Brown and olive mixtures, having dull navy blue 2-inch overplaids, are also new. The popular

# W. E. Sanford Manufacturing Co., Ltd.



HAMILTON,  
ONT.

## Wholesale Clothing

Manufacturers

TORONTO: 50 Bay St.

WINNIPEG: Cor. Princess and Bannatyne Sts.

VICTORIA, B.C.: Wharf St.

# A. S. CAMPBELL & CO.

Successors to . . . .

McMartin, Campbell & Co.

256 St. James St.



MONTREAL.

We are preparing to show to the trade a fine range of Fall and Winter Goods, consisting of all the Latest Novelties in

## *Men's, Boys' and Youths'*

# CLOTHING

We beg to thank our many friends for their liberal support to this date, and to assure them that our efforts in the future will be to keep pace with the times and give them the best that money, care and experience can produce. Our Motto is to give our customers good value for their money and use them in such a way as to make our business relations mutually satisfactory.

We have a few . . . . .

## **ODD LINES IN SPRING GOODS**

to clear at Lowest Possible Prices.

cut in coats is an ordinary business sack which can be worn in the office or store. The trousers are made with two hip pockets with flaps, two side pockets which can be buttoned. The seat should be reinforced inside. There should be four or six loops to hold the belt, and the legs at the bottom are finished with straps to buckle or with box cloth extensions. The latter style is much more in demand than a plain strap, for the reason that at least 75 per cent. of hose or leggings used now have turn-over tops which cover the cloth extension, and there is no visible break between the trousers and hose.—Apparel Gazette.

The G. A. Thorpe Manufacturing Co. are showing an extra value in a black Venetian worsted morning coat and vest for spring. Particulars are given in their advertisement.

#### CANADIAN GOODS DISPLAYED.

The large retail dry goods house of Macaulay Bros., St. John, N.B., had a fine display in one of their large windows this week of Canadian manufactured goods, showing the increasing number of lines in which the Canadian manufacture now successfully competes with the imported goods.

#### A FEATURE IN LININGS.

The Gault Bros. Co., Ltd., in the lining department, are showing Nubian black Italians, 54 in., Jubilee Italians in all shades, specially adapted to supply the wholesale clothing trade.

#### A CHAT WITH A CANADIAN CLOTHIER.

"You ask me," said a man to THE REVIEW, "about the Canadian clothing trade. I will tell you frankly some of its virtues and some of its vices. Canada has done well in the main with this branch of industry. The ready-made garments of late years have shown a steady improvement in make and finish. There have been some imports from German and British sources, but they are not so well suited to Canadian trade as domestic manufactures. The German goods are cleverly made, there's no denying that, but they are made for Germans, and, of course, no attempt is possible to follow Canadian patterns and tastes. As to the States, we can, and do, make just as satisfactory goods as they do. Would a tariff revolution affect us? Of course, the United States would get in their work with clothing, as they would do in every other class of manufactures: by specializing they can make immense quantities of certain lines, and by cutting a price for a foreign dump, so as to get over the Customs duty that would be left, do the Canadian houses out of a large portion of their trade.

"The Canadian merchant will tell you that Canadian lines of clothing have paid him best; and certainly with competition as it has been in recent years he has had no reason to complain in range or price. In fact, it is an awful pity, this universal craze for the cheapest lines. Everyone seems to help on his neighbor to cut down profits. The mill will tumble over itself to get out a cheaper line for B than it has got out for A. And A and B will get on each side of the merchant and talk cheapness to him until he is tempted to run on the low grades on which he gets a small profit, and neglect the higher-priced grades on which the profit is adequate. I confess to a preference for the British system of doing business. There they will insist on a profit or do no business. They cannot be got to keep going at a dead loss. There is, therefore, a better all-round tendency to make a profit than here, where, beginning with the mill and ending with the department store, the cry is for something cheap."

#### A HERMSDORF SOUVENIR.

The American bureau of Louis Hermsdorf, the most famous dyer in the world, announce that a handsome souvenir sign will be sent to all those who wish for it. The trade in Canada is expressly included in the invitation. The New York address is 78-80 Walker street.

#### GERMANS IMITATE ENGLISH STYLES.

I have long been suspected, says The London Drapers' Record, that certain German manufacturers work upon a deliberate system of copying the style and appearance of English-made goods; and the suspicion has just been turned into certainty under very sad and remarkable circumstances by the suicide of a young German named Hermann Haas because he was unsuccessful in obtaining certain patterns of straw hats to transmit for imitation to Germany. In a letter to his parents which he left behind him there, occurs the following passage:

"I have been trying very hard to find out something suitable for our purposes, but in spite of all my endeavors they remain fruitless. I have been struggling through various warehouses, and sometimes success seemed certain, but at the last moment, when I got to the counting-house to pay for the hats I had chosen, they wanted me to testify that I was the owner of a milliner's shop, which was, of course, impossible, so I had to say good-bye to my hats. I have seen some very nice shapes, and I am trying to get them from milliners' shops. Amongst other various features I have noticed a new way to utilize straw plaits for making up hats."

While we deplore the fact that this unfortunate youth, who was only 19 years old, should have been driven by his ill-success to take his own life, we cannot but feel some satisfaction in knowing that representatives of German houses do not find it easy to obtain in the wholesale trade the samples they want for purposes of imitation. No doubt, it is quite possible for persons in the position of the unfortunate young suicide to obtain a good deal of what they require from milliners' shops; but in such case they cannot have so vast a variety to choose from as is to be found in the wholesale trade; and, moreover, the imitations are bound to be late in the market. Nevertheless, the reminder the trade has just received of the activity of our German rivals is not a particularly agreeable one. No doubt the wholesale houses will now be more careful than ever before in ascertaining the true character of all unknown customers that present themselves.

Our Values in

## MEN'S PANTS BOYS' KNICKERS and MEN'S SUITS

ARE UNSURPASSED.

See our Black Venetian Worsted Morning Coat and Vest at \$4.75

Write for Samples.  
Letter Orders promptly filled.  
TRAVELLERS now on the road.

THE.....

# G. A. THORPE MFG. CO.

Office, Factory and Salesroom:

25 Melinda Street, Toronto.



LEADS THE BAND.

## H. SHOREY & CO.

Wholesale Clothiers and Manufacturers  
of RIGBY WATERPROOF CLOTH-  
ING. . . . .

— MONTREAL

## This Concerns all Enterprising Dealers in Clothing.

GOOD SOCIETY and good dress are so closely interwoven that the very mention of one suggests the other. To dress well is a duty every man owes to the world he moves in: a duty no man can repudiate without damage to himself.

H. Shorey & Co.'s business is to supply good clothes at reasonable prices, a business to which they devote their **undivided attention**, all their capital, all of their time and the best talent that money can command. It is this **concentration of thought** and energy upon the one single subject of clothing that has caused the demand for their goods, and which makes it an **absolute trade necessity** for dealers who wish to be in the swim to keep their make

# H. J. CAULFEILD & CO.

Wholesale Men's Furnishers and Manufacturers of  
Shirts, Overalls and Summer Clothing.

## — SPRING NOVELTIES IN —

**Knots, Derbies, Lombards and Bows**  
The very Latest Effects.

**Dresden Shirts, white body and colored fronts**  
and Separate Cuffs. A Great Success.

**White Dress and Colored Shirts**

Full Range. At Values.

The bicycle season is coming on. Be prepared for it with a stock of our **Bicycle and Outing Suits** in the latest styles—  
**Tweeds, Fancy Linens and Crash.**

ALL ORDERS CAREFULLY AND CORRECTLY FILLED.

**H. J. CAULFEILD & CO.** 17 FRONT STREET WEST **TORONTO.**

## OUR SILENT SALESMAN

*This card is a Guarantee  
that the cloth in this garment has  
been thoroughly SPONGED and  
SHRUNK and the workmanship  
is fully guaranteed.*

**H. SHOREY & CO.**  
Montreal.

A FAC SIMILE of this card is in the pocket of every garment of H. Shorey & Co.'s make, and as it means every word it says, you will find it a great assistance to you in selling their goods.

### NOTES OF THE TRADE.

JUDGING from the large stock of silks carried by Caldecott, Burton & Spence it is evident that fancy silks are going to be in lively demand this spring—specially for blouses and trimming purposes.

John Macdonald & Co. sell linings from the best manufacturers, both domestic and foreign, in all the salable lines. One of the most popular is Grecian stripes in silkline and rustle finish.

Caldecott, Burton & Spence have opened up a number of choice designs in fancy silks, from the best houses of Lyons, St. Etienne and Switzerland. The shot effects are specially attractive and salable, and are receiving buyers' attention.

S. Greenshields, Son & Co. report a large demand in their notion department for metal, silk, leather, elastic and kid belts and fancy belting, and they have had quite a run on the golden drapery and fancy denims and the new plain ticking for fancy work.

John Macdonald & Co. for the spring trade are showing over one thousand patterns 6-4 fancy tweed suitings, up-to-date designs in Scotch, English and Canadian goods. They are also showing special lines in black satin finish, blue satin finish, black clay twills, and blue clay twill worsteds.

### STRENGTH IN HOSIERY.

Nothing keeps a merchant more favorably before the buying public than a well-assorted stock of hosiery, gloves and underwear. It is pleasant for a lady to sit down and get just the very size and

the very quality she needs in gloves and hosiery. This Caldecott, Burton & Spence's stock enables the progressive retailer to do, for it is always kept fully assorted in the sizes and qualities in demand of hosiery and gloves.

### ORDERING BY MAIL.

John Macdonald & Co.'s letter order department is a medium of great utility to merchants ordering by letter. Their system of filling letter orders is unique; they make a special point of having letter orders filled and shipped same day as they are received. Their facilities for doing this are undisputed, as they have a thoroughly trained staff for that work alone. Another point in the firm's favor for filling letter orders promptly is the nature of their stock, it being kept constantly assorted with novelties and special lines as they appear in the markets. They inform us that business in this department has simply surpassed their most sanguine expectation in quantity of goods sold and the extent of territory covered by customers transacting business with them in this way. Some years ago they commenced to make the filling of letter orders a specialty, and asked to be tried and tested; since then the business in this way has increased from season to season, and from the plans they have matured for the present assorting season they expect still greater increase.

### SNAPS IN HANDKERCHIEFS.

Lonsdale, Reid & Co. have purchased a large consignment of manufacturers' seconds. The lot contains printed borders, white hem-stitched Scotch lawns and all linens.

# Woven Labels.

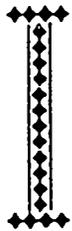
Shirt Labels & Hangers  
UNDERWEAR LABELS  
INITIAL LETTERS  
INDIVIDUAL NAMES.

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

Silk Labels & Hangers  
NECKWEAR LABELS  
DRESS BELTS  
SHOE LABELS.

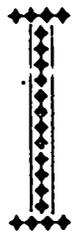
## Night Shirt Trimmings.

## BEFORE



You place your orders for Homespun and Tweeds for Outing Suits, write us for samples, which can be had for the asking. . . . .

## AND AFTER



You have done so we know we will have your order. We want you to learn that "Eureka" on goods stands for the best goods at the lowest price. . . . .

**EUREKA WOOLEN MFG. CO., Ltd.**

EUREKA, N.S.

## Why Buy Foreign Goods

When you can purchase Canadian make, save money, and have equally as good an article?

WE MANUFACTURE . . .

Scotch Tweed Suitings, Homespun Suitings, Fine Trouserings, Meltons, Kerseys, Beavers, Venetians, Irish Frieze, Overcoat Linings, Golf Cloakings, Ladies' Homespun Dress Goods, Travelling Rugs, made from domestic wool, warm and comfortable, in tartan colors, plain colors, and reversible; fine Australian Rugs, plain and reversible.

All our goods are manufactured from pure wool only, and are, therefore, clean and bright looking. Our designs are of the newest and nobbiest patterns, color guaranteed, and workmanship of the very best. We are selling to the retail trade. Correspondence solicited.

**BOYD CALDWELL & CO.**

Clyde  
Woolen Mills

Lanark, Ont.

# Canadian Made for Canadian Trade

Equal in design and finish with the production of European Mills, superior in point of value.

SEE OUR SAMPLES FOR FALL 1897

OF

**BEAVERS  
NAPPS  
SERGES**

**PRESIDENTS  
CHINCHILLAS  
TWEEDS**

Full lines now in the hands of our Agents,

**MILLICHAMP, COYLE & CO.,**

Wholesale Only . . . . .

Hallfax, Montreal, Toronto, Winnipeg, Victoria.

**A. W. BRODIE**

WOOLEN . . .  
MANUFACTURER

**HESPELER, Canada.**

## THE SWISS CURTAIN TRADE.

SWISS curtains are now so much in evidence everywhere, and their revival during the past few seasons has been so marked, both as regards the United Kingdom and the United States, Canada and elsewhere, that some facts regarding them, known to the "old school" perhaps, but beyond the ken of that larger field of "new drapery traders and buyers who have sprung up and are the outcome of the modern extraordinary developments of the trade, cannot fail to be of interest.

Mr. Cole, of A. Cole & Sons, London, has been giving an English contemporary some facts about the old days and the present revival:

"I was born in it," said Mr. Cole, "but only commenced to deal with the practical part of it in 1870, when Swiss were the leading lace curtains. Mr. Ferdinand Ehrenzeller, of 19 Cannon street, was the first to bring Swiss embroideries to this country, and for about thirty years my father was in partnership with Mr. Ehrenzeller. Popular prices such as we know now-a-days were unheard of and impossible in those days. Two guineas a pair was about the lowest price ever paid. Below that it was a poor, skeleton effect that was obtained. But the ordinary curtains were handsome productions, and sold well up to many guineas a pair. Low-priced embroidered muslin curtains also sold largely, but chiefly for export."

"When did the fashions begin to change?"

"Shortly after the Franco-Prussian war. As France recovered herself a high-class curtain was produced in that country, which, without entirely ousting the Swiss, slowly gained favor. Nottingham, too, vastly improved its productions of curtains about this time, killing the Scotch leno curtains that were doing the lower-price trade. Then followed the Oriental period of furnishing and colored 'art' draperies; and Scotland, as well as Switzerland, had to alter its style of manufactures. The Swiss were absolutely and entirely hand-made (embroidered), not woven by machinery as the other makes.

Several reasons, besides the colored lines, tended to a revival in popularity. Mr. Cole continued: "New stitches, new methods, and never-ending experiments, introducing machinery here and there for some parts, and more lightly and economically spreading out the work, eventually developed a variety of effects at popular prices, which for some seasons now have very steadily and healthily worked their way to the front. The major part still is hand work—so the difficulties and hindrances in manufacturing are numerous. No one worker can carry a curtain through—each does only her own stitch—so each curtain or antimacassar, etc., passes through many different workers' hands, some as many as 15.

"The whole of Switzerland is not engaged upon this trade, as you are aware, and it is not so noticeable in the favorite tourist routes. Chiefly it is produced in the canton of St. Gall and its neighbor of Appenzell, but the work is spread also wide beyond these, among the mountains. In isolated snow-bound quarters up the mountains even men may be seen plying their needles and scissors when prevented from following their outdoor occupations for weeks and months at a stretch. They are simple folk, and their wants are modest in the extreme, and thus it is such very moderate-price goods can now be produced. In summer it is a pretty sight to see the women and children with their frames in their gardens, fields, or by the road side, stitching and snicking away. They work very quickly, and, notwithstanding the innumerable delays, the quantity turned out annually from this small part of a small country is astonishing. They prefer the goods for the American market, as the size, etc., is more uniform and handy for them."

In spite of its high duties, from 40 to 60 per cent., the United States market has taken a good many Swiss curtains. Canada,

with its more moderate tariff, has also been a good customer. As they are not always imported direct it is difficult to identify the exact amount in the Canadian returns, but our import in 1896 of "curtains trimmed or untrimmed" amounted to \$286,071, the chief places they came from being Britain, \$189,285, United States, \$59,314, Switzerland, \$21,493, and France, \$13,733.

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

## MARINE INSURANCE.

The Open Policies issued by the **MANNHEIM INSURANCE CO.** (Capital Two Million Dollars) cover goods from the time they are shipped until delivered at your warehouse.

For rates and further particulars apply to

**JAS. J. RILEY & SONS,** Managers for Canada, **MONTREAL.**

## NOTICE TO CREDITORS.

NOTICE is hereby given that James Short McMaster, trading in Toronto, Canada, under the firm name of McMaster & Co., and in London, England, under the firm name of A. R. McMaster & Bro., has transferred his estate, credits and effects to me in trust for his creditors, pursuant to the Revised Statutes of Ontario, 1887, Chapter 124 and amendments thereto.

All persons claiming to rank on the said estate must file their claims with me, duly verified as required by said Act and amendments thereto, on or before the 15th day of March, 1897, after which date I will proceed to distribute the assets of said estate among those entitled thereto, having regard to those claims only of which I shall then have received notice, and that I will not be liable for said assets or any part thereof so distributed to any person or persons of whose claims I shall not then have had notice.

Dated at Toronto, this 21st day of January, 1897.

E. R. C. CLARKSON, Trustee,

Scott Street, Toronto.



## BLARNEY FINGERINGS

Fine Strong Yarn  
Kuits Evenly. . .

Soft and Pleasant  
to Wear. . .

FINGERINGS.

"Shamrock"

"Blarney"

"Gaelic"

"Hibernian"

SAXONY.

"Soft Knitting"

"National"

"Shamrock"

Mending"

On cards or 1/4 oz. skeins

Manufactured at . . .

Blarney, Co. Cork, Ireland.

Sold by all Wholesale Dry Goods.

Agent for U. S. and Canada. . .

**R. H. COSBIE,**

Manchester Building, Melinda Street,

Toronto

**WARDLAW**  
**YARN MILLS** **DUNDAS,**  
Ont.

**Thos. D. Wardlaw**

Manufacturer of

Worsted and Woollen Yarns, Fingering,  
Wheeling and Knitting.

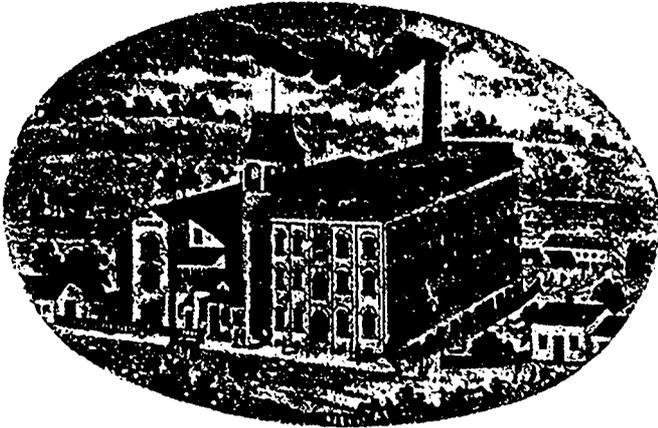
Loops and Novelties for Dress Goods,  
Cloakings, etc.

Carpet and Serge Warps.

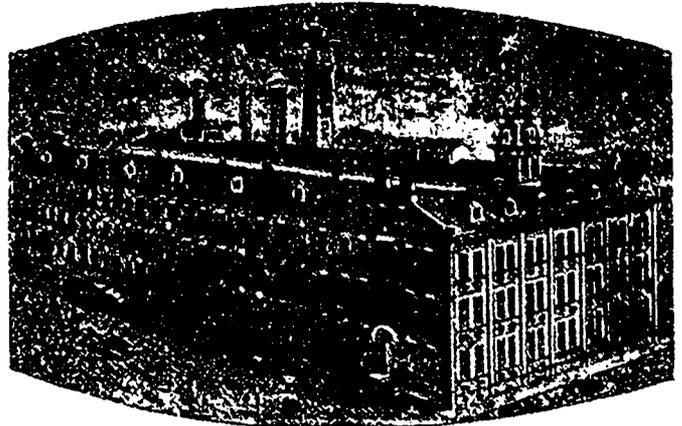
**GOLF AND BICYCLE YARNS A SPECIALTY**

Write for Prices and Samples

.. TO THE WHOLESALE AND MANUFACTURER ONLY ..



MILL NO. 1.

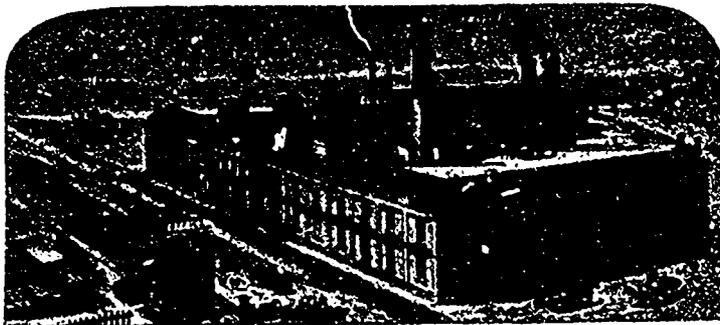


MILL NO. 2.

# The Penman Manufacturing Co.

HEAD OFFICE: PARIS, ONT.

Limited



MILL NO. 3.



MILL NO. 4.

The Oldest and Largest Manufacturers of

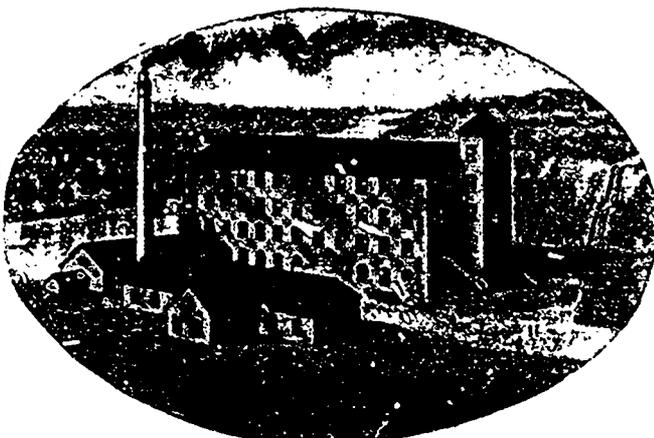
## Knitted Goods

in Canada. Manufacturers of every description of Men's, Ladies', Misses' Youths' and Children's Underwear, Hose and Half Hose. . . . .

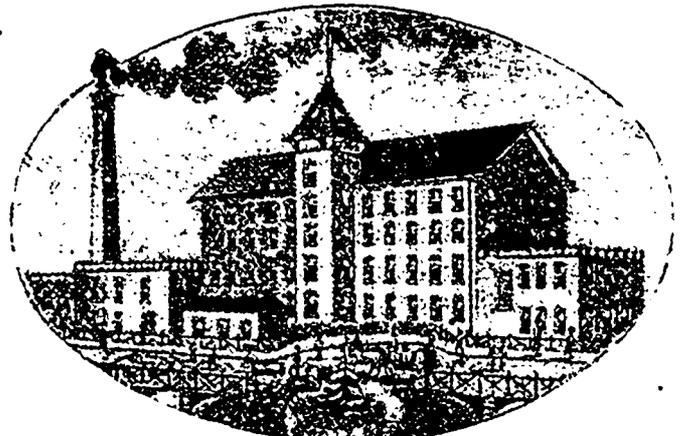
The attention of the trade is specially called to our Natural Wool, Balbriggan and fine Merino Underwear for Spring. Also our Top Shirts and Half Hose, and "MAGNET" Brand of Ladies' Underwear.

SELLING AGENTS

D. MORRICE SONS & CO., MONTREAL AND TORONTO



MILL NO. 5.



MILL NO. 6.

## FAIR REPORTS OF TRADE IN THE WEST.

WINNIPEG, Feb. 27.

**A**LTHOUGH we had a heavy blizzard last week and the snow lies deep on the ground, spring goods are appearing in all the shop windows. The Manitoba climate is not addicted to half measures, and those who have spent some years in Winnipeg have learned the wisdom of having their summer frocks made while the snow is still on the ground so that they may be ready for the first warm day. Summer comes with a rush, and it is not unusual to be comfortable in a fur cape one week and long earnestly for a muslin dress the next.

The summer goods look more dainty and tempting than ever, and a run through R. J. Whitla & Co.'s wholesale is quite a treat to eyes weary with the sight of furs and heavy goods.

On the third floor is the smallware department. Here is an endless profusion of delicate laces and embroideries and ribbons in great variety. The fawn grey lace, so much in vogue for the trimming of colored muslins, dimities, fancy weave cottons, satines and the like, is shown in many widths of great beauty of design. Then there are dress trimmings, buttons and veilings, beautiful enough to make a pretty woman out of an ugly one. Blouses, blouses galore, in all styles, and every description of cotton material. This trade has been enormous this spring already, and promises to increase as the season advances. Women grow more sensible as regards clothes, and having fully tested the value and comfort of the blouse waist are loth to relinquish it, and it will probably be worn, in this part of the world at least, more than ever in the coming summer.

In this department also is the hosiery. The firm make a specialty of the "Daisy" brand in cotton and the "Satisfaction" in cashmere, and the styles are so numerous as to be quite bewildering.

The gents' furnishings department is very complete and the heart of man could not desire a better assortment of ties, shirts and collars to choose from.

On the second floor is the dress goods department. Fabrics from France, Germany and Bradford. Lovely silk and wool mixtures that when unrolled lie in soft, iridescent folds, fine tweeds, silky cashmeres, strong, soft and well-finished serges. On this floor are the cloths for the merchant tailoring department and the carpets and house furnishings. From the cheapest tapestry to finest Axminster, any kind of floor covering may be procured.

On the first floor are the printed cottons, flannelettes, cretonnes and cotton shirting, goods that are sold every day the year round. Here also are to be found men's spring-bottomed pants and overalls which are manufactured in Winnipeg under the direct supervision of the firm.

In the basement is the shipping department and here also the heavy grey cottons and blankets are stored. The whole place is just now, and has been since the 15th of January, like a hive of bees. The orders for goods are very large and keep the entire staff hustling to get them out.

John W. Peck & Co., manufacturers of clothing, fur goods and shirts, have introduced greatly improved facilities, both at Montreal and Winnipeg, for the manufacture and handling of their stock with a view to securing the bulk of the business of Manitoba and the Northwest Territories in their particular lines. While they are prepared to ship all season orders from their Montreal warehouse they are of opinion that the wholesale business of this country, to be satisfactory to the retail trade, should be done from Winnipeg, and to this end have greatly increased their warehouse accommodation here and have room now to carry stocks equal to any Canadian house.

Their clothing department is very complete, but their great specialty is shirts, they having devoted much attention to the par-

ticular requirements of the trade in this country, and that their efforts are appreciated is proved by their largely increased business from year to year. They carry full lines of straw hats and cloth caps. Their warehouse is a massive four-storey white brick, with native stone facings, and suggests solidity and business enterprise in every line and curve. Along the top of the building runs a huge wire sign bearing the name of the firm in full, and this can be seen from all parts of the city and from the neighboring town, St. Boniface.

MacCleod Halliday, doing a general jobbing dry goods business, reports good trade and collections very fair indeed; in fact, all business houses in these lines speak of the improvement in collections. Business is steady; no phenomenal rush, but there is demand for staples in fairly large quantities and a very good sale for lighter lines. Paper is being met with increasing promptness, and altogether business has a healthy tone.

## FANCY SKIRTING.

There is a decided novelty out for this spring in fancy under-skirting.

The material is a fine drill upon which are printed the most exquisite designs. The colorings of these designs are a marvel of the printer's art in cotton goods.

The coming season is sure to be a big one for dress lawns, which makes this skirting specially desirable on account of the support they will be, as there is considerable body in them.

They are 32 inches wide and colors are guaranteed fast. Boulter & Stewart, who are the agents for these goods, report large sales, and a noticeable feature is that the smaller places are taking them up quite as readily as the large ones. They will be pleased to forward samples if requested.

## RETIREMENT OF MR. JAMES PRIDDIS.

The dissolution of partnership by Priddis Bros., London, and the retirement from active business life of Mr. James Priddis, owing to ill-health, calls forth many complimentary references to this old and honorable retail house, and Mr. James Priddis himself. This firm is one of the oldest in Western Ontario, having been established in 1849 by Mr. Chas. Priddis, father of the Messrs. Priddis. The latter have steadily built on the foundation laid by him, and have had a career of continuous prosperity equaled by few business houses in the province.

Mr. George Priddis will carry on the business, and from his long experience in management and business talent the future of the house promises to be as creditable as its past. Mr. Priddis has the best wishes of THE REVIEW.

## ART DRAPERIES.

Messrs. Boulter & Stewart inform us that they are greatly pleased with the returns of their drapery ad. in last issue, having received requests from distant parts of the country for samples. If you are in need of this class of goods it will pay you to drop them a line for samples, as they claim to be at the top of the ladder in these goods.

## SATISFACTORY TO OLAPPERTON'S.

Clapperton & Co. say that the sales of their cotton thread increased 20 per cent. in 1896. This is made up principally in increased orders from old customers. As Mr. Wright remarked, "We can't get new customers very well. All the trade throughout Canada deal with us. They have a very high opinion of THE REVIEW, and say it is the best paper in Canada for their business."

# For Others to Say



“As good as ‘Shorey’s make’” only emphasises the fact that H. Shorey & Co.’s Ready-made Clothing is recognized as the standard. No one, not even a competitor, ever makes a comparison except with the best.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS’**  
. . . **TRIMMINGS**



29 VICTORIA SQUARE

**MONTREAL**

WM. C. FINLEY  
J. R. SMITH

# THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES  
OF . . .

- |                             |                           |
|-----------------------------|---------------------------|
| Flexible and Mohair Buttons | Ivory and Buffalo Buttons |
| Strap and Brace Buttons     | Vest and Trouser Buckles  |
| Livery and Official Buttons | Gaiter and Anchor Buckles |
| Fancy Metal Buttons         | Mantle Hooks and Eyes     |
| Anchor Buttons              | Trouser Hooks and Eyes    |
| Fancy Vest Buttons          | Cap Ornaments, Etc.       |
| Linen Buttons               |                           |
| Jet Buttons                 |                           |

**WALKER BROS.**

Manufacturers' Agents

Carry full stock of staple lines.  
Samples supplied to the Wholesale Trade. . . . Montreal

# A. McDOUGALL & CO.

*Woollens and Tailors' Trimmings*

*168 McGill Street*

. . . MONTREAL

Sole proprietors of the celebrated **TYKE** and **BLENHEIM** serges. . . . .

None genuine unless stamped with registered trade mark every 2 1/2 yds. . . . .

**A. McDOUGALL & CO.,**

— Sole Proprietors

## A PROSPEROUS YEAR.

NORTH AMERICAN LIFE.

THE annual meeting of this company was held at its head office in Toronto on Tuesday, January 26. Mr. John L. Blaikie, president, was appointed chairman, and Mr. Wm. McCabe, secretary.

The directors' report presented at the meeting showed marked proofs of continued progress and solid prosperity in every leading branch of the company's business. Details of the substantial gains made by the company during the past year are more particularly referred to in the remarks of the president and the report of the consulting actuary.

Summary of the financial statement and balance sheet for the year ended December 31, 1896:

Cash income.....	\$ 641,788 08
Expenditure (including death claims, endowments, matured investment policies, profits, and all other payments to policy-holders).....	436,545 14
Assets.....	2,515,833 41
Reserve fund.....	1,991,526 00
Net surplus for policy-holders.....	421,546 20

WM. McCABE, managing director.

Audited and found correct,

JAS. CARLYLE, M.D., auditor.

Mr. W. T. Standen, of New York, the company's consulting actuary, in his full and detailed report of the year's operations, said: "I have examined the investment policies whose dividend periods mature in 1897, and have apportioned to them the dividends accruing thereon. These settlements, like those for 1896, will be found to compare very favorably with the results attained by the best managed companies. This is cause for congratulation on the part of your policy-holders, as, notwithstanding the large payments for investment policies maturing in 1896, you have been able to close the year again with an increased surplus to your credit. The large amount of your new business for 1896—2,603 policies for \$3,554,960, being half a million dollars in excess of any previous year—shows that the plans and operations of the company are becoming better known and appreciated. Your results show a good surplus earning power, indicating that your business is of a paying character."

The president, Mr. John L. Blaikie, in moving the adoption of the report, said:

"I am fully warranted in congratulating every policy-holder and every person interested in the company, upon the splendid position to which it has attained and upon the results of the past year's business.

"An examination of the figures before you reveals many most interesting and important particulars.

"If we compare the business of the year just closed with that of the previous year, viz., 1895, we have the following results:

"Assets increased \$215,315.26, or over 8 per cent.

"Cash income increased \$60,309.84, or over 10 per cent.

"New insurance issued increased \$542,110, or over 18 per cent.

"Total insurance in force increased \$1,714,785, or over 10 per cent.

"Reserve fund increased \$195,704, or over 10 per cent.

"Payments to policy-holders increased \$150,459.94, or over 142 per cent.

"In no former year have such magnificent results been attained.

"The financial strength of a company may be gauged by the relation of its assets to its liabilities. In this respect the North

American exceeds that of its chief competitors in Canada, having \$120 of assets for each \$100 of liability."

Hon. G. W. Allan, in seconding the resolution, said: "The president has spoken fully on the satisfactory condition of the company, yet there are one or two points to which I will briefly refer. There are our investments in which all are interested and will be pleased to learn that they were very carefully made, and have turned out exceedingly satisfactory, as evidenced by the prompt manner in which our interest has been paid.

"There is another point of comparison which will show favorably for our company, that is, as to the relative profit earnings. I am satisfied that those interested in the company have every reason to feel exceedingly gratified at the very prosperous condition which it holds at the present moment."

Mr. J. N. Lake, in moving a vote of thanks to the company's provincial managers, inspectors and agency staff, referred in very complimentary terms to the splendid work done by the outside staff in 1896, as evidenced by the grand business secured during that year, and also that the new business in January, 1897, was already largely in excess of the whole amount received for the same month last year.

James Thorburn, M. D., medical director, presented a full and interesting report of the mortality experience of the company from its organization, which illustrated fully the care which had been exercised in the selection of the company's business.

After the usual votes of thanks had been passed, the election of directors took place, whereupon the newly-elected Board met, and Mr. John L. Blaikie was unanimously elected president and the Hon. G. W. Allan and Mr. J. K. Kerr, Q. C., vice-presidents.

## BRIEF NOTES OF THE TRADE.

Dingman & Co. show valenciennes laces, all widths, silk laces in black and cream, maline, Spanish, dress and millinery laces at right prices:

A number of repeat orders are coming in to S. Greenshields, Son & Co. for ladies' shirt waists with ties to match, at all the popular prices.

The demand for Swiss spot muslins is running more and more on the heavy cloth. Brophy, Cains & Co. have a full range from 11½ to 30c., all heavy cloth in the newest spots.

We notice in the local dailies "ads." for 50 more hands wanted by Robert C. Wilkins. This would indicate that there is no scarcity of orders for the "Rooster" brand shirts and overalls this spring.

P. Garneau, Fils & Cie., of Quebec, are completely sold out of their \$1.20 doz line of tinsel dress trimming. They expect a second shipment in March. Their colored beaded trimmings at 60c. and 85c. per doz. have been put in stock.

## LACE CURTAINS.

The curtain business this spring seems to have been unusually heavy all round. Styles have changed till now the jobbers find it hard work to sell the old-fashioned Nottingham lace goods above \$2.25 or \$2.50. Above this price the heavy guipure goods (figured and also with light net centres) seem to have captured the market; but even these have to give way at from \$5 to \$6 to the genuine Swiss embroidered curtains which this year can be had at all prices. Brophy, Cains & Co. carry a full range of all three lines—the first from 20c. to \$4.50, the guipure from 75c. to \$6, and Swiss, all prices, from \$2 to \$15, with sashes and nets to match.

## BUSINESS HAS BEEN GOOD.

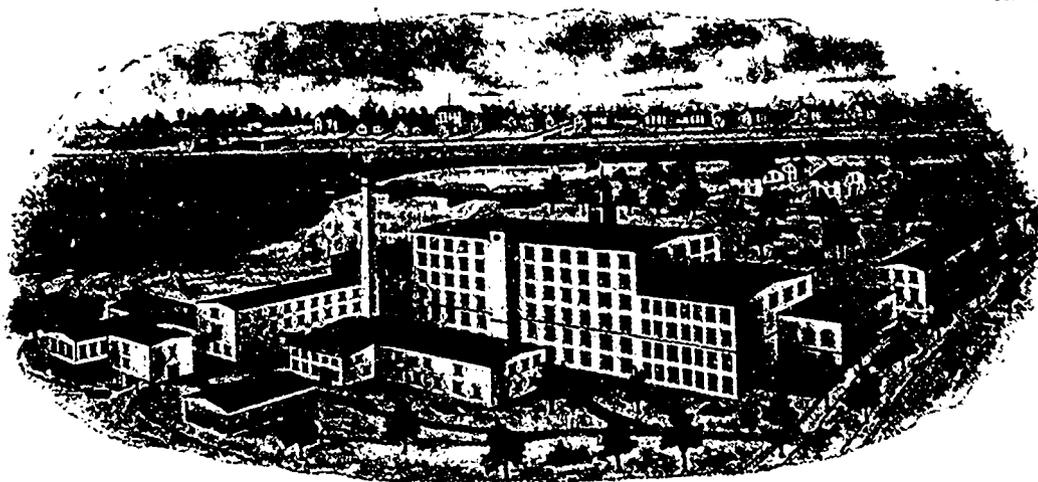
Matthews, Towers & Co.'s travelers have just returned from their various routes and report business above the average.

# Rosamond Woolen Co.

ALMONTE,  
ONTARIO.

ESTABLISHED 1867

Manufacturers



Suitings  
And  
Coatings  
Trouserings

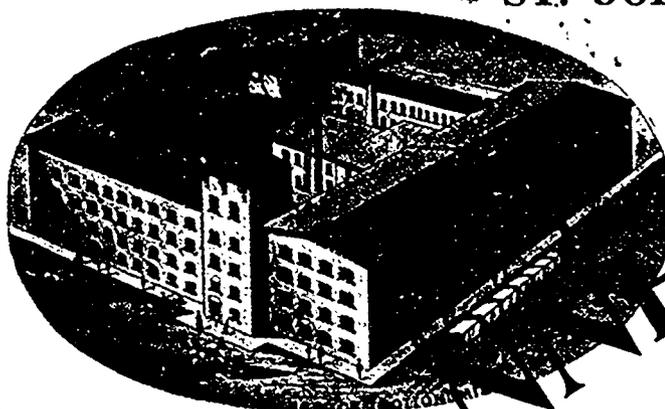
In WOOLEN  
and WORSTED

OUR patterns for the Spring are now in the hands of nearly every reliable wholesale tailoring house in Canada. We make a good honest article (free from Cotton) which can stand on equal merit with anything imported **AND COSTS LESS MONEY.**

We have every facility for keeping right up with the times as regards style and colorings, and retailers with a proper assortment of our patterns in stock can make no mistake. The goods are right in every particular. Ask your wholesale house for them.

# W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

Agents

J. SPROUL SMITH, 24 Wellington Street West, Toronto  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

## BRIEF NOTES OF THE TRADE.

If you have read Ripley's "Pirle" finish advertisement in THE DRY GOODS REVIEW, and wish to give it a practical test, you will find "Pirle" finished black venetian 6-4 coatings in stock at P. Garneau, Fils & Cie.'s, Quebec.

Dingman & Co., Bay street, Toronto, claim "grand values" in hosiery and gloves, either cotton, lisle, thread, silk or cashmere, all sizes. Hermsdorf dye.

"Selling buttons again? Well, rather! It is like old times again," say Brophy, Cains & Co. "We are having a splendid season, especially in all kinds of pearls. We have not raised the price of the latter during the past eighteen months in spite of the advances in the Austrian market, thus giving our customers the benefit of our special contracts."

Fresh arrivals in fancy sleeve linings have completed W. R. Brock & Co.'s stock in their tailors' trimmings department, and they were never in a better position to serve the merchant tailors of this country with better values or more reliable goods.

Matthews, Towers & Co. are very busy filling orders for early spring delivery. They report a good run on their No. 13 dress shirts, also on their line of German shirts.

Among the latest novelties shown by S. Greenshields, Son & Co. are Scotch plaid stockings, in cotton and cashmere, ladies' bicycle stockings and long gloves and mitts, which the best houses in the cities are taking up. They expect large repeats in these lines.

Lonsdale, Reid & Co. have some very special numbers in 1-1 ribs and seamless finish. The hosiery department is one of the largest in the house and great care is used by the buyer to procure leaders to retail at 25, 35 and 50c.

## A GRATIFYING RESULT.

The annual meeting of the Toronto Feather & Down Co. was held on Saturday, 13th February, at which all the stockholders were present. The statement submitted showed a very substantial advance over the previous year, and was very gratifying to the stockholders.

The following officers were elected for the ensuing year: President, A. W. Blatchford; vice-president, W. H. Stewart; secretary-treasurer, J. Buik. This company are starting the new year with largely increased facilities, having found it necessary to add additional machinery and also to extend their premises, to reach the largely increased trade which they are receiving. Boulter & Stewart, who are sole selling agents for the output of this factory, have found it necessary to almost double their traveling staff for the coming season.

## GOES ON THE ROAD.

Mr. Robert Cooper, who has had charge of the letter order department with W. R. Brock & Co. for a number of years, is, it is understood, giving up that position, and will represent the same firm on the road. Mr. Cooper, as manager of this important branch of the business, was brought much into contact with the firm's customers, and this, with the general knowledge acquired by constant care and attention in the filling of orders, should stand him in good stead in his new departure. He has the good wishes of us all.

## MR. O. WILSON COMPLIMENTED.

Mr. Chas. Wilson, for a number of years clerk with R. C. Struthers & Co., London, was presented with an address and purse of gold from his fellow employes. The address was read by Mr. Harry Harper and presentation made by Mr. James McCormick. Mr. Wilson is severing his connection with the firm.

## HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

## B. LEVIN &amp; CO.

Importers and Manufacturers of

## Furs and Caps

Coon, Grey Lamb, Persian and Seal Jackets,  
Capes and Caps.491-493 St. Paul  
Street . . .

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 Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles.  
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



"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 &amp; CO., LIMITED, LONDON.

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

## B. &amp; C. Corsets

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

Manufactured only by

BRUSH &amp; CO. - TORONTO



Our samples of underwear for the approaching Fall season are now in the hands of our several representatives.

The GALT KNITTING CO., Ltd.  
GALT, ONT.

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

## Manufactures Royales de Corset P.D.



These celebrated corsets are absolutely without rival, and occupy the first position in the corset trade throughout the world. Every pair is tailor cut, and only the very finest materials are used for this nonpareil corset.

10 Gold Medals

and .

Diplomes d'Honneur

have been awarded to P. D. corsets at all the leading International Exhibitions during the last 20 years. This is a record no other corset makers can show, and proves the numerous qualities of the P. D. corsets, the superiority of which are now nowhere seriously contested.

Sole Agents for Canada.

**Konig & Stuffman,**

10 St. HELEN ST., MONTREAL

## A Permanent and Positive Good

IS AN **Unconditional . . .  
Accumulative Policy**

IN THE

## Confederation Life Association

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

EXTENDED INSURANCE  
PAID-UP POLICIES  
CASH VALUES

GUARANTEED  
in the contract.

PROMPT PAYMENT OF CLAIMS.

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

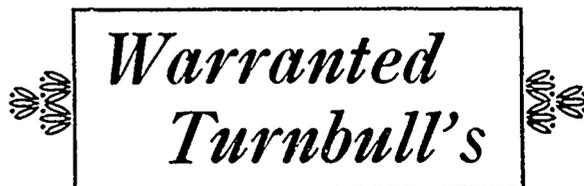
Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's agents.

## When You Show

Your customers

## Underwear

bearing this stamp . . .



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

THE

## C. Turnbull Co.

OF GALT, LIMITED.

**DOMINION COTTON MILLS COMPANY** **SPRING 1897**

Whites, Greys, Ducks, Cantons, Drills, Bags, Grey Sheetings, Bleached Sheetings, Pillows, Towels, Piques, Yarns, Prints, etc.

Wholesale Trade only supplied

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

**Re-dyers and Finishers**

OF DRY GOODS IN THE PIECE ALSO MILLINERY GOODS OSTRICH FEATHERS DYED, CLEANED AND CURLED

**AN HONEST CLAIM**

That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion. Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

**BRITISH AMERICAN DYEING CO.,** - Gold Medalist Dyers

Principal Offices:

231 McGill St., Montreal  
90 King St. East, Toronto

123 Bank St., Ottawa  
47 John St., Quebec

**JOSEPH ALLEN,** Managing Partner. **W. R. ALLEN,** Technical Chemical Dyer, and Medalist City and Guilds of London Inst., Eng., in charge of Works.

**For Good, Clean, Pure**

**Wool and Stylish**

**Homespun**

For Business, Cycling and Outing

**BUY GENUINE OXFORDS.**

Look for our Trade Mark:

"Tape woven across the ends of every web."

**Oxford Mfg. Co.**

OXFORD, N.S.

**THOMAS MEALEY & CO.**

MANUFACTURERS OF

**Wadded Carpet Lining**

MEALEY STAIR PAD.

AND

**STAIR PADS**

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



**WESTERN ASSURANCE COMPANY.** FIRE AND MARINE

Incorporated 1851

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

GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

**BEAVER LINE STEAMERS.**

WINTER SERVICE

Direct sailing between St. John, N.B., and Liverpool.

From LIVERPOOL	STEAMERS	From ST. JOHN, N.B.
Sun. Feb. 14	SS. Assayo	Wed. Mar. 3
Sat. " 20	Lake Ontario	" " 10
" Mch. 6	Lake Winnipeg	" " 24
" " 20	SS. Assayo	" Apr. 7
" " 27	Lake Ontario	" " 14

**RATES OF PASSAGE.**

FIRST CABIN—Single, \$17.50 and \$50. Return, \$90, according to steamer selected.  
SECOND CABIN—To Liverpool or London, \$31; return, \$66.75. Glasgow, \$37.65; return, \$74.05. Bristol, \$37.35; return, \$73.45. Belfast, \$33.25; return, \$69.25.

STORAGE—To Liverpool, London, Glasgow and Belfast at lowest rates.

Rates to Continental and Scandinavian points furnished on application.

NOTE—Steerage passengers by the Beaver Line are provided with the use of bedding and eating and drinking utensils, free of charge.

Freight carried at lowest rates, and to all important points, both in Canada and Great Britain, on through bills lading. Special facilities provided for the carriage of butter, cheese and perishable freight.

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

**D. & C. MACIVER**

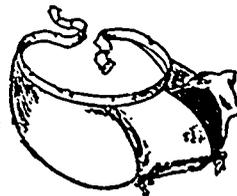
**D. W. CAMPBELL, Man.**

Tower Buildings, LIVERPOOL

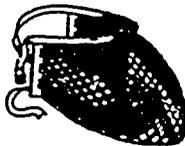
18 Hospital St., MONTREAL

**THE BUSTLE IS HERE**

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



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



**BRUSH & CO.**

Toronto.

**MILLER BROS. & CO. MONTREAL**

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

**COLLARS** Comet, Opera, Hanlan '76, Oro and Marquis.

**MOZART CUFFS**

Angelo & Raphael Reversible Lined Collars and Cuffs.

Only the very best materials are used in the manufacture of these goods.

# What does your Stock Sheet show ?

*Here's a fact worth remembering :*

YOU NEVER FOUND YOURSELF OVERSTOCKED,  
OUT OF POCKET,  
OR OBLIGED TO MARK DOWN A BLACK STOCKING—  
EITHER MEN'S  
WOMEN'S  
OR CHILDREN'S—  
THAT BORE THIS STAMP

**THEY  
SUIT  
AND  
SELL**

*Louis Hermsdorf  
Dyer*



**American Bureau of Louis Hermsdorf**

78-80 Walker Street, New York

# To the Trade

ESTABLISHED  
1849



## MARCH

Did you ever stop to consider that to reach buyers you must appeal to public opinion? How can you do so more effectually than by having in stock goods that are in demand at the right price? The reason why we are selling **New Fashionable Goods** at such low figures is our business. It is your business to buy them. An object lesson is worth volumes of talk. See our stocks of

**General Dry Goods**  
**Men's Furnishings**

**Haberdashery**  
**Woolens and Carpets**

No live merchant fails to learn at a glance that these stocks are full of real money value to him. Our warehouses are like fields, always ripe with **Fashionable Goods** as they appear in season, where bargains are harvested by the keenest buyers in Canada. Our phenomenal success in business is not the result of accident, but of principle, in its management---**Truth, Energy and Liberality**. These are the bulwarks that have withstood, are withstanding, and will continue to withstand all the opposition and competition with which we have to contend. Specialties to-day in each of our Five Great Departments.

## BICYCLE

### Department

Beauty of finish, elegant equipments, superior quality of material and workmanship have made the DAYTON famous, not only in AMERICA, but it has been recognized by the

CROWNED HEADS OF EUROPE as the finest in the land. The Czar of Russia and the Princess of Italy have chosen THE DAYTON for their mounts. See the Model H TRACK RACER, a perfect racing wheel, the fastest and most rigid ever produced.

We are Sole Canadian Agents  
for the . . . .

DAYTON and

TEMPEST WHEELS

# JOHN MACDONALD & Co.

Wellington and Front  
Streets East

TORONTO