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In Canada—Knows, that the **HEALTH** underwear is the **Best-finished** and **most comfortable** made.

**Now is the time** to place your orders for these goods. Buy a well-assorted line of various styles and you will find them sell rapidly and give **perfect satisfaction** to your customers.

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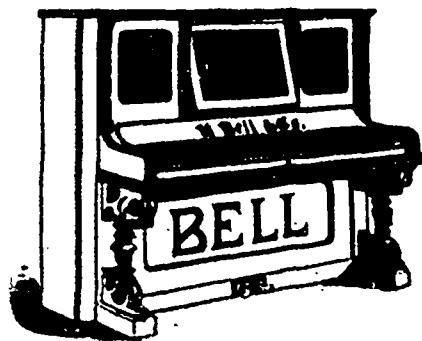
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# THE CANADIAN GOODS DRY REVIEW

Vol. II.

TORONTO, JULY, 1892.

No. 7.

## THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN  
Dry Goods, Hats, Caps, and Furs,  
Millinery and Clothing Trades.

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**THE DRY GOODS REVIEW CO.,**  
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### EDITORIAL NOTES.

**S**T. John's, Nfld., has suffered severely by the recent fire, and Toronto is not behind hand in extending financial sympathy towards sufferers. Among the dry goods firms who contributed we notice: Caldecott, Burton & Spence, W. R. Brock & Co., McMaster & Co., John Macdonald & Co., Gordon Mackay & Co., \$100 each, and Wyld, Grasset & Darling, \$50. Such liberal sympathy as shown by these firms deserves hearty commendation.

The De Boucherville Government in Quebec proposed to tax all wholesale houses \$100 per year. At a meeting of the Montreal Board of Trade a short time ago a resolution was passed supporting heartily the proposed scheme of taxation, but urging that small wholesale dealers not carrying more than \$10,000 worth of stock pay \$50 instead of \$100. This change would have been quite just, but it does not seem to have been made.

Mr. B. E. Walker, of the Bank of Commerce, made a happy remark when he said, "There are too many people in business." Small stores are getting to be a thing of the past, and if a two-cent railway rate were introduced, the number of town and village stores would have to be lessened. The large retail stores in the cities are slowly but surely drawing away certain classes of trade from the towns, and the "cheap" stores in the towns are destroying the villages. Ready-made clothing is being sold in the cities in increasingly large quantities, and the town tailor is losing his trade. And it

is the same in many other branches. If people want a good carpet they go to the city for it, if they can, where they buy from an assortment that the small dealer cannot carry, and at an advance on cost, which would be no profit to a small retailer. Increased means of communication facilitate this, and the retailer must study these changes carefully and see what effect it will have on his business.

Mr. Geo. Hague, the manager of the Merchants' Bank, spoke wisely in his annual report when he said: "The day has gone by forever when almost anybody could make money or make a living by opening a store and selling goods. It can't be done. Men only waste their time and energies in carrying on the business of storekeeping without previous training. But even with this thorough knowledge of the goods he sells, the retailer often splits on the rocks of giving too much credit. After doing an apparently successful business for years, he finds himself brought to a stand because his books are full of uncollectable debts. The most successful retail merchants are those whose rule is to do business for cash, and who make credit an exception." It is the old song in a new form; the old advice in different words. We hope that retailers are learning this; perhaps they all know it, but they are afraid they will lose the sale of a dollar's worth of goods if they refused to give credit. They would sooner lose \$500 a year in bad debts than to lose the profit on \$500 worth of goods by refusing to give credit. As Mr. Hague says, credit must be the exception, not the rule, if success in business is to be the result.

Wholesale dry goods men in Toronto and Montreal have been trying to shorten their terms of credit. This system of long credits has given these merchants but small net profits during the last few years on account of the number and volume of bad debts and losses. Mr. Hague, of the Merchants' Bank, gives strange advice when he says: "The attempts made to curtail unreasonable credit are worthy of the support of all bankers. But until we have such a continued scarcity of money as to compel heavy curtailment of discounts, we can scarcely hope that anything we can do will have much effect. Such a scarcity would probably bring about a lasting reform, and put the dry goods trade on as good a footing as it is in the United States. It does seem anomalous that what can be done in New York, Detroit and St. Paul cannot be done in Montreal and Toronto. When no

paper is taken that has longer than three months to run, and every bill is expected to be paid when due, renewals belong looked upon as the first symptoms of danger, the trade will be on a satisfactory basis." Surely credits can be curtailed without resorting to such extreme means as a continued scarcity of money. Canada's position as an agricultural country demands that her currency be plentiful, because about twenty per cent. more than usual is needed in the autumn in order to move the crops. A currency unexpansive and just suited to our needs at other seasons of the year, would in the autumn cause financial distress on account of the increased use for currency at this season of the year. The remedy lies only in the co-operation of the mills and the wholesalers. If these two bodies would combine and say we will not give long credits, the change would be made and good would be the result. But if wholesale dry goods men will continue to give long credits, they are punishing themselves as long as the custom lasts.

The trade question of this country is a very important one, and a subject which we would like to discuss; but if we said anything we would lay ourselves open to the disgraceful charge of mixing in politics. That is, if we were politicians we would be disgraced, and no person would read THE REVIEW unless they were politicians of the same hue as ourselves. It is very strange how many people shun new ideas or ideas which are different to the cobwebbed ones they store up in their dusty top-hat. The Imperial Trade Congress has met, and the delegates have exchanged ideas. The delegates from Toronto were there, and they voted for preferential trade. What would it mean to the dry goods trade? On the bulk of our goods it would mean lower prices, and perhaps an increased consumption. The benefit would be to the consumer both in buying and selling. But for the present the proposal is laid on the shelf, and we must wait until Gladstone leaves office before it can be broached again successfully. In the meantime, we might have free trade with Great Britain, and thus secure cheaper dry goods. But this would be a long step away from the policy we are pursuing. Again, the result of the elections in the United States next November may introduce some new probabilities and possibilities with regard to trade. In the meantime Canadians had better learn to look at all schemes carefully but distrustfully, say nothing, but watch the politicians closely and make the best of existing circumstances.

### SHORT LENGTHS.

It is the little things of life that worry. Just now a practice has grown up in some of the wholesale houses, caused perhaps by a too great inclination to please their customers, which is now bringing trouble upon the houses which inaugurated the custom. Most wholesale houses will, in certain goods, cut dress lengths from their dress goods pieces to oblige their customers. This is allowable in silk and tweeds goods and perhaps in goods which are worth above fifty cents a yard. At least, if the cutting was confined to dress goods above this price, there would be less room for grumbling, but it is difficult to see why this should be indulged in with regard to goods less than one dollar per yard.

But the practice has grown so, and with accumulating strength forced itself on the wholesale houses until a ridiculous custom is in vogue in a few of them of cutting dress lengths from goods at fifteen, twenty, and twenty-five cents per yard. The custom seems to have begun by travellers selling dress lengths to milliners and general dealers for their own consumption. Finally it has forced itself among a certain class of customers with small stocks and large ambitions. When the question is considered, we can come to but one conclusion, that is that anyone who cannot handle a piece of dress goods with thirty to thirty-six yards in it at a price less than fifty cents or one dollar had better not be in business. And no wholesale house has a right to sell less than this, because they are doing injury to their best customers who do buy full lengths.

When the working of this custom with regard to the wholesale house is considered, the coarseness of the practice is seen. The traveller has a sample of a piece of dress goods which contains thirty-five yards, and he sells to each of five persons seven yards of this material. But in the cutting a half yard has been lost, and only six and a half yards are left, which are sold at a sacrifice, and a half yard is lost, which is a great deal when goods are sold at a close margin. Again, the matter is worse when the piece contains thirty yards, three lengths are sold and nine yards are left, and when the next order comes in for seven yards, the question arises, what is to be done with the extra two yards. Cut it off and it is lost. Send it to the customer and he will take it if it is a bonus, if not he cuts off his seven yards and sends the two back. Thus the houses lose very heavily by their cutting business. And who gains? No one, but a few small dealers, who do not deserve it. The genuine dry goods merchants would never want such a favor in any line of dress goods less than fifty cents in price.

But there is another phase to this question in which the interests of the retailer are more concerned. Some dealers in Canada and in the United States are contending for shorter dress lengths—that is, that no piece of dress goods should contain over twenty-five to thirty-five yards. At present the Dominion Cotton Mills Co.'s goods are put up in pieces of from thirty-nine to forty-four yards in length, while in cheaper goods from American and English houses the lengths run from fifty to seventy yards each. This is too much for the ordinary retailer, and we see a great deal of benefit

which would result to the retailer by having shorter lengths in dress goods and being enabled to carry more of the variety that the house with which he deals has in stock. He would commence the season with a greater variety and his repeat orders would be more numerous and greater in volume.

The volume of the sales by the wholesale houses and manufacturers would be increased rather than diminished, and the only sufferer would be the wholesale house, which would have considerable more labor on its hands. But just here what has been said on a previous point comes in, and it must be recognized that if shorter dress lengths were introduced by manufacturers and jobbers, the house would gain by having to do less cutting into dress lengths. The decision of both these questions rests with the wholesalers, but their decisions must necessarily be modified by the expressed opinion of the retail dry goods merchants who stand in the relation of customers to them.

### A DEPARTMENTAL RULING.

As there appears to be a difference of opinion as to the proper rating of what are commonly known as "dress goods," in order to secure uniformity at all ports, in future, collectors are authorized that this class of goods may be rated under Item No. 216 of the tariff, without regard to width of the goods, when costing twenty cents or less per yard. Care, however, must be taken that no flannels, serges or cloths, other than "ladies' dress goods," are entered under said Item No. 216. This will have the effect of letting in meltons up to ten pence a yard at the low duty, thus decreasing the price of these goods. It also removes some doubts and secures a uniformity which was very much needed in classing certain kinds of dress goods.

### AN ADVANCE IN CELLULOID.

An advance in celluloid collars and cuffs, amounting to 11c. per dozen on collars and 22c. per dozen cuffs, has taken place in New York. This advance is on the built collars in the manufacture of which there is only one company in America. This company controls the manufacture of the genuine celluloid collar which is made of three thicknesses, the outer two being pure celluloid and the central one linen or cotton. Ever since its introduction this collar has had a strong hold on the market and has had a wide and enormous sale. It is undoubtedly the best celluloid collar on the market, but the monopoly has kept up the price. It has been extensively sold in Canada, especially during the summer months. We have manufacturers in Canada who make Ivorine and rubberine collars and cuffs, but these goods are made from raw material imported from Scotland and England, and are made of but a single thickness. They are not built goods like the celluloid wares. Mr. A. B. Mitchell, 16 Sheppard street, Toronto, is very extensively engaged in the manufacture of these rubberine goods, and his wares have a strong sale in Canada, but they form

a class quite different to the regular celluloid collar and cuff manufactured by the American company. The rubberine goods are neatly made of one thickness of the celluloid and with an extra thickness around the button-holes, but with no intervening layer of cotton. This advance in New York prices will create advance here, and dealers should remember that they cannot replenish their stocks at the old price and govern themselves accordingly.

### TIPS ON WOLLEN GOODS.

Good all-wool blankets are worth 45c. at the wholesale house, and good unions are worth 40c. Cheaper grades are being sold, but they are dearer in comparison with the goods sold at the above prices.

The trade during the past month has placed very heavy orders for woollen underwear, and now the mills' books are full and orders are being refused. The July deliveries in some cases are behind, and this shows a coming scarcity of woollens. Prices are low and the demand has increased, especially in the Northwest, and about Oct. 1st woollen underwear will not be plentiful. There may be enough, but there will certainly be no superabundance. There is a probability also that medium class grey flannels may be scarce. Recently one mill at Peterboro' was burned down, and the Lambton mills have been closed up on account of the keen competition. This has lessened the supply of this class of flannels, and it will tend to stiffen prices at least.

Efforts are being made to spot the cutting by certain wholesale houses in both Montreal and Toronto which have displayed a manufacturer's invoice and offered to sell at a small commission of two and a half to five per cent. This, of course, cannot be done at a profit, as it costs more to sell the goods and is only resorted to by financially weak firms.

### ADVANCE IN SILK.

This week news was received from Switzerland that an advance of from 10 to 15 per cent. had taken place in raw silk. This may be so, but it is not likely. Nevertheless there are circumstances which point to an advance in the near future, although the advance has not been sufficiently confirmed, as yet, to indicate certainty. In the cocoon markets of France and Italy there has been an upward movement of prices ever since about June 25th. Early reports from Japan announced an increase in the crop of raw silk this season, but later reports say that Japan will supply no more of the world's demands than it did last year. The Italian crop will show a deficit of from 20 to 25 per cent. These circumstances show that the present upward movement in Japan and Lyons will probably be maintained. Even if the advance amounts to 15 per cent., as reported, it will not affect the goods already ordered by Canadian jobbers and importers, and the effect will not be felt very much until orders are placed for spring silks. The immediate effect will be to make prices firm, but the advance here will not be noticeable.

# KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

Our samples for Fall will be completed next week, when our travellers will start out with a full range of Domestic and Imported Goods.

We would call the attention of the Western trade to the following suitable lines:

**Black Pantings, Black Worsteds, Blue and Black Serges,  
Dress Goods, large Range Tweed Effects,  
Cashmeres, at old prices, Velveteens, Sealettes,  
Towlings, large range.**

## FOR SORTING AND IMMEDIATE DELIVERY:

Cotton Hosiery and Kid Gloves, Art Muslins from 5 cents up,  
Damasks and Towels, great variety.

### THE REVIEW AND ITS READERS

A LEADING dry goods merchant in the Province of Quebec asked a DRY GOODS REVIEW representative the following questions:—First, "Has the editor of your paper been a successful dry goods merchant?" Second, "Does he know anything at all about a dry goods store?" Third, "If not, do you not think that the advice he might give in the paper would be more likely to be wrong than right, and more likely to do harm than good?"

Let us consider these questions. As to the first, the editor has not been a successful dry goods merchant. If he had been he must either be possessed of godlike wisdom or else he must stand as an autocrat, having certain views and attempting to impose these views and methods on men who know probably more than he, although differing from him in regard to views and opinions. As to the second question, the editor is not too modest to admit that he would know a dry goods store from a steamboat, and that he could probably, if pushed, distinguish between a pawnshop and a properly regulated dry goods store.

THE DRY GOODS REVIEW contains news derived from all quarters: newspapers, trade papers, wholesale men, retailers and commercial men of all kinds. The editor must necessarily be a man without prejudice. He stands at one side and looks upon events, studies their course, and investigates their cause and effects. He gives, as far as he can, an unbiased opinion on all matters of trade concern, this opinion being founded upon the facts as he finds them. He studies business from both ends, from the re-

tailer's point of view and from the manufacturer's point of view. He must have a certain knowledge of business and especially of the dry goods business; but the fewer prejudices an editor has, the better he can present to his readers the circumstances of any case which require his attention.

There is no dry goods dealer who, whether retailer or wholesaler, stands at the head of this great trade and to whom alone the rest of the trade look for infallible advice. The editor of this paper must keep his views if he has any in the background, and describe matters as they are without fear or favor. He must be the passionless man of science, studying causes and effects and recording results as they appear to be, not as he thinks they should be. Every question that he is called upon to consider must be considered much as a geologist would consider a fossil found in a rock. He looks at it and studies its appearances, the likely and possible causes of its existence, and its relation to the other matter which surrounds it. He probes into and discovers its structure. He analyses its parts and discovers its composition and ascertains its probable nature. So with the editor. He studies business and its relations according to the latest methods. He is seeking after truth, not seeking to justify any circumstance, course or method. All editors are fallible, but the most fallible editor would be one who had had a long training in a retail dry goods store, as preconceived ideas would unfit him for recognizing the truth or worth of new ideas which might be laid bare by circumstance or discovery.

Example is the school of mankind, they will learn at no other.—Burke.

### DRESSES IN PARIS.

The following is from the Paris correspondent of the Draper's Record:

"Light colors continue to predominate, the materials preferred being crepons, printed muslins, also embroidered ones, the patterns recalling those of the last century. There are flowers and knots of ribbons everywhere. These thin materials are worn over silk, which are of various light shades of blue, vert d'eau, cream, etc. Several of these costumes are made in the Empire style, with gathered short waists and wide sashes tied behind, the sleeves very full at the top, and generally in continuous puffs, which are distinguished by ribbons of a contrasting color designating each puff; they are always tight towards the wrist. I have seen a lovely dress of very full, soft heliotrope satin made in this style. The puff sleeves had bands of lettuce-green silk ribbons round. The flowing centre and sash was of the same narrow green satin.

The ordinary walking dresses are of crepon-de-laine, beige, hussar blue and cream being favorite colors. There is a tiny flounce edged with satin or a narrow fringe of a contrasting color on the plain skirt, the bodices made with rather short round waists, with revers counties. Then there are the soft serge dresses trimmed with shot velvet arranged as revers, with a small flounce round the skirt. A neat walking dress is of navy blue serges with a full blouse of striped cotton, and the corsage made as a figaro, the skirt perfectly plain and close-fitting, trimmed with gold passementerie at the foot.

## EARLY CLOSING.

ABSURD and ridiculous is the idea that some merchants have that if they keep open six days in the week the people in their town will buy more dry goods than they would if they kept open only five and a half days. If one dry goods merchant closed for half a day and the rest in that trade did not, then those who kept open longest would probably gain a little on the one. But if all close for half a day, are the people in that town going to buy any less dry goods? Do the people in this country buy any less amount of dry goods because the stores are all closed on Sunday? Why not then save a few running expenses and take a half holiday for yourself and your clerks one half day in the week. If your country trade will not allow it on Saturday afternoon, take it on Wednesday afternoon. In our last issue we mentioned that some of the Hamilton dry goods houses were closing on Saturday afternoon during the summer months. Most of the large retail dry goods stores in Toronto do the same. But in both these cities the smaller stores do not do this, and hence these larger stores must lose a little. But the owners of these large stores know that this loss is small and they are willing to bear this for the pleasure they get in knowing that they are not grinding the lives out of their employees, but that they are allowing them that recreation which mind and body needs and which makes them better clerks during the next week and makes them better men and women. Honor is due to men who do this. Beamsville merchants are sensible; they have agreed to close their places of business on Wednesday afternoon at one o'clock, from June 22nd to August 31st. Here are other reports. One from Halifax says that Nathan Bros., G. M. Smith & Co., W. & C. Silver, John Silver & Co., and Charles Robson & Co., will close at 6 o'clock, except Saturdays, during July and August. They are away behind the time, but nevertheless they are catching up. The Windsor merchants will close their stores at 6:30 each evening, except Saturdays, during July and August. There is a movement on foot among Strathroy dry goods merchants to close their places of business at 9 o'clock on Saturday nights. Here too they are moving, but they are still in the rear of the reform movement. Many towns in Ontario and elsewhere have the early closing movement, and close at 7 o'clock every evening, while many also enjoy a half holiday some day in the week. The Toronto butchers take a half holiday on Wednesday afternoon. But as an example of pure blindness and selfishness we have the following report from Ingersoll, Ont., where alone the tailors seem to have some common sense: A petition, signed by quite a large number of Ingersoll merchants, was handed to the council Monday night, asking for the repeal of the Saturday night early closing by-law. Another petition, signed by a majority of the merchant tailors, was also handed in, praying for the enforcement of the 7 o'clock closing by-law. The police were instructed to notify and enforce the latter.

Glencoe merchants have adopted the early closing system, and their stores will be closed at 6 p.m. every day except Saturday.

## TRAVELLERS' TALES.

The other day half a dozen commercial men came down the Georgian Bay from Parry Sound. Before proceeding we may say that a more delightful trip is not to be found in America than a sail on the steamer Manitow, down the inside channel, through the fifty miles of islands that dot the channel all the way along. Mr. Dave McNalg is again afloat on the staunch old boat, so you are sure to have a jolly time. As usual, a few good stories were told. We can remember only two or three, and here they are:—

## WHY JOHNNY GOT THE BOUNCE.

Mr. John Marling was engaged for the glove and hosiery counter in a big western dry goods house, where a large proportion of the firm's best customers were colored people. A few days after he had entered upon his new duties, a stylishly dressed young lady, of very deep tinted complexion, waltzed up and asked Johnny for some flesh-colored silk stockings. He opened a box of black silk hosiery, saying: "These are warranted fast dye, full-fashioned and—" The young lady gave John a look that paralyzed him, and abruptly she had been insulted and would never enter the shop again. Mr. Marling was asked for particulars; he explained how she asked for flesh-colored hose and he showed the nearest he had to match her complexion. "That will do, sir. If we keep you here after to-day the store will be boycotted. We are very sorry, but it was an unpardonable mistake. Good-bye!" And Johnny quit.

## TOO MANY COOKS.

John Slater, an old dry goods traveller, said:—"Some years ago I had a customer in a country village named Wyley. It was an all-day job to sell a five hundred dollar parcel. First there was John Wyley himself to please; then Mrs. Wyley had to be satisfied; then there was Grandma Wyley—John's mother—she had to be consulted; and Grandma Tuttle—Mrs. Wyley's mother—would always drop in to have a look at the new styles, and assist with her advice and counsel. Mrs. Wyley and Grandma Tuttle pulled together, while John and Grandma Wyley pulled the other way. I remember once spending nearly half a day in selling them twenty pieces of print. The thing got so tedious at last that I struck an idea which worked first-rate. I got them to agree to take turn about in choosing patterns. I told them by this means they could find out whose choice of patterns sold the best. Quite a rivalry got up between the two old ladies and John and his wife. It was very funny to hear me call out 'Now, John, it's yours and Grandma Tuttle's turn to select from this book;' but it worked all right and saved me lots of time."

## SHE COULDN'T MAKE IT OUT.

Mr. O'Rourke died a short time ago, his life being insured for \$500. With this money the widow started a corner grocery. Mrs. O'Rourke's early education had been sadly neglected. When she started to check off the first invoice she was "all at sea." She couldn't make "hild or tail av it." She sent her boy Dennis down to the wholesale house to buy his mother couldn't make out the bill "at all at all;" half av it was "ditto ditto," which she didn't order and didn't "maane ter keep," and

to send up a waggon and cart the "ditto" back "ter wance," it was groceries she wanted.

TOM SWALWELL.

## WOOLLEN UNDERWEAR.

Canada manufactures most of her own woollen underwear in fact, all but some very fine goods and these are rapidly being displaced by improved goods of home manufacture. While doing this, woollen goods are supplied to the consumer at prices much cheaper than those supplied to the citizens of the United States, and yet our mills are prospering. The quality of the goods is improving, but not uniformly. Some mills are turning out goods which are a disgrace to any manufacturer, while other mills are turning out goods which catch the trade every time by their clever appearance, and hold it by their intrinsic merit. To make nice underwear requires very careful attention to details. The weight of the garments must be just and the "feel" of the goods proper. This last point is one which some manufacturers fail to get altogether. It is hard to trace the fault, but in many cases the poor "feel" is due to poor scouring and fulling. But it is the appearance of the shirt which sells every time, and this appearance is made up of a large number of little details—such as the color of the thread used in stitching, the shade of the buttons and their make, the edging and other trimming. Too great attention cannot be given to the small details and the trimming of the garment costs but little; an improvement which costs but ten or fifteen cents a dozen in this part of the making, often adds fifty cents a dozen to their value. A shirt which has cheap edging, badly shaped or poorly designed buttons, unsuitable thread and poor stitching will sell for less than a poorer shirt, as regards stock and weight, but with neater and more attractive trimmings. This may seem a lamentable fact, but it is a true one.

Great improvements have taken place during the past few years in this manufacture. The chief were: the looped skirts and cuffs, the fancy stitching about the front and neck of woollen shirts, and perhaps greatest of all, the gradual substitution of plain goods for ribbed goods. Ribbed goods still sell but chiefly in cheaper, part cotton goods or heavy goods for lumbermen and those in the colder districts. But for the better class of trade, plain goods are more in favor, the colors being mostly stripes and mixes. The tendency is to quiet colors, such as plumb color mixes, stripes and naturals, very few scarlets being sold. A number of years ago scarlets had a very strong run, but for quite a while the demand has been quite inactive, although showing signs of reviving somewhat.

Hitherto we have been speaking of men's underwear, but ladies' underwear is also being manufactured in Canada in increasing quantities. Last season there was a strong demand for ladies' ribbed vests. These sleeveless, closefitting garments were at first imported from England, but a firm in Hamilton, Ont., gained the secrets and now manufacture them very largely. This season the plain woollen underwear, the sleeved garments, seems to be finding a readier market.

**WHITING CASH AND PARCEL CARRIER.**

The greatest success of the present age. No cords or springs to get out of order: recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.  
(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head Office.

**CORRESPONDENCE.**

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

**FOREIGN CORRESPONDENCE.**

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

**SITUATION WANTED.**

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

We beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers:

Lincoln, Bennett & Co.,

Wilkinson, & Co.,

and J. E. Mills,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.

**B. Levin & Co.**

491 and 493 ST. PAUL STREET,

MONTREAL, P. Q.

**WYLD, GRASETT & DARLING.****New Goods for Assorting Season.**

Challies, Printed Delaines, Cashmere, Black and Coloured Surahs, Black and Coloured Failles, Coloured Sateens, Black Peau de Soie, Fancy Tinsel Silks, Victoria Lawns, Lencs, Ladies' Cashmere Hosiery, Fast Black Cotton Hosiery, Ribbed Cotton Vests, Lisle, Taffeta, and Silk Gloves, Ladies' Circulars.

MEN'S FURNISHINGS—Novelties in Derby and Four-in-Hand Scarfs; full range of Black Scarfs. English Collars in various heights. Summer Vests and Coats. Waterproof Coats, Umbrellas.

MERCHANT TAILORS' STOCK constantly replenished with new goods.

**WYLD, GRASETT & DARLING.****SUSPENDERS.**

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

**C. N. VROOM,**

St. Stephen, N.B.

**GOULDING & CO.,** 27 Wellington St. East, Toronto.

Agents for Ontario.



## GENERAL TRADE NOTES.

**G**ORDON, MacKay & Co. are showing extra value in some new shipments, the chief being three hundred pieces of navy all wool serge and five hundred pieces gray shaker flannel.

The fingering and other yarns of domestic manufacture have gradually displaced the foreign makers. With the exception of the Baldwin, no other foreign brand has any very great sale, while there is a good market for domestic yarns.

John Macdonald & Co. are handling a new article called the Twin dress stay; it is well adapted for the purpose and surpasses most other kinds in quality. They are also showing dress shields, for wearing under the arms, in stockinette and silk, both of domestic and French manufacture. They have received large shipments of Baldwin's fingering yarns, and in domestic yarns are selling Queen City and Standard, which brands can be readily distinguished by the Royal British Standard.

Caldecott, Burton & Spence have received about the last of their shipments in Canadian shirtings, flannels, flannelettes and other cotton staples, thus giving them a very full and varied stock of the latest productions of the Canadian mills. These goods were ordered early in order to avoid the later advances.

John Macdonald & Co. have just received very heavy shipments of tapestries, Brussels and Wiltons, and especially varied in their stock in hems, which includes all qualities and widths. Their orders for fall delivery of carpets has been unusually large.

Gordon, MacKay & Co. have an extra fine line of 45 inch black flouncings in black and colored embroidery. In kid gloves they are showing a very fine line of gauntlets on which they are quoting a special price, which the shrewd dealer should investigate.

A new thing in embroidery and crochet cotton—E.S.C. is of German make, and the new feature is that it is sold by weight, each ball weighing 25 grammes. It is put up 10 balls in a box, and in several boxes in a gross is found a small pasteboard box, into which one of the balls just fits and the lid of which is provided with a hole through which the thread runs out, thus securing the ball from being injured or soiled. Enough of these are provided to furnish one each to the best customers. By this method of weighing consumers get the fairest treatment, as they do not pay for spools or their substitutes. This cotton sells for \$6 a gross.

W. R. Brock & Co. have a job line of lenos in all colors, which are having a strong demand, to protect goods from the black flies. Their honeycomb shawl, which is sold to retail at a dollar, is a genuine bargain. They are showing a nice line of silk umbrellas. One kind of umbrella has quite a novelty handle; the bone handle is fastened at one end into a dog's head, and at the other end into a street car whistle, by a simple twist of the wrist the handle is disengaged and shows a handy corkscrew.

In mantle materials some very new brocaded effects are seen, but sealettes, plain beavers and Bedford cords are very promising.

John Macdonald & Co. are selling

the Hygiene corset. This corset being fitted up with shoulder straps and straps for holding up the skirt, is designed to relieve the waist of the load of garments and place this load on the shoulders. This is the proper way according to dress reformers and physicians, and this corset is meritously popular.

Wylde, Grasset & Darling are showing some beautiful ranges of linen goods. Their loom and bleached tablings are very clean made and serviceable goods, and their range is large. In towellings the variety they carry in all widths and makes is very large, and renders selection easy. Very large ranges of flannelettes, shirtings, tees, and other Canadian goods are to be seen in the warehouse, and prime value in grey flannels.

John Macdonald & Co. are showing bargains in braces, having bought the over-make of an American manufacturer at much below regular prices, and consequently are showing special value in farmers' braces, overshot silk and fancy Jacquard.

Gordon, MacKay & Co. are showing a very fine range of blankets which are being sold at close prices. These are, undoubtedly, exceptionally fine goods. The fault of a too heavy nap is avoided in their manufacture. They are showing greys in unions and wools, and whites in unions, wools, supers, and extra-supers. This house is also showing a large range of comforters in choice patterns and all sizes.

Wylde, Grasset & Darling are showing a large range of Canadian and imported underwear, in fall and winter weights. The natural color so popular in the past two seasons is increasing in favor.

John Macdonald & Co. are still receiving shipments of carpets and linoleums for fall delivery. In their linoleums they have a large variety of patterns and qualities.

W. R. Brock & Co. are showing some new styles in flannel embroideries in silk and cotton and thread, and a large range of dress and mantle pearl buttons in plain and fancy patterns and in all sizes from 18 to 60 lines. Among other things worthy of attention in the house are a range of the celebrated Hercules suspender and a range of flouncing yarns and Saxony in several grades and colorings. They are showing some plumb lines for the fall trade in hosiery, gloves, cardigan jackets, and men's socks.

John Macdonald & Co. are opening up ten bales of travelling and driving rugs. These are beautiful wools, being shown in fringed plaid rugs, striped and checked bound rugs, and printed seals and black mohairs. The patterns are entirely new and very artistic, consisting of printed sporting effects, crests and checks. The new Lamsden rug is very pretty, having a nice silk curly surface.

The handkerchief trade during the past two weeks has been very strong on low priced goods, but the higher priced goods have been very slow in movement.

Prospects for fall trade are quite encouraging, and the wholesalers are stocking up very heavily in anticipation of a good demand. In another week stocks will be nearly complete. Many dealers throughout the country are holding off and are missing the cream of the goods. The late buyer may save a little on some lines, but he loses the best patterns and the best-value goods.

## THE COMING BI-METALLIC CONFERENCE.

There has been no end of opinions published in the press of this country and of England, during the month, on the coming bi-metallic conference of the great commercial powers of Europe with the United States, and no end of the diversity of those opinions as to the outcome of the same. The majority, however, favors the belief that no immediate result will be reached at this meeting; that the silver or bi-metallic countries will not consent to materially lower the existing standard of value for silver compared with gold, and that the single standard countries will refuse to accept a ratio fixing the price of silver, much if any above its present value. This is regarded as the stumbling block in the way of immediate practical results from the conference. On the other hand, the increasing interest taken by the manufacturing, industrial and commercial classes of Great Britain, in favor of the adoption of silver as a part of the circulating medium of that country, as shown by the increasing number and influential character of the deputations that have waited upon the British officials in charge of this conference, shows a rapidly growing sentiment in favor of the double standard in that hitherto strongest hold of the single standard theory; and, it is not expecting too much, that the commissioners appointed by that government will be empowered to make concessions that would hitherto have been impossible on the part of any administration, either Liberal or Tory. As the question is undoubtedly one that will be finally settled by the action of Great Britain and the United States, it certainly seems as if everything was favoring the final adoption of the double standard by the great commercial nations of Europe. Such action, even though delayed by radical differences of opinion and interests at first, will no doubt eventually dispose of the vexed silver problem that has threatened the finances as well as the commercial interests of this country. With the removal of this silver mill stone from the neck of trade, the outlook for both financial and commercial interests in this country would decidedly improve, by establishing a future basis of value that is not likely to be interfered with by new legislation at Washington when ever there is a change in the party controlling congress or the administration of our government. Could the other great stumbling block to our industries and their permanent prosperity also be removed in the shape of constantly changing tariff legislation, and some settled and permanent policy fixed upon that should not be upset with every change in the administration of our government, the chief causes in the present depression, in all branches of trade and industry would be permanently removed, and this country would enter upon a period of general prosperity such as has never been experienced. Happily, both these problems seem to be approaching a solution that shall be just to all interests, and one which will take them out of party politics, as has been done in England years ago and removed from the political arena, where business interests are subject to party necessities.—H. A. Pierce, in *The Bankers' Magazine*.

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

# W.R. BROCK & CO.

It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion - during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

**W. R. BROCK & CO.,  
TORONTO.**

# JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be considerably below those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

CABLE ADDRESS: Mehalah, London.

TELEPHONES: London 58, 58 P;  
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AGENCY IN CANADA:

L. Trotter, 13 St. John Street, Montreal.

**WINDOW DRESSING SUPPLIES.** SPECIAL PREMIUM offer for June, FOR \$1.75 I will send post paid to any address, "300 WAYS TO DRESS WINDOWS," a book of 250 pages and 150 illustrations devoted to every line of business. A NICKLE PLATED HAMMER. A 30 PAGE illustrated Pamphlet containing new ideas on Window Dressing. A COMBINED KNIFE AND PENCIL, total \$2.90 catalogue prices. Take advantage of this offer as I will fill no order after June. (Refer CANADIAN REVIEW). Harry Harman, Window Dressing Supplies, Room 1204, The Temple, Chicago, Ill.

## Toronto Fringe and Tassel Company

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

19 Front St. West, TORONTO.

## P. CORRIDI,

Accountant, Auditor, Receiver, Etc.,  
EXPERT AUDITING AND ACCOUNTANCY A SPECIALTY.  
Partnership Accounts Adjusted, Books Opened, Balance Sheets Prepared.

Office, 139 Yonge St., TORONTO.

NO LAUNDRY BILLS NECESSARY.

## A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 89 Richmond St. West, TORONTO.

## THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron  
Montreal, Quebec, Ottawa, Mr. John F. Haskell  
Ontario, Mr. J. E. Warnock.  
Manitoba, Mr. M. H. Miller.

WHOLESALE ONLY.

## GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

## THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

## ATTRACTING TRADE.

ONE of the best methods of attracting trade is by having specialties in which real bargains are offered in order to draw the trade to the store. These must be genuine, with little or no profit, but something about which people will talk and something which is peculiarly adapted to attract all of the class of people which it is desired to impress. Many of the large retail dry goods stores adopt this expedient and find that it is a good way of creating a talk and an interest among buyers. The smaller retailers pay very little attention to this, but it is very worthy of their consideration. To illustrate this contention an instance which occurred lately will be very suitable. A certain hatter in this city was asked some time ago to buy in a stock of Argonaut caps, bands, and ribbons, but refused to do so as the profit made would not be worth the trouble. Now the Argonaut club has about four hundred and fifty members, and it would be a small estimate to suppose that at least one hundred of these would have called at his store to purchase. To be on the safe side we will suppose that out of this one hundred he secured twenty-five new customers, perhaps only temporarily, perhaps permanently. Is there not sufficient ground for supposing that this article, though paying him but a small margin, would have drawn him many new customers, whom he could have held by the polite attention of careful salesmen. Getting trade is not holding it, but it is half the task. This is but an example of how a dealer can procure specialties and use them as a means of increasing the number of his customers. These specialties must be articles which no one else has on sale in order to be really effective. These must again be supplemented by active and polite salesmen, neat and attractive counter displays, and fresh, new goods. They are the extra nails which are driven into the trade board to make it secure and irremovable. Another method of attracting trade is by securing bargains in special lines and selling at close margins. This is not so advisable as it may lead to reckless butchering of prices, but it can in some cases be used wisely and well. The wide-awake retailer will secure many advantages of a kindred nature and use them to enlarge the list of his customers.

## HANDKERCHIEF MANUFACTURE

A few years ago English ladies of high degree began the fashion of displaying the border of a highly finished colored handkerchief in their breast, and the custom was followed by all classes, and the demand for handkerchiefs with display borders was enormously increased. Just now no lady has a complete toilet, and we may say no dude either, unless she has at least two handkerchiefs, one of which is for use and the other for ornament. The latter is tucked under the lower edge of the belt or bodice or fastened in the loose cuff of the dress.

The hemstitching of handkerchiefs is a very old industry in the north of Ireland, but the ordinary handkerchiefs with woven-in borders were not produced in quantity until after the year 1830. Before this date the style of the handkerchief chiefly adopted by the

poorer and artisan classes was a printed cotton of a low quality and frequently of a loud, vulgar design, while the upper classes took the genuine Irish cambric. The costly bandanna handkerchief came from India primarily, but now it is manufactured in Glasgow very largely.

It was about fifty years ago that the handkerchief industry settled itself in Belfast as a centre, and now at least fifty large, and any number of small, factories are actively engaged in the north of Ireland in the manufacture of handkerchiefs alone.

In this manufacture a system strange to Canadians is introduced. This system is similar to the one in vogue in other industries in England and Ireland—notably the shirt, underclothing and glove industries. The warp and weft are made in the factories and then distributed to the peasant weavers, who in their own cabins with their own wooden hand looms weave it into cloth. A very large number of weavers are constantly employed in this way through the counties of Armagh and Down. The cloth is again collected by the agents of the firm, distributing the warp and weft yarn at collecting stations. The cloth is woven in pieces about 58 yards long and ranging in width from 18 to 48 inches. It leaves the weaver a nasty brown color but the bleacher soon transforms it into the beautiful white cambric. Then the cloth is cut up and stamped and again sent out to the peasant cabins to be hem-stitched, embroidered or sprigged. Some handkerchiefs receive stamped patterns, this work being done by the hands of young Irish maidens. When these handkerchiefs return, after being stitched and embroidered, to the factory, they are black and greasy and are then laundered, re-assorted, and packed and made ready for shipping.

Thus in rapid outline is seen the method of manufacture of our cambric handkerchiefs, and every dealer can easily imagine for himself what must be the bulk of the yearly handkerchief trade in the world. The manufacture in one part of the world has been shown, but silk, lace and various Oriental-colored handkerchiefs are common on our markets. Even Chinese and Japanese handkerchiefs are now being advertised by the wholesalers of this city.

## ENTERPRISING FIRMS.

Dress shields are fast becoming universally used by the ladies. They prevent a good dress, and a cheap one also, from being soiled by perspiration in the armpits. The Williamson Rubber Co., of Toronto, has been manufacturing these goods for about five years, and their business has increased with the increasing popularity of the goods, which bear the diamond-shaped trade mark of this company. The articles they manufacture are shield-shaped, or like two shields joined together at the top, one running down the inside of the waist and the other running down the inside of the sleeve. This seamless dress shield is made either of stockinette or silk. The material consists of three layers, the outer ones being of either one fabric or the other and the central layer being rubber. The rubber serves to make the article impervious to the perspiration. These shields are easily attached to the dress, and are so useful that the mere showing of them will

sell them. This company report a strong demand for their goods, and this is no doubt due to the superiority of the material used in their manufacture; and the pride which dealers take in handling goods of home manufacture.

The Ever Ready Dress Stay Co., of Windsor, Ont., have recently enlarged their factory, and now they have a large two-storey brick building, with twice their former capacity, well fitted up with steam-driven machinery. They are extensively engaged in manufacturing the celebrated Ever-Ready dress stay, and also the Alaska socks and mitts. These last are having a very strong demand, and they seem to be well adapted to the needs of Canadian lumbermen and teamsters. Their dress stay has become a staple in every dry goods store, and despite the large increase in the output of their factory, they are still far behind in the filling of their orders. Such a state of affairs must be exceedingly pleasing to Messrs. Bowling, and the superior quality of their goods will no doubt enable them to still further increase their capacity for manufacture.

The E. B. Eddy Co. report business satisfactory. Their branches at Montreal and Toronto, and their agents and travellers from the Atlantic to the Pacific coast, are crowding the house at Hull with impatient orders. Since responsible branches have been opened at Montreal and Toronto, under direct control from headquarters at Hull, and since paper has been added to the company's other lines of manufacture, there has been an immense increase in business, as the wholesale trade and the jobbers in nearly every line of business are now purchasers from the company direct. The rapidity with which the paper branch of the business has developed is beyond the most sanguine expectations of that most sanguine of men, Mr. Eddy. Their paper mills, with three machines already the largest in Canada, are to be supplemented with a 96" machine, which is expected to be in operation by October of this year. The dry goods trade absorbs large quantities of their light and heavy manillas and tissues.

## WEARY JOKES.

## CONCLUDED HE WOULDN'T.

Briggs—Why, old man, I thought you had gone away on your vacation. I saw you down town the other day buying a lot of outing clothes.

Griggs, sadly—Yes. That is why I didn't go.

## A BUSINESS SECRET.

A large manufacturer took into his office a nephew who, to put it mildly, was rather feeble minded. One day the nephew came to his uncle and complained of the head clerk, Jones.

"Uncle, what do you suppose the head clerk, Jones, has been telling people about me?"

"I have no idea."

"He has been telling everybody that I am a fool."

"I will see him about it and tell him to keep quiet. He has no right to expose the secrets of the office."—Texas Sittings.

# BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

**WHOLESALE,**

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the **Linen Trade** and have bought accordingly.

Please see our Samples and call when in the city.

## BUSINESS CHANGES.

### ONTARIO.

Irwin R. Armstrong, merchant tailor, Brampton, has made an assignment to B. F. Justin.

Edith McDermid, milliner, Strathroy, has made an assignment to Mr. J. Cameron, her solicitor.

T. M. Henderson, men's furnishings, Norwich, assigned to T. A. Kilgour, Hamilton.

A. W. McLeod, dry goods, Rat Portage, has sold out to R. W. Ferrier.

J. G. Smallacombe, tailor, Exeter, has assigned to Robert Gibbons.

C. C. Rance, tailor and furnishings, Rat Portage, sold to W. A. McLeod.

Mrs. A. Cartan, fancy dry goods, Toronto, is out of the business.

Andrew Crawford, tailor, Aurora, has compromised.

Geo. Hilliard, of the Blythe Woollen Co., Peterboro, is dead.

Paul Shakespeare, dry goods, Toronto, has assigned to J. W. Lawrence.

Wm. East, umbrella manufacturer, Toronto, is advertising his business for sale.

Andrew Crawford, merchant tailor, of Aurora, assigned to E. R. C. Clarkson a few days ago, and has already effected a cash compromise at the rate of 60 cents on the dollar.

Thomas H. Wark, merchant tailor, 171 Queen street west, who assigned this week to E. R. C. Clarkson has met his creditors with a statement of affairs, but has been given a week in which to make an offer of composition.

Mr. J. A. Graves, of Tilsonburg, has sold out his interest in the dry goods business and retired from the firm of Hansler & Graves on the 1st of July,

and Mr. W. J. Walker took a partnership in the business.

J. J. Tonkin & Co., the hatters and tailors at the corner of Yonge and Richmond streets, have assigned to Campbell & May. The liabilities are not thought to be large. Stock is now being taken, and the creditors will meet on Tuesday afternoon.

### QUEBEC.

The estate of L. E. Cloutier, dry goods, Montreal, is being wound up. Harris Kellert, clothing, Montreal, is trying to compromise.

O. Bouchard & Fils, dry goods, Quebec, have dissolved.

Isidore Bolleau, hatter, Montreal, is in difficulties.

Graves & Rollin, tailors, Montreal, have assigned.

Langevin & Monday, clothiers, Montreal, are offering to compromise.

### MARITIME PROVINCES.

Hanson & Grady, tailors, St. Andrew's, N.B., have dissolved.

W. Cowling & Co., dry goods, Moncton, N.B., have assigned.

James Kelly, tailor, St. John has assigned.

Craig & Kent, hat manufacturers, Truro, N.S., have advertised their factory for sale.

### THE WESTERN PROVINCES.

J. H. Simpson, tailor, Victoria, B.C., has sold his stock to J. C. Leask & Co.

W. S. Hampson & Co., dry goods, Victoria, B.C., are closing up their branch at Nanaimo.

A. E. Allen has retired from the firm of Allen, Wilson & Creighton, tailors, Victoria, B.C.

Samuel Bare, dry goods, Winnipeg, Man., has compromised at 65c on the dollar.

Berkman & Bennett, dry goods, Regina, N.W.T., have assigned.

The stock of William McColl, dry goods, New Westminster, B.C., is advertised for sale.

T. L. Brown & Co., men's furnishings, Nanaimo, are offering to compromise.

### NEWFOUNDLAND.

Among the dry goods men who suffered by the recent fire at St. John's, were: James Bryden, Campbell McPherson, Ayer & Sons, O'Flaherty & McGregor, Wm. Frew, Mrs. Mitchell, Marshall & Rodgers, Colin Campbell, Brown & Milly.

Nothing has appeared in the associated despatch in years to arouse the public to such a sense of the necessity for judgment in the security of papers and valuable documents as the St. John's fire, when nearly all foreign safes proved worthless, and those of the Canadian manufacture of J. & J. Taylor alone stood the test.

Last Saturday morning about eleven o'clock James McCallum Cosbie, son of Mr. R. H. Cosbie, traveller for Samson, Kennedy & Co., lost his life. It appears that the lad and his father were bathing in the lake at Kincardine, the latter endeavouring to teach his son to swim. After holding him in the water for some time, the young lad striking out with hands and feet and apparently enjoying himself, he suddenly seemed to have lost all animation. On taking him out of the water it was found that he had fled. Mr. Cosbie and family were spending a few days by the lake, and this was a sad ending to their pleasure-taking.

## EMPLOYER AND EMPLOYED.

**A** N English millionaire who succeeded in giving a powerful impulse to a branch of home industry was asked what were, in his opinion, the real causes of the success. His answer was: "I always sought out the right man for a given branch of the concern, and I left him full independence, maintaining, of course, for myself the general supervision." "Did you never fail to find such man?" was asked. "Never!" was the quick answer.

This is indeed the secret of success when a man must employ others to transact minor parts of his business. He must first be able to discern and appreciate a good man and place him in the proper position. Then he must learn to trust him and teach him that he is trusted, and not until this subordinate has responsibility laid upon him will he develop. Load him with care and with a responsibility which he cannot shirk, and then if there is anything in him, he will show it. The employee must be subject to general supervision, but he must have also a certain independence, a certain sphere within which he can be monarch of all he surveys.

Not only does this educate good employees, but it also gives the proprietor more time for thought concerning the general matters of his business and leaves him more open to appreciate and accept the new ideas in the business world. A prominent commission merchant, the other day, remarked, concerning a buyer in the twined department of a large wholesale house, that he was a grand man, intelligent, capable and business-like, but he said he had one great fault. He tried to do everything in the department himself. Besides buying, he tried to do all the selling, checking, ticketing, corresponding, etc., and was thus worrying himself almost to distraction with work which his assistants watched him do. He did the work simply because he had got into the habit of thinking that no one could do it properly but himself.

The man who wishes to succeed in business must cease to worry about little details. Methods do not matter so much as long as the same end is gained. The ideal business man does a lot of work with his eyes, supervising by looks not words, seeing everything but remarking only flagrant faults, who knows how and when to direct his employees, but whose great attention is bestowed on the larger and more responsible duties of his business, where mistakes mean hundreds or thousands of dollars, not everlastingly worrying over mistakes either fancied or which cost but a few cents. He must neglect trifles and encourage his employees to tend carefully to them, by making them fully responsible for those matters to which he cannot attend.

## WHEN ADVERTISING DON'T PAY.

Many business firms who ought to advertise persistently refuse to do so because they have tried advertising to a limited extent and failed to get any direct benefit from it. Their trial of the experiment began and ended with an insignificant card continued for perhaps three or six months, and the result, of course, was what might have been expected—a dismal failure. The

money expended might have been put to better use, we confess.

No one with ordinary common sense ought to expect a very small advertisement to pay unless it is continued for a very great length of time. But small advertisements are something which should never be encouraged, especially when they apply to houses which can afford to advertise on a larger scale. They are rarely, if ever, satisfactory, because they can never bring the results that advertising should bring, when it is done at all.

Judicious advertising always pays. The use of the right mediums and a proper proportion of space, to enable the making of an effective display, are always productive of good results, and when advertising is done on this plan it is never discontinued by live business men who have anything worth advertising.

We never hear a complaint made by any business house that advertising has not paid them but we can easily trace the cause. The firm in question has either advertised in a half-way fashion or been too timorous to stick to it until the results were satisfactory. — Dry Goods Chronicle.

## WIDE-AWAKE ADVERTISING.

In a certain town in Western Ontario there was to be a huge union Sunday-school picnic on a certain day, and no person surely would connect this with advertising or business. But one level-headed dealer did connect this picnic with his business. Everybody going to the picnic—that is, every mother of a family and a few others—were going to take something to eat. They were going to take a basketful to augment the general supply, and a great many of them another small basket, with just a trifle or two stored away; something nice for Jimmy and Mary. If they got hungry between times, or on the train going home. Now this wide-awake dealer got up a nice advertisement. It wasn't a huge display advertisement, with type two inches square and a huge saucy heading and some slang phrases. Oh, no! He was writing that advertisement for quiet, tasty mothers, and he had it set up in a quiet, tasty manner. He always has nice advertisements and he keeps the same space, and people look for his advertisement, just as they look for the place where the editor puts the marriage notices. And like these, too, he changes it once a week—that is, once every issue. You never saw a marriage notice in two consecutive issues of a paper, did you? Well, then, why should an advertisement appear twice? Seeing that people knew his space and looked for it, he put a quiet heading, simply the word "Picnic." That was enough. Everybody was interested because they were intending to go, and wondering what the weather would be like, etc. Then he told them a thing or two about that picnic in a nice brisk, crisp style, and said a few things about his baskets; the kinds suitable for a big lunch and the kind suitable for a small lunch. He didn't say they were the cheapest and best on earth; he simply told them he had some nice baskets, and he knew that they were suitable for picnicking, and that the prices were right. The ad-

vertisement was set up in plain type, enclosed in one or two places with a line or a word in larger or more striking type.

Awake, thou advertiser that sleepest! The wide-awake merchant is always looking for the thoughts of the people that he is writing to, and like a personal letter, he avoids saying the same thing twice. He tries to tell his customers something interesting. He watches events and fits his business to them whenever possible. He learns, if he can, something stirring about the manufacture of a line of goods he is selling, and imparts to his customers this little piece of information, not in a lordly way, but in a friendly, conversational manner. Freshness marks the production of the wide-awake merchant's brain and pen. Suitableness is another great feature of them; he doesn't advertise furs in August, or pocket diaries in July. Moreover, he doesn't shock people with a slangy, wordy advertisement, but, as has been pointed out, it is fresh, crisp, and suitable.

Mr. J. H. Tilden and Mr. J. M. Lottridge have been elected by acclamation to the positions of president and vice-president of the Hamilton Board of Trade. Mr. C. R. Smith was re-elected secretary-treasurer. Mr. Tilden has since resigned.

Wyld, Grasset & Darling are opening some large shipments of neckwear. In derbys, knots and four-in-hands, the leading things are sprig and floral designs on plain grounds; the only stripes being the vertical. English collars are shown in various heights and suitable shapes.

## SUMMER TRIPS.

### GRAND TRUNK RAILWAY.

#### The Popular Route for Tourists and Sportsmen.

When planning your annual tour remember that this company controls over 4,100 miles of railway equipped in the most approved modern style, passing through a magnificent country noted for its unsurpassed facilities for sport.

## A Few of the Principal Resorts.

- PORTLAND, Me.—For deep sea fishing.
- ANDROSCOGGIN LAKES (via Bryant's Pond or Bethel)—Excellent trout fishing and game large and small, of every description.
- THE WHITE MOUNTAINS (via Gorham, N. H.)—For trout and varieties of game.
- THE SALMON RESORTS of Quebec, New Brunswick and Nova Scotia, reached via Quebec.
- LAKE ST. JOHN REGION, via Quebec—For ouananiche, trout, caribou, bear, moose, beaver, otter, etc.
- THE RIVER ST. LAWRENCE, in the neighborhood of the line for 400 miles—For muscalonge, pike, bass, whitefish, pickerel, perch.
- THE THOUSAND ISLANDS, via Gananoque or Kingston—For pickerel, black bass, muscalonge, pike.
- MUSKOKA LAKES—The best place on the continent for fishing, shooting and camping. All varieties of fish and game.
- PARRY SOUND AND GEORGIAN BAY, reached via Peapotang, Midland, Collingwood, etc., for black bass, pickerel, deer, partridge, bear, otter, etc.
- LAKES ONTARIO, ERIE, HURON AND MICHIGAN via stations at all principal ports.
- LAKE SUPERIOR, via Collingwood, Warton, Sarnia in connection with steamship lines. For through fares, tickets and further information apply to the Company's Ticket Agents. 7

## THE STUDY OF COSTUME.

It is sometimes a matter of wonder both in this and the other countries of Europe, how France has succeeded in ruling the world of fashion for such a long period, and how she has been enabled to repulse every attack upon her supremacy in that field, come from whatever quarter it might. The origin of their excellence lies in that foundation of all genius: a capacity for working hard and taking pains with the matter they have in hand, which in this respect is congenial to the national taste. This is preeminently so in the matters pertaining to dress of both sexes, but especially to that of women. The French are assiduous students of the development of costume, says the Textile Review, and having perfected themselves in the true principles in the art of dressing, they are enabled to explore every source of inspiration with the greatest advantage, and always with some considerable show of reward. Thus the fields of Nature, the truest and best fountain of inspiration, are never neglected by them, and in this respect Nature is bountiful to them in the provision of blue skies and golden corn fields and a wealth of flowers, the store of which is annually replenished abundantly in the sunny clime of France. But beyond this the French have another great resource, of which fashion designers or manufacturers rarely make use in this country. We refer to their great devotion to the study of the development of costume. They know well that in the comparatively unexciting lives of the ladies of past centuries, in the time when needlework, embroidery and dress formed almost the whole resource ladies had of whiling away their time, taste in dress was highly cultivated and the finest results were obtained. Of these, many of which have been handed down to modern times in the stained glass windows of churches and the illuminated missals of monasteries, they are the most careful students. They have a literature of this kind tenfold more extensive than ours, in which choicest specimens of the golden days are reproduced in highly artistic and beautifully printed illustrations in the colors of the originals; and out of these studies and these materials are drawn many of the results that charm the rest of the fashionable world decade after decade, and give them the palm of excellence.

## THEY ALL DO IT.

"Here you get out of this! Don't let me catch you in this store again!" A little feminine shriek followed this rough salutation.

The writer turned and beheld a beautiful and fashionably dressed young lady in the clutches of a floor walker. He had torn open a bundle which she had just received from the package desk, had forced back her money into her hand, and with considerable roughness was hurrying her to the door. The face of the young woman was a picture. She looked like an angry queen. Her eyes were half aflame and half drowned in tears. Her magnificent teeth showed through the reddest kind of lips, and her clear complexion was like marble touched with the fine scarlet of flowers.

I was tempted to interfere, but the tales of kleptomaniacs and other strange things which happen in our great ba-

zars, and knowing the man, besides, to be a gentlemanly floor walker—for this drama was taking place in one of the most fashionable stores in the city—I withheld my hand.

"Do I know that lady?" said the floor walker, with a laugh. "I should say I do! She is a very grand lady, indeed. My dear sir, she is one of the tricks of the trade.

"That bewitching lady in Paris-made gown and imported bonnet is a sales girl in the store of our enterprising neighbour on the next block. She gets \$11 a week. She came down here disguised as a customer, bought a dozen handkerchiefs as a blind, and proceeded to price a number of our goods in which our enterprising neighbour suspects we are underselling him. This is so as to give him a tip how to mark his goods. In short, she's a spy, and as we are not permitted to hang spies in this warfare of trade, all we can do is to escort them to the picket lines and let them go. Now that this young lady has been discovered, her occupation in this line of usefulness is gone; but our neighbor will have another rigged up in less than no time.

"Eternal vigilance is the price of underselling."

"But do all the big stores keep these spies, as you call them?" I asked.

"Well," said the ungallant floor walker, with a sly wink and smile, "they all of them do but ourselves."—Dry Goods Retailer.

## IMPROVED BOOK-KEEPING.

Some improvements are always being made in book-keeping, but the old day-book, journal and ledger still remain nearly the same old time-honored articles. But the Barber & Ellis Co. are now manufacturing a line of ledgers and a mercantile register which are well adapted to work a revolution in book-keeping. The mercantile register, invented by a gentleman named Hill, is a new thing and well worthy of attention. It is adapted to last for six years in any business. It shows in a very simple manner the amount of business done each day, the amount per week and the amount per year in all the various departments. It shows at a glance the actual worth of the firm at any time, the aggregate amount of the liabilities and the aggregate amount of book accounts and bills receivable. It shows the amount of cash received, how received, and how expended. It shows when an insurance policy expires. In fact, it tells a man everything he desires to know about his business at any time of the year. It is not complicated, but the necessity of having the various parts and departments correspond to each other prevents mistakes. This is especially useful in the cash department. No progressive book-keeper should fail to see this new excellent.

Hill's Wholesale Ledger, which can also be used by retailers, shows at a glance cash payments, discounts, goods returned, past due accounts; contains monthly statements of all invoices, notes and drafts maturing, and shows when and how each are paid. This ledger is specially adapted to the needs of retailers by a man who knows exactly what they need, and has spent years of work in attaining perfection in these books. Anything which shows a business man what he is actually doing and where he is standing is great-

ly beneficial to him, as business men very seldom know this, and when a man does not know he is sick, how is he going to apply a remedy. If men knew exactly, twelve times a year, what their financial position is, there would be fewer failures and a more tranquil business world.

## CANADA'S TRADE.

The trade returns for the twelve months, with the exception of the figures from British Columbia, are now complete. The exports for the year show the magnificent increase of \$15,228,868 over 1891, the figures being \$110,795,372, as against \$95,566,504. Of course when the returns for British Columbia are received the totals will be changed, but it is more than likely that they will make the final result better even than it appears to-day, owing to the development in our trade with China and Japan. The imports totalled \$110,186,444 as against \$108,553,707, an increase of \$2,922,738. The duty collected shows a falling off to the amount of \$2,901,370, the figures being \$19,122,314, as against \$22,023,023. The returns for the month of June are of a most encouraging character, the imports showing an increase of \$2,000,000, while there is a slight increase in the duty collected. The exports for June were \$14,188,951, as against \$10,993,671.

## THE ST. JOHN'S, Nfld., FIRE.

A naval force, under the command of Sir Baldwin Walker, is engaged blowing down the dangerous walls. The safes belonging to most establishments have opened. The bank vaults, court records and savings banks books are in good order. The records of the Crown Lands Department are all destroyed. The manuscripts of the important acts passed during last session have also been destroyed, and there is no copy extant. The largest mercantile establishments had English safes, and they all proved worthless, the contents being completely destroyed. Taylor's safes all came through the fire unscorched internally. In one case there was a Milner and a Taylor in the same building. The contents of the former were destroyed, while those of the latter were intact. Consequently the Canadian safes are now in great demand. Public gratitude to the Canadian people for their prompt assistance is warmly and universally expressed.—The Empire, July 16, 1892 (from their own correspondent).

It has been ascertained that the total amount of the insurance on the property destroyed will reach four millions and a half, but this will not cover more than one-third of the losses sustained. One peculiar feature of the conflagration has been the test it afforded of the value of rival makes of safes. Those manufactured by Milner have been found useless, while those made by Taylor, of Toronto, proved perfect. The test ought to prove of the utmost value to Canadian trade, as some of the most serious losses have been caused by safes proving unreliable.—The Gazette, Montreal, July 14.

During the severe thunder storm Sunday morning lightning struck the telephone wire and set fire to the shoddy mills of Harding & Co., Simcoe, Ont.



**R**eports which are coming in, show that the retail trade has been very good during the latter half of June and the early part of July. Reduction of stocks has received special attention, and they are now in the proper shape for the end of the season. The retail trade was hurt a little in the spring by damp weather, but it has since improved with the improvement in the amount of sunshine, and the season has been quite satisfactory. Crop prospects just now are very bright, and retailers are buying readily, though not largely, for the fall trade. The season will soon begin.

At present trade in the wholesale houses is quiet, but travellers' orders are very fair. Most of the wholesale houses have been stock-taking, sorting up their goods, and are now commencing to receive their fall goods. It is almost too early yet to outline or predict what will be the styles, but some information is at hand. For trimmings, jets will be used considerably. In sprays, crowns, sets and edgings. Some very nice steel and gold ornaments are on the market. Among other trimmings are bunch ospreys, osprey mounts, curled ospreys, quills, beaver mounts, and feather edgings. In silk trimmings, black and colored fallies, black peau-de-sole, black and colored sarahs, sarras glaces, and tulleza raze are conspicuous. In ribbons many colors are shown which will blend to perfection with the plain colors of silk velvets. Besides a large range of plain goods, many fancy varieties are shown in beavers, stripes, moles, shot satin, double-faced two-toned satin, and combinations.

In dress and mantle trimmings feather and mohair ruchings and edgings are plentiful. Roll feather edgings and embroidered trimmings are also shown in great variety and in beautiful designs.

### NEWS FROM PARIS.

The Paris correspondent of the Draper & Record says.—At the different garden parties and fetes wonderful hats in rich straw or leghorn are seen, with brims curved or fluted, and bent

about in all manners and shapes.

These are ornamented with flowers, feathers, or fruit, but they are seldom, if ever, accompanied with ribbons of any description, which helps to give them a

certain cachet, an air de grande dame. In short, hats seem to be growing larger and larger. Italian straws seem to be the most popular, but they are very closely run by the light and airy black gauze ones, which are made on a large wire frame, generally mushroom shaped in the brim and the crown covered, or rather draped, in gauze, and adorned with a few light-colored roses. The open-work straw shapes are also much in vogue. Feathers are coming in, and the wings and birds of bright plumage are used a great deal.

Capotes are wee bits of lace. A twist of ribbon with a bow, a few cherries seem the thing by way of ornament. At Mme. Vivots or Ribaux these little trifles cost about £5. A novelty is a capote composed entirely of a wreath of red currants falling down like so many rubies, with several bright colored butterflies on invisible wires hovering about.

One of the latest novelties in hats is the trimming of flowers round the brim, the same flowers passing their stem through the brim and appearing below it. I have seen this arrangement on a plain little rough brown straw hat, and it looked quite countryfied.

The following is a dress for the races: Corsage sky-blue linen. The bodice trimmed with bands of green velvet, one long strip running down the centre as far as the belt, which is of green velvet. Two stripes of green velvet form braces. Sleeves and skirt of Scotch plaid silk.

At the ball given at the Hotel Continental by the English colony for a charitable purpose, Lord and Lady Buffin were present. Lady Buffin wore a yellow satin dress, with a long train, round which was a magnificent embroidery of violets and pansies. Lady Hermione wore pink satin, with a tartan corseler and sash of yellow and pink squares, a combination of color very much in vogue. A well-known contesse wore a white satin dress with tablier, and train richly embroidered with pearls in relief.

The ladies driving coats have taken very much here. They are of thick box cloth, with big white buttons. Long broad capes of box cloth are seen entirely covering the toilettes. Dresses of very light outlet material are worn with these coats. Striped Pekin silk,

in Princess form, the bodice trimmed with gulpure, etc.

In the way of cloaks there are some pretty little summer capes, coachmen's capes, with three graduated capes in light cloth. Then there are the pelerines ornamented with lace and gulpure.

The dust cloaks are glace silk and the waresproofs are Indian pattern, very soft and bright.

### FALL STYLES IN MILLINERY.

Doubtless it is too early yet to have any positive knowledge of what will be the reigning styles for the fall season nearing us. Buyers who have returned from Paris say they found the same air of indefiniteness there as was noticeable here before they left, and they were taxed to their utmost to gather such new goods as they finally succeeded in obtaining.

As far as present indications go, medium-sized dress hats will be in favor, compromises between bonnets and hats being shown, and shapes on turban and walking hat order. Small crowns, mostly square, are noticed, with a few of the usual French extremes that are brought over more as curiosities than for any real value they possess as guides for general demand.

Lines of early straws are already in the market, mostly made of black millian braid.

Frame manufacturers anticipate a heavy trade, as there is considerable inquiry for covered goods, and makers of fancy hats are preparing extensive lines for buyers.

Rumors are rife that ribbons will be good property again, and that velvet will hold a prominent place in the season's materials for millinery.

Whether ostrich or fancy feathers will lead, is yet a question. At present fancies are being imported in Mephistophelean, whip and other still high forms for front trimmings. The whip is the latest, and is trimmed in Paris along with velvet bows.

Ornamental trimmings are shown in a variety of beaded goods, edgings, crowns, algrettes, etc. Jet, clair de lune and fancy metallic shades are in the assortments.

There seems no division of opinion regarding the prospective popularity of buckles, and that they will be plentifully used hardly admits of a doubt.—Millinery Trade Review.

A broad-brimmed, felt, land-and-water hat, with the leaf plumed up into fantastic shapes at the back and sides, and trimmed with ribbon of the same color, is a very plain but becoming hat. Low crowned, narrow rimmed sailor hats, with a plain band or with a big bow-knot of white ribbon, is much used for young ladies' walking hats. A fine straw hat, with a double-dented, tapering crown, brown rim dented, tapering crown, broad rim water hat.

**DESCRIPTIIONS OF MILLINERY ILLUSTRATIONS.**

No. 1 shows one of the flat shapes with a flared brim covered with a quilting of lace. Around the crown part there rests a wreath of roses, with upright stems in front and a



FIG. 1

few loops of ribbon, which also decorates the back and forms strings.

No. 2 represents a large black poke hat trimmed with fancy satin ribbon ties, a facing and loop of plice velvet and heavy cream guldure lace, to offset



FIG. 2

the black and white sprays of pink roses and leaves are arranged at the back.

No. 3 is of Tuscan straw and is somewhat of a sailor shape, with a lace frill over the brim, band of ribbon around the crown with a bow in front, where a poupon of lace and a Princess of Wales tip completes the decoration. Long streamers of narrower ribbon are loosely twisted round the neck.

No. 4 forms a bonnet appropriate for a middle-aged matron, which time

of existence is often neglected by milliners. The frame is faced with velvet, covered with lace, has moire or velvet ribbon ties from a full bow at the back, and a garniture of plukish lavender flowers having long green stems. Dry Goods Economist.

**NOVELTIES IN DRESS GOODS.**

The coming fall and winter season will show a great revival in the use of silk velvet effects in all the high-class dress goods. It will be used in every kind of combination, both in silk and wool. There is a decided use of it among the high novelties, and in the reproduction of the once popular striped velvets it comes in changeable and ombre colorings. During a visit to a leading New York house, where, perhaps, can be found as many of the finest French novelties in silk and wool dress goods as anywhere else in the city, we were informed that velvet is in everything for the coming season. Not plain velvet, but the use of velvet pile in all the latest dress goods on woollen, silk and satin grounds.

They are exhibiting shaded velvet effects on wool and silk, in narrow stripes and allecolors. In the darker colors of navy blue, green, purple, wine, etc., it will be used for coats to be worn with camel's hair and serge skirts, and for trimmings such as panels, vests, collars and cuffs. Velvet stripes may be said to run through everything, and about 430 different styles in silk and satin were seen.

Among the silk and satin novelties the stripes are graded, and also in ombre effects. Some of them have small figures over the stripes in self colors. Coin, or lozenge spots, very close together, will be used in combinations or as trimmings.

In silks we noted peu de sole in plain colors of the heaviest quality, realizing the old-fashioned requirement of "standing alone." This will be very much used for reception and ball dresses and in the revival of train dresses these elegant goods will show to great advantage. Some of these silks look as though they would last a generation, and we have no doubt but they will eventually be considered heirlooms.

Another material, poult de sole, will also be used for evening and full dress. Some very beautiful specimens of this are to be seen in large figures in feather designs in light evening shades and black. Darker colors show some brilliant Persian designs, and there are also Persian borders in very fine woollen goods. Many of the finest qualities of wool dress goods are mingled with silk, and come in narrow stripes in changeable and ombre effects.—Dry Goods Economist.

It is reported that the great cotton thread firm of J. & P. Conte Co., Limited, are about to establish a branch factory in Canada.

A new circular has a round cut with yoke piece in the back, from which a loose broad Watteau fold hangs. The sleeves fall loose from the shoulder in cape fashion. Other models represent circulars having shoulder collars without high shoulder puffs, trimmed with embroideries or shoulder collars of vel-

vet, rolled in with fur. The backs, cut in loose, round fashion, have either double Watteau or fan-like folds.

The opera cloaks are cut in a new fashion, being made strikingly similar to the Chinese blouse, with loose fronts and backs 44 inches long, sack-shaped;



FIG. 3

broad, open, bell-shaped sleeves with facings, capuchon with shawl collar, which is fastened in front by a band of gold cord. The materials for these are colored ulster plush, silks with Turkish patterns and light mattelasses.

Associated press despatches say that W. Robert May, of the firm of J. S. May, tailors, St. John, N.B., has been arrested at Eastport, Maine, for smuggling and taken to Boston for



FIG. 4

trial. He is accused of filling an order in St. John for Boston people and despatching the goods to the customers by steamship with the help of an express company's agent, J. S. May, father of Robert and head of the firm, says that his son was decoyed to Eastport by a telegram purporting to come from agentleman. He knew that he carried no goods and had not been engaged in smuggling, and Mr. May considers the arrest a high handed proceeding.





The cold days of May and the damp weather in June combined to make the spring season an unsatisfactory one. Retailers were not able to push spring and summer goods to any great extent, and consequently sorting up orders were not so numerous nor so bulky, and the amount of goods moved did not come up to expectations. Straws have sold only fairly, and these only in white straw, very few colored straws being seen in wear. Still one hopeful feature is that stocks are not very heavy in retail stores, and as a consequence fall orders for import have been fairly good. They are not equal to spring orders in bulk, but this was not expected; nevertheless for full orders as such they are satisfactory. The tendency is still to lower crowns and wider brims in the fall stiff hats. Fedoras, which held the public favor in the spring, bid fair to hold it again for the fall. Coffee and seal browns are the popular colors. In square hats for young men, the sharp cut-off will continue to be the proper thing. The demand for crush hats is not strong as in the previous season, but a fair quantity are being sold in nice shapes, and the colors are blacks, browns, and navys. The house trade with the wholesalers has not been very large during July. About August 15th stocks for fall will begin to arrive. For winter trade nothing new has appeared. Caps, collars and hats will undoubtedly be sold in all kinds of fur. Nothing more can be said at present. One feature of the summer trade has been the enormous run in 'Tam-o' Shanters for girls and young boys. The strong demand for this line of goods has depleted the stock in some of the wholesale houses. Outing caps, especially the Varsity, the blue and white, and the navy, have sold very well, being worn by boys, girls and women to quite an extent.

#### NOTES.

Hudson Bay and Alaska sable are going to be much used this year.

Black French-dyed opossum will be much used in caps and blizzards.

Beaver promises to be slightly lower in price this season than the ruling prices last season.

Musk-ox will be in strong demand for robes during the coming winter, at prices ranging from \$10 to \$100.

Buffalo skins are hard to get, and a good buffalo robe is worth about double what it was five years ago.

China is the place where goat robes come from, and it may soon be the great source of our furs. Its vast territory may yet supply us with some thing good. Australian skins are mostly higher than last year, and bear skins are good property, as the supply is gradually decreasing.

#### CANADIAN FUR DRESSING.

Here is a laughable thing from the Quebec news of the Montreal Gazette. - The building of the Quebec Worsted Company, which was lately partially wrecked by a boiler explosion last February, has been purchased by M. Zephyrin Paquet, who intends to establish therein a new industry. It has always been the custom to send furs to Europe to be dressed, and the cost of carriage both ways has formed no inconsiderable item. Mr. Paquet is convinced that this work could be just as well done here, and has secured the services of Mr. Ott, of Leipzig, Germany, to manage the concern. The building, which is a three storey one, 225 by 57 feet, cost \$10,500. The rebuilding of the portion destroyed will be commenced on Monday.

While Canadians are always glad to see an advancement, this is somewhat overdrawn. This is a new industry - for Quebec, perhaps, but not for Canada. There are numerous fur-dressing establishments in Toronto, and nearly all the furs used here are dressed here. It can be safely asserted that every kind of fur used in Canada, with but one or two exceptions, can be and is dressed here. Of course, a large amount of dressed furs are imported, but the bulk of the dressing is done in Canada. Seals are sometimes dressed and dyed here, but the best classes of seal goods are dressed in London, England. The houses that do that class of work there undoubtedly do the best dressing and dyeing that is done and their fame is world wide. They make a specialty of it, and it requires the special attention which is there given to it. There are certain effects in the dyeing of certain furs which cannot be produced in Canada, and circumstances make the seal dyeing of the London firms better than the ordinary dressing and dyeing done in Toronto. Again, the astrachans are nearly all brought in dressed and dyed, because the Leipzig people produce a better effect, which is attributed to the quality of the water used in the dyeing. The London dressed seals and the Leipzig dressed astrachans are acknowledged to be the best in the world, and hence they are imported in the dressed form. But when it is considered that nearly all the beaver, bear, musk-ox, skunk, and others are dressed here, it is foolish to say that Canada does not do its own fur-dressing. Even the best and most valuable skins are imported raw from the great London fur market and dressed here. Sea otters which are worth from \$200 to \$150 undergo the changing from raw to dressed in Toronto establishments. Messrs. A. A.

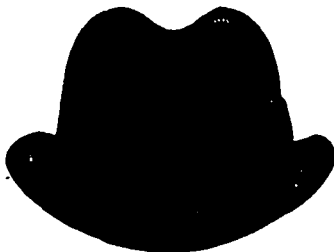
Allan & Co. have had over 2,000 beaver skins dressed here already this season. Persian lamb is mostly dressed here, as the raw skins come in much cheaper, paying less duty. Australian opossum is much used in muffs and collars, and is dressed by Canadian workmen.

We are pleased to note that Mr. Paquet has started an establishment for fur-dressing in Quebec, and no doubt more skins than ever will be imported raw and dressed in Canada, when Mr. Paquet gets his skilled workmen started.

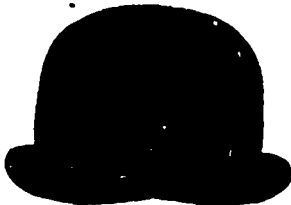
#### HOW SEALSKIN IS PREPARED.

If we look at a sealskin jacket, says a writer in Cassel's Natural History, we at once observe its rich brown color, and the velvety softness and denseness of the fine hairs composing it. If this be compared with the coarse hard or salted dry sealskin as imported, or, still better, with the coat of the living fur seal, one is struck with the vast difference between them, and wonders how the coarse or oily-looking, close pressed hair of the live animal can ever be transformed into the rich and costly garment above spoken of. Passing our finger among the hairs of the cat or dog, we may notice short fine hairs at the roots of the longer, coarser, general covering of the animal. This is the so-called under-fur. It equally obtains in most of the land as in the aquatic carnivora. But in the greater number of these animals the short hairs are so few and often fine as to be, comparatively speaking, lost sight of among what to our eyes constitutes the coat. The remarkable feature, then, in the fur seal is its abundance and density. The operation which the skin undergoes to bring out, so to say the fur, may be briefly described as follows: The skin, after being washed rid of grease, etc., is laid flat on the stretch, flesh side up. A flat knife is then passed across the flesh substance, thinning it to a very considerable extent. In doing this the blade severs the roots of the long, strong hairs which penetrate the skin deeper than does the soft delicate under-fur. The rough hairs are then got rid of, while the fur retains its hold. A variety of subsidiary manipulations, in which the pelt is softened and preserved, are next gone through. These we need not enter into, but only further state that the fur undergoes a process of dyeing which produces that deep uniform tint so well known and admired. We may, however, mention that it is the dyeing process which causes the fur to lose its natural curly character and to present its limp appearance.

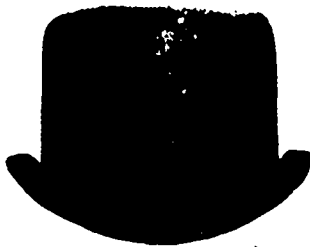
## LEADING STYLES



THE FEDORA.



THE ROUND CROWN.



THE SHARP CUT-OFF.

## STYLES AND COLORS.

Just what to make for a fall style has been and is the problem with stiff hat manufacturers. The very radical styles introduced in the spring and the novelties already shown for the fall season have combined to create a feeling of indecision in the minds of those who feel that they cannot afford to make a mistake.

As a matter of information, we are enabled to state with authority that the Dunlap derby will present no very radical features. It will, of course, be different from the spring style, but only enough to constitute a change, and will be, as usual, a handsome, genteel style. The general tendency of styles in stiff hats is towards full crowns with medium brims and heavy curls. This, however, is radically departed from in many cases, and some genuine surprises are in store, especially in those hats that look better upon the head than off, of which the Harrington derby of last fall was a striking example. There is but little prospect that the taper derby will be popular, although no one can actually foretell the taste of a fickle public.

The brush cassimere introduced by Dunlap & Co. has had a fair sale, and singular to state, it has sold better, relatively, out side of New York city than in it. Following this idea, some manufacturers have introduced a brush or scratch-up derby. Such goods however should be handled with caution, as they wear rough. A bright or French finish may go, however.

Some rough finish hats are being shown, particularly in handsome brown mixtures, for which they are well fitted, as many a good mixture is spoiled by being finished too close. Browns will undoubtedly hold the lead for the fall,

in both soft and stiff hats. In the former, fancy shapes upon the Tourist order will continue to be popular, and will sell well.—The Hatter and Furrer.

## AMONG THE CLOUDS.

No clouded brain can manage to reach the clouds, and an establishment which finds it necessary every year to add to the height of its establishment, in order to provide room for its extending business, must be managed by men with unclouded brains. Last year Messrs. A. A. Allan & Co. added two storeys to their hat and fur establishment, and thus had the highest warehouse in the city. Even this was not the height of their ambition, and another storey has been added, making eight storeys and a basement. The firm employ a large number of hands in the manufacture of fur goods and carry a very heavy stock of furs and hats of all kinds. Under able management, they seem to be prospering.

## UMBRELLAS IN THE UNITED STATES.

There has been a great increase in the demand for umbrellas in the United States during the past year or two, which has led to the opinion that the climate of the country must have become damper. Large quantities of umbrellas are now sold for parts of the country where there was practically no demand until recently, and throughout the States the sales are on an increasing scale. On the other hand, it is contended that there has been no change in climate, but that the increased use of umbrellas is due to the progress of civilizing influences, though why civilization should make people use umbrellas to a greater extent, it is not easy to see. This is curious and interesting, because not many years ago the use of the umbrella was held in America to be distinctly European, and it was said that the Englishman could be at once spotted in any of the cities there by his carrying an umbrella and having his trousers turned up at the bottom. Now this test would no longer apply. Not only has there been a great increase in the number of umbrellas sold, but there has been an improvement in the quality. Cotton gingham and alpaca, many of them of extremely startling shades, have given a way to black satens and silk warp glorias. American ingenuity and enterprise have devised all sorts of novelties in handles—fantastic, real woods, silver, bone, horn, and ivory, as well as imitations in celluloid and other compositions, are all being used. With the increase in trade, prices are falling. Frames, which used to cost 1s., are now made up from 2 1-2d. to 4d. This in its turn stimulates the demand, and it seems likely that if the present rate of increase is maintained, the American will be as much known by his umbrella as the Englishman.

The latest fad has arrived in New York in the shape of an umbrella. It is constructed so as to curl up round the rim when opened, forming a complete gutter like those round the eaves of houses. This gutter catches the rain as it runs down the mansard roofs and keeps it from running down to the ground and splashing on one's trousers. By a slight tilt the water is caught and

thrown to a common centre, where a pipe leads down through the umbrella handle to the ground, allowing the water to run out.—The Stick and Umbrella News.

## A PROGRESSING INDUSTRY.

A representative of THE REVIEW had the the pleasure of being shown through the extensive mills of the Universal Knitting Mills Co., at Woodbridge. This firm has also a large warehouse and knitting mill in the city, but a great deal of the work is done at Woodbridge, a few miles from Toronto. Here is worked up very fine merino yarn, large quantities of which are imported by this company. Nearly all the yarn made is manufactured into hosiery, either here or in Toronto, and well-made hosiery it is. Their hosiery made from ordinary coarse wool has had a large sale, from Newfoundland to British Columbia, but it is in the finer grades, made from the merino yarn, that the interest for the onlooker lies. Besides these fine grades of hosiery from the merino and extra-super wool, the firm imports large quantities of worsted yarns from France, and this is also knit and dyed at the mills in Woodbridge and Toronto. In the manufacture of yarn the Woodbridge manager, Mr. J. F. McIntosh, has introduced an invention of his own, which produces a double yarn without any extra twisting or doubling. This is done by placing bobblins of two colors of wool on the last set of cards, or "the finishers," and thus the rolls are made up in such a way as to allow a gray and a white thread to come off alternately, and instead of spinning each thread separately, a gray and a white are spun together, thus making a double and twisted thread without any further trouble. The mills are under able management and run day and night, with two sets of hands, thus showing the enormous demand for the goods of this firm. The company believes in system and enterprise, and are sparing no pains to make their wares acceptable.

## PROVERBS FOR ADVERTISERS.

Spare the advertisements and spoil the business.

He is a wise man who takes a large space and puts little matter in it.

Who so loveth a good business loveth advertising, but he that despiseth fame is an ass.

A good advertisement is like the merchant's ships—it bringeth abundance from afar.

A small advertisement is better than a bad traveller.

An advertisement is not a luxury, but a necessary.

—From Fame.

John Macdonald & Co. have added to their stock 15, 16, and 18-inch silk plushes for fancy work, and are showing these in all the newest art shades.

Mrs. Flett, wife of George Flett, tailor, Hamilton, died suddenly at an early hour on Sunday. She had not been very well for some days past. About midnight she awoke her husband and asked for a drink of water. He went asleep again, and on awakening an hour or two later he found his wife dead by his side.

## TRADE CHAT.

One woollen underwear manufacturer in Canada is bound to push the battle to the gates, and during the past month has made a shipment to London, England. The result of this experiment will be awaited with interest.

Mr. Chant, dry goods merchant, of St. Thomas, has been married to Miss Olive E. Berryman, daughter of the late Richard Berryman, of Stanley Mills, at Brampton.

The W. E. Sanford Manufacturing Company's employees, Hamilton, intend holding their annual picnic at Prospect Park, Niagara Falls, on Saturday, July 30.

Very few seals were caught on the Labrador coast last winter, but along coasts of Belle Isle Strait the catch was better.

Mr. Herbert McKendry, of McKendry & Co., Yonge street, was married on June 28th to Miss McCormack.

Mr. Robert Gordon was presented on Saturday evening, by the employees of the Bon Marche, with a handsome gold-headed cane, on the occasion of his severing his connection with the Messrs. F. S. Coulmann & Co.

Mr. James Priddis, of Priddis Bros., dry goods merchants, London, has gone on a purchasing trip to the British markets.

Mr. J. L. Garland, of Ottawa, representing J. M. Garland & Co., dry goods merchants, of that city, has been spending a few weeks on the Coast.

Winkle Collins, dry goods merchant, Toronto, has put in a claim for over \$2,000 against the city for damage by a recent rain.

Messrs. F. Cope, G. S. McConnell and F. Young are now organizing a company to manufacture clothing in Vancouver, B.C. The capital stock will be about \$100,000, and these three gentlemen, it is understood, have agreed to take \$15,000 worth of stock. A similar factory is paying well in Victoria.

On Sunday afternoon, the 10th inst., a well attended meeting of Montreal dry goods merchants and clerks was held in the rooms of the Union des Commis-Marchands, on St. Denis st., to hear Mr. Auge, M.L.A., give an explanation of his bill in favor of early closing. Mr. Martineau, M.L.A., and Messrs. D. Lepage and E. Dagenais spoke against the bill and opposed the principle, by which it is sought to force every dry goods merchant to close his store at a certain fixed hour. It having been hinted that Mr. Auge was not entirely disinterested in the matter, Mr. Fournier, president of the Early Closing Movement in St. Jean Baptiste ward, took occasion to deny that Mr. Auge had ever received one cent for his services in the cause of early closing, or that the present bill was only introduced for the purpose of securing popularity. The bill was intended for the relief of overworked clerks and employers.

William T. Minnes, of Kingston a member of the wholesale firm of McNew & Minnes, was married in June, to Miss Anella Grant, daughter of the late Walker Grant, and one of Brockville's most popular young ladies.

The failure of Ed. McKeown is now entirely a thing of the past, and the assignee has disbursed the funds in hand among all the creditors, who get a di-

vidend equal to about 17 cents on the dollar. All threatened litigation has been stayed, and the terms of settlement satisfactorily carried out.

Fire destroyed about \$3,000 worth of ready-made clothing in S. W. Gilles' store, Hamilton, not long ago.

Mr. J. G. Goldberg, of the Cheapside Clothing House, Vancouver, B.C., has bought \$10,000 worth of stock from G. S. McConnell. The latter intends to go into the wholesale furnishings business.

Fire did \$150 worth of damage at William Kyle's dry goods store, Queen east, on the 28th.

A blaze under the counter of the dry goods store of R. Z. Capoll, St. Lawrence street, Montreal, did \$100 damage.

Louis Hay, a Boulton, Ont., tailor, dropped dead on the 27th.

Peter McCallum, of McCallum & Sons, dry goods merchants, Cobourg, Ont., died on the 3rd inst. He had been manager of the business for some years and was highly respected.

Bert H. Blakelee will represent the Ever Ready Dress Stay Co., Windsor, in Toronto. His office will be at 14 Front street west, where a stock will be carried.

Mr. T. F. Kingsmill, Sr., the well-known dry goods merchant of London left for the British and Continental markets about two weeks ago.

A clerk employed at Cursley's, Montreal, and afterwards with Hamilton, Phillips & Co., stole a quantity of goods from both. Detectives unearthed a large part of the goods and the young man was arrested.

Mr. Alexander McFie, for a long time a leading dry goods merchant at Chatham, is now trying to regain his health in British Columbia's genial atmosphere.

The excursion party of the Dominion Travellers' Association met with a royal reception in Portland. On their arrival they were met by a deputation of the Maine Travellers' Association and marched in procession, headed by Chandler's band, to the city hall, where an address of welcome was read and a number of congratulatory speeches were made. In the evening an At Home was held at the handsome club rooms of Maine Association. On Saturday an excursion to Little Chebeague Island and a clam bake took place, at which a number of loyal and patriotic speeches were made. The party then divided, part going to Boston and others to Cushing's Island, Old Orchard Beach, etc. On Monday Mr. and Mrs. J. H. Dow held an At Home at their cottage on Peck's Island, which wound up the festivities, and the excursionists left for home thoroughly pleased with their trip.

While A. Gunther, clerk in Carson & McKee's store, Listowell, was dressing one of the windows the step ladder on which he was standing gave way, and in jumping to the floor he struck against the large plate glass window, smashing it into many pieces. Two of his fingers were badly cut by the falling glass. The plate was valued at about \$50.

A tailor named Flay, who was on a spree, threw stones through the two plate glass windows of Hilton Bros., King street tailors, last Wednesday. The loss will be over \$200.

Some time ago the Standard Bank got judgment against Frind & Co., commission merchants, of this city, for \$500. Action was then brought to have it declared that Paul Frind was

a partner and therefore liable for a part of the debt. Justice Falconbridge has handed out judgment for the plaintiff with costs.

Taylor, Woolfenden & Co. and W. N. Winans & Co., two of the largest dry goods firms in Detroit, have been added to our list of subscribers by our agent, Mr. Cameron. He says that the Detroit people thought highly of the journal, and if his visit had not been a flying one, many others might have been secured. Mr. Cameron has gone on a trip to the Pacific coast.

Newspapers of the Maritime provinces are urging upon the Government the necessity of an improved Atlantic service, pointing out the great benefits that would accrue to Canada, especially to this part of the Dominion, if one equal or superior to the crack lines were established. A number of papers, irrespective of politics, favor negotiations with the C. P. R., which company, they assert, would give a service equal to requirements, and infuse into the east that same energy and enterprise which has been displayed in the west through its efforts, and re-enact there the marvellous development noticeable beyond Lake Superior. Judging from their editorial utterances any fair and reasonable arrangement which would guarantee a service as efficient on the Atlantic as the C. P. R. possesses on the Pacific would meet with unbounded favor.

The annual picnic of the Western Ontario Commercial Travellers' Association was held at Port Stanley on Saturday.

Mr. Donald McCrimmon, for some time past salesman in Kingsmill's establishment, has been engaged as traveller for Dickson, Neilson & Co., London.

The book debts of J. H. Nulty, Trenton, Ont., amounting to \$3,100, were sold for \$350. This is one example of the benefit of the credit system.

On Saturday evening a fire started in the sample rooms of Messrs. Porter, Kemp & Teskey, importers of fancy goods and toys, St. James street, Montreal. Before the fire was put out \$5,000 worth of damage was done in their place, while the store of A. E. Morris underneath had \$1,000 damage done from smoke and water. The gents' furnishing store of Wilfred Reeves next door was also slightly damaged.

A couple of men who claimed to represent a large wholesale concern in Toronto similar to the Patrons of Industry stores successfully swindled a number of farmers in Nelson township last week. The strange men carried samples of groceries, dry goods, etc., and said they were taking orders for goods, which would be delivered to the buyers at wholesale prices. They succeeded in selling many of the farmers job lots of dry goods, suitable for making suits of clothes, dresses, etc., and persuaded the farmers to give them notes, ranging in value from \$18 to \$65, at four months in payment, and the farmers were to be allowed the privilege of dealing with the alleged wholesale concern in Toronto, who would also send along tailors to make up the clothes. Several of the farmers came to the city to enquire about the the alleged firm, only to discover that the concern had no existence and they had been duped into buying goods worth less than half the value of their notes. The men secured several hundred dollars worth of notes in the township of Nelson alone, and were doing a rushing trade.

## WINDOW DRESSING.

The season is upon us when the thinking merchant begins to unfold his plans for a ten strike. Last year, on or about August 15th, he bought a big drive in blankets, but this season it has been the regular offering, and no cut under. He has been mining though, and his tunnel has entered the storehouse, where the cases of oil-spot soiled blankets and poor coloring destroyers have worked their dire results.

He has in hand a couple of hundred or more blankets to open the ball with.

A window decoration, representing a toboggan slide, which of course is a staging covered with cotton wadding for the slide, and the sides hung with blankets. Blankets piled on the ground and on the back and sides of the window, a toboggan at the top ready to make the slide, a toboggan at the foot almost hidden from sight, having plunged into a drift of blankets. All you can see is what would be taken for a human being, clad in a red blanket so far out of sight in that drift as to show only her pair of storm gaiters.

A ticket in the window, giving the facts and prices, and a word or two of suggestion as to saving gained by this opportunity, will do the work.

Another idea would be to erect an Indian tepee, and cover same with blankets. A good snow scene could be made with batting, and for a fortress wall on sides and back folded blankets would answer.

The ticket could read: "Are You Fortified From the Cold Blasts of Winter." Then say something of the facts and prices.—Dry Goods Economist.

## A RED WINDOW.

A remarkable window dressing is seen this week on Broadway, red crepon, chaille and China silk being festooned over the stands while as a background are red parasols of chiffon elaborately ruffled. On a warm day it must be admitted the sight of so much red is rather oppressive, but still the attractiveness of the display cannot be denied.

The fancy for window dressing of one color seems increasing. Harmony of coloring is now so generally understood that the window dressing in all leading stores is really artistic. Transparencies, parasols, white, black, red, pink or blue, and the more diaphanous the more fashionable and dressy, are effective whether for the fustian world or for the window that is to be handsomely decorated.

Dust cloaks in circular shape are also just now features in windows on full length figures. Gray gloria, blue foulard, various shades of light weight silk are seen, and in the millinery line flowers, ribbons, feathers and fancy ornaments are handsomely and temptingly displayed. Dry Goods Chronicle.

## TWO KINDS OF DISPLAYS.

Window displays may be divided into two styles called conventionally the "stocky" and the "sensational." The "stocky" method consists in utilizing any article taken from the stock of the store to produce the desired effect. They may consist of simple arrangements of garments or fabrics, or of representations of various objects, such

as houses, bridges, marine views, etc., constructed from adaptable articles. A display that has been quite common has been the Brooklyn Bridge, done in spool thread.

The "sensational" display consists of a window advertisement in which something outside of or remotely connected with the business is used to attract attention to the window and to draw people to the store. In this line we may mention as examples the display of craftsmen, such as shoemakers, rug weavers, cigarmakers, and the like, engaged in their occupation and manufacturing some article in sight of the passers by; the displaying of animals as curiosities in the window, the forming of scenes such as an army bivouac at Decoration Day time and all similar methods. Some stores rely on the "stocky" display alone, but the most pushing business men, as well as the most expert window dressers, employ both ways of advertising their business by means of window displays. Of course due regard must be had to the character of the business, and a first-class dry goods store catering for the best class of trade would use less of the "sensational" display than a store in which the popular trade was sought and in which the bulk of the goods were of moderate price. In future articles we shall have something to say in regard to adapting the display to the character of the trade sought.—The Chicago Apparel Gazette.

## UNDERWEAR WINDOWS.

The favorite way of dressing windows with underwear is to represent a toboggan or sled slide. The slide can be easily made with an inclined board covered with white blankets or underwear. The sled can be shown either half way down, just emerging at the top from a pile of underclothing, or just disappearing into a pile at the bottom, or a combination of these, as suits the taste of the dresser, the space and other circumstances. It may be made amusing by showing one sled overturned and two or three pairs of legs sticking out of what appears to be a snowdrift, composed of blankets or underwear. The ingenious window dresser can easily think out numerous situations such as have been mentioned, any or all of which would be attractive and suitable. Moreover, the slide may be kept in the window some time, and the situations of the sled and its occupants changed to relieve that which is to be avoided at all hazards—viz., monotony. Below the slide, bank up underwear showing parcels of drawers and of shirts, well mixed and displayed in a sort of rugged grandeur style. Above the slide the goods should be placed in a receding bank. There is plenty of room for ingenuity in filling up a window of this sort. The goods can be flecked with cotton batton to represent snow. If the glass in front of this display be flecked also it will give the appearance of a snow storm, but this requires great skill and care. Never consider such a window as this finished until you have displayed a neat card in the window which will drive home the point represented. For example: "Our prices of underclothing have gone down like the toboggan." "Our prices are on the down grade." "They are going fast—so is our underwear." "Winter is coming, have you

bought your underclothing?" "A snow storm—it may come when you are still without blankets." "Down they go—so do our prices."

## CAUSES OF FAILURES.

The manager of the eastern branch of the mercantile agency of R. G. Dun & Co., Mr. George Henderson, makes some remarkable statements as to "Why merchants fail," from which the following is extracted:

The changes in business throughout the United States and Canada are computed at 2,000 per day. These are not all failures, but include dissolutions, retirements, deaths, changes of ownership and fires.

There are at the present time nearly 1,217,000 business names in the two countries, and that about one-half of this number should be involved in changes in the course of three hundred working days is remarkable.

Business operations are becoming more and more ephemeral in their character, consequently more faith is needed in the transaction thereof, and faith without knowledge is simply superstition—a rudderless vessel intended to widen commerce upon.

The great number of failures is not among men of limited means, but among men of limited knowledge. Abundance of capital at the start is not essential to the success of a business man. Good character, an industrious disposition, economical habits and a knowledge of the business undertaken are qualifications for whose absence capital does not compensate.

Aversion to taking stock is a dangerous habit to fall into. No merchant is safe who neglects to take stock at least once a year. The extent of future operations can only be satisfactorily gauged by the condition of the present. A merchant who does not take stock regularly is doing business on guess work.

The largest and most conservative houses of the country are now insisting upon their debtors taking stock at least once a year and carrying ample insurance. They further insist upon a copy of their debtors' balance sheet being placed in their hands every time one is drawn out.

The percentage of failure would be lessened materially if the dispensers of credit were less indulgent and knew more of their debtors. Trade would be steadier and the transaction of business relieved of many of its irksome responsibilities.

Mr. J. T. B. Lee, manufacturer's agent, 60 Yonge street, has received a number of new agencies. The sample books from a firm in Le Ray, France, contain over 1,000 different patterns. He expects samples from a silk firm in Lyons very shortly. Among other firms from whom he has samples coming for ward are three Irish firms, one in shirts, collars and cuffs, another in pillow shams, doilies, and sideboard covers, and a third in handkerchiefs; a Paris firm which manufactures embroidery and fancy goods; and the Art Manufacturing Co., of New York. When these samples arrive Mr. Lee's stock of samples will be unsurpassed in Toronto, and will be worth seeing. His advertisement in last month's issue gives the names of the firms that he represents.



Orders for fall and winter goods have been quite satisfactory in tweeds and worsteds of all kinds. The ready-made clothing trade has not improved much during the past month, and prices are cut very low. The summer trade is running fairly strong in brown tweeds and in tennis goods. The movement both in these and ready-made goods has been fairly satisfactory.

For fall and winter suitings rough chevots and black worsteds will be in strong demand. The orders already placed by retailers indicate this preference. In trouserings the striped worsteds will still hold, although tweeds are going to have a share of the trousering demand.

In overcoats, light-colored, six-quarter tweeds, which generally pass under the name of chevots, are going to be in demand. Ready-made overcoats of this material will also be shown. The patterns are all checks and diagonals, while the style is single breasted, with hood or cape, the former predominating. Meltons and beavers will still be much used for overcoatings. The great change will be a tendency to discard blues for blacks and browns. Blue will be the color in town and country trade and in lower priced goods, but for the best city trade the other colors, in a double-breasted coat, will predominate.

Some very pretty silk and wool vestings are being sold now for the summer trade. They are very fine goods, being worth about three dollars a yard. In all wool they are selling for the winter trade. Almost all the patterns are spots, and while the summer goods are light colored, the winter stuffs are in whites, lawns and blacks. The latter are shown in sixteen-ounce goods, but the weight does not consist of shoddy, as the substance is all pure wool. These are very nobby and durable goods.

In neckwear nothing very new is seen. The deluxe and other flowered goods are having a strong run at present. It is hard to say what will be the style for fall and winter. Bedford cords have been quite fashionable this season.

The belt has superseded the sash to a considerable extent. Nothing very new is shown in collars, but the tendency is to smaller points.

Cashmere vests are the proper thing for present wear, not cotton or silk. On foreign markets the double-breasted vest has the preference, but the demand here, as yet, is moderate. They will probably grow into favor.

Black socks are being superseded by other colors, such as cardinal, maroon and navy.

#### NOTES.

Brown Canadian tweeds are selling very well this fall. They are very much

used for ordered suitings at prices ranging from \$16 to \$20.

Wyd, Grasset & Darling are showing special value in a line of knot scarfs, at \$2.25, while their range of neckwear is quite extensive in all lines. A line of white shirts, open front for full length, and being donned as the wearer would a coat, have had a good market. They also report a strong demand for Canadian tweeds. In other classes of tweeds they are opening up some very nice lines.

Gordon, McKay & Co. are showing some nice varieties and patterns in strap-bows and other neckwear. Several cases are being opened. They are also showing some new Irish friezes, in plain and nap surfaces, which are worthy of attention.

John Macdonald & Co. have opened up a full range of Belwalp serges and coatings, for which they are sole agents in the Dominion. The serges are shown in black and blue and the coatings in gray mixtures.

In tweeds John Macdonald & Co. have received some very extensive shipments of Canadian goods; also 54-inch tweed suitings, black worsted trouserings and 54 inch black and colored Italian lines.

W. R. Brock & Co. have had such a continued strong demand for black worsted trouserings that they have already been forced to send in repeat orders for some of these lines. In this line they are showing much variety and good value.

John Macdonald & Co. are showing good value in a line of merino half hose, the Reliance, the special feature of which is a double foot and heel. They have also a large variety in light, flat neckwear for the summer trade.

W. R. Brock & Co. are having an extra demand for rough chevots for fall suitings. The demand has been so strong that, notwithstanding their heavy stock, some of the lines are already exhausted. Their range is extensive. They are also showing some very nice brown suitings of Canadian manufacture. These goods appear to be excellent value.

Gordon, McKay & Co. are showing several lines in Canadian tweeds in browns, tans and grey mixtures which are very attractive and of extra good value. In black worsted trouserings they are showing some very pretty stripes from the best English manufacturers.

#### ADVANCE IN AMERICAN PRINTS

American prints have advanced slightly. The following particulars are furnished by the St. Louis Dry Goods Reporter:—

"In all the standard prints, such as Pacific, Windsors, Merrimacs, Hamill-

tons, Manchesters, etc., there has been an advance of one-half cent per yard in the jobbing price, and the market is very firm. The advance in print cloth has been of such a nature that no reduction in the price of prints is possible, but the indications point to a firmer market. The supply of print cloth is scarcely equal to the demand, and as long as this is the case, there can be no downward tendency in price.

"In all kinds of shirting prints there has also been an advance of at least one-half cent per yard, and the same conditions apply to these goods as to ordinary prints. We will state further, that on July 20th the jobbing price of American Indigos will be five and three-quarter cents per yard, being an advance of one-quarter cent."

#### MADE TO FIT VS. MADE TO MEASURE.

In all ready-made clothing there is an ideal model to which each garment is fitted, as it were. There is the long, the short, the fat, the lean and the normal, of which the average man is the archetype. The designer of a wholesale clothing factory has all these models constantly in his mind, and in his productions he provides for and fits them all as well, and often better, than if he measured each individual to be clothed for the particular garment he is making. It is an admitted fact that many men appear to better advantage in ready-made garments than in those of tailor make, and that their consciousness of this makes them stand aloof from the knight of the tape and patronize the ready-to-wear dealer whenever their wardrobe needs replenishing. Such men are those who have some slight, peculiar physical defect—not enough to amount to actual deformity, and yet, if brought out by a too faithful fit in their apparel, it would be noticed to the disadvantage of their personal appearance. What is ordinarily termed a "good fit" would be a "give-away" to such a person.

A short time since one of Chicago's most prominent custom tailors was overheard to say: "Why, if I should fit some of my customers they would scare the horses along the street." It was meant for a jest, of course, but it suggests a state of things that has chiefly contributed to make the ready-made clothing business the great interest it is to-day.—Chicago Apparel Gazette.

## DRESS GOODS AND TRIMMINGS.

**S**UMMER fabrics are still selling in the retail stores, but the wholesale houses are selling very small parcels and very few of them. Prints and delaines have sold pretty well, while Victoria lawns, satens, and printed flannels have had strong demand. The lighter and more gauzy silks have also sold well. For fall it can hardly be said on what particular color or kind of goods that favor will be bestowed. At present nearly all kinds of tweeds, serges, boxcloths and fancy effect goods are selling well in tweeds especially the variety as to color, quality, and pattern is very extensive, and no doubt there will be in good demand among the fashionable ladies. In silks some very pretty goods are shown in sarahs, Bengallies, and in the beautiful peau-de-sole. This latter is growing in favor very fast.

As regards trimmings for fall, gimps both American and European are shown in great variety and in some very pretty patterns and interwoven designs. Fur trimmings will be used on the dresses as well as on the cloaks. Fancy buckles will find increasing favor, and will displace other ornaments both for hats and dresses. Silk moss edgings will no doubt find favor, as well as gold and silver gimps.

## NOTES

The demand for jet trimmings has been enormous and still continues strong. The stocks in several of the houses is depleted, and this class of goods is hard to procure at present.

A goodly shipment, consisting of 15 cases of black cashmeres, has just been received and opened by Gordon, Mackay & Co. The variety is immense, and they claim to have the best value offered to the trade.

Caldecott, Burton & Spence have received their shipments of Victoria lawns and check muslins, from their cable repeats which were necessitated by the great sale experienced for these goods. Several cases of buttons, mainly jets and pearls, have also arrived. They have just received some beautiful Japanese merchandise in silk dress goods and silk handkerchiefs which are very attractive. They report a continued strong demand for tweed dress goods for fall wear. The orders received are large, and many of the retailers are desiring immediate delivery.

Wyld, Grasset & Darling are making a specialty of fall dress goods, and have a large variety of tweeds, henriettes and silks, and the newest colorings in these and other lines.

John Macdonald & Co. have some boating serges, especially twills in black and navy blue, which are an attractive thing, and their range of ladies' cloth is good. In pongee silks they are showing a nice line, 22 inches wide and comprising all the colors.

Wyld, Grasset & Darling are showing a nice range of fall dress goods in tweeds, serges, boxcloths and fancy effect goods. Among their special drives are a job line of ladies' circulars, which are of excellent value, and a new line of ladies' cotton hose.

Gordon, Mackay & Co. have just received a very large shipment of woollen and silk scalette. In order to show the extent of the demand for these goods, it might be mentioned that in one line of this cloth several hundred pieces were sold last season, besides doing a large trade in other qualities and

prices. Their range this season will be quite extensive and varied, both as to quality and price. They are opening up some novelties in fillings, ruchings and some pretty silk and wool mixes in fall dress goods. These are shown in shot effects, in twills and jacquards.

John Macdonald & Co. have just received several cases of new American silk gimps, from which they have filled all their back orders, and the balance is placed in the department. Gold and silver gimps and silk moss edgings are shown in pretty designs. Among their new goods are some pretty pongee silks in all colors, for dresses and fancy work, and moire ribbons in colors, sizes 5, 9, and 16.

Among the noticeable things in the house of Caldecott, Burton & Spence are some new and pretty lines of trimmings, especially in gimps and fur trimmings. They have a large range of new silks in pongees, sarahs, Bengallies and the peau-de-sole, which is fast becoming very fashionable. They have shipped a large quantity of the latter silk during the past week to Montreal merchants, the Montreal wholesale merchants not seemingly being up to the fashion in this trade.

## FALL CLOAKS.

The Berlin correspondent of the Cloak Review says:-The cloakings in demand for next fall are the same as I recommended some time ago; beaver, vicunas, the same articles with colored backs, rough Scotch cloth, chevrot diagonals, cloakings in plaid patterns, with colored boucle effects, matelasse in one and two colors (this last article in a moderate way), are the sign of the season; medium colors, tan, and beige much liked.

I am told that silk seal plush jackets are more in demand here in Germany than last year, but in general it is very quiet in the silk plush and velvet centres. As linings for cloaks, the changeable brocade, and even matelasse silk is used largely. The woollen and cotton plaid lining for cheaper class jackets and gentlemen sack styles are still much in demand.

I made the observation that braids in Russian-Turkish cashmere, fancy colored patterns, also worked with gold tinsel, will become fashionable for fall. They are used as trimmings for cloaks, but more so for dresses. The principal trimming, however, will again be for fall, fur in all possible variations.

The fashion for jackets is now established; we know that there are only two ground shapes on which the business must be built this fall; the one is the sack shape, and the second is half in back with wattleau pleat, loose in front. These two styles are worked out in great variety; some show a novelty in the collar, others in the sleeves

or cuffs; others again are braided, some are plain, some have a yoke out of which comes a wattleau pleat, etc.

The Russian peasant jacket may likely still be bought with you. It is already a little passé, having been in fashion this spring, but I don't believe it will become a staple jacket. The best selling styles, in my opinion, will be the jacket half tight on back, loose in front, with wattleau—or other pleats on back.

## RAMIE CLOTH.

Some interesting experiments have been made recently with the ramie fiber, at the San Jose, Cal., Woollen Mill, in the manufacture of cloth, which is said to be the first attempt to spin and weave the fibre in the United States. A thread of ramie and a thread of wool were twisted together and then woven on the ordinary loom, producing a strong and closely woven fabric, which could be seen through by holding up to the light. According to the Pacific Lumberman, the color of the cloth was a bluish grey, the wool supplying the dark and the ramie fibre the light portion. Ramie is much stronger than wool, is forty-one times stronger than cotton and more nearly approaches silk in this respect than any other material used in the manufacture of cloth. Thus it is evident that a fabric made of a mixture of wool and ramie is far superior to a cotton and wool mixture. The fibre when ready for the mills is in bunches about five feet long, of a creamy white color, and has a luster like silk. It can be dyed any color and still retain its luster, and hence can be used in the manufacture of silk-mixed weaves, making a fabric just as good in every way, but much cheaper than if silk were used.

It will have the effect when it comes into general use of cheapening all textiles of this character, while giving a fabric better in looks and wearing qualities. One of the big points claimed for ramie is the ease with which it can be produced, and the consequent big profit to the producer. Ramie is nothing more or less than a weed, and grows and increases with the profligence for which weeds are noted. The plant does not need a rich soil; in fact, seems to thrive best in a soil in which nothing else will grow, and is especially valuable on this account. It is claimed that three crops a year can be secured, and that at the least calculation a profit of \$200 an acre will pour into the pockets of the ramie cultivator. The field will not have to be replanted for twenty years, for the plants will grow and produce good fibre for that length of time.

—WOOLLENS AND  
TAILORS' TRIMMINGS—  
**JOHN FISHER, SON & CO.,**

Balmoral Buildings,  
Montreal,  
Canada.



Huddersfield,  
England.



In crochet silk work, instead of four in-hands, the run will be on ring ties made in two styles. Just now the fancy silk belts which are crocheted are very pretty, and the buckles sold for this kind of work are very neat and appropriate. John Macdonald & Co., who carry a stock of the silk and also of these fancy buckles, have a small pamphlet which describes four patterns for working in fancy belts. These patterns are the Wave, Diamond, Shell and Openwork, all of which are very neat.

Fancy belts for gentlemen continue in strong favor, and the prettiest are made from handloom silk petersham, with single or double snake fasteners and also with the new Grecian snake fastener, while some novelties are shown, such as a fastener in the shape of a lacrosse stick. Some very pretty shades are shown in these belts.

Hair brushes, with mother of pearl backs and inlaid mirrors, are shown in some very pretty designs and finishes. Some pretty sets of brush, mirror and comb in bright oxidized silver and gilt, are shown by John Macdonald & Co.

Square and round tops in oxidized silver seem to form the favorite thing for purses. They are not new but they are without a rival.

Chateleine bags are numerous and shown in some very pretty designs and shapes.

The newest things in decoration pins are the imitations of florals and ribbons. These are done in metal and magnificently colored to suit the flower and its different parts which are to be represented. These were at first shown in gold but are now imitated in cheap Austrian ware. They are shown also in delicately colored and moulded brooches. A very pretty gilt pin is made in the shape of a blossom with the golden petals joined and the golden filaments surmounted by pretty little pearl anthers. Another gilt pin is made to imitate a circular cord containing on each side of the circle seven brilliants and the whole article has a very pretty appearance.

Barbatine majolica ware with a smooth surface has sold well this season. Nerlich & Co. carry a large stock of it, and state that the rough surface barbatine has gone out of favor.

Fancy china and other earthenware is having a good market this season. Many new novelties are shown. A pretty new nightlamp is made with a china figure as a base and a colored globe. Some very beautiful Dresden china candelabras, with pretty youthful figures and flower bowl combinations, are shown in a variety of designs, some being very artistic. Bohemian ware continues strong in favor in flower bowls and novelty basins. This kind of glass ware is very attractive and finds a steady sale.

China swing figures are shown in great variety. Cups, saucers and plates of Meissen or Royal Dresden china are rare and attractive novelties. Dessert sets in this superior ware are very be-

coming and attractive. Some very fine majolica ware figures and tobacco jars are shown, which exhibit superior and artistic workmanship, the expression being quite natural and the posture graceful.

Nerlich & Co. are showing some very fine felt-bodied dolls which are said to be superior to the kid bodied. They are all half-stuffed and well jointed and form a cheaper and fully as durable a doll as the kid. In dress dolls the change has been to better and removable garments. This is a taking feature with the children.

### IT WORKED.

The delegation of young men had been shown into the reception room at their employer's residence, and, when his wife entered, all rose awkwardly and seemed ill at ease.

"We are employed at your husband's office," explained one of them at length.

"Indeed!" she said, in some surprise. "I am very glad to see you, but to what am I indebted for this call?"

"Well," said the spokesman, plucking up courage, "you see, it's just this way. We've been getting off at three o'clock Saturdays during the summer, and now we want to make it twelve or one o'clock if we can."

"The ball grounds are quite a distance away," put in one of the delegation.

"And we have to start early to get to the races," added another.

"Really, you must excuse me," said the mistress of the house, courteously, but firmly. "I never interfere in my husband's business affairs."

"Oh, we don't want you to," protested two or three together.

"You see," said the spokesman, getting down to business again, "it's just this way. We want you to be kind of nice and pleasant to him for a few days, and then we'll go to him and ask him to."

"Gentlemen!" she exclaimed laughingly.

"Might ask him to take you to the ball game," suggested one of the young men, without noticing her manner.

"Or the races," added another.

"There is an inference, gentlemen," she began, but the spokesman interrupted.

"Oh, I know all about it," he said. "I'm married myself. Things go wrong in the house, and you're tired and cross at breakfast. Then, we suffer at the office. You stay up late to chaperon your daughter at a ball, and we have more trouble at the office. You're a bit cross three mornings in succession, for one reason or another, and we have a terrible time at the office."

"I was discharged from an office once because my wife was cross the same morning that the boss's was," exclaimed one young man. "I suppose our wives would have chattered pleasantly if they had met but there was an explosion when we met. He was ugly about something, and I fired back, and he 'fired' me. That's the way it goes. Now, if you'd make it a point to be particularly agreeable and pleasant to him for - say four days -"

"Yes, four days will do nicely," broke in the spokesman. "Then we'll go to him, and everything will be all right. The fourth day you give him the best breakfast you can - everything that he likes best - and we'll get what we want in three minutes. Talk about a woman having no influence in

business! Why, the humor she's in has more effect than a bank failure or a boom in trade."

She thought she ought to be angry, but, instead, she laughed, agreed to the proposition, and four days later, when they waited on the head of the firm, he made the closing hour twelve o'clock and said that never in the history of the firm had things run as satisfactorily as they had during the last four days. The Dry Goods Chronicle.

The dry goods stock of J. H. Sully, Newton, valued at \$12,000, was sold to J. McQuaid, of Port Perry, at 49 cents on the dollar.

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" " 23	Lake Nepigon.	" " 17
" " 30	Lake Huron.	" " 24
" Aug. 6	Lake Superior.	" " 31
" " 13	Lake Winnipeg	" Sept 7

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**MUSLINS**—White Victoria Lawns, Nainsooks, Indias, Tartans, Swiss Books, Apron, Hemstiched Lawns, Fancy Stripes and Checks, Lace and Satin Checks, Open Work and Nainsook Checks, Lining Books, Wigans and Crinolines.

**MUSLIN EMBROIDERIES**—Narrow Widths in good patterns and large variety, 40 to 45 inch Flouncings in Hemstiched, Tucked and Fancy Edges (new designs). Children's Flouncings in 20, 22, 24, 27 inch in Muslin and Cambric. All over Embroideries in Swiss and Cambric.

**CHALLIES**—The New American Crepe in Sateen patterns, dark and light grounds.

**TIES**—New Chiffon and Surah Ties, Embroidered Ends, in Cream, Pink, Sky, Yellow and Cardinal.

**VEILING**—A new shipment just received from Paris and Lyons in Composition Spots. These are the very latest in Black, Brown and New Colors.

**LINENS**—Tablings, Towelings, Towels, Hollands and Table Napkins.

**PRINTS**—Light Grounds at Clearing prices, Regattas, special lines suitable for Ladies' Blouses. Also Gingham, Flannelettes, Art Muslins and Cretonnes.

**HOUSE FURNISHINGS**—Lace and Cheneille Curtains, in late designs, White and Colored Quilts a large assortment, Kensington Squares in Union and All wool, Table Cloths, Floor Oil Cloths, Linoleums, Mats and Rugs. Our stock of Carpets is fully assorted.

**WOOLLENS**—Fine Imported Pantings, Coatings and Suitings, special Lines. Canadian and Imported Serges, Suitings, Black and Colored Italian Cloths and Fancy Silesias. Also many odd lines at Clearing Prices.

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