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THE DRY GOODS REVIEW.

CANADA.



Hair as white as driven snow
 Complexion black as men was crow
 Grace as sweet as damask roses
 Masks for faces and for noses
 Bugle-bracelet, necklace amber
 Perfume for a ladies chamber
 What maid's lock from head to heel
 Come buy of me, come buy, come buy!"
 Autolycus in "Winters Tale"

Publishers
 The MacLEAN PUBLISHING CO.
 Montreal or Toronto

1896

SPRING

1896

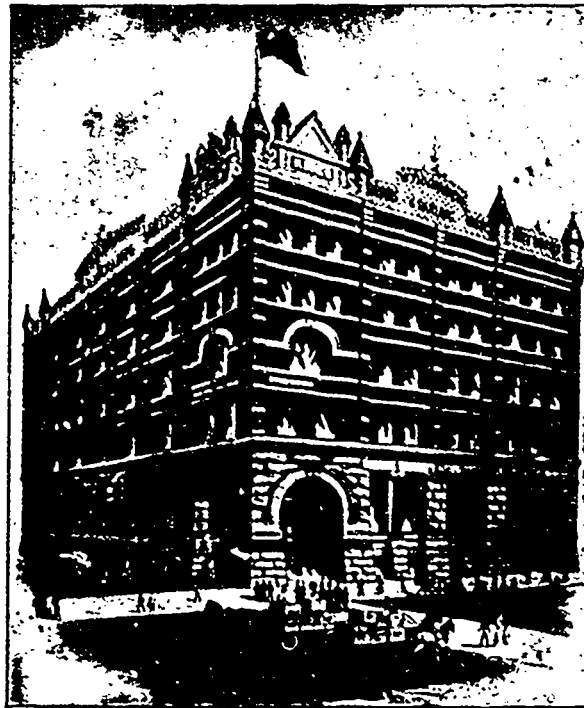
WYLD, GRASETT & DARLING

DEALERS IN

General Dry Goods
Imported and Canadian Woollens
and Men's Furnishings

DEPARTMENTS IN CHARGE OF EXPERT BUYERS

Staples
Imported
and
Canadian
Woollens



Smallwares
Dress Goods
Men's
Furnishings

THE INSPECTION OF OUR STOCK BY MERCHANTS VISITING THE CITY IS
CORDIALLY INVITED

LETTER ORDER DEPARTMENT under competent management. Every attention
given to details of both 'Travellers' and Letter Orders, requests for Samples, etc.

OUR PRICES THROUGHOUT THE WAREHOUSE WILL BE FOUND RIGHT

WYLD, GRASETT & DARLING

1896

SPRING

1896

S. Greenshields, Son & Co.

MONTREAL and VANCOUVER, B.C.

STAPLE DEPARTMENT

We have a full assortment of the following lines: Flannel-ettes, Shirtings, Gingham, Cottonades, Linings, Tickings, White and Grey Cottons and Sheetings. Until our present stock of these goods is sold out we will sell at old prices.

DRESS GOODS DEPARTMENT

Our Plain Dress Fabrics, Serges, Cashmeres, Mohairs, Lustres and Sicilians, were all bought at the **LOWEST POINT** of the market. Large stocks now on hand.

SMALLWARES DEPARTMENT

Large shipments now arrived of Hosiery, Lawn, Muslins, Handkerchiefs, Embroideries, Ribbons, etc., etc.

CARPET DEPARTMENT

Our stock is now complete in Brussels, Tapestry and Wilton Carpets, Jute Brussels, etc., Hemp Carpets, Matting, Hemp Squares, etc., Cretonnes, Curtains, Art Silks, etc.

LINEN DEPARTMENT

Special value in Towellings, Damasks, Towels, Grass Linens, etc., etc.

S. Greenshields, Son & Co.

THE RISE AND PROGRESS OF A CANADIAN ROOSTER

XX



Rooster 1891, 1 Machine



Rooster 1892, 10 Machines



Rooster 1895, 75 Machines



Rooster 1893, 20 Machines



Rooster 1894, 40 Machines

JACKETS OVERALLS
SHIRTS PANTS

Summer Coats, Barbers' Coats, Waiters' Coats

ROBERT C. WILKINS

198 McGill Street

. . . MONTREAL

Confederation
Life

HEAD OFFICE
TORONTO

Association



YOU can not invest your money to better advantage than in an Unconditional Accumulative Policy in The Confederation Life Association. By this means provision is made for your wife and children should you die, while, if you live, a Guaranteed Income is provided for yourself. Full Particulars will be sent on application to the Head Office, Toronto, or to any of the company's agents.

RYLANDS & SONS

LIMITED

MANCHESTER and LONDON

Merchants, Manufacturers

Bleachers and Dyers

*

WORKS

MANCHESTER
LONDON
GORTON
WIGAN

CHORLEY
BOLTON
HEAPRY
CREWE

And SWINTON

EMPLOYES	-	-	-	-	12,000
CAPITAL	-	-	-	-	\$14,500,000

DEPARTMENTS

Hosiery and Underwear	Dacca Calicoes	French Dress Goods
Velveteens	Grey and White	Bradford Dress Goods
Ties and Umbrellas	Oxfords and Harvards	Fancy Dress Goods
Braces	Flannelettes	Silks, Ribbons
Buttons and Braids	Prints and Cretonnes	Selesias
Shirts, Gloves	Table Linens and	Floor Oil Cloths
Muslins and Curtains	Towels	Carpets, Woollens
Furniture Coverings	Irish Linens	Yarns
Shawls	Scotch Linens	
	Flannels, Quilts, Laces	

The above departments are all under separate buyers and are represented in Canada by

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W. E. WILLIAMS, Box 619 Montreal

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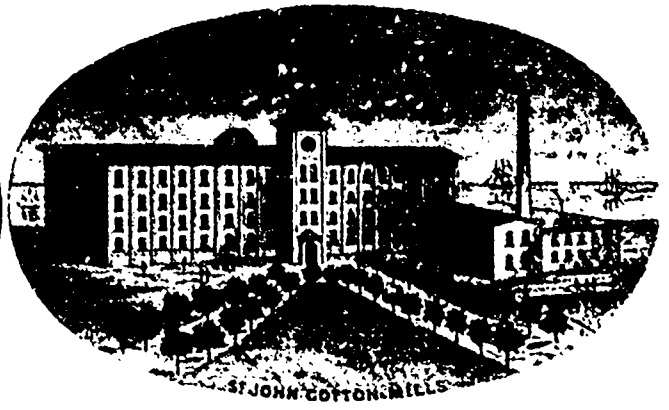
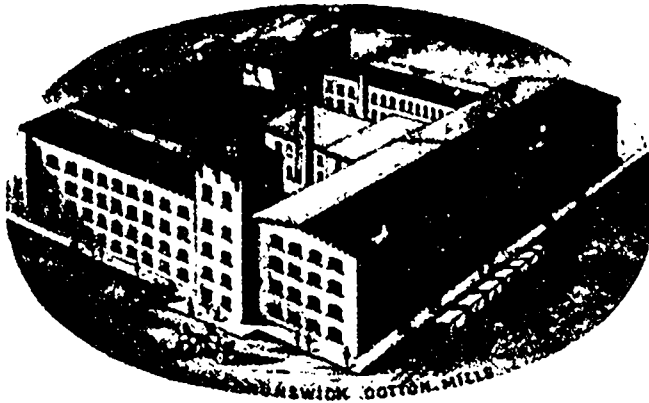
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LOWER PROVINCES

W. H. TETLOW, Box 503, Halifax

WM. PARKS & SON, Ltd.

ST. JOHN, N.B.



Cotton Spinners, Bleachers, Dyers and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS
WM. HEWITT & CO., Colborne Street, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 51 Front Street East, Toronto, Special Agent for
Tram Warps Co. Ontario.

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

ST. JOHN, N.B.

WOVEN NAME LABELS
WARRANTED FAST

STYLE

1 DUNCAN ELLIOT.

2 J. LEE TAYLOR.

3 W. S. WEBB.

4 OGDEN MILLS.

J. F. Wyson.

What's His Name?



We have opened a special department for the manufacture of

"INDIVIDUAL NAMES"

on **WOVEN LABELS**, in quantities of **ONE GROSS**. By bringing this new feature to the notice of your customers, you will secure their orders for individual names on labels at a moderate cost and add considerably to your business.

We will, on application, supply any retail dealer with a complete outfit, consisting of price list, sample book of designs and colors, store sign and order blanks.

WOVEN LABELS Night Shirt Trimmings,
Feathersitch Braids,
Initial Letters.



GERMAN ARTISTIC WEAVING CO.

274 and 276 Church St.,
NEW YORK



FINLAYSON, BOUSFIELD & CO.'S



Are the standard threads of the world and excel all others in

LENGTH
STRENGTH



WEIGHT
QUALITY

WHY NOT BUY THE BEST?

To be obtained from



all wholesale houses.

CALDECOTT, BURTON & SPENCE

Dress Goods
Specialists . . .

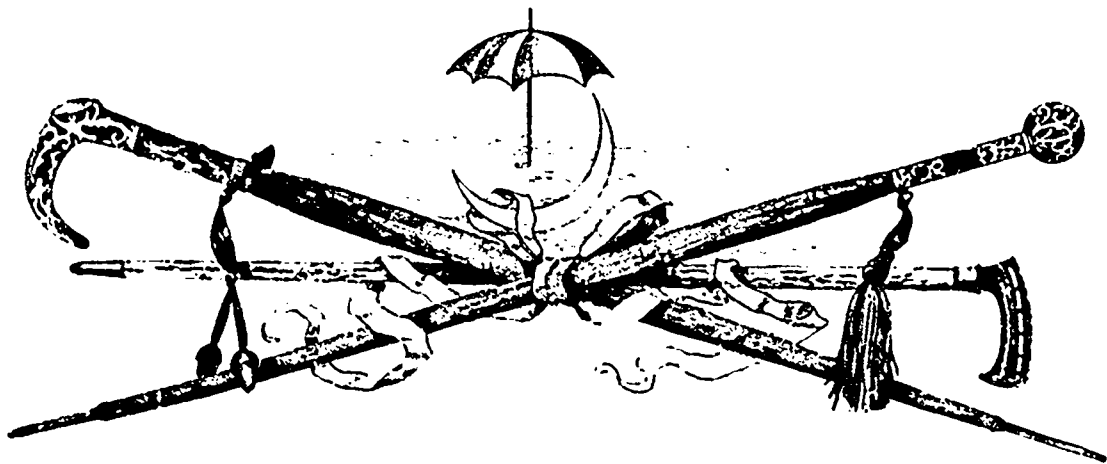
We call attention to our "STAIN-LESS BLACK" in all our regular lines of British Serges and Estamenes--and also to our French Serges--and our special leaders in Black Lustres and Sicilians, and all our Black Figures.

This Dye is absolutely fast--resists acid and all fruit stains--its superiority is therefore obvious and commends itself to all parties handling Dress Goods.

We believe we are the only parties that can offer this Dye in the above ranges of goods.

Stock kept fully assorted all the year round. Letter Orders receive prompt and careful attention.

Caldecott, Burton & Spence, Toronto

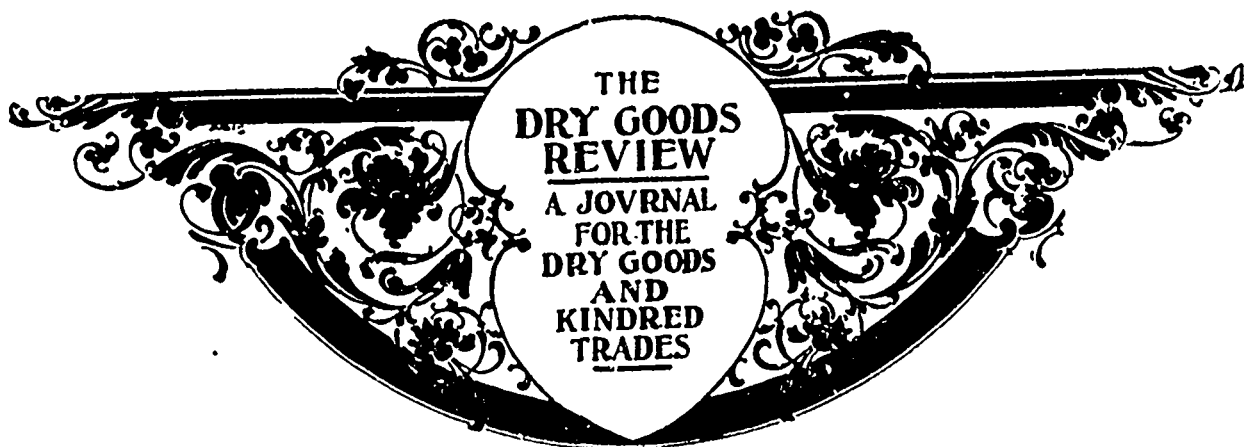


IRVING'S UMBRELLAS

Born in Toronto
Raised Everywhere

20 Front St.
West

... TORONTO



Vol. VI.

MONTREAL AND TORONTO, FEBRUARY, 1896.

No. 2.

THE COMMERCIAL TRAVELER AS A FACTOR IN BUSINESS.

By R. H. CLIBBO.

THERE are a few silver-haired men yet in the retail ranks travelers meet on their rounds of duty, who relate with zest early experiences while making biennial purchases at Montreal, Toronto or Hamilton, as the case may be. They also retain a vivid remembrance of the change brought about with the introduction of the system of buying from sample at their own door. In those days competition was less keen, calls less frequent, and travelers received a warm welcome, largely growing out of the length and importance of the merchants' wants list.

BYGONE CONDITIONS.

Personal excellence and aptitude for the road, while always of value, was not then so much a necessity. A quarter of a century ago, in Ontario at least, travelers generally had what they termed "a good time," barring the discomforts incidental to pioneer rural life. They did not require to "move fast," and if orders were few the volume of business in the aggregate was large. Merchants were in the habit of filling up twice a year, leaving little for the sorting time. Four trips a year answered the demands of the trade, while now eight to twelve is a common experience, and in some lines calls are repeated every three weeks.

THE MAN IN DEMAND.

The startling progress of these later times has increased the demand for high-class men, and no department of life's activities is making a louder call for the best than this commercial avenue of labor, yet many ordinary men, if faithful and industrious, hold their positions well, not because the results are entirely satisfactory to their employers, but by virtue of the fact that better men are difficult to find, and wholesale firms are averse to making changes.

A striking success is seldom attained without complete conditions, or, in other words, a high-grade house and representatives. A good traveler can largely overcome indifferent house management, but an otherwise smartly managed wholesale establishment will fail with weak travelers.

When the system of supply accounts was in vogue, customers belonged to the house, and special ability on the part of the traveler was of small moment. Fortunately, in Canadian experience that practice is almost a relic of the past. In the business race a burdensome handicap will bring to grief the laden

victim, and men doing business as a supply account are always short on cash and long on cost of purchases. Independent buyers crowd them to the wall, which disaster, in turn, affects the wholesaler.

DIFFICULTIES TO CONTEST WITH.

Some years ago the writer remembers with what glee a traveler started out for a wide-awake firm, having just severed a connection of many years' standing with a house carrying weak accounts. But one trip was sufficient. His new employers would not fill orders taken from those he had been selling, and he neither possessed the nerve nor the training which enabled the interesting independent buyers. Another experience is on record where for six years a traveler held solid every customer once made (except the undesirable purposely dropped) during which time sales were large and losses few. The latter case illustrates what may be accomplished under complete conditions, and the former shows how easily a strong house may make a mistake in selecting a traveler.

Many merchants trade for years with a firm without having met the principals, and in such cases the responsibilities of the traveler are increased. If the head of a jobbing house is capable of leaving a good impression he should meet his customers at least once in two years: it would prevent the dictation of an unwise letter, and save the traveler that difficult task of patching a rift in what has been to him a judiciously woven commercial web.

THE TRAVELER'S POSITION.

Impropriety, if not imposition, is sometimes practised between the wholesaler and retailer, and both in degree are guilty, neither is the traveler free from wrong doing, striking both ways. His position naturally elects him arbiter as between two clients. True, the employers often expect their brief wisely argued against the customers' particular interest. They say, "We pay the fee." But the traveler must be faithful to justice if he would keep up sales, and customers are part of his capital, in fact the basis of his salary.

It is results which tell rather than special methods. A man cannot long draw more than his earnings warrant, and if his pay is less than justice demands, that is his own fault. No doubt a well-defined method must be the daily practice if permanent success is the goal aimed at. Some travelers are granted larger latitude than others, but the wholesaler allowing his representatives almost unlimited powers is apt to regret it. In the heat of the battle on the road, where their pockets are not directly

affected, few men are strong enough to always keep within safe lines, and the office check is a safeguard. A man sitting in his office can lay down the law with better effect than even his own performance would be if on the field of action.

MUST DECIDE HIS OWN COURSE.

No one set of rules could be written out as a commercial traveler's guide. Just as a multiform of church creeds make suitable homes for the variety of mankind, so the aptitudes peculiar to different travelers will find expression in different ways. But we must be true to correct fundamental principles no less in business than in religion.

Many a retail merchant has been able to avert disaster by following the counsel of a level-headed commercial traveler supported by his house. The majority of the men on the road are, however, simply good salesmen possessing a holding power by straightforward dealing and a magnetism born of an agreeable, hearty manner, which ensure a kindly welcome from all but soulless men. A few succeed for many years by force of energy without those qualifications which make a man popular. They usually talk value and extol the merits of their house beyond compare, but being somewhat economical with the truth, the old saying about not being able to fool all the people all the time, forges their chain of limitation none too soon.

The ideal traveler will make large yearly sales, has the ability of anticipating, and in some cases correcting mercantile agency reports, will not try to overload his regular customers, can successfully advise inexperienced merchants, and possesses nerve and tact sufficient to secure the approval, even sometimes control the actions, of his employers.

ARE TRAVELERS UNNECESSARY?

People not in touch with business methods fancy commercial travelers are detrimental to healthy trade. Farmers and consumers in general imagine the cost of goods is increased, also that merchants are coerced into over-buying through this medium of sale; but an accurate knowledge of the facts will destroy the hallucination. I am not referring to the special agents who sell direct to consumers. These people usually get a commission equal to merchants' profit and expense of selling by travelers combined. It costs from 3 to 7 per cent. by the traveling system now in vogue to secure orders, varying according to the class of goods. In a few lines of luxuries or specialties the estimate is 10 per cent.

For the sake of illustration, suppose every traveler was "called home." Merchants would require to visit the trade centres at regular intervals, and depend on letter orders for sorting. The expense incurred by such trips must be added to the cost of purchases, and it is doubtful if the wholesaler would be able to reduce prices sufficient to create a balance in favor of house buying. Their home expense would at once increase, good salesmanship would be in demand, while now it is a well known fact mechanical effort is largely all that is required out side of the heads of the departments.

A DEFENCE OF THE PROFESSION.

A shrewd buyer can make a better selection of dry goods from sample than out of stock. He has the whole range before his eyes at once, even if the sample is comparatively small, but at the house only a few designs of each line are in sight. Besides, every traveler knows the leading lines and is not backward in calling attention to them. In buying from sample he

deals with one man whom he respects and trusts. At the house he meets a different salesman on every flat, and seldom the same man on returning trips. They may be good fellows, but undesirable lines will find their way in through the doors of every warehouse, even if fortified with the best buyers the country produces. These piles are eyesores to house-men, and it is their daily effort to close them out. The mistake of the European buyer is repeated by the retailer, although less liable to occur in sample buying.

These off lines may be all right at a price, but are seldom so offered until sorting season. Large buyers usually get them, because they can clear the lot, and for such men at such times alone is house buying an advantage.

History teaches us that all systems change, and it may be that the future will close this door of useful employment, but at the present there is no evidence of its waning influence as a factor in business life. To my mind it is nearer the morning than the evening of its day of grace.

LONG SERVICE RECORDS IN THE TRADE.

Some time ago an English paper offered a prize to the person who could show that he had been longest in one employ in the dry goods trade. The winner of the prize is Mr. Nathan Meadows, who has been in the service of Messrs. Ryland & Sons, Manchester, since July, 1834, making a total of over sixty-one years in the one concern.

Mr. Jonas Snowden has a record of fifty-four years' service in one firm. He writes: "I have been in the employ of my present firm, Brown, Muff & Co., drapers and silk mercers, Market street, Bradford, Yorkshire, since early in 1841, so that I have completed fifty-four years' service. I am in my seventy-second year, and am still doing active duty."

Mr. George F. Davey, 121 Gipsy road, West Norwood, who has a record of fifty-two years, writes: "I have been engaged in one of the largest drapery warehouses in the city of London for over fifty-two years, and I may state that I commenced my duties on the 9th September, 1843, at Messrs. Cook, Son & Co.'s, St. Paul's Churchyard, E.C."

Mr. William Bushell has been fifty-one years at Waterloo House, Northampton. He began his duties there on the 3rd August, 1844.

Mr. Thomas Harris has been in the service of Messrs. Atkinson & Co., Westminster bridge road, Lambeth, for a little over fifty-one years.

Messrs. A. de Gruchy, Jersey, send the following note: "This is to certify that Miss Rebecca Hannah Shore, whose signature is subscribed below, is and has been in our employ for an uninterrupted period of fifty-one years."

Mr. Thomas Spencer, 15 Beacon Hill, Blue Bell Hill, Nottingham, entered the service of Mr. Robert Dickinson, Long Row, in 1845. He has remained in the same house till now. He is in his sixty-second year.

Mr. Marshall, of Messrs. Brady & Co., drapers, Barnsley, has just completed his fifty years in the employment of that firm. Mr. Marshall, through the consideration of his employers, will in future only attend business on the two weekly market days.

How do these cases compare with Canadian records?

TORONTO WHOLESALE'S ANNUAL MEETING.

REPORT OF MR. IVEY, CHAIRMAN OF 1895, AND ELECTION OF OFFICERS.

THE Dry Goods Section of the Toronto Board of Trade met Jan 13, when Mr. John D. Ivey, the chairman, presented the annual report of the Section. There was a good attendance of members, who endorsed the report of the chairman as a fitting expression of the association's views. The report in full is as follows :

"In presenting the annual report of the Dry Goods Wholesale Section of the Board of Trade, I beg to draw attention to some of the more important matters that engaged the attention of the Section during the year just closed.

THE YEAR'S FIRES

"The year was ushered in by three disastrous fires in our city, resulting in the destruction of a large amount of property before the fire brigade could succeed in getting the flames under control. In connection with this unfortunate conflagration two circumstances are worthy of special note. First, to find that those who suffered had exercised forethought in the matter of insurance, second, the prompt and liberal manner in which interested insurance companies adjusted and settled claims.

"It is to be regretted, however, that the insurance companies thought that the condition of the fire department, at that time, rendered it necessary to increase premium rates very substantially. Recently the rates have been lowered somewhat, but with the improved facilities now at the disposal of our fire department, it seems to me there is still ample room for a much further reduction—lower even than that of 1894—and I trust that the companies will see their way clear to grant it. The lesson of the fires emphatically teaches the absolute necessity of keeping well insured, and, as a means of encouraging business men to do so, insurance companies should bring rates to the lowest point consistent with sound business principles.

"While the wholesale dry goods trade for the past year has not been all one could wish for, yet, in comparison with 1894, it can be safely said there has been improvement and that the corner to prosperity has been turned.

THE RISE IN PRICES.

"The principal feature of the year has been a general advance in price of almost all classes of fabrics, ranging from five to thirty per cent. This is surely a healthy sign, and we should congratulate ourselves that stocks on hand are thereby enhanced materially in values, instead of depreciating, as they have been for the last few years. This should do away with the necessity of slaughtering goods to keep pace with a falling market and be an impetus to secure adequate profits.

"The year had almost been rounded out without any serious casualty occurring in the wholesale ranks, when the recent failure of a prominent house occurred. It is to be regretted that the estate promises to turn out very badly for the creditors. This failure should be a warning to all not to depart too far from old-fashioned trade principles, as no business can succeed without legitimate profit being realized upon sales in all and every department, and it is hoped that wild and indiscriminate cutting of prices, extreme datings and unreasonable discounts are at an end. I may remark while on this subject that now is a favorable time for the trade to meet for the purpose of arranging datings and cash discounts.

CANADA'S GOOD POSITION.

"A pleasing feature in connection with the general trade in Canada is the admiration which has emanated from the business men of Europe at the way in which our country has stood the financial strain of the past few years. While our neighbors to the south have been passing through disastrous financial panics, our financial institutions have nobly weathered the storm. Our bankers and merchants are to be congratulated upon the wise and liberal policy which has enabled Canada to take so sound a stand.

"Several matters in connection with Customs duties, and reforms in Custom House routine, have been brought before the Controller of Customs, Hon. N. Clarke Wallace, during the past year, who always received representatives of this Board courteously, and showed in the discussion of Custom House matters that he had made an intelligent study of his important duties, and in every case either rectified or explained away the difficulties.

COMMITTEE WORK.

"A committee of this Board was appointed at a recent meeting to take up the matter of private agreements, chattel mortgages and re-arrangement of rent, in case of insolvents, and I would strongly recommend this Section to re-appoint this committee, or a new committee, to bring this serious matter before the Legislature at the earliest possible date. Also that the matter of insurance rates and trade excursions be dealt with.

"It only remains for me, as chairman for the year 1895, to thank the members of the Section, who have been uniformly courteous and have taken a deep interest in all matters coming to our notice, and it is to be hoped that the usefulness of the Dry Goods Section of the Toronto Board of Trade will grow and increase, so that individual experience and judgment may be concentrated in united action to bring about the healthiest condition of the wholesale dry goods trade of the City of Toronto."

JOHN D. IVEY, Chairman.

The following were elected the Executive of the Dry Goods Section during 1896: Andrew Darling, chairman; J. K. MacDonald, deputy chairman; J. D. Ivey, J. Short McMaster, W. Blackley, W. R. Brock and T. O. Anderson.



"WATCH NOW AND SEE WHAT HE'S GWIN TO DO."

A VISITOR TO NEW YORK.

FROM THE N.Y. DRY GOODS ECONOMIST

J. B. MacLean, senior proprietor of THE CANADIAN DRY GOODS REVIEW, Montreal, visited The Economist office this week. Mr. MacLean is a good type of the energetic Canadian, full of enterprise and hustle. The company of which he is president issues five trade journals.

A WHOLESALE FIRM'S STOCK AT AUCTION.

THERE was a big attendance at the auction sale of Samson, Kennedy & Co.'s stock in Toronto, January 3. Representatives of leading firms were present from Montreal, Hamilton and other places, and bidding was brisk. It was expected that the stock would bring at least 65c on the dollar, and more than one wholesale firm were willing to bid as high as that figure, and perhaps a little higher. The large Toronto retail firms, like W. A. Murray & Co., the T. Eaton Co., the John Eaton Co., McKendry & Co., etc., were all represented by bidders, and when the price got high the wholesalers seemed to drop out, and left the situation to the retailers. Among those present in the auction rooms were Messrs. David Morrice, W. R. Brock, J. S. McMaster, P. H. Burton, R. W. Spence, Messrs. Thibaudeau & Nadeau, of Montreal. John K. Macdonald, Fraser Macdonald, R. R. Stevenson, Montreal; Geo. Cams, of Greenshields & Co., Montreal. John Knox, of Knox, Morgan & Co., Hamilton. W. C. Fowers, of Matthews, Fowers & Co., Montreal. B. B. Cronyn, Charles Cockshutt, J. Drynan, of W. A. Murray & Co., R. Simpson, Thomas Long, F. A. Cousineau, Alex. Ewan, Montreal, P. Hughes, Jas. Lockhart, S. Brush, Frederick Wyld, and many others. The auctioneer announced the value of the stock at \$184,000 odd, and assured the audience there was no reserve bid. The stock was absolutely in their hands. Bidding began at 55c. Then it went to 57½, then quickly to 60, 62½ and 65. There was a pause, and assurances were again given of no reserve. In five more bids the figure went up to 70, when small bids began to be taken, and as 71, 71¼, 71½, 71¾ were given, it was seen that the wholesalers were dropping out and the retailers staying in. Mr. Peter Ryan, who was understood to be bidding for W. A. Murray & Co., went as high as 72½c, but declined to go more, declaring that the figure was too high. The next bid, that of 72¾c, was the last, and though the auctioneer pleaded for an even 73c., no one responded, and the stock went at 72¾c. to the John Eaton Co., Ltd., Toronto.

The keenest interest beforehand was taken as to the sum the stock would bring, and among some of the onlookers a pool of guesses was made up, each member of it selecting the figure he thought the highest bid likely. Mr. Fowers came nearest to the correct figure, and won.

The auctioneer then put up Samson, Kennedy & Co.'s warehouse on Scott street, but as there were no bidders it was withdrawn.

TRAVELERS AND HOTEL ACCOMMODATION.

Mr. Thomas Swalwell has had some correspondence with Hon. Richard Harcourt, Ontario Treasurer, regarding the hotel accommodation for commercial travelers throughout the province. Mr. Swalwell pointed out that in the towns, owing to keen competition, the accommodation was improving, but in outlying places it was very bad, and in some cases a deplorable condition existed. He suggested that the license commissioners, who have the power to grant licenses, should take these cases in hand and impose the necessary reforms. Mr. Harcourt replied that the hotel men were satisfied that the travelers' deputation to the Government had spoken moderately in the matter. There can be no doubt that the proper solution of the difficulty lies in instructing the license commissioners, who are the appointees of the Provincial Government and responsible

to the Provincial License Department, to carefully scrutinize the accommodation of rural hotels, just as they do the record of the applicant and his past observance of the law regarding selling liquor.

A SILKY GLOSS TO WOOLENS.

VARIOUS revelations have found their way into the textile press as to processes of imparting a silky gloss and feel to woolen yarn, which up to recently have been kept secret. That a similar appearance and handle are characteristic for woolen prints is well known, and it might accordingly have been surmised that in either case the effect was due to the one peculiar and essential manipulation practised by woolen printers, viz., to "chloring." With a reaction, not yet scientifically defined, it is not to be wondered at that, as regards proportions, time and temperature, and the entire manipulation, the reports from different sources are somewhat at variance; the quality of the fibre dealt with alone may be the cause of much uncertainty. A lengthy process, calculated to impart the maximum of silky feel and gloss, is thus described by *The Wollengewerbe*: Loose wool, yarn, or piece goods, are first worked for half an hour in cold 1 per cent. hydrochloric acid, then squeezed, or centrifuged, without rinsing. The next bath, which must be most carefully prepared, contains per 150 litres (20 gallons) the clearly soluble portion of 2 kilos (4½ pounds) of chloride of lime. Manipulate in this bath for three-quarters of an hour, drain well, and again work for the same length of time in cold 1½ per cent. hydrochloric acid. Finally, rinse well in cold water. Now follows a bath of 500 grams (1 pound) of Marseilles soap, per 100 litres (10½ gallons), temperature 75 deg. C. Centrifuge, again work for half hour in dilute hydrochloric acid, and rinse well. Wool thus prepared (no doubt owing to the presence of free fatty acid, which may also in other respects play an important part) unless the water be very calcareous, absorbs acid dyestuffs without any addition of free acid. The usual saving of dyestuff, well known to printers, is also noticeable, and may amount to as much as 20 per cent.

With low-class goods the whole process may even be carried out in a single bath. First work in the acid; then add the chloride of lime gradually, raise to the boil, and add the dyestuff.

As far as white yarns or light colors are concerned, the process has the great drawback that, unless it is pushed far enough to turn the wool yellow, the result aimed at is but partially attained. Moreover, it is stated that goods finished in this manner have again on storing gradually lost the crisp, silky feel so laboriously attained. Finally, the treatment deprives the fibre of felting properties, and can therefore be applied in certain cases only.

GAULT BROS. & CO.

The incorporation of Gault Bros. & Co., wholesale dry goods, Montreal, is a matter of convenience and arrangement satisfactory to the partners, and has no special significance. The firm having been dissolved by the death of the late Mr. R. I. Gault, it has been reconstituted as a limited liability company, with a capital stock of \$750,000 in one hundred dollar shares. The members of the company are Messrs. A. F. Gault, R. W. MacDougall, Leslie H. Gault, James R. Rodger and Mrs. R. I. Gault. The business continues exactly as before, in the same hands and under the same management.

TO OUR SUBSCRIBERS.

We want our subscribers to let us know if they do not receive their copy of THE DRY GOODS REVIEW regularly every month. The first of every month of every year, without one exception, this paper has been mailed, but, notwithstanding great care, we have frequent complaints. The publishers are not to blame, and unless subscribers notify us promptly errors cannot be rectified.

COLORS AND SHADES IN 1896.

THE new Paris syndicate color card for the spring of 1896, just out, shows a dearth of really novel shades and a large adherence to primal colorings. Deep, rich yellow tones, including the brilliant nasturtium, are prominent.

The greens are in great strength, and embrace some good tones, including three tender leaf greens, suggesting the early spring. The magenta family is well represented, the range including every shade, from the lightest to the darkest. Two new shades of pink are shown. In greys there is nothing really new, except in name. The violet shades include three of a bluish tone and two of a reddish tone.

Oyster white is a new tint that needs no further description. It has been remarked that the wit of the French is nowhere more clearly shown, nor their discriminating use of language, than the nomenclature of their color card discloses: Clair de lune, smoke, enraged rat and subdued mouse; eminence, a bishop purple; vesuve, a flame-colored yellow; lettuce, Nile green, reseda, are instances of nice perspicacity in words, to which is added a sense of the gay and amusing. Take, for example, a gamut of blues, ranging from ciel, a sky-blue, through azurine, lumineux, Alpine, saphirine, electrique, none of which could possibly be confounded with the other by anyone of average intelligence.

There are about 18 shades on the spring card which found no place in the fall and winter lists. The new orange-red shades are already being used in fine millinery and silken goods. The list begins with these shades, of which Giroflee was called Van Dyck before. The golden yellow Regent is followed by Duguesclin, Capucine, Giroflee, Diavolo and Dante. The last three shades are decidedly reddish, somewhat on the brick order of shades, and very rich in effect.

Next in order come the china greens, as they are of the bluish-green tints often seen in fine chinaware.

A pale water green heads the list as Benvenuto, then Palissy, Ceramique and Saxe. The two darker tones lose much of the blue tint, and are known as Palmyre and Delphes. In the card issued they were Chine and Japon.

Pale yellow or stem-green shades are returned to the card, after an absence of a year, under the titles of Printanier, Penplier and Ormeau.

The strong shades of the winter, Moskowa and Russe, are found in this list, with a shade between, Oros.

The vivid cherry pink tints repeat the Bengale, Flox and Reme of last season, with a deeper tone, Roi, which is a bright rose. Rose and corall are here and a deep coral shade called Ithum.

Coquelicot, cardinal and grenat are back again, like old friends. So are the familiar greys—argent, nickel and platine.

Two beige shades appear—beige and caille—but golden browns have spoiled their whilom favor.

The same brown shades are for spring as we have seen this fall, beginning at the golden tan, Coree, and following down, Formose, Kola, tabac, marron and loutre.

Blue is a neglected color for 1896, to judge from this new card. The ever-worn matelot and marine are represented, also ciel and turquoise shade, recheur.

Sauge reminds one of jacinthe, and is the only reminder of bleuets in the list of blues.

A new bright blue is clochette, of a little purplish cast.

Ivoire, creme, mais, genet and ebenier are kept, from the fact that they are as handsome as cream and yellow shades can be.

The violet or purple tints are repeated from the present season—clematite, iris, petuma and parme, the latter being more bluish than the others.

The reddish-purple Duchesse is used again, and a lighter shade, Ophelia, that might be styled a mauve.

Brown, green, orange-red, cherry pinks, also coral pink and violet, are pronounced perfectly safe colors for the spring.

THE VALUE OF CASH DISCOUNTS.

TOO little attention is paid by retailers, and even jobbers, to the points there are in discounts," says a recent mercantile writer. "One or two per cent. off for cash looks small, but in reality it is considerable. If a man buys \$10,000 worth of goods and gets 2 per cent. off for cash, he saves \$200. Would he like to go out and pay \$200 for \$10,000 for twenty days, or \$20 for \$1,000 the same time? No, he would say it was bad financing, and yet that's just what hundreds of business men are doing every day all over the country. Nine dollars, 1 per cent.: ten days; thirty days net. Does it pay to discount such a bill? At first glance you would be inclined to say no, but did you ever stop to figure? Of course, it's only 9 cents. Suppose I come to you and say: 'Brother merchant, will you oblige me with a loan of \$9 for twenty days, providing I pay you interest at 18 per cent.?' You would not hesitate to comply with my request, that is, if my credit was good.

"Well, this is exactly what a jobber offers you when he says: 'One per cent., ten days; thirty days net.' Yes, he offers you 18 per cent. for the use of \$9 for twenty days, and what's queer about it, you ignore his offer, preferring to pay him 18 per cent. for the use of that amount for twenty days. You may say: 'Had I the money I would discount all my bills.' Why, you don't need the ready cash to do so. Now, let me ask you another question. Suppose I sell you a bill of goods with terms 1 per cent. ten days, thirty days net, and you were prepared to pay at the end of thirty days. Now, suppose I offered you a discount when the bill became due, would you take it? Yes? Then, why don't you?

"To be brief, why don't you, on the tenth day, go to your banker and get the required amount for twenty days at ten per cent., so that in reality you profit 8 per cent., as you pay the banker 10 per cent., and the jobber pays you 18 per cent.

These little things are well worth your attention. Do not pass them by as trifles, light as air, but remember, discounting little bills makes it easier to discount the big bills."

A WORD TO GIRLS IN STORES.

It is tiresome to stand behind the counter the whole day long and wait upon women whom you think more fortunate than yourself. But does this excuse your being indifferent to them? Does this excuse your unwillingness to show the goods you are put there to sell? Of course, your behavior explains why you seldom get beyond being the girl behind the counter, writes Ruth Ashmore in *Crerand's Cloak Journal*. In shops where men are employed as salesmen it is a fact that in nine times out of ten the new man starts in to learn all about the stock. Then he is able to tell his customers which is best and which is newest. And Mrs. Millionaire, who spends many hundred dollars at that one place, says, "I'll wait until that dark young man is disengaged. I prefer to have him attend to me." This is reported to the superintendent, and in time the dark young man is promoted, and his promotions go on and on and on, until he occupies a position of importance—and all because he was willing to take a little trouble. Why don't you do this?

How many special customers have you. I deal at one store where when I wish either a yard of ribbon or a bolt of it I invariably wait for one young girl. She has taken the trouble to understand her business, and within two years she has been promoted twice, and now she is hoping to be made the ribbon buyer. But in my entire acquaintance among girls behind the counter, I regret to say that she is the only one I know who has thought it worth while to look into the future.

You say you expect to get married. That is right, and I hope you will; but you will be just so much more desirable as a wife if you are good as a worker. And a thoughtless, flippant employe is going to make a very bad mistress for a house. I



LIFE'S WORTH LIVING—HE READS THE REVIEW.

respect the working girl very much, because in nine cases out of ten she is not working only for herself.

There is nothing finer than a noble woman, and the girl who is giving a helping hand to those whose years are many, whose working days are almost over, deserves, not only your and my approbation, but she also deserves to be told of her small mistakes—for they are small—so that she may be a better woman every day of her life.

What care do you take of your health? It ought to be good if you wish to be honest. You owe it to your employer that, as far as possible, you should be in condition to work when you are in the store. Now, if you danced in an over-heated room until four o'clock in the morning, do you think you will be able to work with a clear head at eight? Your head will be aching until you feel as if it would split; and in your heart you will be envying every girl who does not have to work as you do, and never once will you dream of confessing that you took your pleasure improperly. To do your work honestly, you must arrange your pleasures so that they will at least end before twelve o'clock. You tell one of the other clerks very confidentially that your nerves are all broken to pieces, and you start with fright if anybody speaks to you suddenly. And the cause? Well, it is not often over-work.

BRITISH MERCHANT'S GRIEVANCE.

A Canadian merchant was crossing the ocean a few weeks ago, and got into conversation with a British dry goods man who talked about his country's policy towards foreigners. Said he: "Why, look here, I am paying heavy taxes helping to maintain an army and navy which opens up new markets and new centres of trade, and yet when we get possession of them and the Union Jack is flying over them, Britain admits the merchants of every other country to enter under the same conditions she does her own traders, while the foreigner hasn't paid a shilling of the cost. There is the opening up of the Burmah and other districts of India, the cost of which has compelled the Indian Government to put on those cotton duties which Manchester men are feeling so keenly. Well, we are paying the piper, but the foreigner is allowed to dance without a fee." The *Textile Mercury* brings out this point very clearly in a recent issue, when it says: "Do the newspaper writers and anti-British politicians of the United States, who are so ready to denounce the 'rapacity' of this country, understand the one plain fact that on every spot of earth that we bring under the influence of our civilization we welcome all nations on the same terms as we go there ourselves? At an immense cost of blood and money we acquired and hold India. It has a population of about 300,000,000, constituting a vast commercial market. If we reserved that market to ourselves by a differential tariff, as do the Continental powers with their colonies, Great Britain would be many millions sterling richer every year. But France, Germany, Holland, the United States, and every other nation, trade with India upon the same terms as we do ourselves; and the same remark applies to all our colonies. And yet American politicians and newspaper writers can hardly find words bad enough to call us by."

AN AMERICAN BRANCH FACTORY.

The German Artistic Weaving Co., New York, will have an American branch factory in operation in a month or two. They can then fill orders in two or three days, where it now takes three or four weeks.

New Ideas

New Goods

SILVER SILKS.
 METALLIC MOHAIRS.
 MESSALINA)
 AGRIPPINA)
 HERTHA)
 CREPONS.
 FANCY MOHAIR)
 and)
 SILK FIGURES)
 LUSTRES)
 SICILIANS)
 MOHAIRS)
 FLORENTINES)
 SILKS, SILKS.

We have them.
 Our specialty.

Three new lines of dress goods.

In choice rich blacks and stylish shot effects.

We have an immense range of these fashionable goods.

Black, both in plain and figured, from 25c. to \$1.25. Our variety of pattern and style is unequalled in the trade.

To make the old look young and the young handsome.

Printed Goods

In addition to a full range of Prints, we have the following new lines.

Tonquinese and Doro Dimity, Corde Yvette, Baptiste Brodee, Bellegrade Organdie, Marabout and Indigo Lawn, Cashmere de Laine, Printed Pique, Printed Lappets, Printed Stambouls, Printed Surah, Printed Brilliants, Victor Percale and Victoria Duck.

SPECIALTIES

LINENS, CURTAINS

LACES, SUNSHADES

HANDKERCHIEFS

UMBRELLAS

HOSIERY, GLOVES

UNDERCLOTHING

MANY NOVELTIES in our Smallware Department.

Remember we have **TRIMMINGS** and **BUTTONS** to match all our goods.

Brophy, Cains & Co.

196 McGill Street

MONTREAL

JOHN MACDONALD & CO.

WE often hear the remark: "What a successful man Mr. So-and-So has been"; "how is it that the firm —— is doing such a live and profitable business, while other firms are struggling for an existence and others cannot exist?" We would say in reply to these, that the principal requisite toward success is in the man who is head of the business being possessed of determined will power, and that power controlled by the highest, best and most noble motives, not only for his own but for his fellow man's success. A man may be endowed with a few brilliant business qualities, but to be a successful business man he must have at his command all of them. What a striking example we have in the late Hon. Senator John Macdonald, who from a clerk in a retail store raised himself to be a "Merchant Prince" and a Senator in the land he loved so well. On February 4th, 1890, Senator Macdonald laid aside this mortal coil, leaving behind him a memory that will be handed down to posterity as a noble and good example to the youth of a Canadian nation, a business that, notwithstanding its already extensive proportions, will grow with our Dominion, as the father's mantle seems to have fallen upon the son. It is now six years since the late Senator's eldest son, Mr. John Macdonald, who was a partner of the firm at the time of his father's death, became head, taking full control of the general management of the affairs of the firm. That there cannot be a greater proof of his successful management is the position of the firm at the present time.

Notwithstanding the commercial wave of depression that has passed over the whole world during the past few years, the firm of John Macdonald & Co. rides on towards greater and more extensive business, expecting that the business of 1896 will be the largest in its history of 46 years. Ask Canadian and foreign manufacturers if there is a firm in Canada from whom they would sooner receive an order, ask our Custom House the amount of duties paid, enquire of our Canadian railways the quantities of freight and express packages forwarded to customers all over the Dominion and down to Newfoundland, you will then conclude that this firm is one of the greatest factors in our Dominion's progress, and that John Macdonald & Co. of tomorrow will be still greater than the John Macdonald & Co. of today.

TO MAKE SILK IN VANCOUVER.

A scheme is said to be well in hand to establish a large silk manufactory in Vancouver. A member of a wealthy Oriental house, interviewed on the subject by a correspondent, says: "We have a scheme well in hand to start a factory either in Victoria or Vancouver. The reasons we choose British Columbia are apparent. We are on the Pacific seaboard, we have a climate exactly similar to the silk manufacturing climates of the Orient, there is no severe weather, and the damp climate is just what is needed by the silk dyer. Location and close proximity to steamboat and railway lines is a greater advantage to us than bonuses or land grants. We will pay in wages on the start from \$35,000 to \$50,000 a year."

FASHION CLIPPINGS.

A bright New York woman has been making for many years a collection that is far from completed, that is absolutely unique, and that has great intrinsic value. In the early days of the late war she began a scrap-book of nothing but fashion plates. This

has been added to from time to time, until the one volume has grown to several. It is a wonderfully interesting sight, the paging in review of all the absurd fancies that have flourished in these thirty odd years. There are the Grecian bend, the chignon, the waterfall, the pull-back, the crinoline, the tiny bonnets and the pokes, the large bustles and the large sleeves. Only extremes of style and oddities are used, or the collection would swell beyond all proportion. As it is, it is the source of much mirth whenever she brings it out as a "company trap."

THE WEARY DRUMMER.

The hotel bus from the midnight train
Brought only one passenger through the rain—
A traveling man, tired, weary and sad;
For he had toiled all day and trade was bad.

Not a single order was on his book;
The disgust he felt was shown in his look.
With a careless hand he wrote his name
On a page of the book unknown to fame.

The drowsy clerk the signature scanned,
Then a letter placed in the drummer's hand.
See how he starts, while a smile of delight
Comes o'er his face at the welcome sight.

These clouds of despair that will ever appear
To the traveling man sometimes in the year
Are often dispelled by such simple means
As one friendly letter—how queer it seems!

So, wives and sweethearts, brothers and chums,
If you know where we'll be when Sunday comes,
Write to us there, if your time will permit;
Draw on us at sight, and we will remit—OUR THANKS.
—Carpet and Upholstery.

IT DID CANADA GOOD ANYWAY.

From the London, Eng., Drapers' Record.

Perhaps as time goes on it may be possible to discover some good effects evoked by the war scare of the past fortnight: but at present they are only to be found in the proof that has been given that Canada still prizes her connection with the Mother Country.

A BIG STORE IN THE WEST.

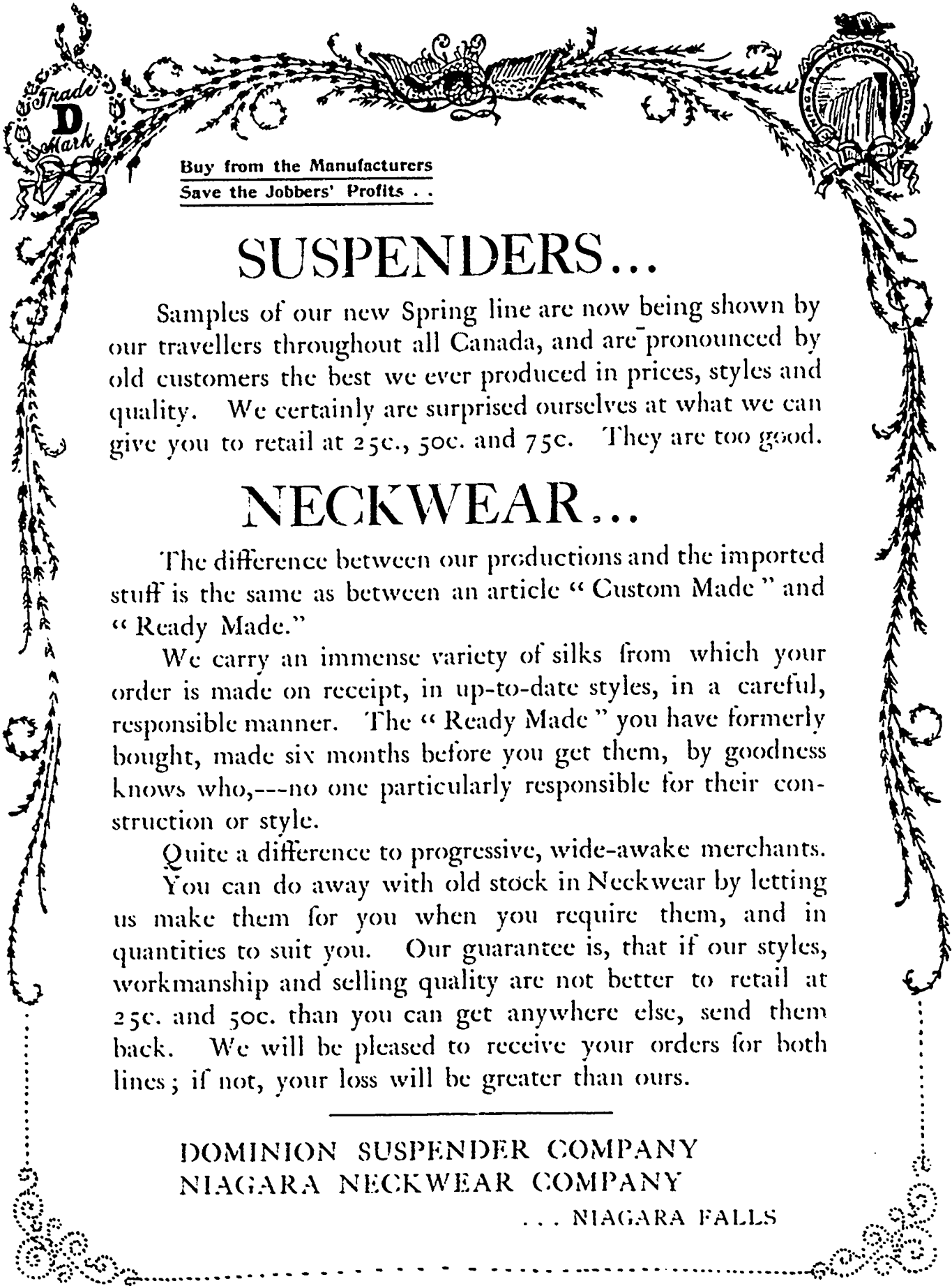
Whyte Bros., general merchants, of Brandon, Manitoba, have joined forces with J. K. Strome, dry goods, and the united concern opened out on the 1st of February as one of the largest department stores in the west, carrying crockery, groceries, dry goods, house furnishings, men's furnishings, clothing and boots and shoes. They will do a cash business.

STRIPED AWNINGS.

W. R. Brock & Co. have cleared 500 pieces of striped awnings at a great reduction in price. These are the best qualities of goods in the latest styles, and the attention of makers of awnings is directed to them as a great opportunity for saving money on a first-class article.

AN OLD TRAVELER GONE.

The death is recorded, in England, of J. Miller, of Cook, Sons & Co. He was well known as one of the oldest carpet travelers who came across the ocean to the Canadian trade.



Buy from the Manufacturers
Save the Jobbers' Profits . .

SUSPENDERS...

Samples of our new Spring line are now being shown by our travellers throughout all Canada, and are pronounced by old customers the best we ever produced in prices, styles and quality. We certainly are surprised ourselves at what we can give you to retail at 25c., 50c. and 75c. They are too good.

NECKWEAR...

The difference between our productions and the imported stuff is the same as between an article "Custom Made" and "Ready Made."

We carry an immense variety of silks from which your order is made on receipt, in up-to-date styles, in a careful, responsible manner. The "Ready Made" you have formerly bought, made six months before you get them, by goodness knows who,---no one particularly responsible for their construction or style.

Quite a difference to progressive, wide-awake merchants.

You can do away with old stock in Neckwear by letting us make them for you when you require them, and in quantities to suit you. Our guarantee is, that if our styles, workmanship and selling quality are not better to retail at 25c. and 50c. than you can get anywhere else, send them back. We will be pleased to receive your orders for both lines; if not, your loss will be greater than ours.

DOMINION SUSPENDER COMPANY
NIAGARA NECKWEAR COMPANY

... NIAGARA FALLS



SPRING FANCY SILKS

WE ARE NOW SHOWING A MOST
COMPLETE LINE OF

Fancy Kaikis In Stripes, Checks and Corded Effects.

Warp-Printed Effects

Striped Jacquard Habutais

Etc., Etc., and

Colored Habutais In Cream, Blacks and Colors, in all
widths and qualities.

Orihime Satin In Blacks and Seal Brown from 48c. per yard up.

Dantsu Rugs Best designs and best coloring in all sizes.

Gilded Cotton Crepe A few pieces left, to clear at
very low price.

OUR travellers
are now on the
road with a full
range of samples
for next

FALL.

Inspection solicited

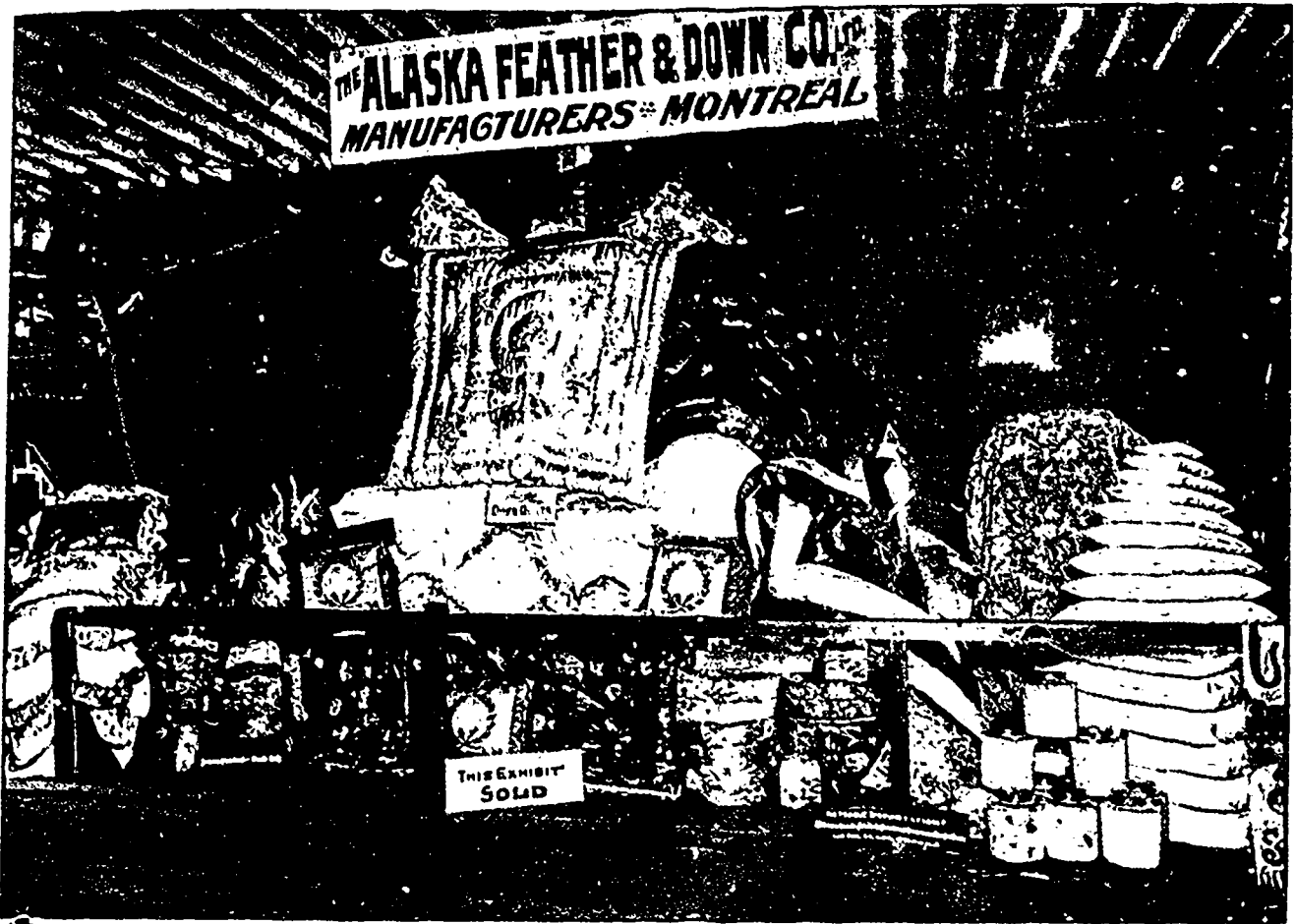
K. ISHIKAWA & CO.

MANUFACTURERS

YOKOHAMA - JAPAN

CANADIAN OFFICE

No. 23 St. John St. - Montreal



Bronze Medal and Diploma

{ MONTREAL, 1895
 { TORONTO, 1894

FOR PURITY: No Odor, Alaska Brand . . .

FOR RELIABILITY: Uniform Filling, Alaska Brand

FOR FAST SELLING: Tasty Designs, Alaska Brand

ALASKA FEATHER & DOWN CO.

MANUFACTURERS

MONTREAL

COTTON AND MUSLIN BLOUSES.

SOME of the most taking blouses this season are the cotton and muslin goods which are being offered by Robert Harrower, McGill street, Montreal, and which are illustrated in the accompanying engravings. They are of Canadian make and the design is registered. They are shown in white and colors. The material is very fine, and the finish, to the smallest particular, bears careful scrutiny. One design, a combination of white and light blue, the collar in white and the cuffs in white edged with blue, is as attractive as anything THE REVIEW has seen this month.

KID GLOVE NOTES.

We have, at date of writing, little to report regarding kid gloves. Importation orders are expected very shortly, though no general delivery will take place for some weeks yet. Meantime comparatively little demand exists for immediate use, the desire of retailers being to work their stocks down as low as possible in order to prepare for new spring stock. In looking back at general results of the last trip, while no specially new features in style or make were exhibited, importers say they are struck with the conviction that a much better tone exists in this market regarding the quality in demand. Few buyers of any importance were this season interested in German or Italian goods, the almost universal demand being for French skins, and of a guaranteed quality. While a certain surplus is invariably provided by agencies of leading makers, they have not to any extent anticipated a sorting up stock of inferior goods. This is as it should be, because the difference between a good and a poor glove is very little, and the latter sooner or later proves an injury to the reputation of both parties. Already the New York market is getting sick of the cheap trash with which it was flooded a year or two ago, and a reaction is now taking place in favor of standard French goods, so much so, that according to the most reliable sources of information, high prices are not only likely to continue in the French skin market, but must advance.

Buyers, say these authorities, who have not yet completed their requirements, should not delay doing so. The margin retained by jobbers is so very small that any further advance

must be placed upon the present quotations, as no good glove house will be willing to reduce quality of established brands in order to meet new figures.

Grenoble advises remark upon the unusually large quantity of black gloves turned out this year; we take it that people are tired of cheap blacks, which have always resulted in trouble and loss for all concerned. It can never be otherwise, owing to the strong acids used in dyeing and which inferior skins cannot stand.

Regarding spring styles and colors it seems likely that no special novelties will appear, but certainly contrast colored stitching on blacks is a thing of the past. Self-stitch with colored points, especially white and butter shades, will have a run. We notice a very pretty effect in Eugene "Jammet" make, a black glaze laced, silver hooks, with white embroidered back points; also some other attractions which have proved successful.

This "Jammet" make, which is represented by Fitzgibbon, Schafheitlin & Co., Montreal, is now in a leading position and carries a large stock sustained by weekly receipts.

A permanent trade can only be built up on black gloves by making quality the main feature of the various

lines offered, and the placing of unsatisfactory grades before customers will be found ruinous to future sales for the department. The need of attention to the details of black goods applies more forcibly to gloves than to any other line in the store, owing to the exchange system to which this branch of trade is subject, and to avoid increasing the number of "returns" the utmost care should be exercised in their selection.

A SPECIAL IN CASHMERE HOSIERY.

S. Greenshields, Son & Co. are dividing up their smallwares department, and it is their intention to increase their lines of gloves, hosiery, ladies' underwear, ribbons, lawns and muslins, handkerchiefs, embroideries, laces, etc. These goods will be kept on the fifth flat. They have secured several special lines of these goods for spring, and large shipments are now arriving. They have also secured a large consignment of cashmere hosiery intended for Samson, Kennedy & Co., of Toronto, which they will offer at very close prices.



House of Registered Design. ROBERT HARROWER, MONTREAL.



House of Registered Design. ROBERT HARROWER, MONTREAL.

Right Goods at Right Prices

DRESS GOODS

COTTONS

PRINTS

TWEEDS

LINENS

CLOTHS

SILKS

and Dry Goods of every description



Stewart & McDonald

Montreal Office, 206 McGill St.

 GLASGOW

Wm. Taylor Bailey

SUCCESSOR TO

Peter Schneider's Sons & Co.

27 and 29 VICTORIA SQUARE, MONTREAL

UPHOLSTERY AND DRAPERY GOODS

Selling Agents for STEAD & MILLER, Philadelphia

Manufacturers of . . .

Chenille Curtains and Table Covers

Cotton Derby and Tapestry Curtains

Cotton Tapestries

Silk Tapestries

Fine Silk Draperies

Brocatelles

TING-A-LING TING



A fair little maiden once dwelt in Japan,
 And Ting a Ling Ting was her name
 She grew like the roses quickly began
 To gather great measure of fame
 Of lovers 'twas said that she had a full score -
 Some writing consider the number much more
 But certain it that her beauty was great,
 For many reliable chroniclers state
 How the birds at the dawn of the day
 Would sing, "Ting a Ling, Ting a Ling"
 Each sat on japonica spray,
 And warbled, "Sweet Ting a Ling Ting"

①

Of all the young fellows who loved her so well
 She had a slight fancy for two
 Tan Chou was blue blooded a rather a swell,
 His rival a mere parvenu
 But Tan Chou was hard upon hand up could be,
 While little Ting-Ting had plantations of tea
 Both loved with a passion exceedingly rare
 And each was very justly as true, was aware
 How the birds, at the dawn of the day
 Would sing "Ting a Ling, Ting a Ling"
 Each sat on japonica spray,
 To warble "Sweet Ting a Ling Ting"

It happened the Emperor gave an "At Home"
 From four till a quarter past eight
 Quite three thousand souls were commanded to come
 The cost was defrayed by the State
 Ting-Ting was invited because of his less
 Tan Chou on account of his long pedigree,
 And Ting a Ling's beauty assured her a place
 Shown in white silk - old Japanese lace
 At the sight, even birds, so they say
 Exclaimed, "Ting a Ling, Ting a Ling"
 Each sat on japonica spray
 And warbled "Sweet Ting a Ling Ting"

Although the kind Emperor's palace abounds
 In marvels of art rich and rare,
 The day being hot, people stay in the grounds
 Her lovers meet Ting a Ling there
 As each fiery Jap rushes forward to bow
 Ting-Ting bangs his head against that of Tan Chou
 On which all horrified visitors see
 Arise in blue blood a sharp fall in tea
 Yet the birds of that garden so gay
 Still sang "Ting a Ling, Ting a Ling"
 Each sat on japonica spray,
 And warbled "Sweet Ting a Ling Ting"

When wretched Ting-Ting heard this terrible news
 He came with a Japanese spear,
 To eat nothing further nor put off his shoes
 Until he'd beheaded the pair
 He let his plantations paid what he owed,
 Then borrowed some carriers - took to the road:
 And worse than the physical hunger he felt
 Where fate hit him under his poor little belt,
 Was the fact that the birds by the way
 Still sang "Ting a Ling, Ting a Ling"
 Each sat on japonica spray
 To warble "Sweet Ting a Ling Ting"

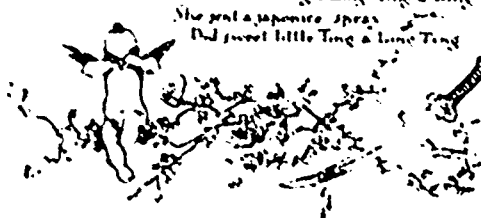
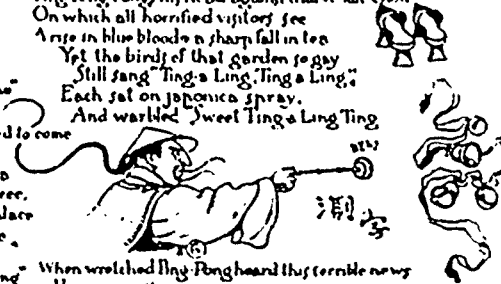
He tramped in the sunshine by day, & the moon
 Illumined his footsteps by night
 He usually prayed for ten minutes at noon,
 But still kept his vengeance in sight
 At inns & hotels he went, "Ting a Ling Ting"
 And asked for his fickle but fair Ting a Ling
 "How soul!" he'd forgotten completely that now
 By marriage the lady was Mrs. Tan Chou
 Though the birds in their obstinate way
 Still sang "Ting a Ling, Ting a Ling"
 Each sat on japonica spray
 To warble "Sweet Ting a Ling Ting"

Tan Chou sent a challenge the very same night
 To which a type written reply
 Came back from his rival declining to fight
 And giving efficient cause why
 Ting-Ting had proposed with no little address,
 And Ting a Ling thinking of tea answered "Yes!"
 But when he refused to do battle - I vow
 The maid changed her mind & accompanied with Tan Chou
 Yes she did, & the birds in dismay
 Altered "Ting a Ling, Ting a Ling"
 Each sat on japonica spray,
 And blamed naughtily Ting a Ling Ting

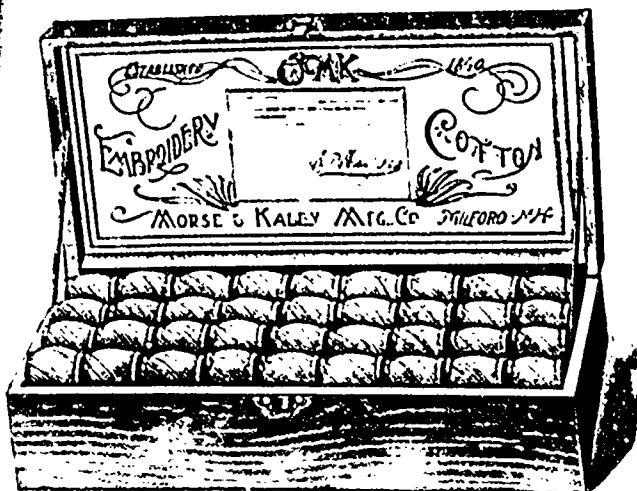
But Nature, though kind, lost her temper at last -
 Her mandate we all must obey
 So at the fall of his fatuous last
 Ting-Ting began fading away
 And there were the very last words that he said
 "Ye gods! would I werey them when I am dead!"
 Then drawing the carriers with one better smile
 He happy dispatch he concluded in style
 And the birds when they saw the display
 Altered "Ting a Ling, Ting a Ling"
 She sat a japonica spray
 And sweet little Ting a Ling Ting

About a week after, at dead of the night,
 Tan Chou heard a heart shaking din
 And clad altogether in midday white
 Ting-Ting's apparition peeped in!
 But nobody minded the least little bit,
 And nobody screamed or went into a fit
 So raging, he rushed to regions of bliss
 At dear little Ting a Ling - how him a kiss
 And the birds of Japan to these days
 Still sing "Ting a Ling, Ting a Ling"
 They sit on japonica spray
 And warble "Sweet Ting a Ling Ting"

Then music & melody being
 From the land where the little birds sing
 Ring-Ting with her Ting a Ling Ting
 Tan Chou & the sweet Ting a Ling



ESTABLISHED IN 1840.



Your smallware department is not up-to-date unless you have a stock of the Morse & Kaley

TURKEY RED EMBROIDERY COTTON

It is wound on spools and packed in Handsome Wood Cabinets containing 12 Gross Assortment, No. 8 to 12, also packed in 112 Gross Paper Boxes. This brand has been in the market for years and is warranted in quality and color. Ask your jobber for it.

ROBERT HENDERSON & CO.

SOLE AGENTS
FOR CANADA.

333 St. James Street

Montreal

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S

is...
SUPERIOR
to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED
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5,000
EMPLOYEES.

The
Best
Known



The
Best
Made

ALL LEADING DEALERS

in every part of the World, sell and use only
BARBOUR'S celebrated Linen Threads and Flosses.

See that all your Linen Thread carries the above Trade Mark.

Every Wholesale House can supply it.
Insist on having

Barbour's



"There are ... Others"

Probably there are others who honestly believe they can re-dye and re-finish new goods for dry goods merchants as well as we can.

They will say so in their offices and in their advertisements. Perhaps they mean what they say, but that doesn't alter facts at all.

We can re-dye and re-finish goods better than anybody else, because we have the latest and best machinery and the best workmen.

We can re-dye and re-finish more kinds of fabrics than anybody else, because we have more kinds of machinery.

We have circulars that fully tell our story, and price lists showing how little we charge. Write for them.

R. PARKER & CO.

Head Office and Works, 787-789 Yonge St. TORONTO
Telephones, 8037, 3640, 2143 and 1094

DYERS AND FINISHERS

PUT YOUR NAME ON YOUR GOODS.

All the leading Canadian manufacturers' products are equal to anything made abroad. Yet the bulk of them have to be called imported goods to sell them. It is not unusual for a manufacturer to see a salesman showing his goods and calling them imported. The salesman is particular to explain, and he believes that they are made in Europe; and he often adds that nothing so fine is made in Canada. Naturally the manufacturer feels hurt. He has spent time and money in perfecting his plant. He uses the finest raw materials. He sees that every piece which leaves his factory is perfect. He comes from the salesman to THE DRY GOODS REVIEW and wants the injustice of the thing pointed out.

We are always glad to do this, but the real remedy lies with the manufacturer himself. He should let the trade, and, through them, the public, know that he makes superior goods. He should put his name, trade mark or brand on every piece he turns out. He should see that every piece is the best in quality, that it is finished and packed better, if possible, than anything imported. If goods are not right, let him offer to take them back. He should not have many returned, and these will enable him to locate his weak spots.

Have manufacturers considered that by using their name or brand as a guarantee of superior quality they are building a reputation that will be invaluable in years to come when competition will be keen, when others will have to spend thousands of dollars in advertising to gain a foothold? It costs a trifle to print a name on goods or on tickets attached to goods, yet a brand established in the early years of a clever, but struggling, manufacturer, has often made his own and his sons' fortunes later in life.

One after another the Canadian manufacturers are realizing the importance of thus associating their names with the best goods they produce. The latest is the Galt Knitting Co., who write us that they will brand all their goods in future. At this mill is being manufactured for high-class trade a superior quality of lamb's wool and merino underwear, which is up to date in make, shades and finish. No garment adds more to the comfort of the wearer than a well-fitting shirt or drawer. But unless underwear is known by a name, which by its excellence wins trade, half the work of the maker is lost. To meet this the Galt Knitting Co. have adopted and registered a trade mark, so that their make of goods may always be known as "The Tiger Brand." Being confident that the quality, finish, etc., will command trade, the Galt Co. are challenging scrutiny of their goods by adopting the "Tiger" as a permanent brand.

The company advertises that in order to get this high-class make of underwear into close touch with retailers who are always on the look-out for novelties and specialties, they intend to sell direct to the retail trade in Ontario and Quebec, and intend to do so at the lowest possible price.

MELTON SHIRTS.

That too cheap a grade can do much to demoralize the whole trade in any class of goods is shown by a complaint made to THE REVIEW this month. Some years ago melton shirts were introduced into Canada to offset the thriving trade in Canadian flannel shirts. The meltons were bright goods, and had an attractive look, but they were shoddy. At first they sold well, and cut out the home-made flannels to some extent, but as

their wearing qualities did not come up to the standard they dropped out of the race, and in the past two years they have not been much in evidence. But the effect in competition is still felt, in that many who bought mistook them for Canadian flannels, and the native article has had to rehabilitate itself with these people since. "There are signs," said the man who made this complaint to THE REVIEW, "that meltons may be introduced again, but I don't think it a desirable trade for seller or buyer."

ENLARGING IN SMALLWARES.

S. Greenshields, Son & Co. have made a new departure in the smallwares business. They have engaged the entire staff of this department from the late firm of Samson, Kennedy & Co. This department will be found complete with a full assortment of fancy smallwares, notions, etc, both in American and European novelties, in a short time.

STYLES IN CLOTHING.

"There are not many radical changes in styles of clothing now," said one of the most experienced men in the trade to THE DRY GOODS REVIEW the other day, "compared to the fashions formerly. When styles change now they do so gradually and extremes are not found. There is more good taste shown to-day among all classes in the demand for clothing, and the manufacturers bear this in mind. A flashy article, an extreme novelty, is not much in demand, and the few who go in for them are not the best buyers of clothing. That is one reason why ready-made suits are in favor. They are made in accordance with good taste and on the right model.

"So far as prevailing tendencies are concerned, one notices a few changes, such as the use of more bindings on coats, which is quite marked. Then the pants continue to grow smaller at the feet, and are being made well hollowed up at the instep. The favor in which mohair goods are held is not confined to the women by any means, and in men's clothing mohair mixtures are much in demand. The rough surface of such goods fits them more particularly for cold weather, but they are called for even in spring, because though warm they are not heavy, and their appearance is attractive. One large house has had several repeats this season for mohair mixture suits. In coats, the four-button sack continues to hold its own, but the straight front single-breasted is doing very well."

EXTRA VALUES IN LINENS.

In linens S. Greenshields, Son & Co. are showing some extra values in towelings, with both plain and fancy borders, in 16, 18, 20 and 22 inches. Bleached damasks, with napkins to match, are a special feature this season.

A BUSINESS TARIFF.

SINCE the remarks in the last issue of THE REVIEW upon the absolute necessity of having the tariff regulated by business considerations only, we have received some communications upon the subject. The consensus of opinion favors the idea, and though some objections are raised as to the practicability of the method proposed, its principle is generally approved of.

It will not matter a whit to the business men of Canada what party is in power if the old system of tinkering at the tariff

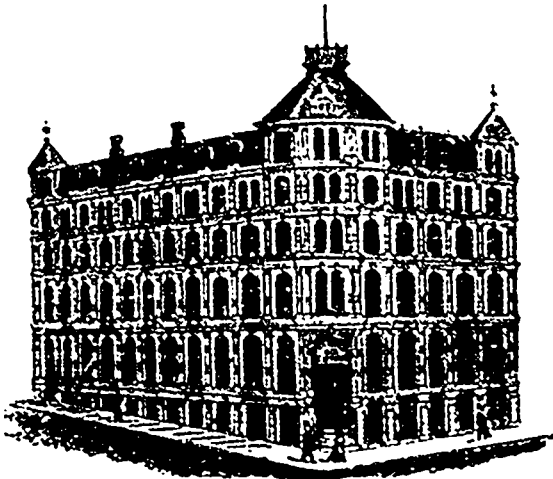
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Manufacturers of

Clothing

WHOLESALE

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Letter orders carefully attended to.

We carry a stock of the following lines:

- Bagley & Wright's celebrated "Parrot" 4-ply Fingering Wool
- Stewart's Linen and Shoe Threads
- English Turkey Red Cottons
- White and Black Book Muslins
- Swiss Spot Muslins
- Victoria Lawns
- Wool Mendings on cards

CLAPPERTON'S SPOOL COTTONS
 Are Ahead of All Others.

- Tailors' Twist
- Full line Boot and Shoe Laces
- Wm. Hall & Co.'s Needles
- Rainbow Shaded Crochet Cotton on 200-yard Reels

WM. CLAPPERTON & CO.

Write us for Samples and Prices "B2"

185 St. James Street MONTREAL

every session is going to prevail; if deputations with a "pull" are allowed to work the strings while the Government dance at the pleasure of those who manipulate the ropes. The system is bad and wants reform.

But supposing one of the political parties promises to eschew wire pulling, and special privileges in connection with the framing of the tariff and to regulate it on an honest independent basis. Well, what of that? Who, in that event, would be the arbiters of our business interests? Simply a Government of lawyers and politicians. Who endowed lawyers and professional politicians with the special knowledge required to frame a tariff for business men? They might be better or worse than their predecessors, but they would not be any better qualified to decide purely business questions, and we would have a repetition of the same old methods that have disgusted business men the last twenty--yes, thirty--years.

Both political parties have officially announced that some kind of a tariff is required to raise a revenue. That much is settled and definite. And what THE DRY GOODS REVIEW contends for is that the kind of tariff we are to have should emanate, not from the politicians but the business men. That can only be done by some open, above-board method of getting at the opinions and wishes of the commercial interests--importer, manufacturer, merchant and consumer.

The Montreal Board of Trade has asked for a commission, or board of customs experts, to decide disputes arising under the tariff. That is good--as far as it goes. But why shouldn't we begin at the beginning and have the tariff itself settled by persons who know something about the matter? Why should we be at the mercy of the professional politicians--of either party--who are not specially endowed with the experience or the capacity required in the circumstances?

If a man is sick he does not send for a veterinary surgeon; if he has a lawsuit he doesn't call in the carpenter; if he is going to enlarge his barn he never thinks of consulting a Cabinet Minister. Why, then, should a business question be entrusted to lawyers and politicians?

Now is the time--when we are on the eve of an election to extort from both parties a definite promise that future changes shall be recommended by our commercial men.



A GOOD SIGN.

It seems probable that this year will be a good one for wheat exports. War in Europe has not broken out, but the demand promises to be good. Shipments via the St. Lawrence route are already being contracted for, and the arrangements for spring shipments are earlier than last year. It is reported that space for 750,000 bushels of wheat and corn has been contracted for, and inquiries for more are recorded. This is an early movement and does not indicate lower prices. No one wants a war, but if one is bound to come--and the European situation is more menacing than it has been any time in the last ten years--the effect on prices would be marked. The Canadian merchant knows what it means when prices for wheat are good, and there is plenty on hand to sell abroad. It is also gratifying to note that the leading dairy authorities believe that 1896 is going to be a satisfactory one. Prices are higher, and the British demand is fully expected to improve. Cheese is now so important a factor in all the provinces that country storekeepers may well be glad to hear of these indications of better times.

The representative of a large loan company doing business in Manitoba and the Territories told the DRY GOODS REVIEW the other day that western farmers were in far better shape after the 1895 crop. The transactions of this concern alone showed that over \$100,000 had been paid off since the crop was gathered, mostly by owners of small farms. The larger proprietors are holding for better prices, and there must be pretty near 75 per cent. of the wheat still to be sold, with good prospect of disposing of it later on. Another such season would make Manitoba trade gilt-edged.

BRITISH PRICES KEEP UP.

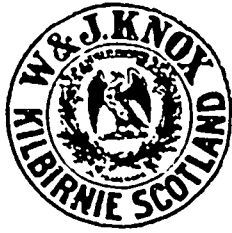
It is a remarkable feature of the war scare in Britain that prices, as far as dry goods are concerned, have not been depressed. There was an instant flurry in financial stocks, and a good deal of money lost by speculators in these lines, but in staple dry goods there has been no such slump. The reports from the woolen, cotton and silk manufacturing centres all indicate continued firmness and sustained activity. Of course, in some lines the war scare has actually tended to keep prices up, because the heads of the war and naval departments of Government have had occasion to go over their stores, note what shortages there are, and authorize replenishment. Take the case of woolens, for example: large orders have been placed for blankets and clothing, which tends to keep the mills busy, and acts directly on the foreign markets.

THE PRIESTLEY FIRM AND FABRICS.

Among the front rank men connected with the Bradford trade, says the Bradford, England, correspondent of an American exchange, the name of Messrs. Briggs Priestley & Sons stands forth very prominently. "No Yorkshire manufacturer's dress goods are so well known on this side as Priestley's, and I hardly think any maker's goods have been shipped across the Atlantic so extensively as this firm's production. Mr. Briggs Priestley, member of the British House of Commons for one of the leading textile divisions of Yorkshire, established the firm, and has risen from the position of an ordinary working mill hand to one of great commercial importance, of personal affluence, and also of social and political eminence. Although primarily and pre-eminently a maker of ladies' wear, yet the entire business has become one of the largest and most impor-

Established 1792

KNOX'S



Tailors' Linen Threads

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UNEQUALLED

FOR

.. Evenness and Strength ..

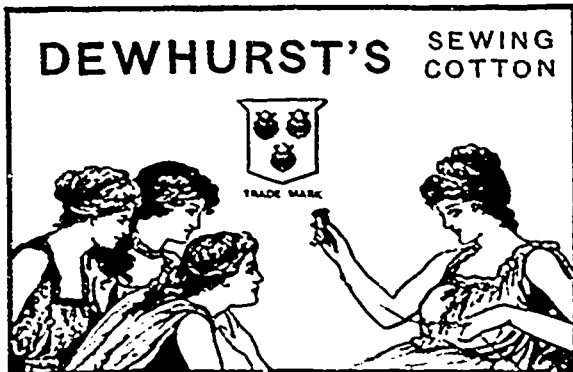
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Best Tailors
Throughout the World

DEMAND KNOX'S AND TAKE NO OTHER

**Prize Medals
Wherever
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Strong, Even, Elastic and Free from Knots.



ASK FOR THE "THREE SHELLS" BRAND.

Sole Agents for Canada

GEO. D. ROSS & Co.

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and 19 Front St. West, TORONTO

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square. MONTREAL.

FACTORY.

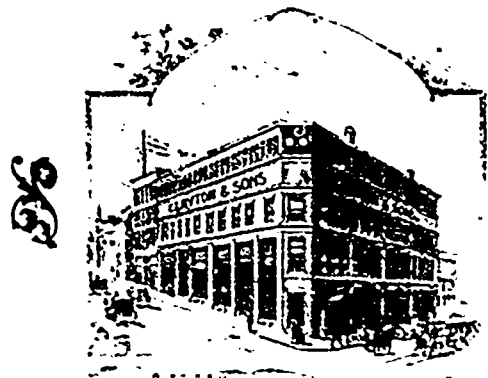
BRANCHES.

GRENOBLE, FRANCE | Paris, London, New York



GLOVES

A LARGE STOCK ON HAND.



Ready-Made Clothing

We have the most
complete clothing
factory in the
Dominion.

Samples and prices on application

Clayton & Sons

Halifax, Nova Scotia

tant in the worsted industry, the firm having one large mill of their own, and occupying room and power at two villages outside Bradford, employing in all about 1,000 hands. While the firm has good offices and warehouses in Bradford, yet they have warehouses in London, Manchester, and on your side in Montreal and New York. The house was the first in Yorkshire to recognize the importance of making all-wool fabrics similar to the French and Germans, and many years before mule spun yarn was made in England they imported large quantities from the continent. A good many years ago this firm made an enormous quantity of this class of manufacture for your side, and no small degree of their pre-eminence and greatness is attributed to the long continued trade they have been doing with your large importing houses."

Messrs. Briggs Priestley & Sons are represented in Canada by the firm of S. Greenshields, Son & Co., Montreal, who carry a large stock of their serges, eudoras, cravenettes, etc.

BACK FROM EUROPE.

J. H. Sherard, of the Alaska Feather & Down Co., has returned from an extended trip to Europe. He attended the sales of the Hudson Bay Co. early in December and bought a considerable quantity of wild goose feathers for the manufacturing purposes of the company. Arrangements were also made with a Manchester printing house to print a large quantity of cloth in special designs, which were selected with an eye to tasty down quilts. The trade will appreciate the exclusive designs which have been secured by this arrangement, because quilts and cushions are essentially articles that depend a good deal for success on the style, design and coloring of the coverings. Mr. Sherard also visited Hamburg, Prague, etc., and in one place went through the feather factory of a concern which has a branch in Shanghai, China, and employs 3,000 hands in cleaning and coloring feathers.

STRONG IN STAPLES.

Stewart & McDonald, represented in Canada by Mr. Harrower, are showing complete ranges in linens, dress goods, flannelettes and cotton goods. In tablings, towellings, etc., some special lines are being offered.

THE DUPLEX.

A sweater for bicyclists, golfers, yachtsmen, etc., which is much in favor is that with Duplex collar. Being furnished with two collars, it can be worn high in the neck or turned down, as taste and convenience suggest.

FINE HALF-HOSE.

Some of the finest half-hose now being shown to the trade are a silk and hse thread combination. The instep and sole are in black, and the rest of the sock in cardinal and standard colors. They are very handsome, and intended for high-class trade.

A NOVELTY IN BELTS.

A novelty of the season in belting for ladies wearing blouses and waists is an elastic webbing of great flexibility and strength, yet light and perfect fitting. It gets no narrower when expanded, a feature which will recommend it. It is shown in all widths, and in fashionable colors. Mr. Harrower, of Montreal, drew THE REVIEW'S attention to this novelty.

THE WIDE-AWAKE TONE.

To the doubting few who have not yet subscribed for either or both of these papers, we submit the following letter:

DEAR SIRS,—When THE DRY GOODS REVIEW comes due next month, if you please, make a draft for both, namely, \$3. or I will remit.

I congratulate you on the wide-awake tone of THE DRY GOODS REVIEW and The Canadian Grocer, and read them with a great deal of pleasure and profit. We are doing business strictly for cash or produce, and, after doing business for several years on credit, find the change a splendid success, and now find it a pleasure to do business.

I remain, yours truly,

H. REID.

TWO YOUNG FIRMS.

Two young firms began this year with as bright prospects as young concerns ever had. These are Finley, Smith & Co., whose travelers will make their placing trips for woollens early in April for the fall trade, and Wm. Taylor Bailey, who is continuing the business of Peter Schneider's Sons & Co., upholstering and draperies, as noted in another column. Both firms have their warehouses side by side in the fine block of buildings on Victoria Square, Montreal, and their facilities for a good start are of the most promising character. They have the goodwill of the trade in their separate lines, to begin with, and the year ought to show good results.

COTTON COMFORTS.

The Puritas cotton comfort, made of pure white batting and covered with sateen on both sides, was one of the hits of last season. As the price was high the quantity sold was naturally limited. But the same company which put the Puritas on the market last year propose, in 1896, to make several low-priced lines carrying the same trade mark.

TOOKE BROS.' NEW WAREHOUSE.

THE fine new warehouse of Tooke Bros. is now in order and contains the new stock of imported men's furnishings, as well as shirts and collars, now being offered to the trade by the firm. The warehouse is well fitted up, and the stock is shown to the best advantage. The warehouse is on the corner of St. Helen and Recollet streets, Montreal, and is both large and well lighted. It enables the various lines to be so classified and arranged that the various principal lines are given entire floors to themselves, with the result that the goods can be displayed to the best advantage.

The first floor is devoted entirely to white shirts and collars, and the large range in these goods offered by the house are seen in great array. Another floor is given up to ties, and here the best imported goods are shown in immense range. The scarf boxes are uniform in design, and marked with the letters T. B., which is being pushed as the distinctive mark of the house.

In ties the season's new goods in greys are selling well, and the new checks are very popular. The designs shown by Tooke Bros. are all tasteful and quiet in neat effects, and are scoring success in all classes of trade. The striped goods are remarkably pretty this season. A strong feature is the black goods, of which there is a great range. These are from the best makers, and every style is shown in both silk and satin. Every shape in bows is in stock, prices ranging from \$1.50 to \$4.50. The latest dress ties are in all fashionable varieties.

The third floor is taken up with a complete assortment in hosiery, underwear, umbrellas, etc. The finest goods are shown in all these lines in keeping with the standing of the house. On

EUGÈNE **JAMMET** FRENCH KID GLOVES

March Delivery guaranteed for any quantity of leading lines if ordered NOW.

“La Chartreuse” 7-stud laced, gusseted, \$12.00, a specialty. Every pair now undergoes expert examination, and quality is guaranteed higher than any competing line in the market.

A choice of color assortments in leading lines. Novelties in Glace, White, Chamois and Suedes.

FITZGIBBON, SCHAFHEITLIN & Co.

33 Victoria Square . . . MONTREAL

CANADIAN COLORED OTTON MILLS CO. 1896

SPRING

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

— NOW READY —

See Samples in Wholesale Houses. **D. MORRICE, SONS & CO. AGENTS** MONTREAL and TORONTO

Re-dyers and Finishers

OF DRY GOODS IN THE PIECE ALSO MILLINERY GOODS

OSTRICH FEATHERS DYED, CLEANED AND CURLED

AN HONEST CLAIM

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

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

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

THE ENGLISH

“Wakefield” Skirt Binding

Specially Prepared Leather and Braid combined—ready for use—in 36-yard lengths. Prominent shades. An entirely up-to-date binding. Highly endorsed by leading dress-makers of London, Berlin, Paris and New York. Light and indestructible; outwears the skirt; unaffected by moisture. Ask for “WAKEFIELD” Skirt Binding. For sale BY THE LEADING WHOLESALE houses in Canada.

“WAKEFIELD” Skirt Binding.

“WAKEFIELD” Skirt Binding.

MACDONALD BROS.

Sole Agents for Canada. 13 St. George Street. **Montreal.**

this floor the underwear is arranged in racks according to size, a very convenient arrangement

The firm report that the English finish collar is scoring a remarkable success. The secret of producing a first-class article is in the system of ironing, and the new machinery has accomplished this exactly.

The new warehouse is a sight in itself, and must greatly simplify and enhance house trade, customers appreciating the pains and taste displayed in arrangement and classification.



ROTT C.

SOUND ADVICE ON PRACTICAL LOYALTY.

A SOCIETY was formed in Montreal a few months ago called the "United Empire Loyalist Association." There are various kinds of loyalty, and one of the very best kind is practical loyalty. This was the subject of a highly interesting paper read before the society, Jan. 6, by Mr. Rott C. Wilkins, who delivered a stirring and eloquent address on the position of Canada and the duties which devolve upon its citizens to contribute to the wealth and industry of the country. Mr. Wilkins dwelt first upon the difficulties which the country had had to overcome before reaching its present status. For instance, it was a common thing fifteen or twenty years ago to hear people in the Maritime Provinces speaking of Canada as a different country from their own, and complaining of the west as if the various sections had nothing in common. Mr. Wilkins continued earnestly to appeal for an exhibition of practical loyalty, which would be an evidence that professed loyalty had some life in it, and said

"To-day the great west is producing enormous quantities of cereals, which find their way eastward over our great rail and water ways, and our manufactures are going westward to be consumed by those sturdy agriculturists that raise the best wheat in the world. Enormous quantities of coal, much fish and considerable home manufactured goods are being sold to the Upper Provinces, and do we not already see some of our product being exported in winter from our Atlantic seaboard, with every indication of the trade expanding, as the people become accustomed to use their own instead of American ports, and let us hope that, through the assistance of our own and the Imperial Governments, and particularly through the efforts of that eminent Canadian of good old loyalist stock, Sir Charles Tupper, we may, in the near future, see a fast Atlantic steamship service established between Great Britain and Canada, via Halifax or St. John in winter, and up the noble St. Lawrence to Montreal in summer. And to be practically loyal, every importer and exporter should, as much as possible, in consistency with business requirements, encourage the Canadian route.

"Let us be practically loyal to the manufacturers of our country. Do not despise an article because it is made in Can-

ada and is the handiwork of a Canadian workman, but rather purchase it in preference to foreign makes, if you can make it suit your purpose. And here let me say that Canada is to-day producing goods in many branches of manufacture such as no country need be ashamed of.

"And now a word to the ladies. Be practically loyal in that most important function in women's life, viz., shopping. You never ask at your grocer's for imported soap, or imported sugar. Why, then, look for imported goods when you want an ordinary piece of textile? Allow me to say that, in my humble opinion, at least one-half of the dry goods and house furnishings you require in your homes can be, and are, produced in Canada, and by using these instead of foreign makes you are a practical loyalist by giving work to the people in the country, and thereby helping to keep them at home and give Canada the benefit of their citizenship. Remember, as one hand assists the other, so every dollar saved to our country by being spent here on our own products is sure in one way or another to benefit the purchaser of that Canadian article.

"I will here call your attention to an expression often used in this province by the English Canadians, viz., 'We Old Country people,' when speaking of themselves, in contradistinction to the French-Canadians; and perhaps these people, not even their parents, have ever seen the Old Country they refer to. This is an expression entirely out of touch with the spirit of the age. It is certainly correct enough when used by people actually from the Old Country, but for a Canadian it is absurd and wanting in loyalty to their native land. English speaking people are too apt to claim the nationality of their ancestors, instead of at once claiming that of their adoption. Go to one of our country parishes and ask the first sturdy habitant you meet, 'What countyman are you?' and the answer will come, with out hesitation, 'Je suis un Canadien' ('I am a Canadian.') He does not say, I am a Frenchman, or a French-Canadian. No, he at once claims the proud title of Canadian, thereby giving us an example of practical loyalty, and here let me add my testimony to that of many others: that our French-Canadian fellow-citizens are as loyal to Canada and her institutions as any other persons living in this Dominion."

Mr. Wilkins concluded these vigorous sentences by an appeal for loyalty in the press, which would encourage young Canadians to remain in Canada instead of emigrating to a foreign land, where the lot would not be as happy as here, and not attended by any greater success than if they remained at home. The youth of Canada, he urged, should be trained to know the greatness of their own country, to be proud of it, to be taught love of their flag, and to cultivate national sports, so that home would be a pleasant place which Canadians would be loath to leave.



WILKINS

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

IMPORTERS OF NOVELTIES IN :

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

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

Our travelers are now on their respective routes with a full line of samples in Dry Goods Novelties, gathered through the best facilities and with the greatest possible care from all the leading fashion centres of Europe. It will interest you to see our collection before placing your order for the Spring Trade, and we solicit for our representatives, who will call upon you shortly, your usual kind consideration and esteemed favors . . . With best wishes for a successful year in 1896.

We are, obediently yours,

Kyle, Cheesbrough & Co.

MONTREAL.

Our aim in life

is to supply the wants of the Men's Furnishing Trade of Canada with the newest and best things in the market, and to make our goods interesting alike to the peasant and the prince. Our stock for the Spring Season is now complete in every department, and our travellers are on the way to show our samples.

If you want to lead the

BRACE TRADE

buy the "Handsewn Reliable"
with our own patent cast-off.

Ask to see our specialties in

UMBRELLAS

Numbers 4141, 4142, 4202, 4209.

Special values in TIES in the "Marlboro," and "Scarboro" Knots, the "Viscount" and the "Earl" Band Bows, the "Elysee" Graduated Four-In-Hand, etc.

Large assortment in Hosiery and Underwear, Waterproofs, Handkerchiefs, etc.

Matthews, Towers & Co.

Board of Trade Buildings,

St. Peter Street, MONTREAL

CANADIAN WOOLENS ABROAD.

THE favorable reports current during the last few months of Canadian woolens being in demand abroad are borne out by the official returns. The value of these goods sent abroad is not so very large, but it is the fact that goods of Canadian make are wanted elsewhere, which is satisfactory. It shows that if our manufacturers turn out good stuff and get a name for it they can look for purchasers outside the local market. Take the case of the United States for instance. The fact that the tariff is hostile need not prevent a steady demand for such novelties and qualities that they may not have on hand themselves. Other countries have to climb over hostile tariffs as well as Canadians, and the imports of foreign woolens into the States are annually very large. It is well known that mills like that of the Patons, and the Oxford in Nova Scotia get profitable orders from abroad, and there appears to be no sound reason why the business should not steadily augment. THE DRY GOODS REVIEW has looked into the figures of our exported woolens for the past six years. An examination shows that 1895 produced a brisk little business, the best for three years past. The value of woolens sold abroad last year was \$71,942; in 1894, \$30,262; in 1893, \$35,993; in 1892, \$80,644; in 1891, \$38,528; and in 1890, \$19,990. The best outside demand for Canadian made woolens comes from three quarters, as the following shows

	1895.	1894.	1893.	1892
United States	\$42,610	\$ 2,201	\$ 1,645	\$42,922
Great Britain	7,830	4,417	6,358	7,965
Newfoundland	19,689	21,641	23,617	19,403

This does not include Canadian ready-made clothing, of which we exported, in addition, last year about \$40,000 worth, but covers tweeds, coatings, etc. In some of these lines Canada is producing first class material, and with more enterprise and push would do a larger business.

ABSENCE OF SNOW.

The lack of hard winter weather in December and the first part of January affected trade a good deal in the district of Montreal. The small supply of snow retarded the trade in country produce, while the ice bridge across the St. Lawrence, which enables the traffic with the south shore to be carried on all winter, did not take till the second week in January. Some merchants complained that money was scarce, though trade was better, on the whole, than last year.

NEW FACTORY

The warehouse and factory of the Alaska Feather & Down Co., Montreal, are to be moved next month from the present premises on St. Sacrament street. The company are negotiating to rent the warehouse of R. Forsythe on the Canal Bank, which would be a suitable place. In the new factory a plant for the manufacture of cotton comforts and flock mattresses will be set up.

MR. BAILEY ACQUIRES THE SCHNEIDER BUSINESS

With January 1st, a change in connection with the firm of Peter Schneiders Sons & Co., Montreal, went into effect. Mr. Wm Taylor Bailey has become proprietor of the business which he has successfully managed since he established the Canadian branch for this noted New York firm several years ago. Owing to the recent death of Mr. Otto Schneider in New York it was necessary to make a change, and the Canadian

branch of this successful business has been acquired by Mr. Bailey. The Canadian firm continues to enjoy the same facilities in securing all the new and latest designs in drapery and upholstery goods possessed by the American firm, and the arrangement is therefore a most satisfactory one for the Canadian business. Mr. Bailey will have the cordial good-will of the trade, who have known him for years as the representative of the Schneider firm, and who will be glad to extend to him personally the support given to his house in the past.

THE TORONTO DRY GOODS TRADE.

There are several features in Mr. Ivey's report to the Dry Goods Section of the Board of Trade for 1895 which are of much interest to the retail, as to the wholesale, trade. The report takes a hopeful view of the outlook for 1896, which is justified by the current opinion of the trade, and by conditions and prices at home and abroad. It is, therefore, satisfactory to know that, comparing last year with the previous one, "it can safely be said there has been improvement, and that the corner to prosperity has been turned."

Another point which contains a large moral for retailers is the reference to the Toronto fires of 1895. These fires destroyed much fine property, dry goods among the lot, but the premises and stocks were well insured, and the burden of the loss fell chiefly on the insurance companies. The wisdom of keeping well-insured is thus brought home to the merchant, who profits in more ways than one by maintaining policies for adequate amounts and by carefully seeing that they do not run out. The merchant whose insurance is all right will find himself in a better position when buying, because those who sell feel themselves protected and put him on the basis of a safe customer.

Mr. Ivey also makes an allusion to cutting prices which applies all round. The large firm which went to the wall in Toronto recently was the peg on which the remarks are hung, but the principle laid down is sound, that "no business can succeed without legitimate profit being realized upon sales in all and every department." This is just as true in one class of trade as another. A bad example spreads. The merchant who congratulates himself on getting goods from a house weak and foolish enough to sell below the market price need not expect that the funeral, when it comes, will not be his. He will find that his retail competitor will begin the same game to his own discomfiture as well as all those around him. It may safely be accepted as true that in the long run indiscriminate cutting will be as injurious to the retail as it has been to the wholesale trade.

CANADIAN FIBRE CHAMOIS INCORPORATED.

Letters patent have been issued incorporating the Canadian Fibre Chamois Co., Ltd., with a capital stock of \$100,000, divided into one thousand shares of \$100 each. The members of the company are: John C. McLaughlin, of Brooklyn, N.Y.; Franklyn M. Cowperthwait and Charles C. Gray, of Montreal; Fred. H. Gray, of Toronto, and F. S. MacLennan, of Montreal. The powers granted include "the right to manufacture and sell clothing, blankets and other coverings and other merchantable wares and products; to purchase and acquire patents, trade-marks and trade names as may be deemed necessary or expedient, and to grant licenses for the use of the same or either of them." The business may be carried on in any part of Canada.

The Berlin Suspender and Button Company

MANUFACTURERS . . .

Trade Mark.



C. K. HUTTON, Manufacturer



Grip Back Brace

And

Tailors' Buttons

— OUR SPECIALTIES

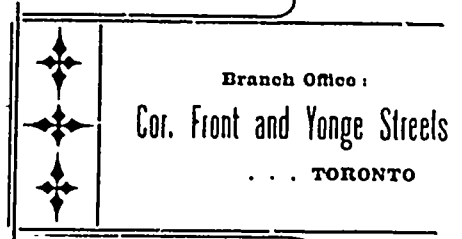


Travelers now on the road for *Spring Trade*. Reserve orders till you see our samples. . . .

None superior to our make and

Satisfaction Guaranteed

The Dominion Oil-Cloth Company



MONTREAL

Manufacturers of



NEWEST STYLES AND COLORINGS

Our SPRING SAMPLES are now in the hands of all the Wholesale Dry Goods travellers. Be sure and see them before placing orders for any foreign lines, as our GOODS and PRICES are RIGHT.

Office and Works

Cor. St. Catherine and
Parthenais Streets

 Montreal

JOHN MACDONALD & CO.



WHOLESALE

General Dry Goods, Men's Furnishings,
Woollens, Tailors' Trimmings, Haberdashery,
Carpets and House Furnishings.

PROMPTNESS
AND
DESPATCH

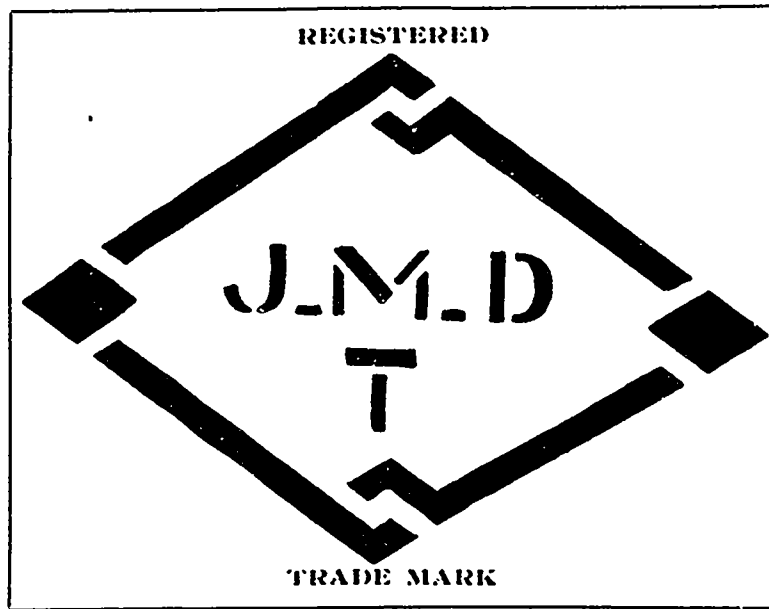
FASHION
AND
VARIETY

FILLING
LETTER
ORDERS
A . . .
SPECIALTY

THE GREAT
ASSORTING
HOUSE
OF THE
DOMINION

YOUR
ORDERS
SOLICITED

VALUE
THE BEST



30, 32, 34 and 36
Front Street East



21, 23, 25 and 27
Wellington Street East

TORONTO

.. 1896 ..

Spring Season



WITH GREETING to our rapidly growing circle of Customers, and the Trade in general, we come before you in a better position to watch your interests than we have ever been before. We make no statements that cannot be backed up by facts. We submit to your decision whether we are not pre-eminently "THE GREAT ASSORTING HOUSE OF THE DOMINION"; whether we do not gain a decided advantage in having five separate and distinct departments, each under the direction of an expert who twice a year visits the foreign markets and buys goods for cash; and whether our LETTER ORDER DEPARTMENT has not steadily advanced in favor until it has become a recognized medium through which merchants from ocean to ocean can make their purchases to advantage.

Our Print sales have increased beyond all expectation. We have held aloof from any combination and defy competition.

Prints a Specialty.

Dress Goods a Specialty.

Linens a Specialty.

Smallwares a Specialty.

Imported Woollens
a Specialty.

Gents' Furnishings
a Specialty.

Silks a Specialty.

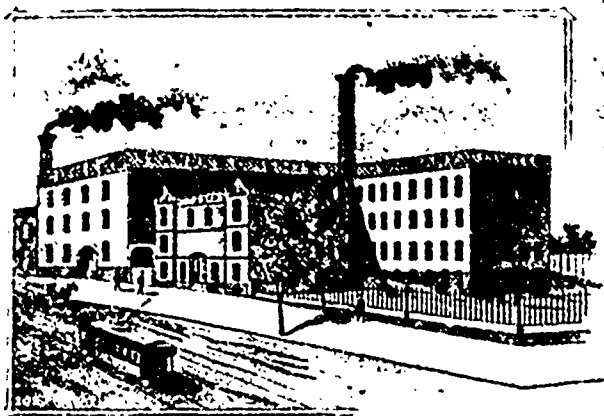
Carpets a Specialty.

Filling Letter Orders a specialty. We solicit correspondence throughout the Dominion.

JOHN MACDONALD & Co.

21, 23, 25, 27 Wellington Street East
30, 32, 34, 36 Front Street East

TORONTO



FALL LINE, 1896, NOW READY

IMPERIAL BRAND

White Dress Shirts

STANDARD BRAND

Unlaundered White Shirts



WHOLESALE TRADE ONLY

FACTORY :
215-217 Delorimier Avenue

SAMPLE ROOMS :
17 Debresoles Street, Montreal
31 Melinda Street, Toronto

his true the OWL

Looks Very Wise

But really is as STUPID as

the man who doesn't Advertise

GET OUT
of the **PREJUDICE**
THAT IT DOES NOT
PAY TO ADVERTISE
* and LET *

THE DRY GOODS REVIEW
SHOW YOU HOW TO
INCREASE YOUR
BUSINESS

CIRCULATING
EXTENSIVELY THROUGHOUT
MANITOBA NORTH WEST TERRITORIES,
BRITISH COLUMBIA ONTARIO NOVA
SCOTIA NEW BRUNSWICK ISLANDS

A Gem

REPRESENTS GREAT VALUE
IN A SMALL COMPASS



One of Kleinert's Dress Shields is very appropriately
named the "GEM"

... ITS GREAT VALUE
IS APPRECIATED BY THE WEARER.

There are
Others —
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

New York:

26 and 28 Front St. West.

715 to 727 Broadway

WRAPPERS.

THE demand for this every-day garment has grown in Canada during the past year to such an extent that we now have a factory, recently established, making nothing else. In addition to this the firm of Boulter & Stewart show a large variety in American made goods. All up-to-date dry goods houses should sell these lines. They are especially adapted for February sales.

SHOULD BE LOST.

We would like to ask the few remaining non-subscribers of this journal if unsolicited testimonials are not of value in determining what to buy. Here is one, for instance:

GENTLEMEN,—Enclosed find six dollars to cover my subscription for Canadian Grocer and Dry Goods Review to February 1st, 1897. How much extra will I have to pay for Hardware and Metal Merchant? I owe you an apology for neglecting to remit at proper time. Am glad you do not cut us off for being delinquent. Should be lost without my trade papers. Our town is moving along, we have just got in the telephone service, with eight or ten subscribers. I enclose you a slip showing result of our municipal election.

Yours,
Hodgeburg, Ont.

JOHN F. JAMES.

BLOUSE WAISTS.

These goods are in great demand, and many of the largest American factories are already oversold. The greatest sellers for the coming season in the most stylish sections are made with starched collars and cuffs, pointed yoke, with elegantly pleated back from centre. The favorite patterns are in checks of all sizes in tweed colors, browns and greys—black and white checks especially being in great demand. Style and fit are the

necessary essentials for a successful department. For the novelties in this line, Boulter & Stewart make a specialty of American waists this season.

BUY SWISS MUSLINS NOW.

Advices to a Montreal firm from one of the largest houses in England record their acceptance of an order for Swiss muslins, but announce that this doesn't cover the whole advance, for subsequent orders will be subject to further advances.

HANDKERCHIEFS.

"We have made a study of the handkerchief business," said Brophy, Cains & Co. "Like every other branch it wants care, attention, and a knowledge of what to buy. We have them for the one-cent basket, for the 5, 10, 15, 20 and 25-cent counter, in all grades of cotton, lawn, linen and silk. Here is a line that serves a double purpose; besides being a handkerchief it contains fairy tales, the alphabet, etc., and will save buying the very little ones school books.

HOSIERY DEPARTMENT.

W. R. Brock & Co.'s hosiery trade has developed so rapidly the past two years that they are enabled to contract for immense quantities of a line. In one line alone this season they contracted for 10,000 dozen pairs. It is called "the Leader" and is a rapid seller. It is seamless and stainless black, made from 4 to 9½-inch. The range is very large in blacks, tans, creams, white and fancies, cotton, lisle and cashmere, all sizes and prices, bought before the recent heavy advances.

S. Lennard & Sons

ESTABLISHED 1878.



"Elysian" Nursing Vest.

MANUFACTURERS OF

HOSIERY AND
UNDERWEAR

We are patentees and sole
manufacturers of

"ELYSIAN" Nursing Vests
AND
Infants' Vests

Made from finest European Yarns.
Wholesale trade only supplied.



"Elysian" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

THE USES OF A BOARD OF TRADE.

THE Ottawa Board of Trade is four years old, and has just elected its officers for the year 1896. We observe that a leading dry goods man, Mr. C. Ross, is first vice-president, and that a favorable report on the progress of the Board was made by the efficient secretary, Mr. Garland, who shows that sixteen questions of great public interest and importance were dealt with during the year. The success of an organization of this kind depends greatly upon the zeal and devotion of its officers, and special reference was made at the meeting to the satisfactory and faithful services of the secretary, Mr. Garland. Ottawa is a good trade centre. It enjoys an active business all the year round, and its retail merchants are well up-to-date. The Board of Trade is, therefore, a useful body, and when it speaks is listened to as the voice of a sound commercial community. No better or more convenient medium for airing the grievances of trade, or investigating questions of commercial interest, or making representations to Government, can be proposed than an organization of this kind. In the present unsatisfactory condition of politics, when business men don't get their fair share of representation in Parliament, or due attention from governments run by politicians, a Board of Trade is a necessity. In places where a Board of Trade sounds too ambitious an organization for merchants to form, some body uniting the business men of the place should be attempted. It ought to be more than a paper organization, in any event, and do real work. The other day the present Government met with a bad defeat in Montreal Centre, largely because the well-founded grievances of the business men were systematically neglected. This is a good sign. We hope to see the day when every Government

will dread offending the business vote. Every "vote" seems to have a potent influence in politics except the business vote, which is really the most important, because by the enterprise, the capital and the courage of our commercial men the country is made what it is.

FANCY GOODS AND SMALLWARES.

These departments, when up-to-date, are valuable acquisitions to a well kept stock, and no first-class stock is complete without them. Among the many new lines which Brophy, Cains & Co. are showing for spring are pearl links, pearl and silver sets for ladies' blouses, cuff links in pearl and silver, pearl and gilt, gilt and white; also sterling silver brooches, lace pins, ladies' side and back combs.

Brophy, Cains & Co. draw attention to some of their new jet trimmings, being in festoon and irregular shapes, these being the present London, Eng., and New York styles.

A NEW STAFF IN SMALLWARES.

Messrs. A. Meharg, H. Walker, G. Hambley and W. A. Heron, all active and energetic young men, have entered the establishment of S. Greenshields, Son & Co., where they propose to largely increase the business of that firm in smallwares and notions, which have already a first-class reputation for this department.

GLOVES AT FORMER PRICES.

Notwithstanding the advance of fully 25 per cent. in the price of gloves this season, W. R. Brock & Co. are maintaining last season's prices, as they were fortunate enough to place their orders for all lines of gloves and mitts at old prices.

The Galt Knitting Co. Ltd.

GALT - ONTARIO

Manufacturers of a Superior Quality of

Lamb's Wool Shirts and Drawers

Top Shirts

Ladies' and Children's Jackets

And which will be offered to the
Retail Trade at close prices.

*

Buyers of these goods should delay
ordering until they have seen
samples and prices, which will be shown by
our travellers in due time.



"THE NEW BOY"

AMERICAN

.. NINETY STYLES ..

WAISTS

EXQUISITE DESIGNS



STARCHED
COLLAR AND CUFF
TO RETAIL

75c.



STARCHED
COLLAR AND CUFF
TO RETAIL

75c.



FIFTY STYLES

... OF ...



WRAPPERS

Perfect Fitting
House Garments



If our travellers have not reached your city yet, write for a sample dozen. Complete line shown at our warerooms.

BOULTER & STEWART

30 WELLINGTON ST. EAST, TORONTO

LADIES' SILK KNICKERBOOKERS.



Brophy, Cairns & Co. are showing a range of silks, the colors being in light grounds with small patterns. These are for ladies' silk knickerbockers. Could anything be cooler, lighter or more healthful for summer? The wonder is that they were not thought of years ago.

FANCY PILLOWS.

For the spring and summer trade large quantities of these goods are used. The latest styles for hammock, boat or cottage use are made of fancy denims and printed burlaps in unique designs. Among the novelties shown are pillows of fancy Calcutta with clothes line bound edges and made with loops at corners to hang up. The Toronto Feather & Down Co. are showing large range of these new ideas. They are making special lines this month sold in case lots for department leaders, electros for advertising being supplied free with every case.

WM. AGNEW AND CO.

Wm. Agnew & Co., Montreal, are removing about Feb. 1st to 305 and 305A St. James street, a few doors west of Victoria Square. These new warehouses are more

commodious and will be appreciated by customers. The firm, in consequence of a growing business, had to secure larger premises, which have been selected and fitted up with every regard to facilities of trade.

FINGERING WOOL OF FULL VALUE.

Fingering wool in all shades is being offered by Wm. Clapperton & Co., Montreal, and of special value. The wools are put up 16 oz. to the pound, the firm not having fallen into the bad practice of putting up short weights, which, at apparently lower prices, are not bargains at all

BUSIER FACTORIES IN 1896.

THE activity of business in Canada is always reflected by the factories being at work, and as no regular record of their condition all the year round is accessible to the general public it is largely a matter of guess-work, or of daily newspaper report. The reports in the daily press generally relate to a temporary state of things. S and S's factory is working full time just now, or is shut down for a fortnight, or on half-time. These reports are of no particular value as an indication of general business. A far better indication, though not conclusive, is the quantity of raw material imported. Just as a merchant does not buy goods when he thinks there is small prospect of

selling them, neither does a manufacturer buy raw material without intending to make it up into the manufactured article.

The imports of raw material are, therefore, worth keeping an eye upon as one sign of the general business outlook. To judge by the imports of raw material into Canada in 1895 this year promises well in Canadian goods, and the following statement, compiled from the recently issued official returns, concerns those lines which dry goods merchants as a rule handle.

Wool, washed, lbs	7,000,254	2,725,000
Cotton wool, lbs	11,400,117	4,000,000
Cotton waste, lbs	4,714,892	1,600,000
Cotton yarns, lbs	480,552	1,500,000
Jute cloth, yds	2,045,000	2,000,000
Jute for carpets, lbs	271,875	400,000
Hemp, undressed, cwt	1,22,247	170,000
Silk, raw, lbs	54,147	44,000
Gutta percha, crude, lbs	11,811	47,000
Rubber, crude, lbs	1,551,832	920,000
Rags, cwt	101,359	447,000
Rubber, re. wored, etc., lbs	52,000	110,000
Yarns for bands, fringes, etc., lbs	14,000	10,000

From the above it will be noticed that the imports for the cotton and woollen mills show a large increase, quite in keeping with the revived business conditions of 1896. The jute, hemp and rubber manufacturers seem also to have laid in supplies for a larger business, and with busier factories the storekeepers may reasonably expect to augment their sales. In the statement just quoted the quantities of material are given rather than the value in dollars, because the enhanced cost of staple products last year might not necessarily mean an increase of quantity imported. However, there are a few items which the official figures only record in dollars, such as the following:

Undressed fur skins	1894	1895
Hatters' furs	\$627,572	\$486,000
Hatters' bands, tips, etc.	11,641	67,211
Hatters' plush	31,549	25,500
Wools or short wool	1,750	1,012
	14,125	12,507

Here, too, the prospects of active work in the mills and other establishments using these materials are good. Altogether, we may conclude that 1896 will be a busier year than its predecessor.

In the returns for 1895 we notice for the first time a line of goods, classified separately, which points to the initiation of an industry which may ultimately be very important—that is, the dyeing of the finest cloths for dress goods. An item of woollen fabrics in the grey imported for dyeing in Canada amounts to 191,443 square yards. Cloth is now being dyed and finished in Toronto of the highest grade, and the results are satisfactory.

THIBAudeau BROS. & CO.

Thibaudeau Bros. & Co. have their stock complete in all lines now. In prints they are showing a large range, especially in English and American goods. A nice line of silks, plain and fancies, and satin for blouses is a feature. In dress goods, plain black and figured mohairs are in variety at all prices, from very fine goods to the cheaper lines.

The latest fad for decorating which has developed recently is the demand for printed burlaps, which are known by the name of Calcutta drapery. These are 36 inches wide, and will wear like iron. For chair covering, wall or ceiling decoration they are a novelty. As these can be retailed at 25c., they will be very popular. Boulter & Stewart are showing some elegant designs just to hand.

JAMES JOHNSTON & CO.

26 St. Helen Street

MONTREAL

Our Travellers are now on the road with one of the best assortments of Staple and Fancy Dry Goods we have ever yet shown.

Every Department Complete

Staples A complete assortment of Canadian, American and Imported Staples in Cottons, Lanens and Woollens. Special lines of Worsted Coatings at old prices.

Silks We are showing great values this season in Black Hold fast Peau de Soies, Glaces, Mervs, Surahs, Bengalines, Moires, etc. A specially large range of Blouse Silks in Stripes, Figures and Broches. Black and Colored Silk Velvets.

Ribbons In all the leading lines of Black and Colored, and a choice range of Fancies, which will be largely worn this season.

Dress Goods In great variety, comprising Cashmeres, Serges, Costume Cloths, Soliels, and Estamenes, and a choice selection of high-class Novelties in Fancies, Plain and Figured Mohairs, Black and Colored. Elite Cord a new shot effect for Blouses, Skirts, etc.

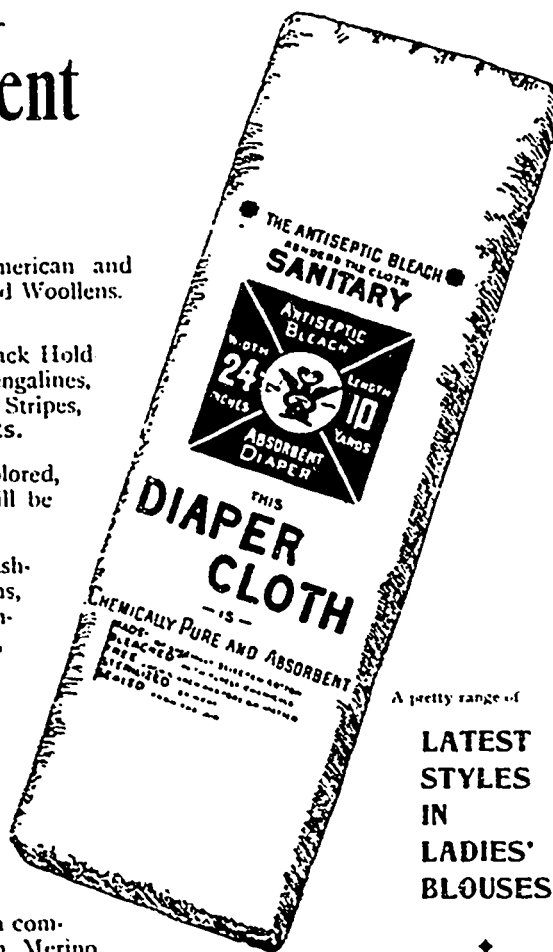
Always on hand a full assortment of our Celebrated Sunbeam Velveteens, Blacks from 18½c. to 75c., Colors 37½c. and 50c. The New Trilby Velveteen for Blouses and Morning Wrappers.

Hosiery Unsurpassed Value in Ladies' and Children's Plain and Ribbed Cashmere Hose and Gents' Plain and Ribbed Cashmere Hosiery. In Cotton, Lisle, and Silk Hosiery we have a complete range of prices. Gents' Underwear in Balbriggan, Merino, and Natural Wool, at prices that cannot be beaten.

Gloves Kid and Fabric Gloves. A complete range always on hand.

Muslins, Laces, Etc. A complete assortment of Muslins, Laces, Curtains, Veilings, Embroideries, etc. Ladies' and Gent's Cotton, Linen and Silk Handkerchiefs, in great variety. A full range of Gents' Neckwear, Shirts, Collars, Braces, etc.

Smallwares, Notions, Etc. We believe this department to be one of the most complete in the Dominion. The stock is kept up throughout the year in all staple every-day lines, as well as in all the latest novelties as they appear—Buttons, Belts, Buckles, Belting, Studs and Links, etc.



A pretty range of
**LATEST
STYLES
IN
LADIES'
BLOUSES**

SPECIAL ATTENTION GIVEN TO LETTER ORDERS.

WHY FOLKS READ BUSINESS PAPERS.

BY NATHAN C. FAIRBANKS, Editor of PAPER

BUSINESS people read business papers. He who can't get business out of the business paper has no business to be in business and generally isn't.

The daily paper has its business department.

The religious paper recognizes business.

The business paper is all business, for it can contain nothing excepting that directly pertaining to the business it represents.

The business paper is the distributor of hard business literature.

The business paper is the periodical clearing house in which is made the balance of trade.

The business paper increases trade; regulates competition; protects industries.

It is a protective organ, as well as a medium for the distribution of unpolitical free trade.

I do not mean to say that all poor business men do not read trade papers, but there never was a good business man who did not depend upon the paper of his trade.

Perhaps the trade paper editor may not have been drilled in the business he represents.

Perhaps he may have been a failure as a business man.

It is not the business of the business editor to be a success in business.

It is his business to act in the capacity of the absorber of business information; that he may the better present, with or without argument, the data of business.

Into the trade paper goes the theory and practice of business manipulation.

It is a mirror of business.

It reflects trade directly.

It does not allow the rays of business to diverge from the straight line of trade.

The business man may read an hundred daily papers, or he may read a dozen magazines, and from them all he may obtain general information of positive value in the conduct of his business; but from a good trade paper he receives definite, practical information of as much importance to him as the counter in his store, or the record book in his office.

Folks read business papers because they want to.

Folks read business papers because they have to.

The first indication of intelligent progression in the clerk is when he turns from his desk at opportune moments to absorb the paper of his trade.

The intelligent man of business reads his trade paper from beginning to end, advertisements and all.

He may not always read it intelligently, but he gives to every page at least an eye glance.

The advertisements to him are of the same importance as the reading matter.

In the combination of the two he derives information of pertinent necessity to the management and development of his business.

The trade paper is a necessity, and so long as it occupies that position it will be read conscientiously and intelligently by every business man who has proven his right to do business.

Forever the Best.

Any Quality you Desire.

When you buy

"PATENT ROLL"

COTTON BATS

You get the best obtainable at the price, as the quality is always graded to make it so. Do not be deceived, the best houses handle exclusively the following brands:



North Star

Fancy White

Crescent

High grade and very popular

Pearl Medium grade in good demand

There is one
sure way to preserve
your business records:—
put them in a

Taylor Safe

LACE: A CHARMING VANITY.

WRITTEN FOR THE DRY GOODS REVIEW.

LACE is one of the most beautiful things in this world, admired by all, and dating from the earliest times. It is as old as the Assyrians and Egyptians, and traces of this can still be found on their imperishable monuments.

The origin of lace-making is unknown, and does not appear as a complete invention before the sixteenth century, when, for the first time, we hear of the Punto di Venizia, Punto di Spagua, Point d'Alencon, Point de Flandre, and the early thread laces of the south of England started by Flemish emigrants. The great Queen Catherine de Medici seems to have devoted considerable time to lace-making and teaching the young princesses, among them Marguerite, the future Queen of Henri IV., who left her name to a make long known as "Reine Margot." Mary Queen of Scots was also a skilful worker, and made with her own hands the veil that shielded her beautiful face on the scaffold.

Valenciennes is perhaps the best known of laces, and was made of the finest thread spun in Europe, valued at \$4,000 per yard. To-day this same lace is made by machinery. In fact, the white and black thread laces made twenty years ago in Buckingham and Oxfordshire, the Chantillies of Normandy, the Valenciennes of Valenciennes, Point d'Alencon of Alencon, and the Guipures of Saxony, have all ceased to be made by hand, and the two great centres, Nottingham and Calais, turn out all these goods now to such a high degree of perfection by machinery that the lace workers of a generation back have long since devoted their spare time to other pursuits.

Brussels point lace is practically the only expensive hand-made lace in the market to-day. The flax is especially grown in

Brabant, and the thread spun therefrom is of extreme fineness, the finest quality being spun in dark underground rooms to avoid the dry air, which may cause the thread to break, and to secure the best light, which is done by admitting a single beam at a time upon the work.

In the seventies Torchon lace made its appearance in Europe, and, strange to say, is still selling to-day, and better than ever. Several million dollars of this lace alone are consumed in the United States yearly and a proportionate quantity in Canada, it being the cheapest and only selling real lace on the market.

Small attempts have already been made to introduce the manufacture of lace into the United States, but as labor is so much cheaper in Europe, in spite of a protective duty of 50 per cent. in the United States, it has so far amounted to very little. And, speaking of this, when is such an enterprise going to be started here, right in the Province of Quebec, where our habitant wives and girls are just as thrifty and able as their ancestors to produce lace?

We now manufacture and compete easily with nearly all Europe produces. Why not also evolve our own dreams in woven thread, from our own grown flax and the deft fingers of our own fair women?

J. D. W. MACBURNIE.

Montreal, January 16, 1896.

ADVANCES IN CARPETS.

W. & J. Sloane, New York, have notified the Canadian trade of an advance of five cents a yard on Moquette carpets going into effect Jan. 20. The tapestry carpets made by the Smith & Sons' Carpet Co. went up 2½ cents per yard on February 1st.

HAVING PLACED LIBERAL CONTRACTS FOR



Cotton Goods

Before the advances, our customers have benefitted thereby and should make large profits.

IN STOCK NOW

LARGE RANGE OF

American Cotton Fabrics

For Spring and Summer Trade.

IMPORTATIONS rapidly being completed of

PRINTS, DRESS GOODS, HOSIERY and SMALLWARES

Special attractions in . . .

Men's Wear Ladies' Blouses and Golfers

KNOX, MORGAN & CO. Wholesale Dry Goods HAMILTON, Ont.

NEW SUMMER NECKWEAR.

THE hopsack summer neckwear is one of the specialties Glover & Bras are making this season. Derbies which will retail at three for a quarter are shown in neat effects and self colors.

In the same line, and of like material, are being also shown ladies' long derbies, with belts to match, and white metal



NIAGARA NECKWEAR CO. (D. S. CO.)

buckles of the latest style. These are mounted on a card to represent a shirt bosom, and will retail at 50 cents. This forms a novelty that will sell well.

This firm are also running an all-silk jasper cloth in a dozen different latest colorings of satin lined derbies, graduated derbies and knots, adjustable bows and lombards to retail at 25c. The firm point to this as the cheapest in the market. Black goods are the great specialty of the house. There is a great range in these goods, fifty different shapes at all prices being shown, ranging from \$1.25 to \$4.50 per dozen. A feature of the ties put forth to the trade by Glover & Bras is the careful manufacture, the turning in being made with good finish.

DIPLOMA AND MEDAL.

The Alaska Feather & Down Co. have received a handsome diploma and medal for "excellence in the manufacture of down and purifying of feathers, and for manufacture of high-grade down goods," from the authorities of the Montreal Exhibition for 1895. This was the result of the company's handsome display of down goods.

K. ISHIKAWA AND CO.

The Canadian branch of Messrs. K. Ishikawa & Co., silk manufacturers, of Yokohama, Japan, are now showing a splendid line of fancy silks for the spring. Among their many novelties in this line they have the warp-printed effects, which are the finest production ever brought into Canada from Japan; the antique floral patterns, in unique tints, cannot be excelled, and in both Europe and the United States these goods are to be leaders for this season. The prices are within the reach of all, as they can easily, with a handsome profit, be retailed at 75c. per yard.

They are also showing fancy silks in satin stripe and jacquard effects, which can be retailed from 75 to 90c. per yard.

Messrs. K. Ishikawa & Co. have under their control several of the most reliable and best-managed silk factories in Japan, so that they can turn out such goods as they wish to import at a very short notice. Their excellent position for

executing orders and their modest way of doing business will in the near future, double the list of imports from Japan.

Messrs. K. Ishikawa & Co. report that they are doing quite a large business in Dantsu rugs for the spring trade, and that they are in receipt of a large number of silk orders for fall delivery, in spite of the earliness of the season.

"OUR FACE."

That is, the front page of this paper, has a very artistic cut of a spool of "Victoria crochet thread." We understand there is an increasing demand for this line of goods.

In this issue will also be found a cut of a cabinet of the celebrated Morse & Kaley "Turkey red embroidery cotton."

PROOFED SERGES.

S. Greenshields, Son & Co. have opened up a large shipment of Priestley's Waterwitch serges. These goods are rain-proof, being proofed by the Cravenette process; Priestley's name and "Cravenette" stamped every five yards. These goods are suitable to everyone all the year round.

THE ROOSTER BRAND.

R. C. Wilkins has more orders for shirts and overalls on hand just now than ever before, and expects to double his business this year.

F. F. AND O. B. KELLY.

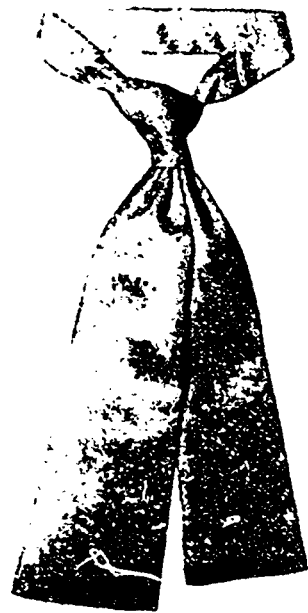
This being emphatically a button season, both for large and small, F. F. & C. B. Kelly are showing a large assortment of gills and silver in small to the largest in pearls, celluloid effects, rhinestones, in all jewel colors. Medallion effects are also a feature. In belt buckles, now demanded owing to the universal use of blouses, the range covers silver, gilt and jewel, rhinestone and enamel.

This house controls the celebrated Stanley waists, shown in all colors, and made according to bust sizes, in good proportion, thus guaranteeing fit. These waists are furnished with the patent skirt attachment.

A large range in Swiss embroidered handkerchiefs and new guipure embroideries are shown. These are in stock, bought before the recent advance. The laces shown include natural, black, white, heurre and cream.

In veilings, novelties for the spring trade are shown in heavy fishnet effects, with self and chenille spots, in popular widths.

These goods are in stock, and not sold from manufacturers samples, ensuring speedy delivery.



NIAGARA NECKWEAR CO. (D. S. CO.)

MR. FINLAYSON IN CANADA.

Mr. Arch. W. Finlayson, a member of the great linen thread firm of Finlayson, Bousfield & Co., Johnstone, Scotland, was in Montreal for some days last month. Messrs. John Gordon & Son represent this firm in Canada.

GILBERT'S

CELEBRATED FAST BLACK

Moire Taffetas

IN THE FOLLOWING QUALITIES:

BRILLIANT

RUSTLE

FINISH

ALSO

No. 6,	-	-	30	Inches.
No. 7,	-	-	30	"
No. 8,	-	-	33	"
No. 10,	-	-	36	"
No. 12,	-	-	36	"
No. 50,	-	-	36	"
No. 60,	-	-	36	"
No. 70,	-	-	36	"
No. 80,	-	-	36	"

No. 9 Batiste, Chased, Medium Finish,	33	Inches
French Batiste, Watered, Hard	"	36 "
" " " Soft	"	36 "
English Batiste, " Hard	"	36 "
" " " Soft	"	36 "
Sublime Batiste, " Hard	"	36 "
" " " Soft	"	36 "
" " " "	"	36 "
" " " Hard	"	36 "

Also, a full range of fast black plain Cambrics and Percalines, together with a full line of fast black Twills and Satines, comprising 24 different qualities, making a line of fast black goods unequalled in America.

514 & 516 Broadway

Gilbert Mfg Co

NEW YORK CITY

SPECIFIC OR AD VALOREM ON WOOLENS.

WRITERS FOR THE DRY GOODS REVIEW

IT IS unfortunate for the business interests of Canada that the tariff is treated as a party question solely. Every change or modification of the slightest detail either in the rates of duties or the method of administration is viewed primarily from the standpoint of its probable effect on the votes of the electorate, and all this to the great loss and detriment of the country and its business interests. Take, for example, the outcry that has been raised against the mixed specific and ad valorem duty on woollen goods. The effect of the specific duties is, so it is alleged, to increase the cost of the poor man's fulled cloth or coarse tweed out of all proportion to the rich man's broad cloth or fine worsted. In hall and on hustings this "argument" has been used for the purpose of discrediting the specific duty on woollens as pernicious class legislation, and the cry has had its influence, yet it is the veriest appealing to mob prejudice. The assumption that coarse goods are, by reason of the tariff, proportionately higher in price than fine goods is entirely unwarranted. But, even if it were the case, it would not by any means furnish a sufficient reason for the abandonment of the specific system. Under the tariff in existence prior to 1879 enormous quantities of shoddy goods were imported into Canada and were sold to working men and farmers, frequently being represented as "home-made." It was to protect the manufacturer of honest goods against the competition of this spurious and often worthless stuff that the specific duty was imposed. No ad valorem duty which would be at all reasonable, if appended to woollens in general, would have afforded protection against the shoddy importer. How stands the case viewed from the stand-

point of "the poor man's interests," which is the pet phrase of the opponents of specific duties? Is it so great a hardship to prevent him from being swindled by an army of shoddy pedlars, such as in ad valorem duty times infested the country? Abolish the specific duty, and even if the ad valorem duty were increased by twenty or twenty-five per cent., the shoddy swindlers would begin business at the old stand. It will not do to say that the public can protect themselves by being careful to examine the goods, for it is all an expert can do sometimes to detect the shoddy imitation.

Apart altogether from the many arguments that might with justice be advanced in favor of substituting specific for ad valorem duties in very many other instances, the protection against fraud which they afford is ample justification for their retention in the case of woollens. It is to be hoped that the Government will not be influenced by the clamor of the pretended friends of the "poor man." "Cheap and nasty" applies to woollens perhaps more than to any other kind of manufactures, and if the specific duties were removed a deluge of the cheapest and nastiest would be our reward.

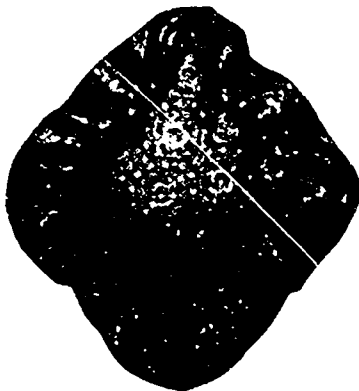
[This article is written by a gentleman not now in the woollen trade, but at one time he was one of the best known men in the Canadian industry.—ED. D. G. REVIEW.]

BUSTLES AND HIP PADS.

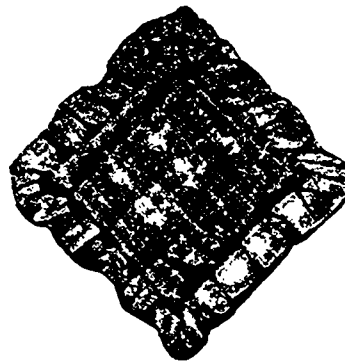
THE bustle is making its appearance in New York shops this season. The new bustles are made now to facilitate the hang of the wide skirt. Some of them are extended so as to include the hips, the various shapes being adapted according to the height and figure of a woman.

DEPARTMENT LEADERS

No. 3.—Printed Calcutta, the latest, size 18 x 18, 3½ inch frill. Case price \$6.30 doz.



No. 3



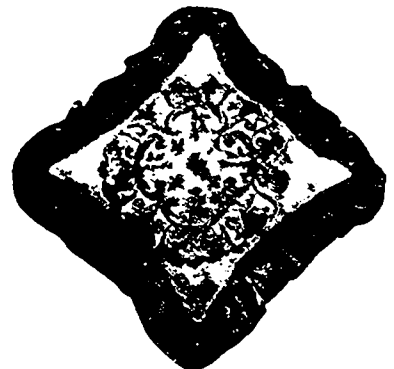
No. 16

No. 16.—Fancy Check Wash Fabric; size 18 x 18, 3 inch frill. Case price \$3.00 doz.; to retail 35c.

Case lots are 5 doz., 10% advance on anything less.

SAMPLES SENT ON APPLICATION

No. 24.—Fancy Art Square, finest Sateen; size 20 x 20, 3½ inch frill. Case price \$5.40 doz.



No. 24

ELECTROS FREE WITH EVERY CASE.

Toronto Feather & Down Co. Ltd.

BOULTER & STEWART

Sole Agents.

30 Wellington St. East

A NEW LINE FOR RETAILERS.

THE German Artistic Weaving Co., pioneers in the production of novelties in night shirt trimmings, woven labels, initial letters, etc., recently introduced to the trade another variation from the beaten track, which it will pay most of our readers to look into.

Heretofore the average man (or woman) marked his linen with the initial of his surname or all the initials he was entitled to. At first this was considered a protection, but with the general adoption of this method of identification, the laundryman has become liable to receive the work of a dozen or more persons with garments marked with the same initial, and unless unusual care is observed he will find things badly mixed when it comes to distributing to his many customers. The various laundries try to obviate this by a system of marking peculiarly their own, and which is anything but attractive when indelibly and often too legibly written on the surface of every garment. The German Artistic Weaving Co.'s new move is to furnish to the consumer his full name or autograph, as preferred, handsomely woven on a label of cotton or silk. These are sewn on shirts, night shirts or pajamas, underwear, hosiery, household linen, etc., rendering it impossible for any mistakes to be made in the laundry. In case of accident to the wearer it also serves as an absolute and instant means of identification.

Orders will now be taken through the trade for these labels in single gross lots. They are sold to the consumer at \$3 for 144 labels, and cost the retailer \$2, delivered duty paid, thus giving a profit of 50 per cent.

The company will send a handsome show card displaying sample labels both in cotton and silk, and woven in different

colors, also a pad of order blanks, price list and store sign, to any subscriber of THE DRY GOODS REVIEW on receipt of a postal card addressed to the German Artistic Weaving Co., 274 and 276 Church street, N.Y.

SILKS AND SATINS.

In Paris satin is very popular as a material for evening toilet. Bodices of Pekin or taffetas, with pink flowery designs, are seen with white satin skirts. Black silk or satin skirts with colored silk blouses are fashionable for afternoon or evening wear. A combination shown by Brophy, Cains & Co. is black Try-Me-Soie silks for the skirts and for the blouses, striped silks, the ground being black with narrow stripes in turquoise, helio, pink, cardinal, white, buttercup and the new green. Turquoise, pink and helio stripes suggested themselves to us as being very handsome for evening wear, and the combinations are rich.

Mail advices from Lyons report that the situation of the silk fabrics market has never been better, orders have been placed that will keep the looms busy throughout the spring and longer.

Attention is drawn to a line of silks that Brophy, Cains & Co. are showing, the colors being a mixture of white, grey and black, in stripes and checks. Their special features are being suitable for house or street wear, and their adaptability to skirts of silk, wool or cotton. Perhaps one of the prettiest lines this firm show for misses' blouses is a range in light grounds with bouquets of flowers in tints.

Mr. J. E. McClung, who has been representing Munderloh & Co., of Montreal, in Ontario for the last three years, has gone to the Galt Knitting Co.

AGENT WANTED

One of the largest and oldest established houses in Chemnitz, manufacturing Hosiery and Underwear, requires a first-class agent for Canada.

ADDRESS

THE DRY GOODS REVIEW

TORONTO OR MONTREAL

RELIANCE BRAND . .

OUR SPECIALTIES ARE

Good, Reliable Ribbed Hose for Boys
Reliable Plain Hose for Ladies and Children
Reliable Socks in Cotton and Cashmere for Men
And Reliable Bicycle Hose

Our Travellers are now on the Road with Spring Samples.

ALL FAST BLACK

REPRESENTATIVES

Cossmann & Hayden.	Halifax, N.S.
H. L. Hurlburt,	Eastern Ontario and Quebec.
T. S. Paton,	Western Ontario
R. C. Hickson,	Manitoba and N.W.T.

THE WILLIAMS, HURLBURT CO.

of COLLINGWOOD, Limited.

"BEEN MAKING HOMESPUNS 28 YEARS"

OUR NEW SPRING SAMPLES IN

Elegant Homespun Effects  Surpass anything ever shown.

They are in the hands of the wholesale trade. Enquire for them when the travellers come round.

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

THE NEWS FROM NOVA SCOTIA.

HALIFAX, Jan. 31.

THE oldest inhabitant does not remember, and the oldest copy of any newspaper extant does not point to, the time when Halifax was not a commercial city. The city, in fact, was cradled in commerce, but it had to wait until the year 1895 before it secured a dry goods association. The grocers at



J. T. MAHON,
President Halifax Dry
Goods Association.

one time had an association, but it went out like a spent candle. The hardwaremen have a flourishing association, and now the dry goods people have theirs. There was a time, perhaps, when Halifax felt that it did not need a dry goods association. That time, however, was before the completion of the I. C. R. and before the advent of Montreal and Toronto commercial men.

There are, doubtless, dry goods men in Halifax to-day who do not believe in the necessity for a dry goods association. When it is taken into consideration that there are 53 retail and 11 wholesale dry goods firms, 37 millinery firms, 16 dealers in hats and caps and 29 gent's furnishers, besides dealers in ready-made clothing, and that the Halifax association has only 35 members, it dawns upon one that there are still many unbelievers. The Halifax association was formed in April, 1895. The officers are as follows:

President, J. T. Mahon;
Vice-Presidents, C. S. Lane and A. W. Redden;
Secretary, L. W. Kane;
Directors, W. L. Barnstead, W. B. Ferguson, F. A. Mann, James Halliday.

At the regular monthly meeting, held on December 21, the subject of early closing was discussed. Last year the association attempted to secure the passing of an Act by the Local Legislature on the lines of the Ontario Act, but the attempt had to be abandoned. At the last meeting there was a unanimous feeling on the subject, and a committee was appointed to draft an Act and submit it to the Local Legislature now in session. This Act will also be on the lines of the Ontario Act, except that it will be introduced as a local and private bill, and will only apply to the city of Halifax. It will call for closing on three nights each week—Monday, Wednesday and Friday—and thus do away with the objection advanced last year—that the poor man and his poor wife would have no time to do their shopping. There will be a clause in the bill stipulating that the City Council cannot change the three-nights-a-week feature unless on the recommendation of three quarters of the trade. The committee looking after the bill is composed of A. L. Wood, M. Scanlan, C. S. Lane, G. M. Smith, W. J. Power, J. D. O'Connor, W. E. Smith, A. W. Redden, James Halliday, Jas. McPherson, M. Conroy and W. L. Kane. The grocery trade have been asked to come into the arrangement, and a number have signified their intention to do so.

The photos accompanying this letter are those of the president and secretary of the Halifax Dry Goods Association. Mr. E. T. Mahon, the president, is a member of the old and reliable firm of Mahon Bros. He needs no introduction to the trade. Mr. Kane, the secretary, is a member of the firm of Kane & Flett, a young but very prosperous firm. He is a veteran, having served in the Northwest rebellion as captain in the Halifax artillery. After returning from the Northwest he

affiliated with the 63rd Rifles, holding the rank of lieutenant. He is known to the trade as a hustler.

Clayton & Sons' clothing factory is a busy place at the present time. The hum of the machinery is truly refreshing at the dull season. They tell me they never fail to test any machinery introduced for the manufacture of clothing, and find it pays to immediately discard anything superseded. They have recently put in a new cutting machine, which will cut five-inch thickness of cloth. They also have the best American cutting machine. These two machines are capable of cutting 600 suits or 1,500 pairs of pants per day. They have five button-hole machines, a tacking machine, machines for felling, machines for putting on patent buttons, and a machine that will sew 2,000 buttons per day. In fact, almost everything seems to be done by machinery, which they contend is better and more uniform than hand work. They are right up to the times.

GENERAL NOTES.

A. M. Payne, one of the newly elected vice-presidents of the Halifax Board of Trade, is a member of the well-known dry goods firm of John Silver & Co. He is one of our most progressive business men.

Richard Richards, with C. S. Lane, has leased premises on George street, and will open a hat and fur business on May 1.

Wm. Cummings, of Cummings & Son, dry goods, Truro left on Saturday, the 18th January, for London. This is his twenty-fifth trip across. A. B. Boak, of Murdoch's Nephews, has crossed the Atlantic 106 times, and holds the record. W. B. Freeman, of McPherson & Freeman; S. R. Cossey, of Cossey & Northup, and A. P. Silver, of W. & C. Silver, also left for England on the same date.

Prince Edward Island is a small place, but it shows enterprise and novelty. Weeks & Co. have a car fitted up as a sample room. This car is attached to regular trains, and when the agent comes to a town or village where he wants to do business it is put on a siding. The agent who enjoys the novelty of carrying his sample room with him is Charles Leigh.

George McLaughlin, of Annapolis, who opened a general dry goods store on Barrington street, Halifax, is selling off, and will close up his Halifax branch.

Scovil & Page have closed up their North-End branch, and will devote all their energies to their Barrington street store, where they have been doing a heavy business lately.

Kane & Flett have inaugurated a novel advertising scheme. They give each purchaser a ballot, and the purchaser can deposit his (or her) vote for any of the charitable institutions of the city. The institution securing the largest number of votes will get \$25 in cash.

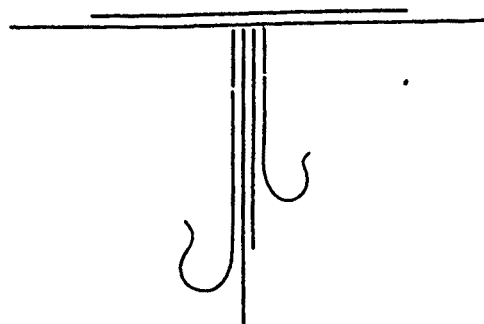
John H. Sutherland, of Barnstead & Sutherland, celebrated his crystal wedding on the 20th January. The members of the Oddfellows, of which Mr. Sutherland is a Past Grand Master, presented him with a number of handsome presents.

Murdoch's Nephews have put two new travelers on the road: W. C. Cragg and T. H. Reed. They both came from Montreal. Mr. Reed takes the place of Mr. Silver, who is now traveling for a Montreal house, and Mr. Cragg takes the place



LESTER W. KANE,
Secretary Halifax Dry
Goods Association.

Letter Orders
Solicited.



Samples Sent
on Application.

Hutchison, Nisbet & Auld

34 Wellington Street
West . . .

Toronto, Ont.

Importers and Jobbers of
British, Foreign and Domestic

FINE WOOLENS.

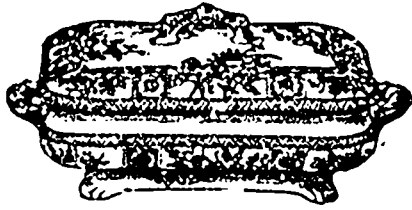
WORSTEDS AND

TAILORS' TRIMMINGS

Complete Stock
of Everything
used by Tailors.

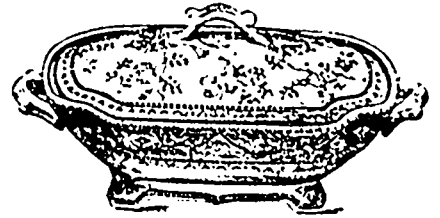


Orders Filled
Promptly and
with Great Care.



ESTABLISHED
1837

XX

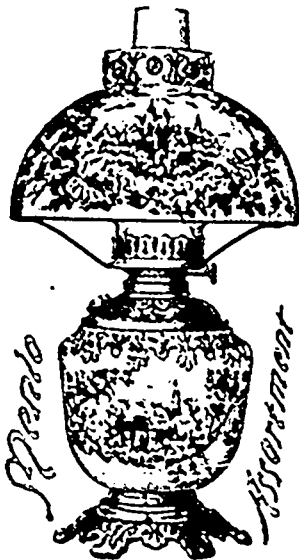


W. J. REID & CO.

The Oldest Crockery House in the Dominion.

... WE BEGIN ...

The New Year with New Resolutions



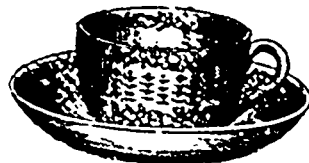
New Goods
New Patterns
New Shapes
and ...
New Prices



THE BEST TERMS

THE CHEAPEST GOODS

SPECIAL
QUOTATIONS ON
FRUIT JARS



PRICES GUARANTEED
FOR THE
SEASON OF 1896

97^{2nd} 99 DUNDAS ST., LONDON, ONT.

Textile Buckskin

WATERPROOFED

THIS IS THE . . .

Interlining that will be most in demand the coming season because of no other can it be claimed that

It is not only Showerproof, but Waterproof . . .

It retails at a popular price, 25 cents

It is uniformly good throughout

It is rolled on boards

YOU WILL FIND IT KEPT IN STOCK BY ALL THE LEADING WHOLESALE HOUSES IN CANADA



TEXTILE BUCKSKIN PERFORATED

Also retails at 25 cents.

This is the Only Perforated Interlining Made.



of Mr. Fairbanks, who has gone into the hotel business at Sydney. Epstein & Levi have opened a ready-made clothing and gents' furnishing store at Kentville.

A new dry goods store is to be opened in Middleton about April 1 by Messrs. Fred. E. and Percy Bentley.

The British Woolen Hall, Granville street, Halifax, has ceased business. The manager, A. H. Brunning, is now in St. John, N. B., and is not in good health. The goods have been shipped to St. John, and Mr. T. M. Patton, the acting manager, will follow in a few days.

The employes of the Oxford Woolen Mills recently presented the manager, William Oxley, with a handsome gold-headed cane.

"Col." Sellers, well known to the Canadian trade, has arrived from England, and will soon be working his way west.

TAUNTON.

MUST USE CANADIAN PORTS.

THE points made by the correspondent signing "St. John" are not altogether new to the readers of this paper. We

have always been strong advocates of compelling all subsidized steamship lines to make some port in Canada their terminal point, and we are happy to say that at least one member of the Government was induced to vote in favor of the subsidy to the Beaver Line in order to make St. John the terminal point from

some of the arguments brought to his attention in these columns.

It is a little more than a year since we published several articles showing how much money was actually distributed by some local steamship lines in Halifax for wages and supplies each trip. Many were surprised when they read them, and became as strong advocates of a Canadian port as we are.

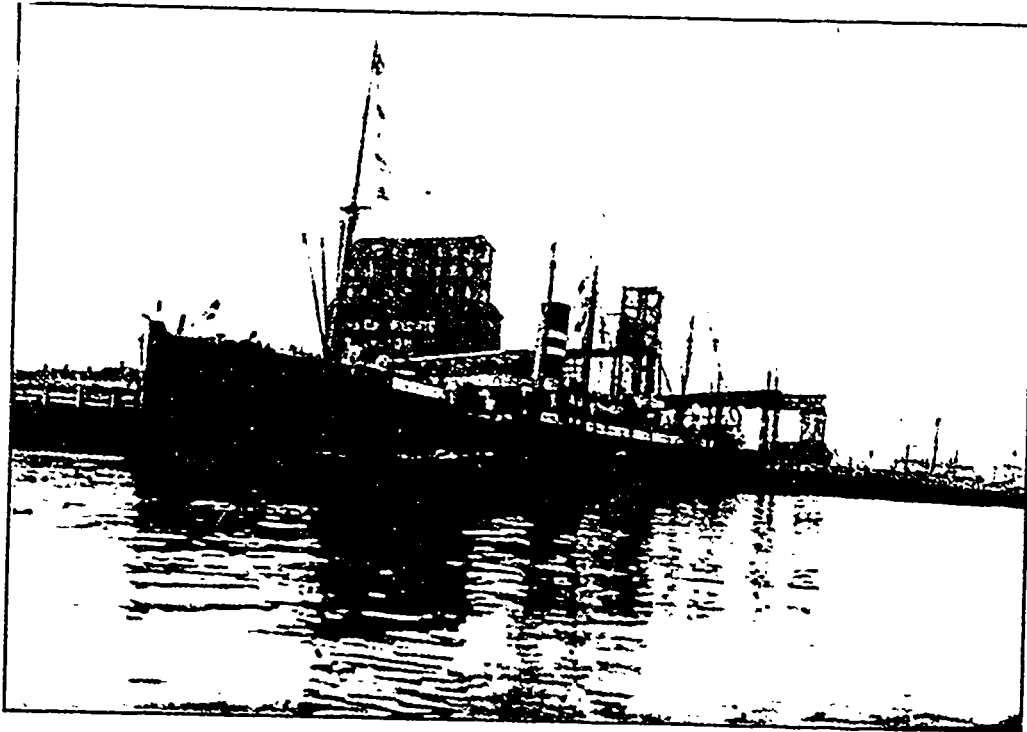
We have discussed the question with many of the leading business men in Montreal and west, and when they understood the matter they thoroughly agreed that the Government must compel all subsidized lines to make Canadian ports their terminal points. It is for the Maritime Provinces to interest the merchants and manufacturers in Quebec, Ontario and west. When they do they will have no difficulty in securing their active support. The Government are now in a better humor to

listen than ever before. For years the business men in different localities have submitted meekly to unfair—to unjust—treatment at the hands of the Ministry at Ottawa. Strange however, they did not blame the Government, but the business men in other cities who they supposed had a "pull."

The MacLeans' Trade Journals took the matter up, and for months they have been exposing grievance after grievance—first in one city then another, now in this section of trade, then in that. These papers, with their principal offices in Toronto and Montreal, and staff correspondents in the leading centres, brought business men in every part of Canada closer together. It was found that the most urgent representations of business men everywhere were treated with indifference by a Government whose chief object should be to promote the interests of trade. Montreal and Toronto Boards were positively snubbed for bringing up matters that were of vital importance to the members.

Thus, learning that the complaints were not confined to any trade or to any locality, but that all suffered alike, the tempers of

business men began to rise above party considerations. The Government was told that unless more attention was paid to the requirements of business men they would no longer receive their support. Even that had no effect. Their opportunity came, as we pointed out at the time, with the election in Montreal Centre, when



A VIEW IN THE HARBOR OF ST. JOHN, N. B.

the business men—to use a sporting term—simply wiped the floor with the Government candidate. They repeated the dose a few days later in Jacques Cartier, a suburb of Montreal with a large business vote.

These were the arguments needed to bring the Government to its senses. They did. As we have said, now is the time for those who will directly benefit—and the remainder of Canada will benefit indirectly—to interest business men everywhere. They are in no temper to be trifled with by politicians.

WRITE FOR ONE.

McMaster & Co. have issued a neat memorandum book for the use of their customers. Write them for one, and you will receive it, post paid, by return mail.

WILLIAM AGNEW & Co.

305 AND 305A ST. JAMES STREET, MONTREAL

Importers of . . .

High-Class Dress Goods and Silks

Now arriving

Scillans
 Brilliantines
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 Drap-de-Paris
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Do not forget our new address—

305 and 305a St. James Street, MONTREAL
 (Two Doors West of Victoria Square)

WILLIAM AGNEW & CO.

As well as our usual lines of special values in *Peano de Soles*, *Satin Merveilleux* and *Satin Duchosso*. A personal inspection of our goods will be found to repay the purchaser who requires such lines as we offer to the trade.

W. J. Stethem & Co.

. . . MONTREAL

Manufacturers' Agents for

ITALIAN LININGS

54-in. Plain Satins, and French Twills.
 54-in. and 32-in. "Botany Finished" Italians
Patent Finish, Fast Blacks
 Coatings and Serges
Fast Blacks and Fast Blues
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 "Claire Twills" and Venetian Worsteds.
 Dress Meltons, Dress Twills, and Serges.

27 Victoria Square

Saltaire Venetians

AND COATINGS

Bright Finished, Fast Black,
 Serge Finished, Fast Black and Blue.

ARE  GUARANTEED

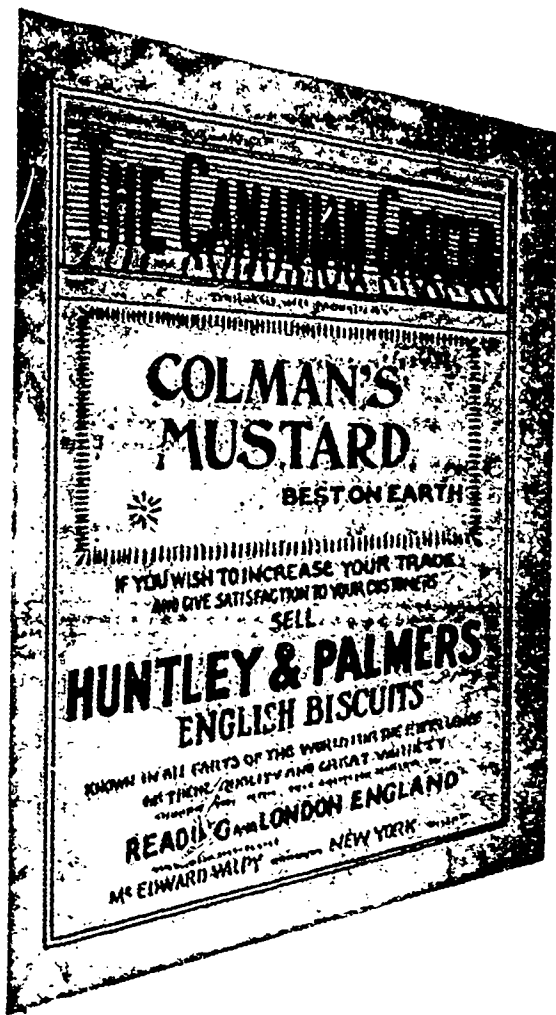
And by far THE BEST VALUE

They are made by the world-renowned manufacturers

SIR TITUS SALT, BART., SONS & CO.

OF SALTAIRE, ENG.

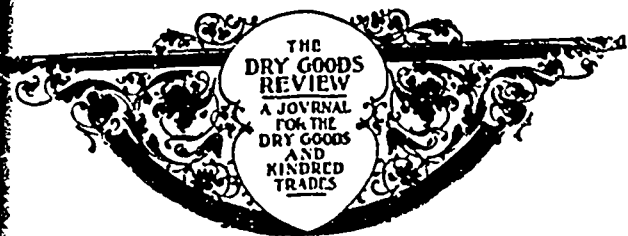
W. J. STETHEM & CO., Agents for Canada



WHISKERS—"Say, Ancient, why don't you subscribe for that paper, instead of borrowing it of your neighbor?"

ANCIENT—"Well, Whiskers, that is just what I was thinking about, and this very eve I will send off Two Dollars to pay for same. But, stay! don't they club THE CANADIAN GROCER and THE DRY GOODS REVIEW for Three Dollars? You know, I have taken THE REVIEW from the first number, and if THE GROCER is as good I will make money out of it."

WHISKERS "Now you're shouting, Ancient. I like to hear a man talk like that. I have taken both papers for years, and wouldn't now run my business without them. Send the money to-night or you will forget."



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

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 JOHN CAMERON, General Subscription Agent.

B. MacLEAN,
 President.

HUGH C. MacLEAN,
 Sec.-Treas.

Subscription, \$2.00.

Published the
 First of Each Month.

OURSELVES.

WE wish to draw your attention to the Spring Trade Edition, 1896, which is now before you.

THE DRY GOODS REVIEW issues these special editions every year because the trade wants them, and reads them. The present number, you will admit, contains a good all-round survey of

good things for spring and summer trade. The firms which are alive and doing the best business in Canada appear in our pages with special announcements. These announcements are well written, and appear over the names of reputable houses. In addition to this, representatives of THE REVIEW have visited the warehouses, inspected the whole stock of goods, and the paper is in a position to speak from personal knowledge of the various features that distinguish this year's goods from last year's.

Besides this, the publishers of THE REVIEW spare no expense in making a first-class paper. They believe that the best is not too good for the dry goods and kindred trades of Canada. In using excellent ink, fine paper, and expensive typographical processes, THE REVIEW is confident that it appeals to the high-class trade in every province. No paper which seeks to record and advocate the newest ideas and the soundest principles of business can afford to ignore, in its own make-up, the doctrine it preaches to others.

That is why THE DRY GOODS REVIEW is able to hold a

constituency which covers the whole Dominion. It is the only medium which includes the entire field in dry goods and allied trades from the Atlantic to the Pacific. Its canvassers are constantly at work adding to the lists the new men who are going into business, and who are thus brought into direct connection with the houses which want to sell to them. THE REVIEW is also an independent newspaper, advocating what it believes to be the true interests of honest and healthy business. No one has a string to its opinions. It may be subscribed for, but cannot be bought.

In this way THE REVIEW has gained the position which it occupies, and which it proposes to retain. In 1896 the paper will be improved and kept thoroughly up to date. Its editors visit the chief centres of trade and are alive to what is going on. The coming year may possibly be fraught with important consequences to business men in Canada, and the daily press are too busy hammering at political side issues and discussing their contemporaries' opinion to get the inside track on trade questions. THE DRY GOODS REVIEW will be alert in 1896 to every new phase of the business situation, and will keep its constituency accurately posted on every important subject.

The paper's advertising patronage has mounted up by leaps and bounds, because it reaches the men who buy and who are worth selling to. They would not pay for THE REVIEW if it were not of practical value to them, and in these days of newspaper reading no live man is without his trade paper. But it must be efficient and honest to hold him, and that is what this journal aims to be.

OUR COVER.

The cover which adorns this Spring Trade Number is an original design by a Canadian artist. The subject is taken from Shakespeare's play of "Winter's Tale." Autolycus is the first commercial traveler. He differs from his modern brethren because he was a rogue, and they are not. He resembles them, in that he was clever.

CIVIC GOOD GOVERNMENT.

Competent men are needed more and more in the management of public affairs. Nowhere more so than in municipal government, which is often a great source of loss and taxation to a town through slipshod methods and unbusinesslike bungling. Montreal needed a capable business man this year to straighten out its financial tangles, and the election by acclamation of Mr. Wilson Smith as Mayor on January 20 was to meet this want. Mr. Smith is a shrewd financier, who is a good man for the place. His selection without opposition is a remarkable instance of the strength of the popular demand for business men in public affairs. Any claptrap talk about race or religion would probably have defeated him, because he is a Protestant, who speaks English only, and a majority of Montreal's ratepayers are French and Catholic. But the question at issue was a business one, and, like sensible people, they kept all this humbug about creed and race out of sight.

IMPORTS OF DRY GOODS, 1895.

THE imports of dry goods during the fiscal year of 1895 are shown by the official returns just published to be somewhat less than in the previous year. On the whole, considering the state of trade from June, 1894, to June, 1895—the period covered by the return from which we are quoting—the results are not unsatisfactory. As every merchant knows, business during the last six months of 1895 was much more active than in the previous half of that year. For example, the total imports into Canada during November and December 1895 were valued at \$17,284,948, whereas the imports for the same two months of 1894 were only \$15,275,256—an increase of \$2,000,000 in the two months. Reviving trade is so apparent in the later figures that the ones contained in the official report seem rather stale. Still, it is important to compare one period with another, and the following table will show the import trade in the classes of goods named:

	Imports 1894.	1895.	Duty, 1895.
Brushes and suspenders	\$ 56,494	\$ 71,363	\$ 24,859
Brushes	104,809	84,629	21,424
Buttons	214,450	136,340	37,588
Carpets and squares, n.e.s.	72,075	62,085	19,403
Collars	46,878	46,196	23,318
Cosies	61,387	79,004	27,769
Cords, braided and other	18,685		
Covert cloaks	4,585	10,323	3,913
Cotton manufactures	4,008,763	4,300,023	1,200,820
Capes	41,961	34,252	6,880
Coats	5,914	5,519	3,015
Curtains	220,086	264,137	78,004
Embroideries	190,949	126,366	38,164
Fancy goods	1,660,787	1,491,031	453,320
Feathers, n.e.s.	63,348	28,845	
Felt and brim manufactures	1,425,219	1,233,519	277,724
Fur manufactures	706,926	577,275	93,492
Gloves and mitts	661,543	631,020	231,916
Hats and caps	1,216,903	1,126,713	254,671
Hats and tuques	105,887	65,484	19,464
Hosiery and hosiery	145,229	138,111	43,161
Milk manufactures	2,490,800	2,231,413	676,422
Embroideries and parasols	200,021	195,007	67,564
Webbing	114,095	102,297	20,563
Wood and wicker	2,477,834	2,833,426	2,577,564
Hibbans, n.e.s.	10,500	8,119	2,433
	\$23,014,747	\$21,064,670	\$5,231,322

By the way, why can't we have the trade returns earlier? These figures only reach to June, 1895, and we are now in February, 1896. If a merchant got as much behind with his books as the Government does with its statistics, where would his business go to?

A QUEER LAW.

The steamship *St. Paul*, which went ashore off New York harbor, carried some freight for Canada. Amongst this was a lot of stuff for the Irving Umbrella Co., of Toronto. The freight had to be taken ashore at the expense of time and cash. The experience, we imagine, will not encourage shipping via the New York lines. But that is not what we started out to say. The firms which ship goods by a steamer that gets disabled have to pay the extra cost of removing the freight on shore. In the case referred to Mr. Irving showed THE REVIEW a bill for \$158 charged up against the importer. Of course in this case, and perhaps most others, the insurance companies have to "whack up" the money. But it does seem a queer law that an ocean liner which delays a man's goods, through no

fault of his, should be entitled to make him pay for its delays and mishaps. If we could all make our customers for our own misfortunes, what a lot of millionaires we would

THE BOARDS OF TRADE.

MR. CALDECOTT, the retiring president of the Toronto Board of Trade, delivered an excellent address, in which he dealt with live questions like the need of a bankruptcy insurance rates, etc. Regarding the trade outlook, Mr. Caldecott said:

"The year 1895 has been for the most part a year of quiet recovery from the depression of 1893 and 1894. The restoration of trade has not been quick, but it has been gradually getting better. Raw materials, which had fallen during 1894 to the point known for many years, have risen considerably. Manufacturers in most branches trade are fairly well occupied with orders, and bank returns indicate that the recovery is slowly, yet surely, getting over the long depression that for the last few years has shadowed every commercial interest. What is particularly wanted now is confidence in the future of our country, a belief in its naturally great resources, and a determination to develop every legitimate industry to the fullest extent."

The officers elected were: President, E. B. Osler, first vice-president, Edward Gurney; second vice-president, James G. Ruthers; treasurer, D. W. Alexander; secretary, Edgar Wills; council—D. R. Wilkie, William Christie, W. D. Matthews, H. N. Baird, Stapleton Caldecott, W. G. Gooderham, Edward W. Cox, M. C. Ellis, J. L. Spink, F. L. Phillips, J. Macdonald, Elias Rogers, J. H. G. Hagarty, W. D. Beattie and J. Herbert Mason.

The Montreal Board elections developed additional interest owing to the contest for the presidency between R. Bickerdike and James A. Cantlie, the former being returned by the majority.

The other officers are: First vice-president, John Torrance; second vice-president, John McKerrow; treasurer, Charles Smith; members of the council—Charles Chaput, James Cramern, Henry Miles, David MacFarlane, Robert McKay, Charles McLean, William McNally, William Niven, J. E. Rendell, F. C. Smith, F. Wolferstan Thomas, David G. Thomson.

BRINGING MERCHANTS TOGETHER.

That was a capital idea with which the new officers of the Toronto Board of Trade began their year. On the evening of February 3rd the executive officers gave a dinner to the members of the council. The gathering was an informal six o'clock dinner, which suited the time and convenience of the business men, and possessed the advantage of bringing them together in a social, friendly way. After dinner they were able to give two or three hours' discussion to the principal trade questions without interruption and under favorable circumstances. The result must be a closer and better understanding amongst the members. This is a point which THE DRY GOODS REVIEW is always urging upon dry goods men as a body, and we note with satisfaction the course adopted by the Toronto Board. We hope gatherings like this will become a settled institution.

Note also, when we are on this subject, the way in which our boards of trade are able each year to choose the best men to act as officers. Take the Toronto example as a good illustration. This year an able financier like Mr. J. Herbert Mason is added; a progressive dry goods merchant like Mr. John Macdonald is elected, and a strong president like Mr. E. B. Osler is secured. If the municipal and political bodies in Canada could be recruited in the same way—no claptrap, no wire-pullers, no election funds—this country would be well governed and the business interests given a fair chance.

TO OUR READERS.

Readers of THE REVIEW all over the Dominion are reminded that the editor will be glad to receive news of business changes, improvements, personal notes, or other matter for publication which might escape the notice of its special correspondents in the various cities. In writing advertisers our readers might also mention THE REVIEW as the source of information.

PRESENTATION AND ADDRESS TO MR. OXLEY.

The employes of the Oxford Manufacturing Co. on Christmas Eve presented Mr. Oxley with an address and valuable gold-headed cane. Mr. Oxley's aim has always been to deal justly with the employes, and they have always felt he participated in their enjoyments, and was ready to give tangible expression of sympathy in their disappointments.

The matter had been kept secret from Mr. Oxley, and when asked to meet the employes in the large ware-room he was somewhat surprised, not knowing what was up. But as soon as he entered the room the happy, smiling faces of the whole force of employes that greeted him gave him the assurance that no violence or strike was intended. Mr. Coburn, one of the foremen, read the address and made the presentation. Mr. Oxley, although taken altogether by surprise, made a happy and appropriate reply.

To William Oxley, Esq., Manager Oxford Woolen Mills, Oxford, N.S.:

DEAR SIR,—We, the employes of the Oxford Manufacturing Co., having a desire to give expression to our esteem and regard for you as our principal and our high regard for that courtesy and uniform pleasantness of speech and manner that has at all times marked your intercourse with us.

As a slight token of our esteem, we ask you to accept this cane and hope it may serve you as a pleasant reminder of the hearty good-will of all the employes of the company.

We, one and all, join heartily in wishing you and yours a happy Christmas and a cheery and prosperous New Year.

Signed by all the employes.

MCMMASTER & CO.

Attention is called to McMaster & Co.'s advertisement in this issue. When a representative of THE REVIEW called a few days ago he found the warehouse like a beehive, and to-day the store is filled from cellar to roof with their new importations.

The entry-room staff are now working overtime, in the endeavor to keep pace with the orders, which come in thick and fast. The basement is filled from floor to ceiling with the latest in flannelettes, shirtings and domestic cotton goods; the ground floor with prints, linens, tailors' piece goods, trimmings, towelings, etc.; the first floor with imported and Canadian woolens, dress goods, silks, ribbons, muslins, velvets and velveteens, etc. The second floor is occupied with haberdashery, gents' furnishings and fancy goods, and is pronounced the finest swallow-ware flat in the Dominion. The third floor is piled to the roof with the latest in carpets, curtains, oil-cloths and house-furnishings, etc.

THE RED HAND BRAND.

In the leading centres of commerce all over the world, the device of an open hand is to be seen prominently figuring as the trade mark upon Barbour's thread, and much speculation has been caused in different nations as to its significance. There are numerous legends concerning the red hand in different parts of the world, and it figures largely in the myths and traditions of other countries, but it will be found that the popularity it enjoys at the present day is due to the old world story—that in

an expedition of some adventurers to Ireland, their leader declared that whoever first touched the coast should possess the territory which he reached, and that this ancestor of the O'Neills, from whom descended the kings of Ulster, bent upon obtaining the reward, and seeing another boat likely to land, cut his hand off and threw it on the shore.

"The bloody hand" has been for centuries a famous sign, and that entirely through the hardy vigor of the race of Hy Nial.

In 1784 the Barbours invaded the shores of Ireland with their linen threads, and adopted as their trade mark the same "Red Hand;" but, so far from being treated in a hostile way as adventurers, they were received in the most open-handed manner. The steadiness with which their business has increased, and the avidity with which their productions have everywhere been used, are satisfactory proofs, if such were needed, that the open hand is as supreme (in the trade it represents) to-day as ever it was in the palmy days and high fortunes of the kingly O'Neills.

READY FOR THE OPENING.

Caldecott, Burton & Spence announce that their warehouse will be in perfect order for the spring opening. A complete assortment awaits the trade, as deliveries have been rather earlier than usual, and in dress goods, hosiery, gloves, underwear, staples and all lines the stock is complete.

RIGBY-PROOFED FIBRE CHAMOIS.

The newest development in Fibre Chamois will appeal to everyone. Now that the Rigby process has been successfully applied to it, Fibre Chamois can boast of more inviting good qualities than almost any other fabric is able to combine. Its uncrushable stiffness was long ago well established, its wind proof warmth has been a gratification to thousands of people during the winter, and now it adds an absolute imperviousness to dampness or rain.

This process, which renders it completely water-proof, does not alter the texture in any way—it gives no remotest trace of any stiff, harsh or greasy feeling to the surface, nor leaves any unpleasant odor. It merely makes the Fibre Chamois non-absorbent, and leaves it with the same smooth surface and flexible qualities that it had before. In fact, there is no visible difference between the water-proofed and unwater-proofed goods except the label on each yard. But the Rigby process makes it so perfectly water-proof that the most driving rain will never penetrate the surface. It seemed an invaluable interlining before, but the water-proof quality being added, leaves nothing to be desired. Its value for men's clothing is supreme since coats interlined with it will be warm enough to defy winter's iciest blasts, light enough to wear with comfort, even though interlined right through, and positively proof against an all day outing in pouring rain or sleet. The same coat will suit all weather equally well when Rigby proofed Fibre Chamois is used. And the ladies will also reap the advantages it offers, for this will add 50 per cent, to its value for use in their skirts, coats and wraps.



W. R. BROCK & CO.

SPRING 1896

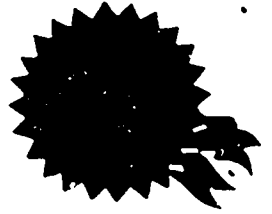
A few words from every department

Signed and Sealed by the manager in each.

"A" Department

The writer desires to inform his friends that the Spring purchases in **Canadian Staples** are coming forward and being distributed as rapidly as possible. Owing to the sharp advance last Summer in the price of raw cotton he anticipated a similar stiffening in the manufactured article, and made contracts accordingly. Thus the stock in the department is rather heavier and more complete than usual, and places us in a position to sell at comparatively old prices. We extend a warm welcome to old friends and new, and will be pleased and ready to see them at all times.

John Ross
Manager.

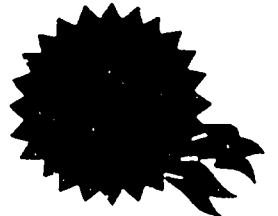


"B" Department

I am glad to be able to predict a great season's trade, both for ourselves and our customers, in the department under my charge. Judging by the orders so far received, and the strong tendency of the market, the Spring of 1896 will eclipse all previous experiences in the history of the house.

Goods are crowding in on us, and orders being looked out and laid aside as they are received, so that "first come" are "first served." I hope to have the department in good shape to show our extensive range by the first week in February, comprising **Prints, Fancy Cotton Fabrics, Dress Makers' Linings, Linens, Tailors' Trimmings.**

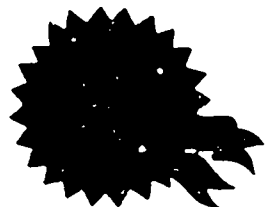
A. A. Cockburn
Manager.



"C" Department

It is with great pleasure that I take this opportunity of announcing the completion of our new quarters for **Dress Goods and Silks.** We hope shortly to see all those who have not yet honored us with a visit. The light in this room is beyond doubt the best obtainable in the city to show Dress Goods by, and we have a range that excels all previous efforts. I should strongly advocate early purchasing, as Dress Goods will be scarce and steadily advancing. We have already been obliged to withdraw many ranges, as they cannot be repeated at anything approaching the original prices paid.

M. S. Green
Manager.

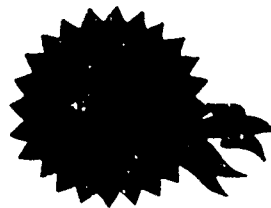


"D and C" Departments

IMPORTED AND CANADIAN WOOLLENS — Special Buyer, Special Salesmen, Special Stock-keepers. This department has been and will be kept in its leading position in the trade. This season's specially attractive features are Scotch Tweed Suitings, Washing Vestings and Summer Outing Materials.

W. L. Brock

Manager.

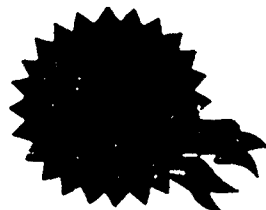


"F" Department

Since assuming the position of buyer and manager of this department in 1881, it has been my privilege each year (with one or two exceptions) to see the sales increasing rapidly in spite of the great depreciation in values. During the past six months a rising market has faced the buyer from all quarters, and on all lines of goods. Notwithstanding this fact, I am pleased to be able to report to the trade that my contracts for this season were all placed at old prices throughout, and as long as the Spring purchase lasts our customers will get the benefit of old quotations. My constant and persistent aim is, and shall be, to secure **correct, up-to-date goods and trade attractors**, which keen buyers demand, and which no merchant who desires to lead the trade in his particular district can afford to be without. The department is divided into five sections, each in charge of a competent and obliging salesman, as follows:—(1) Muslins, Ribbons, Laces, Embroideries, Tucked Lawns, Lace Curtains, Art Draperies; (2) Smallwares, Tailors', Dress Makers' and Milliners' Supplies; (3) Hosiery, Gloves, Underwear; (4) Parasols, Umbrellas, Waterproof Clothing, Handkerchiefs; (5) Men's Furnishings, etc., etc.

W. R. Smallpeice

Manager

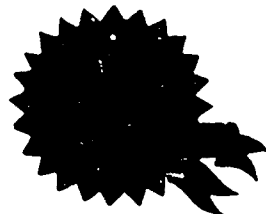


"G" Department

My long connection with the house (over 20 years) as head of the **Entry-Room** is sufficient testimony, I trust, from the firm and its large clientele as to the efficient manner in which this important department has been conducted. "**Care**" and "**despatch**" are the watchwords on this floor, and I endeavor to instil them into all connected with me. My assistants are men who have served a long time at this particular work, and are fully competent.

E. Roach

Manager

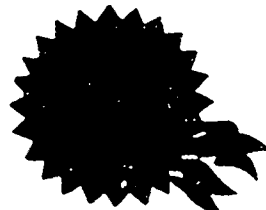


"H" Department

It is hard to believe the proportions into which this department (**Letter Orders**) has developed, and I attribute it largely to the perfect system in which it is conducted. All orders are controlled under one head from the time of their arrival until their shipment, so that nothing can be held over or forgotten in any of the departments. No goods are sent that are not new and saleable, and every advantage is given in the matter of prices that a personal selection would secure—thus at once are accuracy and despatch assured.

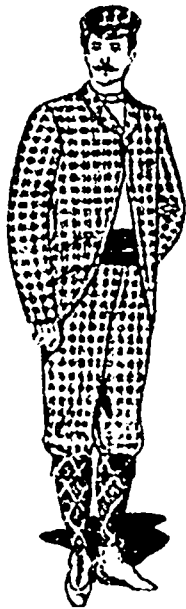
Hooper

Manager.



Oxford Homespuns

Make the handsomest and neatest



GOLF AND BICYCLE SUITS..

These HOMESPUNS are the result of over 28 years' experience, during which time we have steadily improved until at last we have reached the apex of perfection. They are guaranteed all pure wool, and cannot be excelled for sporting garments. Manufactured in handsome shades and patterns. Acknowledged the standard for goods in their class throughout America.

When figuring on season's goods be sure you see samples of OXFORD goods. All wholesalers have them. . . .



Oxford Man'f'g

OXFORD, N.S. Co.

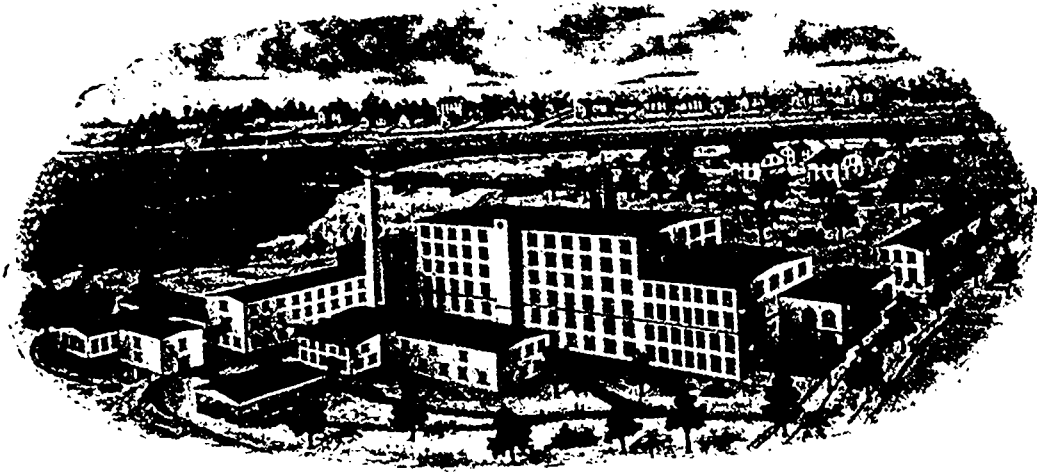
Prizes Awarded:

CENTENNIAL	1876
SYDNEY, AUS.	1877
PARIS	1878
LONDON	1886
JAMAICA	1891
CHICAGO	1893

ESTABLISHED 1867

Rosamond Woolen Co.

ALMONTE, - ONTARIO.



EQUIPPED WITH ALL THE LATEST IMPROVED MACHINERY

MANUFACTURERS OF _____

Fine and Medium Tweeds
Fancy Worsteds for Suitings
and Trouserings
Indigo Dyed Serges ^{AND} Beavers

Made from the finest Imported and Domestic Woosl.
All goods guaranteed free from cotton. Our products are
handled by all the leading Wholesale Houses in the Dominion.

The Retail Trade should ask for, and insist upon having,

**THE CELEBRATED
ROSAMOND WOOLEN CO.'S GOODS**

McMASTER & CO.

WHOLESALE DRY GOODS, 12 FRONT ST. WEST

HAVE YOU SEEN OUR NEW

MEMORANDUM BOOK

WE WILL BE PLEASED TO FORWARD ONE
ON APPLICATION.

YOU WILL FIND IT USEFUL.



SEE HER HUSTLE

SHE CARRIES **OUR GOODS**
THAT'S WHY SHE HUSTLES

YOUR COMPETITORS MAY **HUSTLE**
FOR ALL THEY ARE WORTH, IF YOU HAVE
OUR GOODS—THEY CAN'T KEEP PACE
WITH YOU.

WE ARE

AHEAD IN PRINTS

AHEAD IN CARPETS

AHEAD IN DRESS GOODS

WE'RE RIGHT WITH THEM

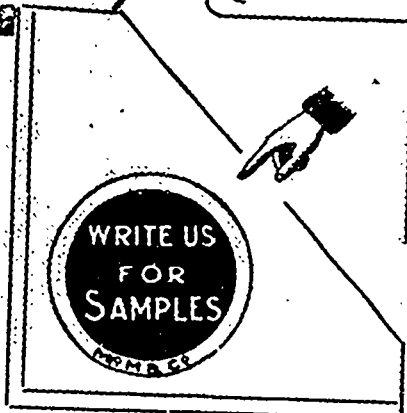
IN **WOOLLENS**, IN **GENT'S FURNISHINGS**,
IN **HABERDASHERY** AND **FANCY GOODS**, IN **FOREIGN**
AND **DOMESTIC STAPLES**.

ONCE A CUSTOMER **ALWAYS** A CUSTOMER.

YOU BEGIN **OUR CUSTOMER** YOU END **OUR FRIEND**.

WE WANT YOUR CUSTOM—WE ENDEAVOR TO DESERVE

YOUR FRIENDSHIP.



PLACE YOUR ORDERS WITH US

LETTER ORDERS

HAVE OUR PERSONAL SUPERVISION AND
PROMPT SHIPMENT

THE DAY RECEIVED.

McMASTER & CO.

WHOLESALE DRY GOODS, 12 FRONT ST. WEST

TORONTO

A NEW KID GLOVE HOUSE.

We have pleasure in announcing to the trade that Messrs. Trefousse & Co., fine kid glove manufacturers, of Chaumont, France, with branch houses in Paris, London, Brussels, Prague, Grenoble and New York, whose celebrated goods are known to the fine trade of all countries, are opening up a branch house for Canada in Montreal for the sale of their fine gloves, and will be represented by Messrs. Ed. Schultze, Son & Co., who are also sole agents for the United Felt Factories of Germany.

The Trefousse glove is known wherever offered as of the finest made, and their gold medals, diplomas, etc., won at every important exposition in the last fifty years, is sufficient guarantee of this fact. The names of firms in Paris, London and New York who handle their goods alone speak volumes for the quality of their gloves.

Messrs. Schultze & Co. start out shortly with a complete collection of these fine gloves to visit the trade, but it is also necessary to remark that they intend handling all grades of goods, the agreements they have entered into giving them excellent facilities for obtaining all qualities of gloves, be they French, Belgian, German or Austrian goods. It is this firm's intention to give every detail of this branch of their business the closest attention, and introduce every novelty and design, thereby enabling them to lead the trade in their respective lines and not to follow others.

TWELVE SHADES OF CROCHET COTTON.

The Rainbow shaded crochet cotton shown this season by Wm. Clapperton & Co., Montreal, is meeting with much suc-

cess. The quality is very fine, and the trade are finding it a good seller. It is shown in twelve different shades, and is put up in 200-yard reels.

LADIES' GOLFERS.

W. R. Brock & Co. are showing a large range of golf jerseys in plain and fancy patterns, selected from the newest and choicest goods manufactured. Most of the lines have the inside sleeve, making the outer sleeve drape more gracefully. "Patti" and "Lilly" are the newest in plain; "Melba," "Lassie," "Beauty" and "Gem," are the newest in fancies. "Lassie" is a special favorite, being a fancy plaid on navy, seal, brown and black.

FINE BRACES.

The braces offered to the trade by Matthews, Towers & Co. are their own patent, and a pattern of what braces for high-class trade ought to be. The patent itself supplies a cast-off which prevents the elastic cloth of the brace from cutting. The ends are made of the softest leather and the braces are of handsome pattern and material. Every pair is stamped, and they will retail at from 50 cents upwards.

GOLDEN ART DRAPERIES.

These goods have been shown for two seasons. Last year's designs were thought handsome, but if shown beside this season's goods would be called ugly. Brophy, Cains & Co. are showing a range comprising about fifteen designs and colorings that for delicacy of pattern and color it would be hard to imagine anything handsomer.

ED. SCHULTZE, SON & CO.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889.

TREFOUSSE & CO.
Highest Grade French Kid Gloves.

These fine goods
have never before been
offered in this market.

We will shortly call upon the trade
with a complete line of **Kid Gloves**

INCLUDING

English, Belgian, German and Austrian
Manufactures . . .

THE "WAKEFIELD" SKIRT BINDING.



One of the newest things in the market this season is the "Wakefield" skirt binding for ladies' dresses. It has become fashionable in England both because it improves the appearance of the skirt and adds to the durability of a dress. The "Wakefield" leather used in the binding is of fine quality, and specially prepared for

this purpose. It is provided in all the fashionable colors, and when made up with braid of the same shade forms a handsome and stylish binding. The "Wakefield" leather is not affected by wet weather, and is soft and light in texture, being easily sewn on to the skirt. Now that dresses are being worn full round the skirt, the "Wakefield" binding adds to this effect, and at the same time forms a perfect protection for street costumes in all weathers. The article seems to be one of the best dress accessories recently put on the market, and is well adapted to a climate like ours.

The sole agents in Canada for this English binding are Macdonald Bros., 13 St. George street, Montreal, the agency

for the Dominion having been secured by Mr. D. L. Macdonald when recently across the ocean. It is selling well all over the country, and promises to become as much of a favorite here as in England.

POETRY AND VEILS.

She, as a veil, down to the slender waist,
Her unadorned, golden tresses wore.—Milton.

That is not the veil one has in mind just now; nor is it a veil as Shakespeare thought of when he wrote: "I will pluck the veil of modesty from the so seeming Mrs. Page." One's thoughts run more with Milton's, when he said:

Her face was veiled; yet to my fancied sight,
Love, sweetness, goodness, in her person shined.

Lovely veils that add to the sweetness of the face and protect it are shown by Brophy, Cains & Co. Pope says:

The spider's touch, how exquisitely fine!
Feels at each thread, and lives along the line.

And the spider's web is not finer than some of the veilings shown this season. "Judgment is more essential to a general than courage." But courage is not more essential to a general than a veil to a lady in our spring weather. Veils are a necessity, so

"Be governed by your needs, not by your fancy."

A WHOLE STOCK AT SPECIAL FIGURES.

Mills & Galt, of Montreal, who are declining business, have sold out their entire stock, consisting of tweeds, worsteds, coatings, etc., to S. Greenshields, Son & Co. The latter firm intend offering the goods at special prices to ensure quick sales.

JOHN PEEL

MANUFACTURER OF

Hand-Made Boots and Shoes



MEN'S,
BOYS' AND
YOUTHS.

WOMEN'S
MISSSES' AND
CHILDREN'S.

.. ELORA

ONTARIO

J. Frank Riepert
116 St. James Street,
MONTREAL.

JAPANESE & CHINESE SILKS

DIRECT IMPORTER

BRANCHES
YOKOHAMA
SHANGHAI
LYONS



We are Now Showing

Fancy
Japanese Silks

ready for immediate shipment; all new and most selected patterns of our own.

... Send for Samples.

K. ISHIKAWA & CO. Yokohama.

Canadian Office:

No. 23 St. John St., MONTREAL.

THOMAS MEALEY & CO.

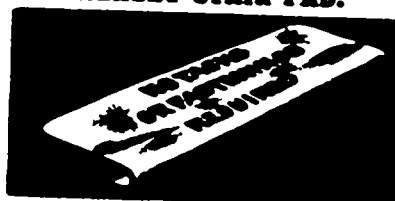
MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.



OFFICE.—

24 Catherine St. North.

MATERIAL FOR FASHIONABLE SKIRTS.

To the Editor of Dry Goods Review:

SIR.—Behind the retail counter there are times when it is difficult for the saleswoman to advise her lady customer just how the garment she is about purchasing material for should be made up, and the saleswoman's advice is of great value in this respect, and is asked for many times daily. Some of our customers tell us that they keep THE REVIEW an open book upon their dress goods counter, and find it a help at all times in advising their lady customers as to new goods, trimmings, etc.

Our earnest desire is to help the trade generally, and our own customers particularly, (hundreds of whom we know are subscribers to THE REVIEW) by placing before them matters of detail that will be of value in their business.

During the past few months we have made frequent allusions to alpacas, mohairs, sicilians, etc.; to-day our attention was called to an article from the pen of that able writer, Isabel A. Mallon, which is so apropos that we shall be glad if you can find space to repeat it in your Spring Number.

Yours truly,

B. C. & Co.

The article referred to above is as follows:

FASHIONABLE ALPACA PETTICOATS.

Alpaca in white, cream, gray, silver-blue, Nile green, and, of course, black, is liked for general wear and is developed in many pretty ways. The moreen or watered alpaca is also fancied in these colors, but for long service the plain alpaca is more desirable. Three-inch-wide ribbons scantily gathered are put on as ruffles, and sometimes a single ruffle of the alpaca bordered at

the top and bottom with narrow satin ribbon is fancied. When the three-inch ribbon is used three small ruffles form the decoration. On a petticoat of pale green the ruffles are a light golden-brown satin; the bottom one has a wire braid under the lower edge that starts from each side of the front, but does not cross it. Another alpaca petticoat is a black one with a deep single ruffle of the material, finished at the top and bottom with half-inch satin ribbon, also black, which is sewed on by hand. Casings and silk strings are the finish at the waist. So many women now wear their stays after the French fashion, just outside the skirt, in reality being the last garment assumed, that skirts with casings and strings are in greater favor than those mounted on yokes, for by wearing the stays over the petticoat the fullness is pressed down. If, however, one should be very stout, the yoke is commended, but good-sized hooks and rings should fasten it at the back.

Silk skirts are in almost every instance made of the light changeable taffeta, and many contrasts in color are shown.

SPECIALS IN CURTAINS.

W. R. Brock & Co. have gone more extensively than ever into lace curtains, and consequently are offering better value on account of having contracted for immense quantities. Their 3 and 3½ yard curtains (extra wide) to retail at close cutting prices are extraordinary value. A line of curtain scrim in plain, cream and fancy colored stripes is also being shown.

The Board of Trade elections resulted in the return of James Morrow as president, and A. M. Payne and George Mitchell vice-presidents.

Articles for Sale . . .

..... WILL SELL AT A SACRIFICE

- 2 Quilting Machines for straight work, 40 inches wide.
- 2 Quilting Machines for straight work, 36 inches wide.
- 4 Quilting Machines for straight work, 28 ins. to 36 ins. wide.
- 2 Skirt Quilting Machines, from 18 to 20 inches wide.

00000000

For further particulars address—

L. DRYFOOS & CO.

41 GREENE STREET. NEW YORK

Gilmour, Scholfield & Co.

304 St. Paul Street MONTREAL

We guarantee to save you money . .

IF YOU BUY FROM US . .

We have received from a large Nottingham lace manufacturer \$10,000 in all the newest Spring Laces. They comprise all the latest styles, and as our instructions are to realize immediately we give the following special inducements:

Lot 1. 10 per cent. trade and 5 per cent. 1st April

Lot 2. 20 " " " " " "

Lot 3. 33½ per cent. net 1st April

As these are mill prices, and laces have advanced 20 per cent., it will pay you to visit us. We always have jobs on hand.

GILMOUR, SCHOLFIELD & CO., Dry Goods Jobbers

The Royal Hat Co.

HAMILTON AND MONTREAL.

Manufacturers of—

Stiff and Soft
Fine Fur . . . **FELT HATS**

.. Also all grades of . .

WOOL SOFT HATS

All Latest American Styles. Letter Orders Promptly Filled.

A. W. MARTIN.

WM. MARTIN.

W. L. MARTIN.

**Canadian Elastic
. . . . Web Co.**

Manufacturers of

Suspender, Loom and Garter Webbing
Braids, etc.

NIAGARA FALLS, ONTARIO



Reputation Good

For preparing neat and attractively Displayed Advertisements. We have had a fight to show advertisers the value of good display. ♦ They caught on. ♦ We backed them up with the newest display Type and Cuts. ♦ Result: A large number of enthusiastic advertisers. Don't take our word for it, but look through these pages.

Neat ♦ ♦ ♦ ♦
Trim ♦ ♦
Attractive

✦ ✦ ✦ ✦ ✦

Applies to everything that comes from the office of The Dry Goods Review. Type, Presses and Workmen

♦ ♦ Up-to-Date ♦ ♦
and we make it our business to keep them so. Our Advertising Staff are always loaded with New Ideas, which are at your disposal.

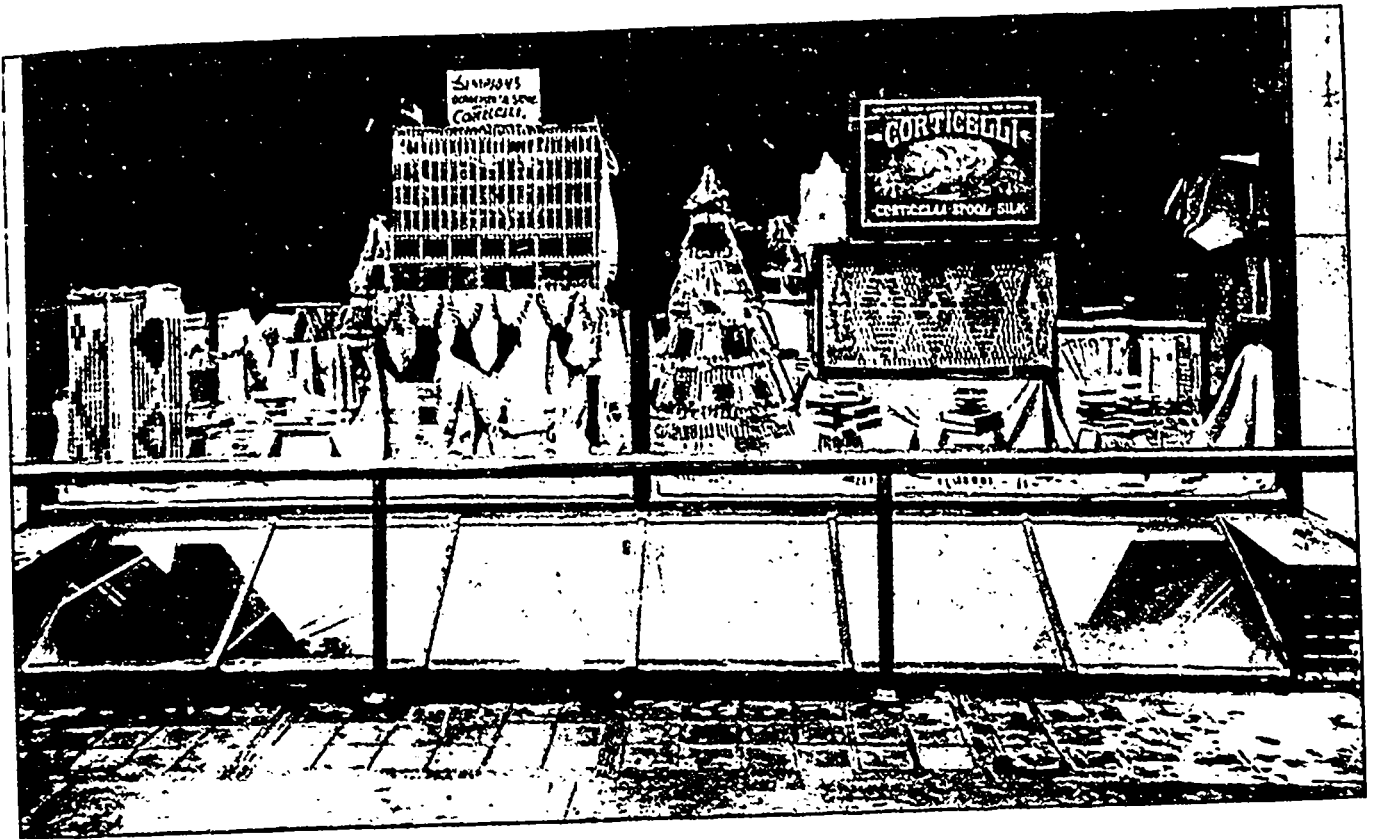
We never vary the quality of our work. Our advertisers pay for a good thing, and they get it. ♦ ♦ ♦

Did you ever see anything leave our office that was not strictly first-class? ♦

We are easy to get along with. ♦ Don't you think we would be nice people to do business with? ♦ ♦ ♦

Come in and see.





THE
CORTICELLI
SILK
EXHIBIT



THE
CORTICELLI
SILK
EXHIBIT

At R. Simpson's New Store
... TORONTO ...

SPRING MILLINERY OPENINGS.

THERE was a difference of opinion this spring over the dates of the Millinery Openings. In Toronto Messrs. D. McCall & Co. and J. D. Ivey & Co. have announced their openings for Tuesday, February 25th. Messrs. S. F. McKinnon & Co., in Toronto, open on Tuesday, March 3rd, which is also the Montreal date, when Messrs. Caverhill & Kissock will be in readiness. All these houses are in an advanced state of preparation, stocks are well forward, and some lovely novelties in millinery are ready for the trade. The season will undoubtedly be a great one for millinery, as the new fashions favor elaborate trimmings, bright effects and a generally stylish appearance even more marked than in previous years.

CAVERHILL & KISSOCK.

The feast of good things imported by Caverhill & Kissock this month will be as much enjoyed by buyers of artificial flowers as that "feast of reason and flow of soul" that may linger in one's memory for a time, but does not add to the fatness of a pocket-book. Caverhill & Kissock's "lay out" of novelties will be of those things that the trade can thoroughly digest; that can be devoured with eagerness and bring to buyers something more tangible than a memory.

Caverhill & Kissock's line of samples of ladies' straw hats this season contains many very excellent novelties in rough effects, Cuba fibres, beamin chips, new satin finished braids; indescend effects are quite prominent in a great many of their designs. Many of their chips and Milan

crowns have edgings and insertions of lace in entirely new patterns. The small effects that they are showing are on entirely new lines. They are showing a full line of trimmed sailors for ladies, misses and children in all the new blocks, together with a special line of trimmed school hats. Manilla flats and sailors in bell crowns and other effects are also shown.

In dress trimmings and laces the firm have just received a large assortment of the latest novelties for the coming season, which are now open for inspection, also the newest designs in belt buckles and belts. The attention of milliners is called to Caverhill & Kissock's advertisement in this issue in regard to the

opening of their millinery room. This is a new department opened by this firm a year ago and has proved a great success. It is a new departure in the millinery business, affording accommodation for their numerous customers to copy the latest fashions from their Paris and London pattern hats and bonnets, before the openings take place.

AT D. MCCALL & CO.'S.

D. McCall & Co. are all ready with a magnificent stock for the opening on the 25th. In fixing the date of opening Mr Blackley consulted the trade and found that the customers of the house favored an earlier rather than a later period. This wish could be complied with because goods are well forward this season, better in this respect than last, and even ribbons, which are slow owing to demand and higher prices, will be in time.

This house is showing the largest stock of fancy straws this season it has ever had. New styles are very pretty and more have been sold than for many years. A great feature in trimmings is the width of ribbons, which run even to No. 80, and the striking Oriental designs seen. Flowers are much worn, as also ostrich feathers, and fancy feathers continue in vogue. Sequin trimming in all shades is in favor, as are laces to be used in connection with feathers. The new hats require more material than usual, and the outlook points to an exceptionally good season for millinery.

Capes are having a run, as there seem to be very few tight-fitting waists in favor. In material for capes various shades of fawn and brown are the colors in demand. Some of the new hats to be seen at D. McCall & Co.'s are illustrated in this issue.

A PARIS HAT.

Says Jeanne, the Paris correspondent of *The Drapers' Record*: "A grey felt hat, with flat small brim, is trimmed with two small black feathers on one side, and two tall ones on the other, and backed by an aigrette."



No. 1.—LADIES' DOUBLE-BREASTED JACKET

No. 2.—LADIES' CLOSE-FITTING JACKET

Two of the London styles in ladies' jackets are shown in these illustrations. In No. 1 the skirts over the hips are cut full so that they fall into graceful folds. The fronts are pointed at the bottom, and are gradually cut away in a diagonal direction from the top of the lapel. Faced cloths, in any of the fashionable colors, are suitable for this style of jacket. The other, No. 2, is a smart close-fitting braided jacket. It is cut to the figure both back and front, and the edges are trimmed with fur. Drop loops of cord are placed across the breast, and are linked at the centre by olivets. The sleeve bands are decorated with a "crow's toe" of braid. The materials used in the jacket may be chevrons or faced cloths.

(From Minister's Gazette.)

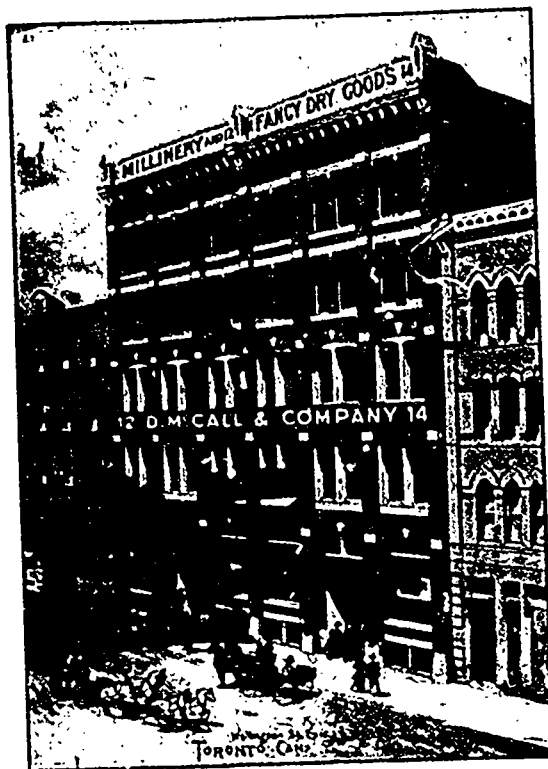
A GREAT WHOLESALE MILLINERY HOUSE

Spring Opening

TUESDAY
FEBRUARY

25th and following
days . . .

FLOWERS



An invitation is extended to
all interested in the

Millinery and Fancy Dry Goods

trade to visit our warehouse
when in the market.

FEATHERS

OUR TRIMMED GOODS have always been the most admired
for styles and prices. This season
will excel any previous effort and no milliner should miss inspection.

Spring Mantles and Capes

IN GREAT VARIETY.

We will show the largest and best
selected stock of

Straw Goods, Silks
Ribbons, Laces
Flowers, Feathers

And everything required for a first-class
establishment.

D. McCALL & CO.'Y

. . . TORONTO . . .

and 1831 Notre Dame St.

— MONTREAL

AT J. D. IVEY & CO.'S.

A VISIT to this millinery house shows that everything is in readiness for the opening on the 25th. The most charming new styles and novelties are there in profusion, and J. D.



SPRING STYLES—J. D. IVEY & CO.

laces and sequin laces are very handsome profusion, especially roses and violets. The continues general, and most of the fashionable employ the osprey in some form. Butter Valenciennes lace is much used. On the large hats a quilling of tulle or lace, box plaited, is seen. The ribbons include Dresden, velvet and taffeta, and the ombre tints are very lovely. Rhinestone ornaments are popular. Lisse laces, too, are a feature, and are seen in all tints outlined with gold and in the feather pattern. One of the newest trimmings is mohair lace. All these various styles are in great range in the establishment of J. D. Ivey & Co., and the stock has been evidently selected with care and taste.

Some of the new Paris, London and New York hats and bonnets seen at Ivey & Co.'s exhibit the latest fashions. In general the hats are larger. The velvet bows are high, and the feathers, ospreys and lace trimmings are combined to give the broad and high effect. The large Leghorn hats are trimmed with ruchings of tulle. A favorite hat from Paris this season, the Virot, is trimmed with roses outside and in. The tints seen in fashionable hats and bonnets are strik-

Ivey & Co. are decidedly "in it" for the season.

In ribbons, laces and all other trimmings the latest novelties are to be found. Tulle for ruching is a favorite trimming. The rule of the sequin is observable, and sequin lace, as well as sequin ornaments, are freely used on hats and bonnets in harmony with similar adornments on blouses. The colored bead Flowers are in use of ospreys Paris styles em-

ing, and are only subdued by the free use of black. Another hat is a representation of the ace of clubs, a black fancy straw, profusely trimmed with flowers. A Parisian model is a white satin hat embroidered in sequins, with taffeta silk lining, shot gold shade, and with ostrich feathers. Another Paris style, a bonnet, is decorated with a row of roses, all different shades, green, pink, cream, coral and yellow. But the vivid coloring in all these cases is subdued by the prevalence of black.

OSTRICH FEATHERS.

As is well known, feathers, especially those of the ostrich, are used more and more from year to year as garniture for hats and dresses. The color scale of the Paris syndical chamber glitters in all the glaring colors of the rainbow, and a number of changeable tones were incorporated likewise.



SPRING STYLES—J. D. IVEY & CO.

Vienna and Berlin strive with each other for the control of the ostrich feather market. The Vienna manufacturers are adepts in the art of imparting an excellent appearance to even the worst raw material. Even the so-called spadonnas, the hairy tips of the tail feathers of the young ostrich, which are of an inferior value, they understand how to beautify by dyeing and plating as if they were prime No. 1. By plating is meant the patching together of single pieces to obtain a full first class feather, and almost every feather, even the costliest is plated. This applies principally to the feathers of Vienna "manufacture."

The Berlin ware, however, is still honest, and for this reason its manufacturers have a difficult strife with those of Vienna. The Berlin manufacturers thoroughly understand the bleaching, dyeing, steaming and curling of the feathers, and, besides this, they use a superior raw material.



SPRING STYLES—J. D. IVEY & CO.

In 1894 398,774 pounds, at a value of £584,000, or about \$2,920,000, were disposed of by auction.

MARCH 2, 3 and 4th

ARE our Millinery and Mantle opening days. We have not decided upon those dates from any fear or danger of not being ready to receive our usual large number of friends earlier, but in deference to the wishes of a number of our patrons who have expressed the hope that we would not bring on our opening earlier than the 2nd of March, claiming that they have in the past been compelled to come to the market in mid-winter and make their selections from five to six weeks before their season opens; in fact, as far as we are concerned, we have felt for several seasons that there was a tendency to force the season too much, partly from a desire on the part of some firms to try and get the start of others. Notwithstanding the time set for our opening, on no previous occasion have our importations been so well forward as at this date, including French Trimmings and Novelties, in fact, we are now ready, and cordially invite all early buyers to come and make their selections any time from this date. Sufficient trimmed patterns will be at their disposal to guide with perfect safety.



There is no fear of a Millinery famine; our Spring stock is the largest and most strikingly new in character ever brought before the trade by us.

We would also remind the buyers of the Dominion that while 61 Bay Street is the centre of attraction for all kinds of Millinery, Millinery Novelties and Fancy Dry Goods, it is also headquarters for Ladies' German Manufactured Perfect-Fitting Jackets and Capes.

We cordially invite every buyer visiting this city to call and inspect our stock.

Faithfully yours,

S. F. MCKINNON & Co.

61 Bay St.,
Toronto.

OFFICES:
35 Milk St.,
London, England.

AT S. F. M'KINNON AND CO.'S.

WHEN taking a walk through the warehouse of S. F. McKinnon & Co. last Friday one would readily have come to the conclusion that they were ready for the opening, their colossal new stock being all forward, and in place, although, as they mention in their advertisement on another page, their opening does not take place until March 2 and following days, claiming, as they do, that this is the most acceptable time to the majority of buyers. If the writer knows anything about millinery, the youth and beauty of our land will disport themselves in gay plumage this spring. The stock of hats showing by this firm in all sorts and sizes beggars description. Fancy straw braids will be a leading feature, and will be much used in the manufacture of stylish millinery.

Flowers and ostrich effects, as predicted, are showing in great profusion. Fancy ribbons stand out most conspicuously in this large stock in beautiful Dresden designs and in every hue. Prominent in trimming novelties are fancy laces, sequin insertions, goffared effects, sequin edgings, bead and sequin passementeries, horsehair laces, hair and sequin combinations, spangled nets and fancy wing effects. Owing to the fact of the Tam O'Shanter crown being so prominent this season, fancy hat crowns of all kinds will be in big demand. The display of these novelties by this firm is simply dazzling to the eye. In all classes of millinery goods the nacre and ombre effects stand out most prominently.

The firm are opening up a magnificent range of spring jackets and capes. Buyers look to this department for novelties, and, as usual, will not be disappointed.

DRESS TRIMMINGS.

Fashion will call for an unusual display of dress trimmings this season. Fancy colored goods will be in greatest demand. Persian effects, both with cord back and on net. Honiton lace combinations meet with Fashion's approval. Black jet bands and fine narrow bead headings are staple. Garnitures will still sell, but in far less quantities. Buttons will be much worn. Ecu and cream are shades of great importance in trimmings; all the embroidered trimmings as well as all lace-like stuffs are bought in these colors.

RIBBONS IN EUROPE.

Ribbons, a Berlin correspondent says, are the leaders in hat garniture, and, considering the large shapes, there will be an excellent chance to use large bows of broad ribbon. The latest novelties in chine and ombre, as well as the glace fashion, are excellent associates of flowers; white is the principal color.

THE CAPE POPULAR.

A Paris actress wore the other night a pretty cape of tan cloth, reaching well over the hips. It was trimmed only with ruffles of mousseline de soie in the same color. These formed a large collar and bordered the whole garment. It was lined with pink satin.

SPOOL COTTONS IN THE STATES.

Changes in the price of spool cotton went into force Feb. 1, Coats' being advanced 10c. per gross and Brook's declining the same figure. Prices in the States are now higher than in Canada. The price of Brook's there is 40c. per dozen less 6 per cent. and 3 per cent., and Clark's is 5c. per dozen higher, and they do not bonus less than an order of 1,000 dozen.

NEW NECKWEAR.

AMONG the accompanying cuts will be found one of the "Cecil" scarf, the production of E. & S. Currie. This style made its appearance first in London, Eng., and is now carrying all before it in New York as well as London.

A great sale is predicted for the "Cecil" in Canada, as it comes before the people at a time when the wide-awake men's furnisher is eagerly looking for something in neckwear different from the stereotype Teck bow or four-in-hand to show his dressy customers, and the popularity of the "Cecil" will be increased when it will be seen what fine silks



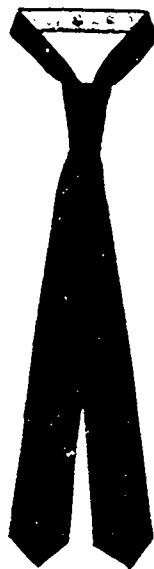
"CECIL."—E. & S. Currie.

can be had in this style at 25, 35, 50 and 75c. to the consumer. Two cuts are given here of neckties exclusively for ladies' wear, one a Teck with very long aprons, the other a 54-inch four-in-hand. These are adapted to the prevailing style of shirt waist for 1896, and are having a great sale. They are made by E. & S. Currie in blacks, all plain colors and fancy silks.

THE VICISSITUDES OF BUSINESS.

"The times, to a certain extent, are out of joint, as far as they relate to business. Unexpected issues, to say nothing of the expected, which are quite sufficient in themselves,

are constantly arising to perplex the business man in the management of his affairs. War rumors, tariff legislation, government policy and finances, with other matters, form a combination that makes him uneasy and sometimes gloomy. However, human life is made up of good and evil things, and it is just such conditions that test character and judgment. The exercise of intelligence and manhood will enable him to meet everything that can possibly occur in a manner that will be most likely to defeat disaster and secure success."

LADIES' TECK
E. & S. Currie.LADIES' 54-IN. FOUR-
IN-HAND.
E. & S. Currie.

[We clip the above from The New York Journal of Fabrics, etc. The last two sentences are worthy the careful study of every reader.—ED. REVIEW.]

Mayor Smyth, of Lindsay, has retired from business, having sold his stock and rented his store to O. Routly.

WEDDING AT ALL SAINTS'.

All Saints' Church, Toronto, was the scene last month of a very pretty and largely attended wedding, when Miss Rebecca, eldest daughter of Mr. J. L. Morrison, and Mr. George A. Thorpe, of the Thorpe Manufacturing Co., Melinda street, were united in marriage by the Rev. A. H. Baldwin, the rector of the church. The bride was charmingly attired in white satin en train, with veil and orange blossoms, and her sisters, Miss Ella and Miss Mary, acted as bridesmaids, their costumes being of blue and pink respectively. The groomsmen were Messrs. George Bolter and Hans Lindner, and the ushers were Messrs. W. Maclean, A. Wills, George Bremner and A. McCallum. After the ceremony the wedding dinner was held at Mr. Morrison's residence, 75 Winchester street, at which the good wishes of the company were happily expressed by Rev. Mr. Baldwin and Mr. Arthur Cox, and responded to by the groom and the bride's father. Mr. and Mrs. Thorpe left for Detroit and the west.

TRADE NOTES.

Miss E. Stafford is commencing business as a milliner at Lancaster, Ont.

A meeting of the creditors of W. M. Wightman, Oshawa, is called for the 25th inst. It is hoped the difficulty is but temporary. The assets exceed the liabilities.

The flax mills of Heiderman & Trachsel were burned at Shakespeare, Ont., a few days ago.

The stock of McCabe, Robertson & Co., wholesale fancy goods, Toronto, will be sold at auction Feb. 19. The firm as-

signed last month owing to bad debts and depreciation of stock. The liabilities were \$63,019 with assets of \$56,139, leaving a deficiency of over \$7,000. Inspectors have been appointed as follows: Messrs. John Sully, for Belding, Paul & Co.; Edward A. Kemp, for the Bank of Commerce; R. Millichamp, for Pawsons & Leaf, of London; William Hewitt, for a number of the English creditors, and W. T. Brouse, for Faudel, Philips & Son, of London. The estate will be wound up as rapidly as possible.

The Controller of Customs, Hon. John F. Wood, has appointed Mr. T. Brossard as dry goods appraiser on the Dominion Board.

SHOPLIFTING IN TORONTO.

A middle-aged woman named Mary McAdams, was convicted of stealing a six-cent comb from the store of the John Eaton Co. She admitted carrying the comb away with her, says The Telegram, but said she was subjected to lapses of memory and had no intention of stealing anything. The lady produced a doctor's certificate saying she was subject to vertigo, and that the writer did not believe she would do such a thing as steal.

"Well," said his Worship, "you had no business to do it."

"I never knew I had the comb," tearfully replied the defendant, "and never intended to steal it."

"You will be sent to jail for seven days," said the Colonel. "If you are subject to lapses of memory like that you had better let somebody else do your shopping." Col. Denison has no sympathy for shoplifters.

Our Invitation

On Tuesday Morning, Feb. 25th, we will be prepared to show the finest wholesale selection of **FRENCH PATTERN HATS and BONNETS**; American, French and English Straw Hats; French and English Flowers and Feathers; Fancy and Plain Ribbons, including Ombre and Dresden Effects; Straw Braids, Fancy Laces **and ALL MILLINERY MATERIALS and NOVELTIES** ever shown under one roof in Canada, **surpassing all previous records.** Trade Invited to come early.

JOHN D. IVEY & CO.

TORONTO

DEFINITIONS.

A GLOSSARY OF TERMS IN EVERYDAY USE AMONG DRY GOODS MEN

ACCORDION PLAITING Fine single plaits done on a machine and steamed and dried into shape. Used on fine soft silk and woolen goods for vests, waists, sleeves and skirts; a recently revived fashion.

A JOUR—Open-work effect. An effect in embroidery, in which the tissue is left open and transparent.

ANTIQUÉ Applied to some fabrics made in imitation of styles used in former centuries, or supposed to be so, such as satin antiques. Moire antique is sometimes called by its second name alone.

ARMURE—Any fancy weave may be called an armure, the effect being one of weave and not of color.

ARMURE LAINE—A corded silk resembling armure, and wool-filled.

BARRÉ—Stripes in the direction of the filling same as tracers.

BAYADERE—Stripes running in the direction of the filling, so that when the skirt is made the stripes run around the skirt, instead of from top to bottom. Color combinations, each stripe being of a color different from that next following, are a peculiarity of the bayadere, although the color effect is not indispensable.

BENGALINE—A common name for fabrics made with a silk warp and wool filling. When cheapened by the use of cotton in place of wool they are sometimes called cotton Bengalines, although cotton is in the filling only. The same weave is also found in all-silk goods, designated as all-silk Ben-

galines. The Bengaline weave is a plain, round, corded weave, small in size, of the poplin family; but wool-filled fabrics are seen in all kinds of cords, plain and fancy, and form the family of crystal weaves, crystals or crystallines.

BOLERO—A tiny sleeveless jacket, adopted from the Spanish nation.

BOUCLE (from the French boucle, a lock of hair), implying similar effects on a fabric's surface.

BOUILLONNE—Having the effect of small shirs or gathers.

BOURETTE—Rough threads appearing in lines, straight or broken.

BOURNOUS is the outside garment worn by Arabs, the fineness of the woolen cloth used in which has found an imita-

tion in civilized life in a fabric that resembles camel's hair goods.

BROCHE is a swivel effect. It looks like an embroidery on the goods, but is done on the loom.

BRODE—Embroidered.

CABOCHON—Large jet, steel, etc., nailheads or brooches, as they are sometimes called; also applied to dress goods having a figure like a nailhead.

CACHEMIRE STYLE—Oriental colorings something like the Persian effects.

CANILLE—Literally, jointed. Applied to fancy stripes in which a knot or small square appears at intervals after the manner of the joints in cane or bamboo.

CANOTIER—Applied to dress goods suitable for boating wear.

CARACULE—A smooth-faced or Panama-weave fabric, having mohair locks or tufts woven to the ground.

CARREAU—Check-square.

CHANGEANT—Changes in effects, obtained by weaving two colors together in a plain weave.

CHAPPE VELVET—Velvet in which the pile is made of spun silk, to distinguish it from the raw silk article.

CHIFFON—The softest thin silk material known.

CHINE means that the warp is printed before weaving, being then woven with a plain filling.

CHOUX—A large rosette, full, like a cabbage-head.

COLLET—A small shoulder-cape or collar.

COQUILLE—A term derived from the markings on scallop and other shells. Fluted.

COTELE—A ribbon fabric, somewhat similar to the woolen poplin once much in favor.

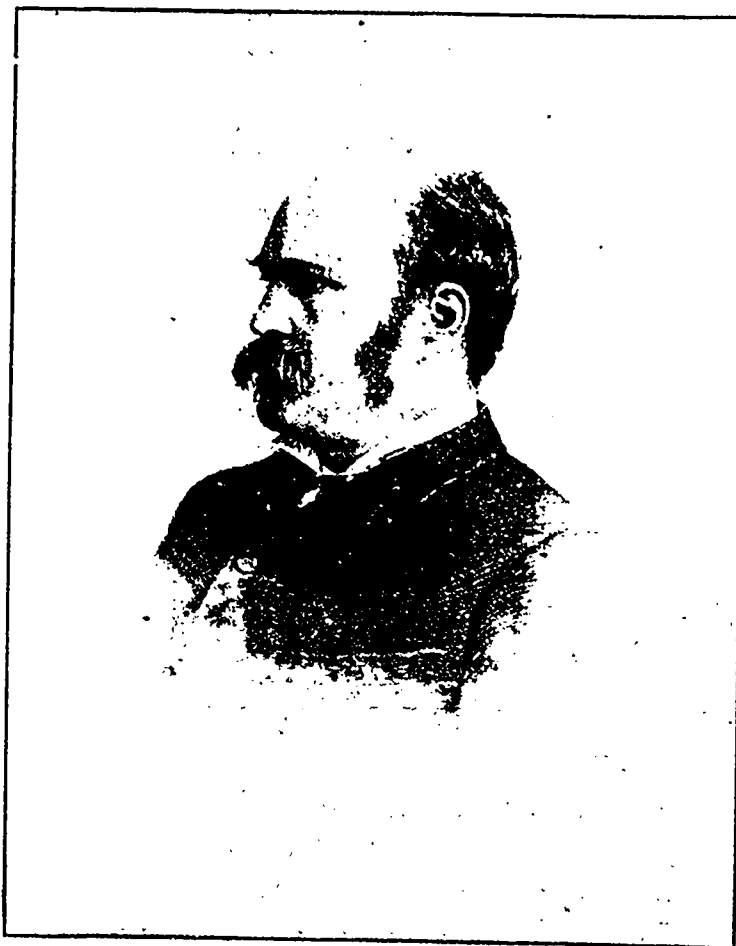
CREPE LISSE is a plain silk fabric, being a very light muslin, and one of the lightest silks produced. Very transparent, but rather hard and crepe to the touch.

CREPELE—A small crepe effect.

CROISE—Crossed; applied to velvet, croise back velvet, as distinguished from straight back velvet. The threads cross each other at the back and form a kind of twill.

CRYSTALS—See Bengaline.

DAMASSE—A fabric having a dull ground and lustrous figure, or vice versa, similar to damask except in the way the figure is produced.



MR. E. B. OSLER—President of the Toronto Board of Trade.

DAMIER—Checked pattern, the name coming from the checker board, of which it is the equivalent in French.

DEUX TONS—Two colors or tones.

DRAP CUIR—Leather cloth. A cloth having a glossy surface and closely woven.

DRAP DE SOIE—Literally silk cloth. A heavy silk fabric of corded weave.

DRAP LIVREE—Livery cloth.

DRAP SATIN—A wool dress material finished so as to have a satin like sheen.

DRAP SOLEIL—A wool Ottoman with flat wide rib.

DRESDEN CHINA—Chine effects in imitation of styles and colorings of Dresden china.

DUCHESS—A satin fabric of good quality, and one of the best makes of satin.

ECRU—Tissue in the natural state—in the gray—the color of such goods.

EN CARREAU—In a square pattern.

FACONNE is the French name for fancy.

FAILLE DE PARIS—A gros grain with very fine rib.

GALLOON and **PASSEMENTERIE** are applied to silk, jet and metal dress trimmings.

GAUFFRE—By the operation of gaufrage the silk fabric is pressed into forms in relief, which it retains for a long time. The process is applicable principally to the lighter fabrics—pongees, gauzes, muslins, etc. By this effect satins are made to imitate moire. In this class belong also the fluted and accordion-plaited goods.

GIGOT—Sleeves that are an immense puff at the top and close-fitting below the elbow.

GLACE—See changeant.

GRANITE—An armure effect common to silk and woolen fabrics.

GODET—Rounded or organ plaits, now worn on the back of skirts, capes, etc.

GROS DE LONDRES, GROS DE PARIS, GROS D'AFRIQUE, GROS DE COLUMBIA, ETC.—Are all one and the same thing. They belong to the gros grain variety, and may be classed as epingles, a small rib alternating with a still smaller rib; seen in all-plain, in all-black with figures, and in colors.

HARLEQUIN CHECKS—Those of three or more distinct colors.

IMPRIME—Printed.

IRIDESCENT—Rainbow and shot color effects.

JARDINIERE—Garden effects; effects in which many colors are employed, the patterns being chiefly of flowers and leaves.

JASPE—Mottled.

Lance—Tiny dots or specks; also known as petits pois.

LIBERTY SATIN—A soft-finished satin of extreme lustre, that is named after the English importer who first used the fabric.

LOUISINE—A soft-finished silk of thin texture suitable for summer wear, with a very slight grain.

LOUIS XIV., LOUIS XV., REGENCE, DIRECTOIRE, EMPIRE, ETC.—Styles that prevailed at certain periods in the political history of France, and designated either by the name of the ruler or the form of government then existing.

1896

Flowers
Jets . .

Straw Braids
Novelties

SPRING OPENING

Pattern Hats
and Bonnets

Tuesday, Wednesday and Thursday

March 3rd, 4th and 5th

Caverhill & Kissock,

MONTREAL

91 ST. PETER STREET

LUXOR—A fabric belonging to the family of the satins.

MARCELLINE—A light, semi-transparent fabric.

MATELASSE—A weave by which an effect resembling quilting is produced, of course on a greatly reduced scale.

MELANGE—Mixed. Applied to woolen goods woven in two colors, such as the "pepper and salt" effect.

MERVEILLEUX belongs to the satin family; has a light twill.

MIROIR; MIROITE—Looking-glass effects.

MOIRE POPLIN—Wool-filled cords having a crinkly effect, and watered or moired.

MOIRE SCINTILLANTE—Applicable to moire in shiny effect. In satin it is a moired material in which the tram threads form a sort of changeable and produce the bright effect.

NACRI—Shaded like mother-of-pearl.

NATTE—Tressed or basket weave. Goods woven into small checks in the same or in different colors, giving the goods the appearance of being braided.

NID D'ABEILLE—Beehive effects.

OTTOMAN—All-silk, silk and wool, or all-wool fabric, weave of the family of faille, but wider rib.

PAILETTI—Spangles of jet or gelatine.

PANACHE—Clusters of short or half-long feathers.

PASSIMENTERIE—See under galloon.

PEAU DE SOIE—See poul de soie.

PELLERINE—A cape with long ends coming down in front.

PERSIAN EFFECTS—Also called oriental and cashmere from the mixture of colors and designs common to cashmere shawls.

PETITS POIS—See lance.

PIASTRON—A full vest or corsage trimming.

PLUMETIS—Printed dotted Swisses.

POINTILLE—Dotted.

POMPADOUR—Madame de Pompadour, as the mistress of Louis XV., created an epoch in fashion in the last century. Pompadour effects are very rich in colorings.

POULT DE SOIE, of which peau de soie is a corruption, belongs to the family of satins. It is a cross between a luxor and a duchesse satin.

QUADRILLE—Checked, in squares. The term is applied principally to small checks. Shepherd checks may be classified among the quadrilles.

RAIN FRINGE—A fringe of single strands of beads fastened close together to a wide or narrow heading or bead ornament.

RAVE—Striped.

ROYAL—Rich styles and effects of the last century.

SCINTILLANTE—A changeable effect,

SEED EFFECTS—Tiny dots, looking as if small seeds had been strewn over the tissue.

SOLEIL—A name given to shiny materials. Satin soleil is used for millinery purposes and looks very nappy.

SPACHTEL WORK—A rich, raised embroidery produced by a certain stitch; made in Germany. Worked by hand on a special frame. Employed on linen and cotton.

TETE DE NEGRE—Niggerhead.

TRAME—Filled; from tram; filling, weft. For example: trame coton means that the weft, or filling, is of cotton.

TRAVERS—Stripes similar to those in bayaderes, running in the direction of the filling.

TUSSAH, or wild silk, is silk obtained from a species of worms that feed on oak leaves. It comes from India, is darker in color than ordinary raw silk, contains more gum and is more difficult to use.

UNI—Plain.

VANDYKE—Pointed effects seen in laces, jet and silk trimmings, etc.

VELOUR—Velvet. Used also for a quality of woolen goods.

VELOUR ALBIGEOIS—A fancy striped velvet in two tones, the stripes running seven or eight to the inch.

VELOURS ECRASE—Same as miroir velvet.

WOOL MOIRE—A fabric of silk and wool similar to Bengaline, and watered.

ZIBELINE—A wool material in imitation of sable fur. Has on the face long unshorn hairs that give it a fur appearance.

RYLANDS & SONS, LTD.

This immense concern, whose announcement appears elsewhere, has just issued its report for the half-year ending December 31, 1895. The company continues to do a prosperous business. The

surplus for the half year was £117,866 1s. The dividend declared is 12½ per cent. for the half-year. This leaves the sum of £24,116 1s, which is carried to the credit of the insurance fund, now amounting to £60,000. Taking the past five years, says a contemporary, the profits of the firm have been as follows: 1891, £158,351; 1892, £170,911; 1893, £167,660; 1894, £173,116; 1895, £230,790. This is an exceedingly fine record, and the general condition of the company is as solid as could be wished. The total paid-up capital, including debentures and mortgages, amounts to £2,734,275. This company has enjoyed an almost unbroken record of prosperity; and if we look back over the past few years, we find that the profits have steadily and appreciably increased, the dividend having as a consequence increased in proportion. We have heard a good deal about the staple trade of Lancashire being under a cloud, but the reports of Rylands & Sons certainly do not lend color to the assertion.



MR. ROBT. BICAERDI—President Montreal Board of Trade, 1896.


ARNOLD PRINT WORKS

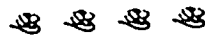
NORTH ADAMS, MASS.



MANUFACTURERS AND PRINTERS OF:

Fine Organdis, Jaconat Duchesse
 Corded Swiss Mull, Lappet Lace
 Lace Stripe Victoria Lawns
 Fine Sea Island, 36 inch Percales
 La Belle Crepon, Chameleon Moire
 Green Seal, 32 inch Turkey Red Percales
 Gold Seal, Indigo Blue Percales
 Long Cloth, A, B and C, Heavy Indigo Blues
 X and XX Black Moreens, for Skirtings and Linings . . .
 Novelties in Printed Cottons

 WRITE FOR SAMPLES and prices or call when you are in town.



Faulkner, Page & Co.

. . . AGENTS . . .

NEW YORK and BOSTON

TRADE GOSSIP.

THE bankrupt stock of Mayhew & Co., Hamilton, was purchased at 57½ cents on the dollar by J. A. Gibson. It is being cleared out. Mr Mayhew goes into business again at Leamington.

Mr. J. R. Dundas, ex-M.P., of Dundas & Flavelle Bros., Lindsay, died last month. He was a man of means and highly esteemed in public and private.

J. & J. Lugsdin, furriers, Toronto, who assigned, have settled for 50 cents on the dollar. The liabilities amounted to \$17,335 and the assets to \$20,508.

Elizabeth Talbot, a weaver, got a verdict of \$1,200 against the Canadian Colored Cotton Co. from a Hamilton jury for injury to her eye while at work. The verdict was appealed.

Beecher Bingham, of Aylmer, formerly a dry goods merchant, is dead.

The York County woolen mills at Harvey, N.B., were burned recently; loss \$5,000, partly insured.

James Nagle died near Cedar Springs, Ont., lately, aged 84 years. Years ago he ran a carding and fulling mill, afterwards taking to farming.

At a meeting of the creditors of A. E. Pentecost, of Seaforth, inspectors were appointed and the assignee instructed as to the disposal of the estate.

E. R. Carter & Co., of Bond Head, have assigned to John W. Lawrence, of John Macdonald & Co. The statement shows assets of \$5,000, with liabilities nominally the same.

W. Ross, Port Perry, is sending some very readable descriptions of his visit to England and Scotland to The Whitby Chronicle.

R Barlett, dry goods and groceries, Newcastle, Ont., lost \$4,000 by the fire at that place on the 22nd ult.

W. J. Ferguson, one of the leading merchants of Stratford, has voluntarily given notice that his "Arcade" will close at 18 o'clock every Saturday evening.

Mr. Belasco, of the Imperial Clothing House, Petrolia, has been ordered by his doctor to take a few weeks' vacation. He will travel east and combine business with recreation.

Brodie & Co., of Hespeler, are fitting up the old distillery as a shoddy mill. They find trade promising.

At the annual meeting of the Eureka Woolen Manufacturing Co., held at Halifax, Jan 17, the usual dividend was

declared. The officers elected were: President, M. H. Fitzpatrick, vice-president, W. D. Cameron, manager, C. A. Clarke, secretary, J. P. McLennan.

THE ATHENÆUM, MANCHESTER.

Mr. J. W. Holden, of Manchester, who is well-known to the wholesale trade of Canada, has been elected a director of the Athenæum, Manchester, one of the best literary and social clubs in the Old Country, and including in its membership the leading business men of the city and district. The Athenæum is over 60 years old, and has done active work for literature, art and education since its foundation. Of it The Manchester City News says: "The probabilities are that the Athenæum will, as the years roll on, become more and more a young man's club, whose whole surroundings will be elevating, intellectual, and recreative. If, as Lord Beaconsfield said 51 years ago, addressing the members of the Athenæum, it be that 'the youth of a nation are the trustees of posterity' the work of the Athenæum, in which every influence is for the good of the rising generation, who number some two-thirds of its members, will be that of which Manchester men will be proud in all parts of the world as well as here at home. The purely social features of the institution must not be overlooked. Hundreds of friendships are formed every year which last for life. Old members, such as the president, Mr. Ogden, Mr. A. E. Fitzgerald, the honorary secretary, and many others, whose membership of the Athenæum goes back 30 or 40 years, can go through their list of friends and can say, 'I first met this one and that one at the Athenæum, and we have been close friends ever since. I have to thank the Athenæum for valued friendships through many long years of sunshine and shade.'"

THE SAMSON, KENNEDY ESTATE.

Legal opinion has been given in favor of the removal of \$3 cases of goods of D. Morrice, Sons & Co. from the Samson, Kennedy & Co. warehouse the day of suspension being regular. There is a rumor that the matter will be taken into court, and it is, of course, open to any creditor to take proceeding to settle the question definitely. The opinion prevails in Toronto that the legal opinion of such eminent counsel as Beatty, Blackstock, Nesbitt, Chadwick & Riddell and Mr. Lash, Q.C., will be finally accepted. Another dividend of 5c. to the creditors was authorized at the Montreal meeting of the inspectors. The Manitoba lands will be offered for sale en bloc shortly.

IF YOU HAVE NOT EXAMINED THE

Black.
White.
Drab.
Blue.
Gold.

Black.
White.
Drab.
Blue.
Gold.

Every Steel plated with Aluminum
• • • and Guaranteed Rust Proof.

This is a RUBBERTIP
Not Metal to cut
through the Cloth.

Black.
White.
Drab.
Blue.
Gold.

SEND FOR SAMPLE ORDER
MADE IN ALL SIZES

BRUSH & CO., TORONTO

STOOKINGS WITH POCKETS.

THE LATEST FASHION FOR LADIES.

THE old lady who insisted that she wanted no safer bank for her money than her own stocking is apparently vindicated by the latest novelty in hosiery. It has just been placed on the counter where a reporter of a West-of England journal saw it. It was a pair of black stockings. Right on the outside of each stocking leg near the top was the 'cutest little pocket, woven on to the stocking. Now, very few women have pockets in their dresses; at least, none in their Paris dresses. Only women with tailor-made gowns and black silk stripes down the outside seams of their skirts ever have enough pockets. But the minute the woman laid eyes on those stockings with pockets she knew the reason why, and all about it. It didn't take a diagram to explain to her that those pockets were made for valuables. One woman promptly explained that they were intended for women to keep stray diamonds in. She asked:

"What highwayman would ever think of looking there for money, or what pickpocket, even the most experienced, would expect to have to pick a pocket in a stocking?"

Some of the prettiest of designs are in evening colors—pale pink, cream, lavender and blue. The pockets on these are always of a contrasting color, and are elaborately embroidered with silk in floral and vine designs. Around the pocket is another inch-deep row of embroidery. When a woman wears a pair of these and puts on gold garter clasps and fills the two little pockets with rolls of bills, she is altogether too valuable to lose a limb in a railway catastrophe. Naturally the woman who is accustomed to carrying her hidden wealth in her stockings will at once take to pockets in her stockings, and the only marvel is that nobody has ever thought of the idea before.

Although it is too neat an idea to have been born anywhere but in the brain of a Yankee, at the same time the stockings are stamped "Made in Germany," but the knowing saleswomen say, "They are from Paris." There is a belief that only elderly women and emigrants are given to secreting ready cash where they can't get at it without retiring to some secluded corner. A woman who had been traveling continually declares that she got over being astonished at the number of cultivated women who are never sure their money or bills of exchange are safe, except when stuffed down into their stocking. A very clever business woman, the financial head and manager of a publishing business that clears for its two partners £2,000 each a year, never thinks of trusting all her traveling cash to even the inside pocket in her vest, but makes sure she has a reserve fund pinned inside her stocking. In all the women's parlors in railroad stations and in the large shops such numbers of women are seen daily taking rolls of bills from their hosiery hiding places that this pocket on the stocking manifestly fills an ancient want. The pocket comes above and on the outside of the knee. It is just wide enough to hold a good roll of bills or a watch, or any small valuables the wearer may want to protect especially. Some of the pockets are five or six inches in depth; others a little less. The black stockings for street wear have deeper pockets and less elaborate decorations, and would easily hold a few thousand dollars, and a couple of moderate sized diamond necklaces. The pockets are ornamented with some droll designs. The favorites are a primitive likeness of the man in the moon, a very lean-looking heart pierced with a sky-blue dart, and the third and most catchy is woven in imitation of a watch face, on which the hours are indicated by black numbers.—London Drapery World.

Sample Orders
solicited for**Spring Novelties****Hygeia Bust Forms**

Oval shaped, light, comfortable and non-heating.

Combination Hip Bustle

The newest wrinkle in dress—relieves weight of skirt.

"W. & W." Skirt Distender

Gives stylish fullness—prevents drapery from crushing.

The "Empire" Skirt Cushion

Will not get out of shape—a very stylish little bustle.

The Duplex Lock Corset Steels

Can't break nor come unclasped.

Woven Wire

A stiffener for skirts, sleeves, revers and collars.

B. & C. and Ball's CorsetsPEERLESS DRESS STAYS
RUBBER TIPPED DRESS STAYSManufactured
by...**BRUSH & CO.**

TORONTO

JOHN FISHER, SON & CO.

442 and 444 St. James Street

MONTREAL**Woollens and
Tailors' Trimmings**

.. ALSO AT ..

101 and 103 St. Peter Street, QUEBEC

AND...

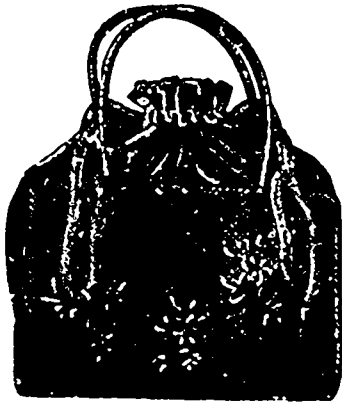
JOHN FISHER & SONSHUDDERSFIELD, Eng.
LONDON, Eng.
BELFAST Ireland

John Mehl & Co.

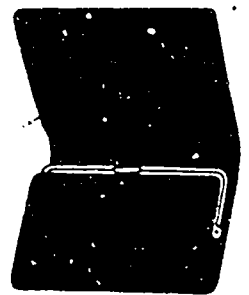
542, 544 Broadway, NEW YORK.

Manufacturers of

POCKET BOOKS
SHOPPING BAGS and
NOVELTIES IN LEATHER GOODS



Do you sell these lines? If you don't, you should. There is big money in them for you, selling lines at 25c., 50c., 75c., and \$1.00. They are beyond all competition in Finish, Materials and Value.



J. W. LESTER, 27 Wellington St. East,

We will be pleased to have you call and inspect samples when in Toronto or New York.

Representative

... TORONTO

I STAND



ALONE

.. 1878 ..

James C. Taylor

.. 1896 ..

WANTS merchants who handle
CROCKERY
CHINA
GLASSWARE and
LAMPS

To know that he carries a large stock of the very latest designs, imported direct, from the European and American markets.

ASSORTED CRATES
WHITE GRANITE
A SPECIALTY

Just the thing for the trade. All our customers who have tried them are perfectly delighted with the goods and assortment. Write for prices and lists, it will pay you to do so before placing your orders elsewhere. Drop a card to my address and then judge for yourself. My travellers are now on the road with samples. When writing mention this advertisement. I want your trade.

JAMES C. TAYLOR, 129 and 131 KING STREET EAST HAMILTON, ONT.

LATEST STYLES IN LONDON.

In a short time spring novelties in every department that appertains to feminine adornment will be with us. Many houses are prepared with their first instalment. I can only say that the samples shown me in trimmed hats and bonnets are the perfection of good taste, says a correspondent of The Drapers' Record. A black silk straw hat of the round shape, with a mauve straw crown, is trimmed on the brim with ivy leaves and violets, and has a black tulle flounce softening it round the edge. Two black wings and an osprey trim it on the left side, and there is one of the new ribbon aigrettes on the right. The ribbon chosen for this latter accessory is an exquisite pansy-patterned one on a biscuit ground. Foliage is the distinctive feature on the spring headgear. It is in various shades of green and dead-leaf tones. Beech leaves are seen on the brim of another exquisite model. The crown is draped with a chime reddish ribbon, which, with loops of the straw, forms the principal trimming on either side.

Feuille mort, or dead leaf, is the novelty in straws for the coming season, and very lovely it is, trimmed becomingly with leaves, roses and lace.

In toques, the popularity of which appears to be assured, a stylish model is shown in stem brown silk straw in an original and indescribable shape, with high coronal front, softened with a fold of chine ribbon, which is carried round the back, forming at the sides two large bows. A most effective finish, on either side at the back, are crepe roses, two pale green and two in a very delicate cornflour tone. The combination of colors

on this toque is charming, and the contrasts are so delicate in tone that every tendency to crudity is dispelled.

I will describe one more hat, as it illustrates another fashion likely to prevail. It is a large black drawn lace hat, with pleated brim, turned up at the back with shaded red roses and new foliage. A large satin bow is arranged right across the front, caught by a steel buckle, and at the left side there are two black ospreys. A cachet is given by cream and pink roses laid on the brim.

It is evident that green is to be a leading color, not only in millinery, but in fabrics. A very smart cape costume in a green mixture tweed has a plain skirt with two folds at the edge, and a three-quarter cape, which is of quite a novel shape, the rounded fronts wrapping over each other, and the right fastening on the left shoulder with a huge pearl button. Two bias folds of the cloth and a narrow band of ermine make a very pretty finish.

Smart, too, is a traveling pelisse in a green and white check mixture, with wide lapels and collar of white cloth. It is trimmed with white braid, and fastens with one button at the waist. The sleeves are of the gigot description, moderately full, with a row of braid round the cuff.

Combinations of pink, satin, and green French cashmere are displayed in some of the prettiest tea-gowns. One created of these fabrics has a fitting back and plain skirt with full bodice front, and wide pleated shoulder cape of pink satin, over which fall bretelles of lovely cambric and guipure lace laid on satin. This trimming is seen in the form of a band on the elbow of green cashmere, and again as a waist belt. Lace will be in great request for millinery and dresses.

Our stock is fully assorted, and
BUYERS in

Dry Goods, Smallwares Millinery and Novelties

will find at all seasons of the year that we are an assorting house where they can fill up their lists satisfactorily to themselves. And as we strive to have all the latest novelties, in addition to keeping our assortment of Staple Smallwares always complete, and as the goods we show from sample are purchased by us, buyers will find them always on hand and not simply manufacturers' samples of goods sold to arrive, which they are asked to order and only receive months afterwards. We take the risk of keeping up our stock, and do not ask our customers to buy goods before we have actually bought them ourselves, thereby getting the benefit of their judgment, and endeavoring to profit by it, without any chance of loss to ourselves. Look to us this season for Novelties in Buckles of all kinds; all classes of Rhinestone Goods; Laces, in Beurre, Ivory, White and Black; the very latest novelties in Vellings, and the largest and most complete range of Buttons kept in stock by any house in Canada. Buyers, come and see us.

F. F. & C. B. KELLY MONTREAL
8 ST. HELEN STREET

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

BRUSH'S PEERLESS DOUBLE DRESS STAY

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

*"Will never stay bent.
That's good from the start:
They can't cut the dress,
And won't melt apart."*

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

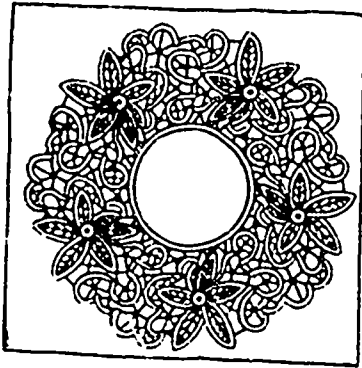
Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.
TORONTO

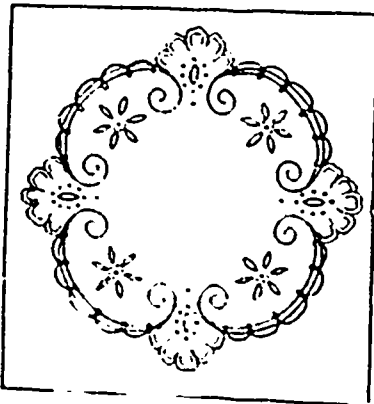
NEW THINGS IN STAMPED LINENS.

A GLANCE at the newest designs in stamped linens offered this season by the Boyd, Bower & Brumell Co., Ltd., reveals some attractive goods. The Battenberg Centre (No. 1)



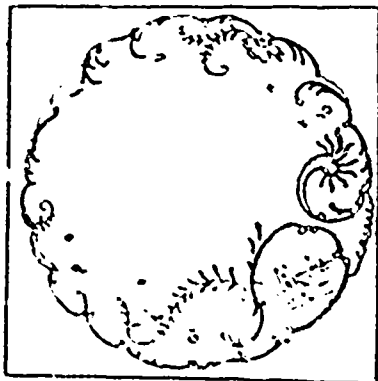
NO. 1. BATTENBERG CENTRE.

is one of these. The pattern comes stamped on plain linens, and is made with braid joined together with Barbour's lace thread, and embroidered rings in the centre, finished as per cut. This novelty will sell anywhere. The sizes are 9 by 9, and 18 by 18, for finger glass d'oyleys and table centres. Another new thing in stamped linen is the Jewel centre piece (No. 2), stamped on fine Irish linen, with shell pattern borders and an interior of jewel work. The shell parts are worked in colored silk, representing sea shells, and the jewels are done in light colors, cardinals, olives and golds, the jewels being raised. The sizes are the same as the previous design. A third striking novelty in this class of work is the Delft centre piece (No. 3), the pattern of which is taken from the old Delft designs seen in old china plates, and now become fashionable as a design. The work is done in imitation of a china plate, with china blue filo floss. The 9 by 9 sizes are for finger glasses, and the 18 by 18's for table centres. These numbers are made in tray cloths, cosies, and four-quarter table covers to match. These designs are exclusive with the Boyd, Bower & Brumell Co., and are just a few selections from an immense range of novelties seen in this house, which would well repay a visit from lovers of art needlework. A large line of silks and needlework is also carried, and space does not permit even a mention of the many novelties shown by this firm.



NO. 2. JEWEL CENTRE PIECE.

Thomas A. Heffernan, Collector of Customs, Guelph, died lately. For years the Britannia House of Heffernan Bros. was one of the leading dry goods stores of Guelph. After leaving school Mr. Heffernan was apprenticed to the dry goods business, and spent some years at it before embarking with his brother Joseph in 1865 in the Britannia House. He was appointed Collector in 1879.



NO. 3. DELFT CENTRE PIECE.

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TOPIOS OF THE MONTH.

WHOLESALE houses are already repeating spring orders for ribbons on account of the great demand.

Most people agree that the outlook for 1896 is good. The jobbers are confident that there is not so much slaughtering from the States as there was two years ago. And retailers are looking forward to a good spring and summer trade. A piece of evidence corroborative of this was given to THE REVIEW a few days ago by the proprietor of a daily newspaper in a thriving Western Ontario town when he said that the retail merchants of the place were renewing their advertising contracts freely at a slight increase in rates.

A new name applied to the customers who are always hunting keenly for bargains is "the sleuths of the counter."

Alfred Austin, the new English poet laureate, is the son of James Austin, formerly a wool merchant in Leeds.

The estate of Samson, Kennedy & Co. is expected to pay about 32½c. on the dollar. Already two dividends, one of 20c. and another of 5c., have been received by the creditors.

LATEST TRADE NEWS.

TORONTO.

Mr. W. R. Brock and his two daughters, Miss Brock and Miss Muriel Brock, left Feb. 10th on a trip to Europe. Their objective point is Italy. An extended stay will be made.

W. F. Cowie has engaged with Brush & Co., and will represent them in the Northern Ontario district. He is an experienced corset man.

Mr. Newman, of Newman & Sons, the manufacturers of the P. N. corsets, of New Haven, Conn., was in town for several days.

ONTARIO.

John Wakely, tailor, Oshawa, has opened in general dry goods, having purchased a stock in Toronto, and made extensive changes in his store.

James Wilson, of William Wilson & Son, merchant tailors, has disposed of his business to R. A. Campbell, who for years has been the head cutter for the firm. Wilson & Son is an old, prosperous house, being in Hamilton for over thirty years.

Northway & Anderson, the well-known dry goods merchants, who run large stores at Tilsonburg, Simcoe and Orillia, have purchased the store formerly occupied by Griffin & Wright, St. Thomas. They will renovate the whole premises and open out a dry goods store.

MONTREAL.

James R. Gordon, of John Gordon & Son, has been elected a member of the Board of Trade.

Fitzgibbon, Schaffertlin & Co. have removed from 140 McGill street, and now occupy the more attractive and roomy premises 31 and 33 Victoria square.

QUEBEC.

Mr. Archibald Foulds, of Messrs. Simons & Foulds, dry goods importers, Quebec, left New York for England in the Cunard steamer Umbria on 8th February.

STYLE

FIT

FINISH

UNSURPASSED



MATERIAL

is in keeping with the appearance of the finished goods. It's the

BEST . . .

we can buy anywhere. The goods are made up in the latest and most popular style.

Our Specialty

MEN'S PANTS AND BOYS' KNICKERS

SERGE KNICKERS at \$3.00 per dozen, great value every way.

SPECIAL TWEED PANTS at \$9.00 per dozen.

Our "B. 6" at \$10.50 is unexcelled.

Our "B. 11" at \$12.00 is wonderful and so is

Our "B. 18" at \$12 and "A. 174" at \$12.

Great Values in Black and Striped Worsted.

CONVINCE

YOURSELF

Write at once for a sample lot; then you'll know we are right.

We are now in our new and larger quarters, where we have the latest machinery and stock necessary to fill all the orders we receive at the shortest notice. Letter orders receive exact and prompt attention. If our travellers have not yet reached you with samples, write us at once.

The G. A. Thorpe Manufacturing Co.

OFFICE AND FACTORY:

Wholesale Manufacturers
Fine Ready-Made Clothing

25 Melinda Street, TORONTO

CARPETS AND HOUSEFURNISHINGS.

THIS department of John Macdonald & Co. is now busy opening up and putting into stock their spring importations of Brussels, tapestry, hemp, wool and union carpets, linoleums, floor oils, lace curtains, chenille curtains, table covers, quilts, furniture coverings, mats, rugs, etc., etc. In Brussels and tapestry carpets they have the very newest designs and latest colorings produced, which are a change from anything shown in past seasons, the colorings for spring being much darker. In lace curtains they are showing a magnificent range of fishnets, which are the newest and most popular curtain shown this season, having the appearance of a Swiss, and costing about one-third the price. They are also showing a full range of Swiss curtains, from the lowest to the highest grades, in new and beautiful designs. In chenille curtains and covers they are showing the products of a new maker, with designs and colorings which are entirely new. Their quilt stock is now complete, consisting of the famous selling lines of Standard 1, 2, 3, 15, 20 and 25, also Marseilles, honey-comb and Alhambras.

In furniture coverings a complete stock of cheap and medium price goods is seen in all the latest colorings, which are very much in demand. Orders for these goods should be placed at once, as repeats cannot be had at old prices. The stock of mats, rugs, felts, baizes, wool and union squares, etc., etc., is now complete and consists of some very new and pretty designs.

APPEARANCES ARE DECEIVING.

Ever since fibre interlining has been an article of commerce it has been well known by everyone at all familiar with it that its weak point was its liability to go to pieces when exposed to

wet. The manufacturers of Textile Buckskin have overcome this defect, and placed on the market a waterproof fibre interlining.

Judging it solely by appearance it would be hard to name an article that has less the appearance of being waterproof than the improved Textile Buckskin, but that it is absolutely waterproof there is no room to doubt, and when we say that all the good qualities of the original Textile Buckskin have been retained in the improved article it will be admitted that Textile Buckskin Waterproofed leaves nothing to be desired. Not only have all the good qualities of Textile Buckskin been retained in Textile Buckskin Waterproofed, but the astonishing part of it is, that the price has remained the same, so that Textile Buckskin Waterproofed can still be retailed at the popular price of 25 cents per yard.

Jones & Co. the original manufacturers of Textile Buckskin, and the King Manufacturing Co. have lately joined forces, and have been incorporated as "The King-Jones Co., of Toronto, Ltd.," and have removed from the Canadian Bank of Commerce to commodious premises at 44 Front street east, Toronto.

WATERPROOF CLOTHING.

W. R. Brock & Co. have a large stock of waterproof clothing for ladies', children's and men's wear. Four new lines for men are Nos. A, B, C and D, tweed effects, deep detachable capes, sewn seams and all the latest improvements, to retail at lower prices than ever offered before.

The Niagara Neckwear Co. (D. S. Co.) are carrying over 500 patterns in silk cloths to select from. Green is the prevailing shade. Next season it will be black and gold.

Neckwear Trade

Hopsack, Matalaces, Openwork,
Tubular made Ties in Cotton and Cotton and Silk, in all shades and fancy designs.
Fancy Silks in all shades. Special low line **satin lined**.
Plain Colors, White and Blacks always on hand.
Endless variety in Plain and Fancy Cottons.

Hosiery Trade

Underwear, import and domestic.
Balbriggans, single and two threads.
Natural Balbriggans.
Natural Wools in all prices.
Stripe and Spotted Underwear.
Half-hose, Blacks and Tans.
Persian and Turkish Effects.

Travellers in all Provinces

GLOVER & BRAIS, 184 MCGILL STREET **Montreal**

BARBOUR'S YACHTS AND DOLLS.

THESE two series of miniature cardboard figures, beautifully colored, interest old and young. The doll series are in number, and five inches high. They represent different personalities and characters, and are constructed so as to stand upright. The doll series will be sent on receipt of 6 cents in stamps.

The yacht series are perfect representations in shape and color of some famous yachts, steamboats, ocean steamers, etc., of the day. They are beautifully lithographed in several bright colors on heavy cardboard. The length, size, speed and the most important points of interest are given on the reverse side of each yacht. The set contains a folding board 22 in. long with slots (representing the sea) in which to place the vessels. Thus a beautiful and interchangeable marine scene is presented. The yacht set will be sent on receipt of 8 cents in stamps. Both series may be obtained from Thomas Samuel & Son, 8 St. Helen street, Montreal.

WYLD, GRASETT & DARLING.

This firm is showing this season perhaps the choicest ranges of prints and printed cotton goods they have ever shown. Simple neat effects seem to be most in favor with the trade, and large patterns are in the meantime unsalable except in low cloths. Plain prints, crepons, blouse cloths, etc., seem to take the place in deep patterns of the fancy sateens in the finer goods. They show some very striking things in art muslins and furniture effects. In linens, tablings, towellings, towels in great

variety, as well as all classes of household linens, they show a fine range and exceptionally good values.

During the spring and summer of 1896 fashion seems to indicate a preponderance of black goods for ladies' wear, the principal makes being alpacas, mohairs, sicilians, crepons in fancy weaves, crinkles and mohair stripes, fancy figured brocade lustres, newest combinations in wool and mohair mixtures, coating serges, henriettas in wool and silk warps, satin amazons and satin soleils, crape cloth and crapy effects, cashmere serges and cravenette being very popular, all of which Wyld, Grasett & Darling carry a very large range.

Colors in creams, browns, navies, reds, and fawns in serges and henriettas have a very large sale in low and medium prices.

Fancy effects in stripes, shepherd checks, tweeds mixtures, figured mohairs, plaids in silk and wool, chenie effects, two-tone sublimes, fancy weaves in silk and wool have been freely taken up by the best dress goods people, and without doubt will meet with a ready sale.

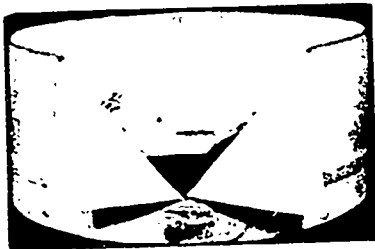
Bengalines, failles, merveilieux, huguenots and surah silks are the most popular for costumes, while fancies and stripes are more adapted for blouses.

The demand for black and colored velveteens is on the increase, the "Trilby" being a leader in fancy.

A THREATENED ADVANCE.

The cotton spool people are agitating an advance in price of 6-cord 200 yards to \$3.80 per gross, owing to the heavy advance in raw cotton. Competition and jealousy may prevent this, but the trade should note the tendency.

Wyld, Grasett & Darling



TORONTO.

We have passed into stock this week a large shipment of Our New

ENGLISH COLLAR

Wyld's }
"Melrose" } In 2 inch and 2 3/8 inch.
 All sizes.

This is a standing collar made with a band and with points not turning as far back as "Grandee" or "Glendowe." It is bound to be a popular shape.

Wyld's }
Grandee } 2 1/4 inch and 2 1/2 inch.
 All sizes.

Wyld's }
Glendowe } 2 1/4 inch, 2 1/2 inch, 2 3/4
 inch, 3 inch. All sizes.

Wyld's }
Mentone } 2 1/4 inch, 2 1/2 inch.
 All sizes.

Inspection of stock invited by Merchants visiting the City.

WYLD, GRASETT & DARLING

Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham Mills

BRADFORD Eng.

HUTCHISON, NISBET & AULD.

THE spring of 1896 finds this flourishing new house with a full and complete stock of all classes of tailoring goods. The spring stocks have been arriving rapidly the past few weeks, especially in the case of imported goods, and a large range of English and Scotch tweeds and worsteds is shown. Special lines of English worsteds are a feature. Domestic fabrics are now pretty well all in stock, the mills having completed their first orders. These goods, as previously noted, are characterized by improved quality, and this season there are some handsome lines in three and six quarter goods. The excellence of the latter is a special feature of the Canadian fabrics recently made. As to prices, most lines have been advanced with the makers, especially in worsteds, but the house, having placed liberal orders early in the season, are offering their stock at the old figures, and are not asking advances.

PRINTS AND FANCY COTTONS.

Spring 1896 promises to be a champion season for every one. Ranges shown surpass all previous ones, and the success experienced last year has reduced stocks throughout the country, which makes the demand for new goods keener than usual. W. R. Brock & Co. report large receipts of prints, etc., from which orders are being booked out as the goods come to hand. Further advices show that the bulk of the spring purchases for this department will be forwarded early in February. There is a tendency to seek for better goods, and this firm have made special preparations in that direction, which are meeting with every success. Crimps, fancy sateens,

Canadian, Scotch, English and French fine zephyrs are having a big run, and taking, to a certain extent at any rate, the place of ducks, so much in vogue last season.

SPECIALS IN TRIMMINGS, ETC.

In trimmings and ladies' goods generally, Wyld, Grasett & Darling have several special lines, including rhinestone buttons for fancy trimmings, belt buckles and belt pins, double faced satin ribbons, the new underwear trimming, Plantagenet frillings in various styles, hair nets in plain colors to match the hair, and the latest designs in nainsook muslin and cambric embroideries. Golf blouses are shown in fancy stripes and plain colors, retailing for \$1.75 and \$2. The print blouse waists, which will retail from 75c to \$1, are a large range as to color, and with starched collars and cuffs. The newest thing in laces, black silk Valenciennes, is selling well.

BEAD AND SEQUIN ORNAMENTS.

Special lines, shown by Kyle, Cheesbrough & Co., Montreal, include a large variety of brilliant buttons in large, medium and small sizes. The latter are particularly used in clustering on the dress and on blouses as well. They make a tasteful trimming. In bead and sequin gimps, bead and sequin garnitures, bead and sequin collars, fichus, etc., both in black and colors, large varieties are shown. Lace collars, both in Plouen and Nottingham goods, continue the fashion, and are selling rapidly. The house carry these in great variety.

The Dominion Suspender Co. are making a large line of leather and duck belts.

Thibaudeau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

THE . . .

C. Turnbull Co.

ESTABLISHED
1859

OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

H. J. CAULFEILD & CO.

A NEW special line is being offered this season by H. J. Caulfeild & Co., Toronto; that is, men's summer clothing. These goods are very fine. They include light coats, vests, bicycle pants and coats, knickers, etc. In lustre coats and bright goods the makes are specially attractive, the fit being perfect and the finish unexcelled.

In regatta shirts a big line is shown, the business in them having grown to such dimensions that 50,000 yards made up in one line is not exceptional. In fact, since Messrs. Caulfeild & Co. took over R. H. Gray's business, trade has advanced in strides, and 25 new machines have had to be put into the factory where the busy operations for this season's trade are now being carried on.

Of imported goods the house show a full and complete range in all superior and cheap lines. In black cashmere half hose the "Champion," which retails at 25c., is found a good seller.

NEW THINGS IN CARPETS.

The new Brussels carpets this season are exceedingly tasteful. Neutral tints prevail, fawns, olives, etc., with the patterns in bronze and other harmonizing colors, which produce striking and beautiful effects. McMaster & Co. are showing a fine range in these goods. These ranges in cheaper goods are also extensive.

LADIES' AND MISSES' UNDERWEAR.

W. R. Brock & Co.'s range of ribbed cotton and natural wool underwear for spring is much larger than usual, no advance in prices over last season being noticeable. All prices in bleached and unbleached goods for ladies and children are shown. Of

a special number, P5, they have contracted for an immense quantity, and are offering it as a leader to retail at a popular price. The trade are invited to send for a sample dozen.

THORPE MANUFACTURING CO.

The Thorpe Manufacturing Co. have increased the size of their warerooms by moving the factory into another flat of their building. This was necessary to accommodate the extra number of employes. The increased stock now carried consists of all the best materials for getting up their special lines.

They are turning out very fine articles in the lines of men's pants and boys' knickers, and are meeting with ready sales for all they can make.

GLOVES.

Messrs. Robert Henderson & Co. showed to THE REVIEW a manufacturer's set of gloves for fall and winter 1896-97. In addition to the old stand-byes of plain cashmeres, were seen a nice range of fine knitted goods (Ringwoods) in plain white, black and self colors, white with black points, black with white points, and some very neat designs in fancies. Orders are already been placed by the wholesale trade.

SUMMER TRIMMINGS.

This is a line not always come-at-able, but Brophy, Cains & Co. have brought out some pretty things for trimming summer goods, such as linen edgings, feather stitched braids in white and colors, colored edgings, flannelette embroideries, assorted torchons and gold braids.

The . . .

Watson Manufacturing Company

Limited

ST. CATHARINES, ONT.

Manufacturers of the celebrated

"PARAGON UNDERWEAR"

"Not Excelled"

Ladies', Gents' and Misses' Underwear in all sizes and colors are specialties.

Office and Factory

ST. CATHARINES, ONT.

F. P. MACKINTOSH, Agent, Toronto
DONALD FRAZER, Agent, Montreal

F. H. HARTT, Agent, St. John, N.B.

DRESS GOODS.

IN the season's new dress goods, Wm. Agnew & Co., Montreal, report a large demand for their tweed effects and bright faced goods, such as Sicilians, satin royals, brilliantines and alpacas. The latter are shown both figured and plain, and are exceptional lines. The house is showing silk mixtures, both in plain and broche effects, which are taking well.

"This is the most difficult department to run satisfactorily for spring 1896," say W. R. Brock & Co. Deliveries will be late. It will be impossible to repeat lines, as prices have advanced to such an extent as to make that out of the question, to say nothing as to the chances of deliveries. As the spring business advances the feeling of favor towards bright goods (mohairs, alpacas, Sicilians) increases. W. R. Brock & Co. have been fortunate enough to receive very fair deliveries of their lines. After looking out orders they will still have stock to dispose of, which will be picked up very quickly. They lay special stress on their show of plain and fancy black dress goods. They are also clearing a very large range of silks, in all makes, shades, etc. For blouse purposes they have been meeting with very ready sale, and a number of patterns and colors in the various ranges have had to be withdrawn, as they cannot be repeated at the price. Special values in black peau de soie, gross grains, satins, bengalines, failles, broches, surahs and merveilleux.

The two-tone silk warp mohairs, shown in a variety of colors, brown and gold, black and white, etc., are amongst the most attractive goods this season. McMaster & Co. are showing an attractive range. Egyptian cords are another feature. Black and figured mohairs are having a great run. Black Sicilians are likewise in constant demand. German hair lines in black and white, in brown and white, etc., are in favor.

Some of the handsomest goods seen are striped taffetas, black and pink, black and moss with raised satin stripe giving a velvet appearance. John Macdonald & Co. have them. Black brocades, with a tendency to large patterns, are strong in favor.

Organdie muslins, cobweb pattern, in small black and in crepon effects are sought after, McMaster & Co. report.

John Macdonald & Co. are selling quantities of a low line of French serges, 39.7 inches. A line of black henriettas, velour finish, is also making a run this season.

James Johnston & Co. make special mention of their large assortment of celebrated Sunbeam velveteens, blacks from 18½ to 75c., colors 37½ and 50c., and also the new Trilby velveteen for blouses and morning wrappers.

The demand for expensive crepons is active with John Macdonald & Co. The house has a large range in lustres, alpacas, mohairs, etc., and the usual lines of novelties in French and German silk and silk and wool mixtures and Bradford fancies.

In plain Sicilians, black, colored and shot effects, the spring goods are very fine. Caldecott, Burton & Spence show also a fine range of figured Sicilians. Serges, hard finish, to retail at 75c. are taking well for skirts. Cases of dress muslins, plain, fancies and white spots, have just been opened up. Material for waists

includes silks, which show a tendency to the Paisley pattern and fancy figures, and cotton crepons, which are very striking and seen in all colors. Plaids have already sold well for spring.

The latest Parisian novelty shown by John Macdonald & Co. is the new chameleon broche, spray pattern, in cerise, olive, green and gold tints. In plain goods a special line of surah, 20-inch wide, is selling low. The silks for blouses are very attractive in striped glaces, taffeta glaces and French broches. Mention is made of special value in black peau de soie.

Recognizing the fact that silks are becoming more and more fashionable for waists, blouses, dresses and trimmings, one Montreal house, that of Brophy, Cairns & Co., placed large contracts at old prices. Their range is more than double what they have ever shown before, and prices are sufficiently low to encourage popular demand.

A specialty is being made of blouse silks this season by Kyle, Cheesbrough & Co. The patterns have been selected with taste and care. They are shown in a great variety of colors and styles. Shots, especially, are being largely worn and sell well.

This department of James Johnston & Co., noted for its high class goods, contains cashmeres, serges, soliels and estamenes in variety, and a choice selection of high-class novelties in fancies, plain and figured mohairs, black and colored elite cord—a new shot effect for blouses, skirts, etc.

A shipment of German fancy dress goods, the newest fancy tweed effects and bright, brilliant finish, for waists, has been received by Caldecott, Burton & Spence. In colored goods the jacquard effects are a feature, and are suited to wear with black lustre skirts and Sicilians. The German silk mixtures, brilliant finish in fancy weaves, can be retailed at 50c.

S. Greenshields, Son & Co. report a large demand for mohairs, both plain and figured (mohairs-crepons), etc., etc. The sales in the dress goods department are increasing largely every season. They pay very particular attention to this department, and it is now one of the largest in the Dominion. All buyers should see their samples before purchasing.

Ladies find that dress serges are indispensable goods for our Canadian climate. Being made in different weights they are well adapted for both house and street wear. In addition to their regular lines, Brophy, Cairns & Co. are showing a range of black and navy in worsted and mohair warp serge from 40 to 54 inches wide, at popular prices.

ENLARGING IN LINENS.

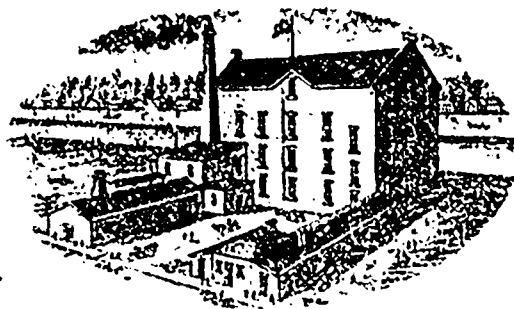
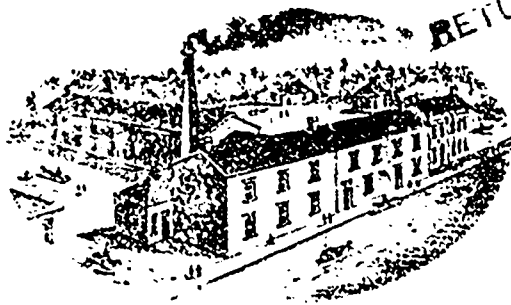
The linen department of W. R. Brock & Co. has been moved and now occupies the space vacated by the dress goods, making a capital linen department. Heretofore they have not been able to do justice to this line of goods, as they have been crowded into a corner of the floor occupied by prints, flannel-ettes, etc., and have not had room to show the goods to advantage. Now, with the additional space at their disposal, they can not only make a very much better showing of the stock on hand, but will branch out largely into fancy linens which, up to the present, they have only been able to handle to a limited extent.

The _____

C. TURNBULL CO.

of GALT, Limited.

RETURNED 28/6/97.



Established 1850.

Manufacturers of High-grade, *Full-Fashioned* (Scotch System)

Lambs' Wool Underclothing

Ladies' and Children's Vests, Combinations, etc., Men's Shirts and Drawers.

SPECIAL.—Ladies' Perfect Fitting Ribbed Vests, Drawers, and Black Equestriennes, Bicycle Hose, Sweaters, Jerseys.

SPECIAL SIZES WHEN REQUIRED.

Toronto Office :

GOULDING & CO., 27 Wellington St. East

MEN'S FURNISHINGS.

AN English authority states that in London the tendency in collars is rather against than in favor of the turn-down point, though the latter is still largely worn.

Haberdasher laughs at the idea that English fashions originate with the Prince of Wales, who is popularly declared to wear an article and thus stamps it with his approval. This is the rubbish of the daily papers, which are the poorest guides to the fashions a man can have. The authority mentioned says: "In fitting yourself to become a proficient advisor on fashions, let me caution you to let the newspapers alone. Look carefully over the advertisements of the leading houses in your trade paper, read the notes on shirts, collars, cuffs, neckwear and fashions. A great deal of information can be gathered from the notices of goods. These, if intelligently written, give you a truthful insight of the market's offerings, and if you know the standing of the houses that offer the innovations, you can readily decide as to the merit of the article offered, and its probable place in the estimation of well-dressed men." In other words, read your trade paper.

In black half-hose, Hermsdorf's dye, Glover & Brais are showing a line, which they term their great leader, and which will retail two pairs for 25 cents. Half-hose in Persian and Russian effects are in great variety and are novelties that dress a window well.

The Melrose, the new collar shown by Wyld, Grasett & Darling, and illustrated elsewhere, is not bent so far back as the Grandee. It is made with a band, and the button-holes not being so thick as the collar itself, it is easily put on. The heights are 2 and 2 3/8 inches.

Glover & Brais are showing a two-thread line of balbriggan underwear, to retail at 50 cents. This is a line of Troyes' make, the pants having adjustable bands. The firm are also showing natural wools and silk mixtures of attractive grades, as to price and style.

W. R. Brock & Co. are offering special value in men's white and colored shirts, neckwear, braces, collars and cuffs, jewellery, underwear, sweaters, belts, bathing suits, etc., etc.; "Cuckoo," "Stinger" mixed socks. Nos. S M, L S, 440 colored shirts; Nos. W 37, W 29, W 27, W 45, W 23, W 26, braces, Nos. W R S, P M, night shirts, ex. special—B O S, Nos. 49, 410, 411, 481, underwear; are lines that are slightly better than extra good value.

A very special line of tweed water-proof coats with 26-inch cape, to button, sewn seams and large pockets, is reported by Wyld, Grasett & Darling.

Monroe Bros., St. Catherine street, Montreal, issued to their customers a capital little 96 calendar the picture representing a child ordering a faithful dog to remain standing on its hind feet. The dog is enveloped in a dress shirt, the cuffs hanging

down over the animal's front paws, the whole presenting a comical picture. The enterprising firm also issued a neat gilt-edged card with the hockey schedules for the season, with blanks to fill in the scores.

Wyld, Grasett & Darling are well equipped with white mackin bows, all sizes, plain and silk embroidered ends; white kid gloves, various qualities, all sizes, full dress shirts, one and two button-holes, assorted, with and without cuffs attached. Regatta shirts have soft bodies and collars attached, or starched bodies with separate collars and cuffs, open in front and open behind. The principal patterns are blue hair lines and small neat figures. This season black sateen shirts are active in all grades.

The same house announce a large range in cashmere half hose, from 9 1/2 to 12 in., now in stock. They carry leaders to retail at 25 and 50c. Colored kid gloves in tans and browns, with spear points and two lock fasteners, are also shown.

The Dominion Suspender Co. are making large shipments of suspenders, one nearly every steamer for Australia via Vancouver.



MR. JOHN D. IVEY,
Chairman Dry Goods Section, Toronto, 1896.

A full stock of neckwear in silk goods (especially blacks) is reported by Wyld, Grasett & Darling, in knots, derbies, bows, tie ties, c h. ties of excellent variety and value. Colored silk neckwear is largely shown in light and medium shades. Pointed graduated derbies, Seymour and signor bows, are prominent as to shape. Cotton neckwear is in larger range than ever before, and the shapes are similar to the silk goods.

The Dominion Suspender Co. and Niagara Neckwear Co.'s travelers are all out on their respective routes.

DRESS LININGS.

W. R. Brock & Co. claim to lead the trade in this branch, and certainly if the extent and variety of the stock in their warehouse is any criterion, their claim is worthy of investigation. Owing to the prevailing fashion dress linings are more largely in use than ever heretofore, and so many excellent makes have been introduced, hardly any two of which satisfy the same dress-makers; so in order to please all a wide range is shown. Fibre cloths are likely to have a big run, but will drop off, to a certain extent, as the warmer weather approaches, when very light hair cloths will come in very strong. Already in the cities and larger towns there is quite a demand springing up for these. W. R. Brock & Co. have been fortunate enough to secure a manufacturer's stock of these goods, bought below makers' cost, genuine hair, extra width, which they are doing well with.

IN LINENS.

John Macdonald & Co. have the largest and best range of towellings ever shown by them, also bleached tablings, loom damask and towels, embroidered linen and napkins.

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OUR NEW OFFICES.

WHEN this paper first hung its sign from the top storey window of an old-fashioned building on St. Francois Xavier street, Montreal, it was thought it would remain there for many years to come. The reception accorded to its early issues was so cordial and enthusiastic that it was soon necessary to increase the business and editorial staff beyond the capacity of its dingy quarters. Larger and more comfortable offices were secured on St. James street, just across from St. Lawrence Hall, and only one flight up. But still the business increased, and a year ago it became apparent that if the subscriptions and advertisements should continue to pour in from every part of this wide Dominion it would be necessary to seek another home. It was found necessary. Offices conveniently situated were demanded. They must be on the ground floor. Nothing else would suit the great number of subscribers and advertisers. What they said had to be carried out.

Fortunately, the choicest offices in the city—and the most expensive too—were offered, and a lease was quickly signed. This number will be issued from the new quarters. They are in the Board of Trade building. The principal offices are on the ground floor, just to the left of the main entrance and opposite the Board's own quarters. This was all the space available here, and the remainder of the staff will occupy larger rooms up-stairs, which are easily reached by the elevators. In the main office will be found the chief editor, the advertising manager and clerk. Just off it is Mr. MacLean's private office.

In a few days everything will be ready to welcome the thousands of readers who come from every city, town and village of Canada. It must not be thought that the paper has grown proud because it has made a great hit and has grown rich—in circulation, not money—and has nearly all the best firms in the land in its advertising columns—(and they say they lose money if they stay out). Its head is not "big." None will receive a more cordial welcome than will its old friends who helped by their subscriptions, their advertisements and their advice in the good old days on St. Francois Xavier street.

EFFICIENCY.

The intense competition, which is one of the factors of business as conducted in this fast-moving age, has its redeeming features, for it brings out, of necessity, the best there is in a man. There is no longer a chance for success for the slow-going, the careless or the inattentive. They are not even in demand for the most subordinate positions. The young employes who are to be the trade magnates of the future are not the ones who think that any kind of service will do, so long as idleness and inattention and half-hearted work remain undetected. Employers are more observant than this class of employes seem to think. The fact that they could tell a good thing when they saw it, and know how to take advantage of it, is what made them employers, and it is folly to suppose that they do not know when they are well served. As a rule they do, and are glad to

utilize the services of the faithful, the intelligent and energetic in higher positions. Hence the subordinate who wishes to rise will give his whole thought to business, which will surely be recognized by his employer, or by some other, as well as by that portion of the world at large with which he is brought in business contact.—Exchange.

CANADIAN BUYERS ABROAD.

Amongst Canadian buyers who are, or have recently been, in England are the following: Mr. W. Kissock (Messrs. Caverhill & Kissock, Montreal), Mr. A. Murray (Hamilton), Mr. R. Begg (Messrs. John Macdonald & Co., Toronto), Mr. J. P. Watson (Messrs. E. & S. Currie, Toronto), Mr. J. McKendry (the Hudson Bay Co., Winnipeg), Mr. James Furner (Winnipeg), Mr. Charles Cockshutt (Messrs. C. Cockshutt & Co., Toronto), Mr. W. Dewar (Toronto), Mr. W. H. Finch (Finch Bros., Hamilton), Mr. George Priddis (Messrs. Priddis Bros., London), Mr. Frank Skinner (St. John), Mr. F. W. Stobart (Winnipeg), Mr. E. J. Dignuta (Toronto), and Mr. Alex. Auld (Toronto).

THE TIGER BRAND.

As noted elsewhere, the Galt Knitting Co. are pushing their goods now by extensive use of their brand—the Tiger. This shows confidence in their own make, and will beget confidence in others. By maintaining excellence in the quality and make of their underwear they may certainly rely on a steady demand for it. The name chosen for the brand is also a good hit. It is distinctive, catchy and easily remembered. Now that the reputation is gained, the name Tiger will help it to stick.

**THE OUTLOOK IN THE ISLAND.**

Mr. James Paton, of James Paton & Co., dry goods merchants, Charlottetown, P.E.I., passed through Montreal the other day, on his way to the Old Country to buy for his firm there. This is Mr. Paton's seventy-sixth trip across the pond in the interests of the dry goods firm he now represents. Mr. Paton remarked to a DRY GOODS REVIEW representative that where he had come from they had had no winter to speak of, consequently the dry goods business had suffered considerably, especially in heavy goods. He had also remarked that the farmers had plenty of produce in hand, and if the spring opened out well, and a good market for that produce, Mr. Paton had no doubt but what that would retrieve the loss sustained during the winter.

HATS AND CAPS.

This season the stiff hat will share popularity with the fedora, and the new styles are moderate and acceptable, as nearly every shape is at the outset of a revival. Colors for the coming season are bay brown, monlow, bronze, pearl and slate. The two latter are seen in fedoras, which still have a large call, owing to their popularity and comfort.

In caps there is a great demand for all outing purposes. The golf holds its own, and a new style is the links cap. A. A. Allan have a full range of the latter, which promises to be a great seller. This house has also a large range of wool tams in fancies and solid colors.

PROFIT OR BANKRUPTCY.

To the Editor DRY GOODS REVIEW :

SIR,—In these days of new methods, leaders, bargain days, clearing sales, etc., etc., it is necessary for the merchant to remember that with all these modern devices, profit or bankruptcy will always stare him in the face. As capital is the surplus of expenditure over income, so must the profit exceed the expenses or the end is bankruptcy.

Now is the time that the merchant has taken stock and begins another year. Let him put up before him our motto "Profit or Bankruptcy" and it may often deter him from foolish actions. In counting profit let him remember it must be profit off the selling price—not profit on the cost price. An article costing \$1 and sold for \$1.25 does not yield 25% profit, but only 20 on his sales. If he wants 25% profit he must add 33 $\frac{1}{3}$ to the cost, and if he wants 33 $\frac{1}{3}$ profit he must add 50% to the cost. The want of proper calculation of profits, losses in measuring out goods, remnants, pilferings, etc., etc., has brought many a good man to bankruptcy. Further, many who import goods don't calculate properly the cost laid down. The traveler from an European house naturally makes out the best case for himself to get an order, and will say an article costs 60 or 65% to lay down when it really costs 65 or 70%. In making comparisons between these apparent costs and the prices asked by the wholesale trade here some things are left out of sight. For instance, the British house will only give 2 $\frac{1}{4}$ % discount for cash, and that is only on the cost of the goods. Duty, freight, insurance, shipping charges, etc., must be paid net cash and before delivery, while, in the case of goods bought here, 5 and 6% for prompt cash is allowed. And this comes off not only the cost of the goods but duty, freight charges, etc., so that in comparing prices the merchant should deduct the cash discounts, bringing both to a net basis, and then compare. We have been informed by a party who has had careful calculations made on various departments that laying down costs are as follows: Heavy linens, 65 per cent.; tableings, towels, etc., 57 $\frac{1}{2}$; prints, 72 $\frac{1}{2}$; cheap dress goods, 72 $\frac{1}{2}$; better goods, 70; silks, 70; cheap hosiery, 85; medium, 80; best goods, 75; gloves, 75 to 80; umbrellas, etc., 75; cloakings, cheap, 80; medium, 75; fine goods, 70; frillings, and such goods, 75 to 80; cheap muslins, 75; medium, 70; fine, 65 and so on. These calculations are made on actual shipments and are calculated on the basis of the "Importer's Guide," and they mean that if an article costs 5s. sterling, at 60% advance it costs \$1.60 laid down, and at 70% advance \$1.70 and so on. Now an article costing 70% laid down means, with 2 $\frac{1}{2}$ % cash discount on the goods only, about \$1.67 net cash, whereas an article at \$1.77 offered by a wholesale house here, with 6% for prompt cash, would cost the same, \$1.67. The cost of cases on cheap goods often amounts from 5 to 7 $\frac{1}{2}$ % of the value, and other charges are also in proportion. These things are much more closely calculated in the States than here, and the number of direct importers is very much smaller there than here, as it is realized that the big cash discounts given on the spot and the advantage of being open to pick up what is wanted at the time, often more than counterbalances the apparent advantages of direct importing. And we are sure that more money is made by the cash discounts than most people suppose. Further, profit is not so much dependent on value as on having the article needed at the time. We trust that our friends will benefit by the rising prices that have held sway the past six

months, and with the motto "Profit or Bankruptcy" before them will find 1896 the best year they have had for some time.

A. M. C.

SHIPMENT OF JAMMET KIDS.

A first shipment of 1,200 dozen "Jammet" kid gloves has been received by the agency here. This is unusually early for spring delivery, but increased sales have rendered proportionate output necessary and a general shipment of orders may be expected at an earlier date than usual, and in lots of time for Easter trade.

DRY GOODS' NOTIONS AND NOVELTIES.

W. R. Brock & Co.'s smallware department is an important one with them. It contains all supplies that a dry goods merchant, dressmaker or tailor can require, besides an abundance of notions and fancy goods that legitimately belong to the dry goods business. A large shipment of novelties in ladies' belts, buckles, etc., etc., have just been passed into stock.

TITLES AND BUSINESS MEN.

In England the other day a number of titles were conferred on business men. Mr. John Arnott, head of one of the largest dry goods houses in Ireland, Arnott & Co., was made a baronet. Mr. William Coddington, head of the cotton firm of W. D. Coddington & Sons, Blackburn, also received a baronetcy. These honors are generally thought to have been well bestowed. In this country titles are not so popular, partly because we are a democratic people, and partly because they have mostly been conferred on politicians, and thus become a matter for party controversy. We could indicate some men in the dry goods business in Canada who are better entitled to the Queen's honors than some of those who secured them. In Great Britain they understand these things better. Eminence in life is now the ruling factor there in the bestowal of titles, as witness, in addition to those above mentioned, the peerage just conferred on Mr. Henry H. Gibbs, head of the firm of Anthony Gibbs & Sons, merchants and shippers of dry goods. Mr. Gibbs earned the reward by his activity in business, his services as a financial authority, and his all-round standing in the commercial world. We don't find these qualities receiving much attention from our politicians, who usually divide all the honors of public life amongst themselves.

SPRING TRIMMINGS.

The fashionable and best for bright-effect black dress goods are jet trimmings. In these Brophy, Cains & Co. have some handsome new designs including the new shoulder and brace sets in jet. They are also showing gilt, silver, steel, spangled and pearl trimmings with buttons to match, specially adapted for the beautiful spring goods now being shown.

THE LACE BOOK.

A new edition of Barbour's Lace Book, No. 4, is just out, 150 pages, profusely illustrated, and contains new and practical information on the latest designs in lace-making, embroidery and needlework. The illustrations, which include several colored plates, are all of actual working designs. The book will be sent by Thomas Samuel & Son, 8 St. Helen street, Montreal, on receipt of 10c.



No. 8300—Cut ½ size.



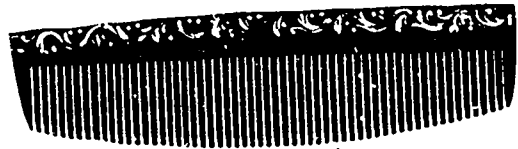
No. 8048



No. 8281—Cut ½ size.



No. 0242—Cut ½ size.



No. 8391—Cut ½ size.

A Recognized Fact

We are Headquarters for . . .

HAIR ORNAMENTS
ART NEEDLE-WORK
FANCY GOODS

STAMPED LINENS
SMALLWARES
WOOLS
NOVELTIES, Etc.

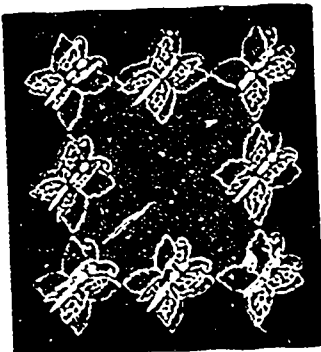
If you have not received our new Descriptive Catalogue and Price List drop us a card and we will send you one. When in the city call and see our range of novelties.

THE Boyd, Bower & Brumell Co.

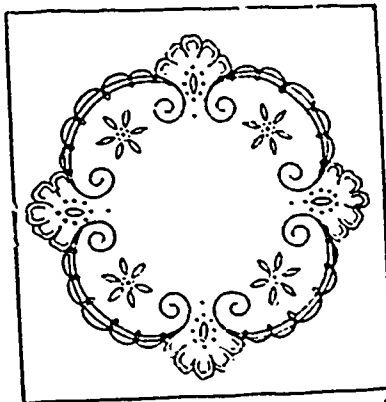
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LIMITED

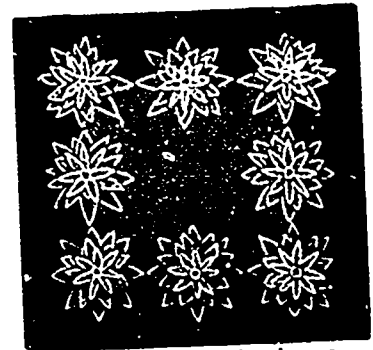
TORONTO, ONT.



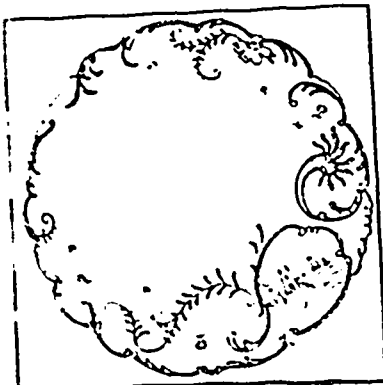
No. 9122—Lace D'oyley, size 7 x 7.



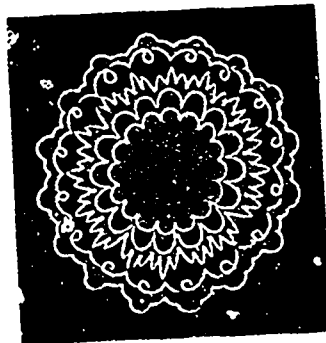
No. 108—Jewel Pattern, Stamped Linen Centre, size 18 x 18



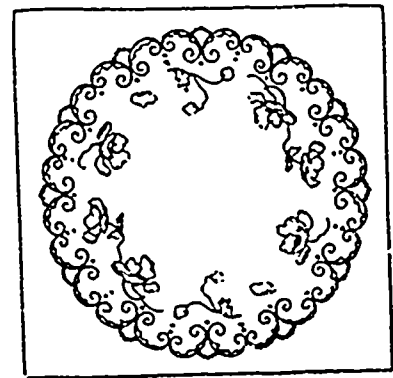
No. 8746/51—Lace D'oyley, size 7 x 7.



No. 150—Delft Pattern, Stamped Linen Centre, size 18 x 18.



No. 109—Hattenberg D'oyley, size 6 x 6.



No. 200—Floral and Jewel, Stamped Linen Centre, size 18 x 18.

TRADE IN NEW BRUNSWICK.

ST. JOHN wholesale dry goods merchants are quite hopeful of a good trade this year. There seems to be a better understanding and more confidence between wholesalers and country merchants. Spring trade has already started, and prices are well maintained. When asked as to failures, credits, return drafts, etc., the answer generally was that credits and return drafts were about as usual. Loss by failure was not as great, but one or two concerns thought that country merchants required a little more accommodation, but that the wholesaler had more confidence, as it was thought that the country merchant was more careful in the matter of giving credit.

Cottons are 10 per cent., and woolsens, including mohairs, etc., are from 10 to 25 per cent. higher than they were a year ago.

Some attribute the strength on woolsens to the reduction of American duty on these goods, causing increased consumption in the United States. One manufacturer's agent told a St. John wholesale buyer that he sold more goods of the mohair, etc., than on his last United States trip than he had sold all the time while the McKinley tariff was in force.

Messrs. Manchester, Robertson & Allison have added largely to their premises lately, and have now one hundred thousand feet of floor space, or equal to a building four storeys high, twenty-five deep, the whole length of King street (one thousand feet).

W. C. Pitfield & Co.'s turn-over of Canadian staples was much larger than the previous year, but owing to sharp competition margins of profit were smaller.

Mollison Bros. report a large increase of trade. Constantly adding new lines.

A. Miller & Co. also report satisfactory trade.

In the millinery line last year's trade was an improvement, though not as good as was expected. Trade is always about three or four weeks later than at Montreal, but travelers are now out and are doing well, though retailers are buying carefully. Openings in this line are not on until the last of March.

St. John, Feb. 2, 1896.

M.

MR. KISSOCK WAS ON THE ST. PAUL

Mr. W. Kissock, of Cavethill & Kissock, who was in Europe buying the latest novelties in millinery for his firm, returned from England by the American liner St. Paul, which went aground off Long Branch. Mr. Kissock says that it was about

1.30 o'clock on a Saturday morning, when he was awakened by the purser of the St. Paul with the news that the liner was ashore. There was not the least bit of excitement either among the passengers or crew. In fact he did not turn out of his berth until daylight. On going on deck at that time the passengers were simply dumbfounded to see the bow of the St. Paul lying right on the beach among the fishing nets. Mr. Kissock left the ship on Saturday afternoon, and on the following Monday their baggage was delivered to them.

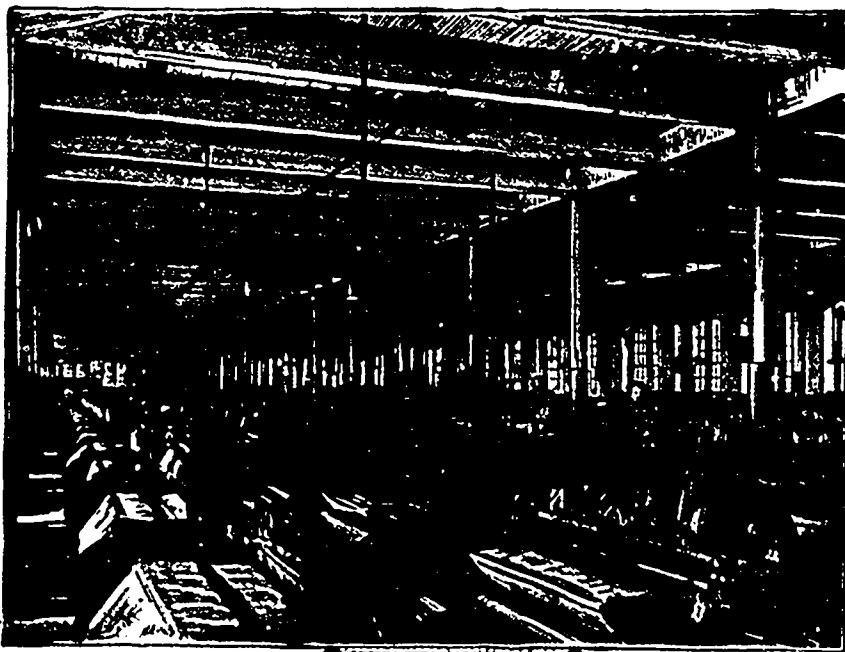
FASHION IN MEN'S EVENING DRESS.

Dress waistcoats are less widely opened, says The Haberdasher, but the old V pattern shows no sign of revival. It is not the shape that has changed, but the degree of cutting away. Twill and broadcloth, as material for evening clothes, have given way to a rougher-surfaced cloth—smooth and soft when you handle it, but rough when you examine the texture. White silk waistcoats—especially rich twilled silk of rather a large gauge—are worn by some very smart people. But, after all, isn't the old black waistcoat, made with the suit, perennially correct? Trousers with evening dress follow, as usual, the cut of outdoor trousers, which, as mentioned last month or earlier, are being tapered more than of yore, and made to fit more tightly to the foot, with, however, no smallest suggestion of peg-topism. The evening jacket, properly introduced as a smoking-room jacket, and having a silk roll collar, continues to be liked by men of a certain

kind, but one wouldn't call them the best dressed men. They are, however, a moneyed class. No one with a just sense of dress etiquette would dine out in such a jacket, unless with a very intimate stag party; and though you see these things at theatres, and they are even recommended for that use by writers who affect to know, it is not the very best class of men that wear them. There is, though, a certain age factor in this last. A very young man, somehow, looks all right in a dress jacket, where one anywhere over five-and-twenty would appear and feel out of place in.

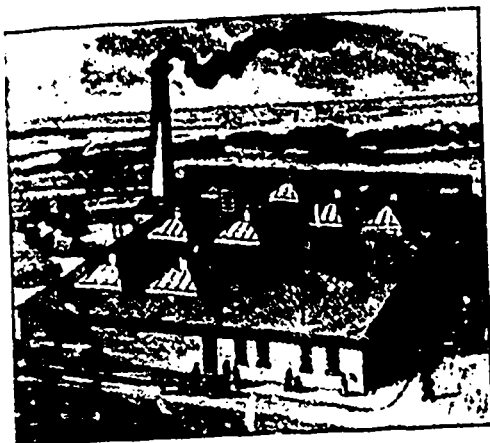
Mr Boehmer, managing director of the Berlin Shirt and Collar Co., has fitted up his store, making it ready for a first-class departmental business.

Mr. B. D. Lorimer, late of the firm of Dingman & Lorimer, has gone to the Maritime Provinces for the Toronto Import Co. Mr. Lorimer carries with him the good wishes of a number of friends.



A flat in the Gilbert Manufacturing Co., New York, makers of the celebrated Moire Taffeta. (See p. 45.)

Merchants Dyeing and Finishing Co.



First Building.

Liberty Street

... TORONTO, ONT.



Second Building.

We present to-day
sketches of our first
building erected in 1892
As enlarged in 1894

As it now appears in
1896. This is the best
proof we can offer of
our progress.

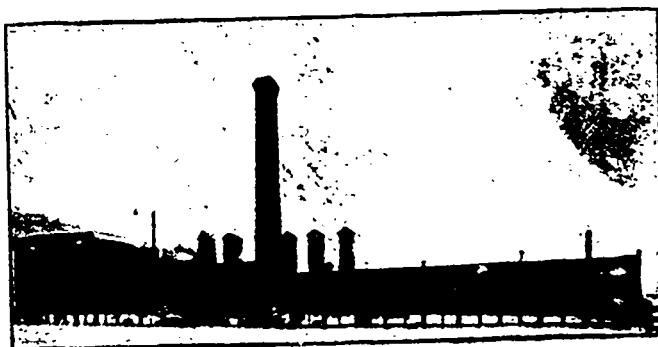
... The only establishment in Canada specially fitted up for Dyeing
and Finishing

DRESS GOODS AND CLOTHS

Our whole attention being given to PIECE GOODS enables us to give the
best possible results.

We warrant our BLACKS fast to
sun, weather and fruit stains.

Save money by making your bad
colors good.



Present Building.

PLEASE COMMUNICATE DIRECT WITH WORKS

THE NEED OF INSOLVENCY LEGISLATION.

To the Editor DRY GOODS REVIEW.

SIR,—I have been pleased to note from time to time in the editorial columns of THE DRY GOODS REVIEW, your earnest advocacy to secure a stringent national insolvency law, which would regulate assignments and bankruptcies according to one law for the whole Dominion. 'Tis true we have provincial insolvency Acts. But they appear to be either a farce or are not properly enforced. Under the law now in force in Ontario it is possible for unscrupulous dealers in bankrupt and other stocks to have their periodical failures as regularly as the seasons roll around. Their modus operandi is to rent a tenement house in a town, get put on the assessment roll for a small amount and become an insignificant ratepayer and resident for three months in order to escape the transient traders' license. After such period they float into town with a bankrupt stock to begin with, and keep replenishing it from the jobbers and houses where they are the least known and can get credit. Then begins the price cutting, slashing and demoralizing of trade generally, much to the detriment of the legitimate merchants who have a stake in the town and who pay an honest one hundred cents on the dollar to their creditors. The above mentioned class of traders usually do business in the names of their wives. Having failed and compromised before, they dare not use their own name to carry on the business. The bankrupt laws of the Province of Quebec seem to me to be superior to Ontario, and to afford better protection to creditors against such dealers. In Quebec, when an assignment is made by a trader who makes a business of failing on a wholesale scale, and where there is crooked deal-

ing and fraud suspected, they at once slap him in gaol pending an investigation of his affairs. But in Ontario they are allowed all the freedom of an honest man. What surprises me most is the fact that wholesale houses and jobbers, after having been repeatedly bitten by this class of traders, will sell them again on time and take chances of getting 40, 50 or 60c. on the dollar as the case may be. One would naturally think that the old adage, "A child once burned dreads the fire," would apply here. Then, again, the almost unlimited credit system of both manufacturers and jobbers prevailing to-day is a great evil to the retail trade. It enables would-be merchants without ample capital, experience or business capacity to enter business and accumulate a stock, with the result that in less than a year it is thrown on the market and slaughtered, to the injury of regular trade, and the too-confiding creditors get about 35 or 40c. on the dollar for their claims.

To illustrate the above assertion I might cite the dry goods terms - Spring goods, and even sorting, are delivered in December, January and February, and dated as 1st April, four months net, which means they are not due until the 1st of August. In the meantime the reckless dealer can slaughter this stock regardless of cost in order to convert it into cash, and at the expiration of the time fail with a full pocket, and the creditors have to compromise at what he chooses to offer, or realize on the assets as best they can. Is it not time, I ask, that manufacturers and jobbers should limit the terms of credit to thirty days, and thereby place the retail trade on a healthy basis? The same quantity of goods would be handled and the same volume of business done, as consumers must be supplied, and goods would

ESTABLISHED 1840

STAPLES

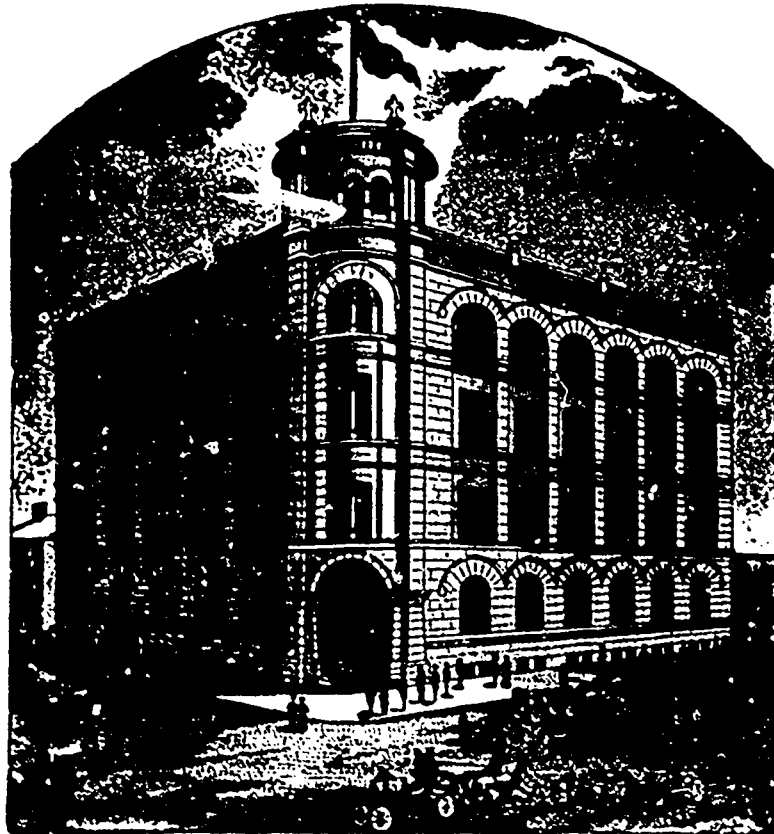
White and Grey Cottons
White and Grey Sheetings
Cantons Cottonades
Denims Flannelettes
Duck Suitings
Verona Cords Plaques
Sailsbury Gingham
Check Shirtings

WOOLLENS

Tweeds and Suitings
Venetians and Coatings
French Twills
Corkscrew Twills
Flannels Cloakings
etc., etc.

Carpets

Linings



DRESS GOODS

Black and Colored Henriettes
Cashmere Velours
Lustres Mohairs
Wool Serges, etc.
Black, Colored and Fancy Silks, etc.

LINENS

Tablings Towels
Towelling Napkins
Sheeting
Apron Dowls
Frontings Hessians

Smallwares

Gents' Furnishings

Prompt and Special Attention given to Letter Orders

P. GARNEAU, FILS & CIE., QUEBEC

reach them through legitimate channels, and all concerned would receive 100c. on the dollar.

You might raise the objection that the purchasing public would be at the mercy of a few dealers. But there is no danger, as there would be plenty of fair competition to keep prices down. Pardon me for trespassing on your valuable space to such an extent. Trusting the above facts may catch the eye of the men in whose hands the remedy lies, and that it may meet with your hearty approval and support, as I feel confident that I voice the sentiments of all honest retailers throughout the Dominion.

Yours truly,
SOLVENCY.

HE WRITES OLEVER ADS.

Ottawa Valley readers are well acquainted with the clever and amusing advertisements which Mr. R. J. Devlin, the noted hat and fur merchants, writes in the local papers. Mr. Devlin, gets off as good things in verse as in prose. At the general election of 1891 an amusing skit on "Jimmy Blaine," the American politician, was widely quoted by the Canadian press. Some years ago it was said that Mr. Devlin received a very handsome offer to go to New York and devote his time entirely to literary work for one of the big American dry goods houses. But Mr. Devlin preferred to remain in Canada at the head of his own prosperous business. We quote from the Ottawa papers one of his recent advertisements as a sample of his work. It is headed "Natural History":

"The Musk Ox is a native of the northern part of North America, and comes within the purview, presumably, of the Monroe Doctrine.

"His Southern Boundary has never been clearly defined, but

the Field Naturalists' Club, and the Venezuela Commission will probably agree upon the Arctic Circle as the limit.

"The presence of the Musk Ox south of that line renders him liable, under the Alien Act, and he is shot forthwith and transformed into warm and glossy sleigh robes for luxurious Canadians who possess the requisite amount of cash.

"His chief amusement, when at home, consists in bounding from iceberg to iceberg and butting unwary explorers, in search of the North Pole, over slippery precipices to the great detriment of their trousers.

"This propensity, coupled with the value of his skin, induces the Arctic hunter to 'lay for him,' as Senator Lodge would say, so persistently that the chances are he will be as extinct as the buffalo before the end of the century.

"In fact, the catch of last season (477) is less than half of that of the preceding year, and a very small fraction of the catch of former years.

"Consequently, those people who neglect my great Musk Ox sale this week, will regret it when it is too late.

"And regret it—I shall be pleased to observe—exceedingly."

NEW TARIFF DECISIONS.

The following decisions of the Board of Customs have been confirmed by the Controller:

Jute rugs	30 per cent.
Felt hat bodies	30 "
Ladies' belt and garter buckles for the adornment of the person	25 "
Shirt, collar and cuff studs, except those made wholly of bone	25 "
Carpet stretchers	35 "

A. A. ALLAN & CO.

Manufacturers and Wholesale Dealers.

Hats, Caps and
Straw Goods

SPRING, 1896

Full range of English and American Hats.
New and Natty Styles.

CAPS CAPS CAPS

Our assortment replete with rare novelties.
Inspection invited. Letter Orders carefully
attended to.

51 Bay Street - TORONTO.

Pewny's Gloves

Full Stock on Hand of
Standard Lines in

**LINED AND
UNLINED**

PLACE YOUR IMPORT ORDERS NOW AND
INSURE EARLY DELIVERY

Special! 5 Hook Lacing Gloves at \$7.25 for
immediate delivery.

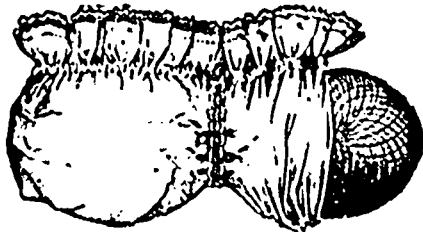
EMIL PEWNY & CO.

Sun Life Building.

Montreal

NOVELTIES IN DRESS SHAPES.

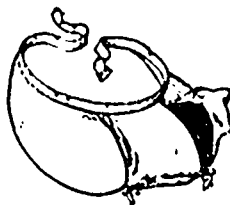
THE new "Hygeia" bust forms, shown by Brush & Co., Toronto, are made of the finest tempered braided wire. They are covered with lawn in tasteful style so that it may be removed for cleansing.



"HYGIEA" BUST FORMS.

Their good qualities comprise lightness, adjustability, the oval shape, are comfortable and non-heating. Another of Brush & Co.'s novelties is the "Combination" hip-bustle, which is light and graceful and imparts a little fulness over the hips and in the back of the skirt. It is very stylish and renders admirable service by relieving the weight of the wide skirt now worn. Made of the finest braided wire, and covered with fine lawn.

The new "W. & W." skirt distender is another article called for by the prevailing fashions in dress shapes. It is made of fine braided wire, covered with lawn, and gives a stylish fulness to the back of the skirt. It distributes the weight of the skirt, prevents the pleats or drapery from crushing, and is very light and comfortable. Made in two sizes.



"COMBINATION" HIP-BUSTLE.



"W. & W." SKIRT DISTENDER.

The "Empire" skirt cushion is another novelty for imparting shape to the dress. It is made of finely tempered braided wire, and secures a little fulness below the waist. It is light in weight and will not get out of shape, forming a very stylish little bustle. Brush & Co. are showing all these novelties.



"EMPIRE" SKIRT CUSHION.

A COMING EVENT.

Mr. J. M. Campbell, of Messrs. R. J. Whitla & Co., Winnipeg, leaves shortly for England. While there he will be married to Miss Maud Leak, daughter of Councillor Leak, of Manchester, a wealthy merchant of that noted place. Mr. Campbell and his bride will return in June to make their home in Winnipeg.

FINE DISPLAY OF CORTICELLI SILKS.

A handsome window display of silks at Robert Simpson's fine new store on Yonge street, Toronto, shows what we are doing in silk making in Canada. There is an immense range shown of silks, all from the Corticelli Silk Co., who have made a name for themselves and their product by aiming at the highest standard in the manufacturing process and keeping up to the mark. The display includes every fashionable color in silk threads, both on spools and in the skein. Washable silks are shown in the finish grades, and accompanying the display are many articles made of the Corticelli silks, such as hose, etc., indicating the perfection to which the art has been brought in this country. Inside the store a reel is shown in operation where the material used is the silk as it comes from the cocoon.

This illustrates the fact that pure silk is employed by the Corticelli Company, and that the fine appearance of their goods is due to the quality of the raw material used. The whole display is most creditable and striking.

WOOLENS.

John Fisher, Son & Co. report business as quite up to last year this month. The demand for woollens shows no particular feature so far this season, and trade is of a sorting character.

The ready-made clothing trade is active at present. E. A. Small & Co.'s new factory is working overtime, and there is a demand for extra hands. Orders are brisk from Ontario and Quebec.

In children's clothing business continues to grow steadily in Canada. This has been one of the most profitable and successful in the ready-made line. E. A. Small & Co. have for years made a specialty of it, and their report agrees with that of others. The make, style and finish of children's clothing are all up to high standard, and dealers find it easy to replace the home-made article. Once very young children were either fitted out by the mother or through a sewing girl. But the ready-made garments, which comprise novelties and fancy suits, and are low in price, have done away with this. Neatly dressed juveniles are now the rule instead of the exception.

It is to be hoped the Canadian mills will keep up the record they are making this year in turning out high-class stuffs. The Globe mills are showing a melton this season, which the trade say is the best yet shown, and fully equal to imported.

Brodie & Co., woolen manufacturers, Hespeler, have dissolved partnership, Robert T. Brodie retiring. The business is being carried on by A. W. Brodie alone in his own name.

W. R. Brock & Co. keep their stock of tailors' trimmings and linings thoroughly assorted all the year round, and their well-known makes of Italians, serges, canvases, etc., have an established reputation throughout the trade. Most of the lines in this department have advanced very appreciably, particularly Italians and serges.

Cable advices from Australia say that the shearing there is finished. According to these advices it is estimated that the total yield will be 170,000 bales less than that of 1895.

A NEW UNDERWEAR.

An English paper hears of a new patent underclothing. The patentee claims by his process to produce a wool, odorless, possessing an unsurpassable suppleness and softness, as well as a peculiar absorptive activity on the humors and perspiration of the body, which are therefore drawn to the outside of the texture, causing the body to keep dry. He claims that wool loses its natural harshness, and the prepared material does not irritate the body, that each individual fibre becomes exceedingly elastic, porous, more capable of absorption, and will not shrink; that the properties beneficial to the human body are never lost, even by washing, cleaning and thorough airing of the material. All this is produced by the bark and root of a tree growing in the northern regions of Europe, known as the *Daphne mezereum*.

The "CECIL"

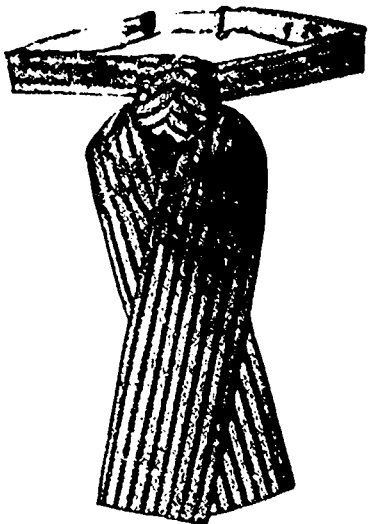
IS THE LATEST NOVELTY
IN MEN'S NECKWEAR



The Aprons of this Scarf are adjustable and can be left to hang straight down or crossed as shown in cut.

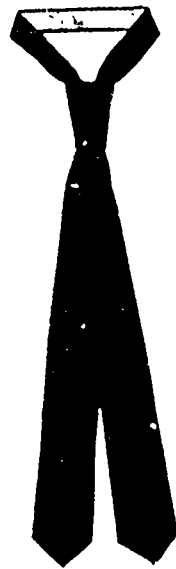
We cannot claim the origin of the "Cecil," as it is now having an enormous sale in London, Eng., and New York, but we do claim that we, and our wholesale friends, can show in it the best value and finest patterns and colorings that have ever been shown in a Spring

Novelty in Canada, to sell at 25c., 35c., 50c. and 75c.



"Cecil"

As it will be some time before samples of this can be shown, the enterprising Men's Furnishers would do well to write to us for a small sample order.



Ladies' Teck

Our Dry Goods friends, in anticipation of a great sale in Ladies' Shirt Waists, are placing large orders for the Ladies' Long Apron Teck and 54 in. Four-in-Hand.



Ladies' 54 in. Four-in-Hand

Largest Range in Best Value in Lawn Bows kept constantly in Stock

E. & S. CURRIE

64 Bay Street. . . .

TORONTO

GOOD FOR NORTH GREY.

NORTH GREY is the latest district to come into line with our policy. It proposes to send a successful business man to represent it in Parliament, instead of a lawyer or a professional politician, or someone of that sort useful possibly in their place, but not in Parliament. James McLauchlan, wholesale and retail grocer, biscuit and confectionery manufacturer, of Owen Sound, has received the Conservative nomination for the House of Commons. The constituency is now, and has been for years, represented by a lawyer, and a very reputable man he is.

The time of Parliament is almost entirely taken up with the discussion of business questions. Laws are made to regulate, and action is taken to develop, local and foreign trade. To deal with these questions intelligently it is necessary to have a House composed of experienced business men. This is common sense. When we are ill we consult doctors, not lawyers or blacksmiths or anyone else. It is true some people do not. They take every old woman's advice and try patent medicines by the score. They are ill for months and spend a hundred or more dollars in various remedies. Finally they consult an able doctor, who charges them five dollars, and they are well in a week. A case was discussed in Parliament this week that proves the necessity of having experienced men in everything. The warden's residence, Stony Mountain Penitentiary, Manitoba, had to be removed. The authorities spent much time and prepared elaborate plans, and it was found that it would cost \$3,500 to do the work. The Government authorized this expenditure. Among the convicts was a man whose previous life had been devoted to building and contracting. He heard what they were about. He offered to do the work in the way any ordinary every day builder would for a cash outlay of \$15. He did the work and the country was saved \$3,485.

Those nominated for Parliament should also be successful business men with more than average ability. If they have not made a success of their own affairs it is hardly possible for them to deal with the large affairs of the entire country. They should be enterprising and in touch with the times. They should have means enough to enable them to be independent of parties or governments instead of voting against the interests of their constituents on promises of Civil Service appointments. It is said thirty-three members of the present House are after positions. They jump when the Government pulls the string. Their business must be in such a position that their prolonged absence and constant neglect will not seriously affect its earnings. To let their business suffer is unfair to themselves and their families and unjust to their creditors. They should be men of unimpeachable reputation.

Mr. McLauchlan has all the elements of a capable representative. He is well off. He has a good business, which is now largely controlled by his sons who have been trained under him. He has been for years in municipal politics, presiding over town affairs or occupying a seat in the County Council. So high does his personal reputation stand that no one dare attack it.

Another biscuit and confectionery manufacturer to whom everything that has been said of Mr. McLauchlan applies, is Wm. Paterson, of Brantford, now a member of the House and high in the councils of the Liberals.

May they both, and many others like them, sign "M.P." to their names after the coming Dominion elections.

THE IRISH INDUSTRIES ASSOCIATION.

It will be remembered that, on the occasion of Lady Aberdeen's visit to Toronto in the early summer of last year, she interested Mr. R. Simpson in the work of the Irish Industries Association, with headquarters at Dublin, Ireland, and arranged that he should become the representative of that society in Canada. Lady Aberdeen has been very active in her efforts to help in the practical way the industries of Ireland. The placing of these goods on sale has been delayed through Mr. Simpson not taking occupation of his new store until after the new year, but all arrangements are now being completed to keep on hand a very select stock of these beautiful goods. The department will be directly under the patronage of Her Excellency.

DEPARTMENT STORE IN BRANDON.

Departmental stores are growing in the Northwest. On February 1 one of these establishments was started in Brandon by I. R. Stronic, dry goods merchant, and White Bros., general merchants. It will be the largest departmental establishment in the west, carrying groceries, crockery, dry goods, house furnishings, gents' furnishings, clothing, boots and shoes. The business will be done on a cash basis.

Mr. Fred. W. Winter, who represents the Cornwall Manufacturing Co., is also assuming the agency of Munderlon & Co., Montreal.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

A Reduction in Freights

and in cost of handling can be effected on small quantities by employing us as shipping agents. **HOW?** Write us for particulars.

BLAIKLOCK BROTHERS, - Montreal

A Pension for Life

**DO YOU
WANT
ONE?**

See one of our agents about it, or send for explanatory circular to Head Office.

MANUFACTURERS' LIFE INSURANCE COMPANY

63 Yonge St. (cor. Colborne) TORONTO, CANADA

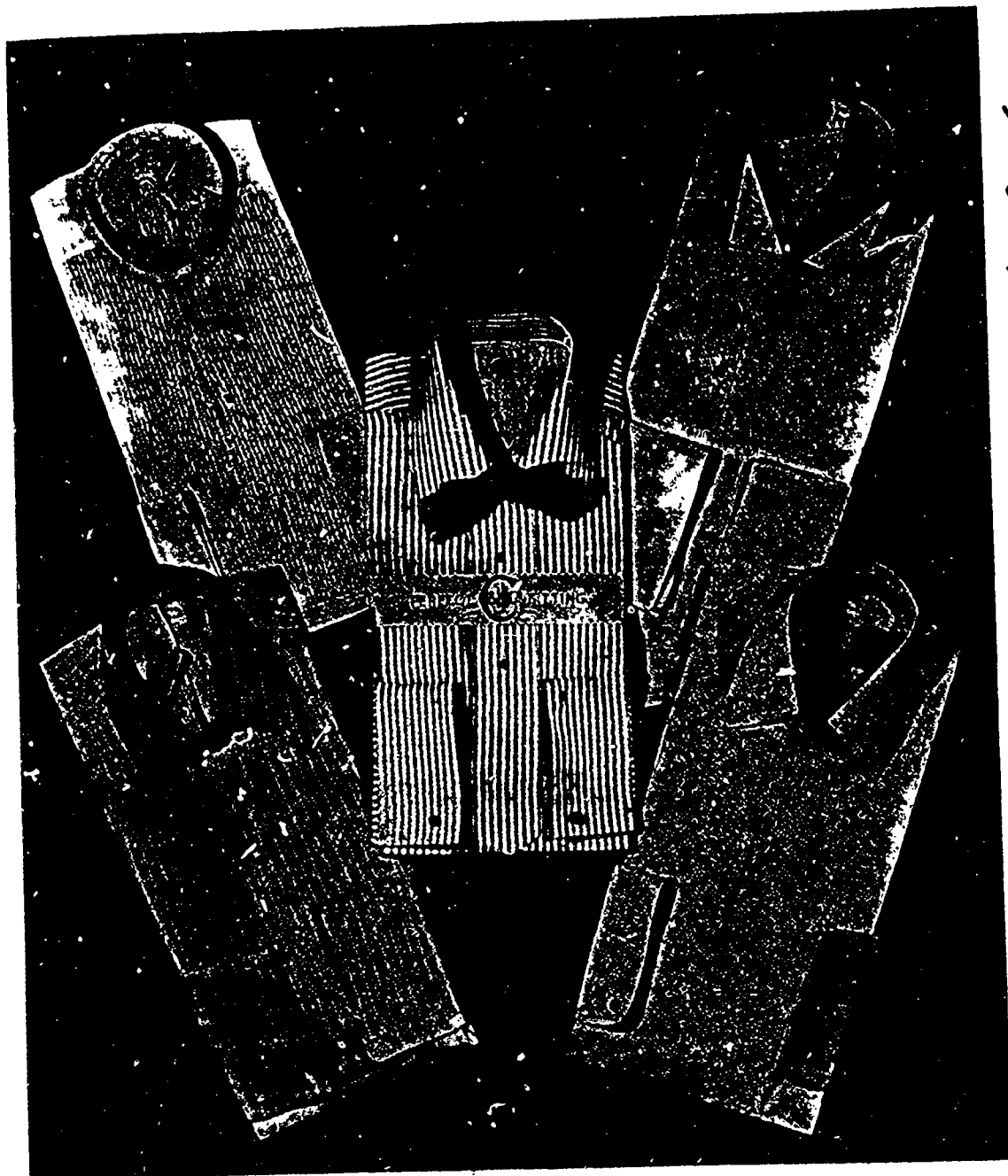
H. J. CAULFEILD & CO.

Wholesale Men's
Furnishers and

Manufacturers of Shirts, Summer Clothing and Overalls.

SHIRTS

in Fine Imported Flannel, Silk Stripes and Cambrics;
made up, soft body with stiff collar, pleat and cuffs;
open back or front with 2 collars, cuffs attached or de-
tached; white body with colored front, detached cuffs.



Latest Styles
Summer Coats

Vests
Bike and
Outing Suits.

•
Patterns and
Prices on
Application
•

Umbrellas
Waterproofs
Full Ranges

Many Exclusive Patterns, to sell from 50c. to \$1.50.

Letter Orders . . .

Solicited and most careful attention
given to same.

17 Front St. West, Toronto

A GRIEVANCE TO CANADA.

To the Editor DRY GOODS REVIEW.

SIR,—The following extract from 'The St. John Sun of 27th inst., if republished in your paper, which is probably read by more business men than any other paper published in the Dominion, will doubtless have a good effect in impressing on the minds of our fellow countrymen the great injustice which we, as residents of St. John, the natural winter port of Canada, are suffering at the hands of the Canadian Government.

When the Canadian Pacific Railway was being constructed our people were promised that in return for the taxation which was being put on us we would be doubly repaid by having the winter exports of the great country which was being developed pass through our port. In anticipation of the fulfilment of these promises, our people uncomplainingly bore the burden, and in order to be capable of handling the trade, spent a sum of over \$300,000 in building a grain elevator and freight sheds and otherwise improving our facilities.

Now that we are in a position to handle the trade, what do we find? Simply this: that the Government, instead of rewarding us, compels us, in common with the other residents of Canada, to pay for heavy subsidies granted to the Dominion and Allan companies to deliver the export and import trade of Canada via a United States port, viz., Portland, Maine.

We are actually compelled to bear taxation, the result of which is to build up a rival port in the United States at the expense of our own city.

To give an idea of the large sums of money which are left with the citizens of Portland by means of these steamers, a Portland paper is authority for the statement that the Scotsman distributed \$12,000 on her last visit.

How long would the citizens of any United States city submit to being taxed in order to build up with United States trade a rival city in Canada?

There is a growing trade between the Upper and Lower Provinces, the balance of which is largely in favor of the former.

If these steamship companies were subsidized to make St. John their terminus, the money distributed would be of immense service to our merchants, and by bettering them financially react to the good of the Upper Province manufacturers.

This is not the case with Portland, Maine. The Americans take all they can get, but give nothing in return save insults to the Mother Country. With a tariff wall surrounding Maine, trade is out of the question. If every exporter and every importer would make it a point to order their shipments via St. John great results would be accomplished.

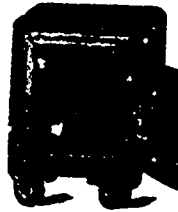
Yours, etc., ST. JOHN.

[The paragraph referred to by "St. John" reads as follows: "The ss. Vancouver sailed from Portland, Me., on Thursday with a cargo valued at \$203,000. The Canadian portion of her cargo consisted of 17,230 bushels of peas, 5,171 maple blocks, 986 wooden doors, 78 crates of road carts, 58 organs, 13 cases of sewing machines, 12 cases of poultry, 8 cases and 29 bales of leather, 1,680 bales of cut hay, 228 cases of apples, 710 boxes of ham and bacon, 43 tierces of pork, 92 cases of canned meats, 13 boxes of butter, 120 packages of agricultural implements, 63 crates of pulleys, 36 packages of emery stones, 25 boxes of tobacco, 10 crates of bicycle rims, 125 boxes of beans, 110 boxes of peas, 250 bags of oatmeal, 120 bales of oil cake, 19 packages of sundries."]

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

\$500 of Real Brussels
Point Lace for **\$350**
CASH

J. D. M. MacBURNIE
Lace Importer. MONTREAL



Champion Fire and Burglar-Proof Safes
Made with Solid Welded Angle Iron Frame, Iron Inner Doors; 1,000,000 Changes Combination Lock. Three years trial have proven them the Best. Fifteen sizes in stock. Write for our Price List.
S. S. KIMBALL
577 Craig St. Montreal, P.Q.

NORTHERN Established 1836
ASSURANCE COMPANY OF LONDON
Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

Canadian Branch Office:
1724 Notre Dame St., Montreal. **ROBERT W. TYRE,**
G. E. Moberley, Inspector. Manager.

MARINE INSURANCE
The **MANNHEIM INSURANCE CO.**
Grant Open Policies to Wholesale Grocers and Importers at specially favorable rates. Further particulars obtainable by applying to Local Agent, or to
Jas. J. Riley & Sons, . . . MONTREAL
Managers for Canada

BEAVER LINE STEAMSHIPS
WINTER SERVICE
The only Canadian Line plying exclusively to a Canadian Winter Port. Sailing between ST. JOHN, N.B., and LIVERPOOL.
Proposed Winter Sailings, Season 1895-6.

FROM LIVERPOOL	STEAMERS.	FROM ST. JOHN.
Saturday, December 21	LAKE WINNIPEG	Wednesday, January 2
" " " " " " " " 4	LAKE SUPERIOR	" " " " " " " " 9
" " " " " " " " 18	LAKE ONTARIO	" " " " " " " " 16
" " " " " " " " 1	LAKE WINNIPEG	" " " " " " " " 23

Steamers sail after arrival of Canadian Pacific Railway Express, due at St. John 1.30 p.m.

Reduced Rates of Passage, St. John to Liverpool, During Winter Season.

SALOON—Per SS. Lake Winnipeg, single ticket, \$40; round trip, \$80. Per SS. Lake Superior and Lake Ontario, single ticket, \$40 and \$45; round trip, \$80 and \$85, according to location.

SECOND CABIN—To Liverpool, Glasgow or Belfast, \$27.50; to London, \$30.50. From Liverpool, Glasgow or Belfast, \$30.00; round trip, \$62.50. From London, \$33; round trip, \$65.50.

STEERAGE—St. John to and from Liverpool, London, Londonderry, Belfast, Queenstown, Glasgow, at lowest rates.

In addition to the above fares will have to be added the rail fare to or from St. John, N.B.

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

Each steamer carries a duly qualified Surgeon and experienced Stewardess. Passes and Berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply

D. & C. MACIVER, Tower Buildings, Liverpool.
D. W. CAMPBELL, General Manager, 18 Hospital Street, Montreal.
BEAVER LINE OF S.S.
St. John, N.B.
Montreal, December 2nd, 1895.

COTTON NEWS.

THE Canadian Cotton Mills are very busy at present, and the agents report an extensive business. In cotton blankets, which are being put on the market for the first time in Canadian makes, the Dominion Co.'s mills will have them ready for the fall trade in all grades.

It is the intention this year to keep Canadian cottons fully abreast of the times in make, style and finish. A representative of D. Morrice, Sons & Co. has just returned from Europe after an extended trip to examine the newest designs and patterns. He visited Manchester, Paris and other places with this end in view. It is intended to show the latest designs in prints next season.

A circular from the Montmorency Cotton Co., dated Jan. 18, announced advances in their different lines of grey cottons of from $\frac{1}{4}$ to $\frac{3}{8}$ cent per yard.

Advices go to show that the demand for cottons throughout Ontario and Quebec this season has been somewhat limited as compared with the past season. This is being accounted for on the ground that the country retailers bought ahead, to a certain extent anticipating spring sales, before the recent advances in price. It is expected that there will be a better demand on the sorting trip.

At the annual meeting of the Montreal Cotton Co., held at the office of the company, the regular quarterly dividend of two per cent. was declared. The old Board of Directors were re-elected, as were also the old Board of Officers. The directors

are: Mr. A. F. Gault, Mr. Charles Garth, Mr. E. K. Green, Mr. Jacques Grenier, Mr. J. K. Ward, Mr. S. H. Ewing, and Mr. R. R. Stevenson. Mr. A. F. Gault was re-elected president; Mr. Charles Garth vice-president, and Mr. D. F. Smith secretary-treasurer.

At the annual meeting of the Merchants' Manufacturing Co. in Montreal the other day a satisfactory statement was presented. The following officers and directors were re-elected for the ensuing year: President, Mr. A. A. Ayer; vice-president, Mr. Gilman Cheney. Directors, Messrs. R. B. Angus, J. P. Cleghorn, James Crathern, Jonathan Hodgson, Robert Mackay, Mr. W. G. Cheney secretary-treasurer and Mr. A. Hawksworth superintendent of works.

MILLINERY SUPPLIES.

W. R. Brock & Co.'s ribbon and lace department is well stocked with the latest novelties in ribbons and laces from Switzerland, Germany, Nottingham and Canada, besides a full assortment of novelties in veilings and millinery supplies of all kinds.

VEILINGS.

Veilings in gauze with chenille spots being the fashion, Kyle, Cheeshrough & Co. announce a specially attractive range in these.

UNIQUE.

A very unique and original advertisement appears in this issue of THE REVIEW from W. R. Brock & Co. Mr. B. B. Cronyn, who designed it, has worked out the idea well.

E. BOISSEAU & Co.

Wholesale Manufacturers of



Men's, Youths'

Boys' and Children's

CLOTHING

18 Front St. East

TORONTO

THE SUCCESS OF CANADIAN TWEEDS.

The demand abroad for Canadian homespuns this season is a subject of considerable interest, and the Oxford Manufacturing Co., of Oxford, N.S., are getting a good deal of praise for their success in this line. Attention is being directed to the Oxford tweeds and homespuns in grays and fancy colors as the correct thing for cycle suits, of which there are likely to be an immense quantity used this year. The Oxford Company say: "While our Canadian riders highly appreciate these goods, yet it is, perhaps, in foreign markets that they are most prized. A few days ago a member of a large exporting house of London, Eng., was in New York and heard the Oxford homespuns so favorably spoken of for bicycling and golf wear that he requested samples sent home, and his firm is now interested in placing these goods in Singapore, Straits Settlements and other East Indian centres of trade. You will, with ourselves, doubtless be proud of the fact that Canadian fabrics are thus sought after abroad. We have been making homespuns for over 28 years, and know how. Goods in stock at leading wholesale houses and best tailors'. If you cannot be suited by them write us direct and we will help you out. There is only one genuine, but many imitations. In looking for our goods ask to see the trade mark, which consists of 'Tape woven across the ends of every web.'—This is a guarantee of satisfaction."

MR. R. S. BELL GOES TO CANTON.

Mr. R. S. Bell, who has been with John Macdonald & Co. for fifteen years and who has represented the firm in Northern Ontario for twelve years, has severed his connection with this great Toronto house to become the partner of a large dry goods house in Canton, Ohio. Before he left Toronto Mr. Bell was presented with an artistically-engrossed address and valuable diamond ring by his late fellow-employees, as a mark of their high esteem, fraternal affection and earnest desire for his extended success in his new sphere of life. Mr. John Macdonald, head of the firm, on behalf of the employees, made the presentation, and, in his own kindly fashion, expressed the feelings of the house toward the departing member. Mr. Bell made a suitable reply. He goes to a flourishing business in a prosperous centre, and intends to keep in touch with his old Canadian home through THE DRY GOODS REVIEW. In saying good-bye to THE REVIEW Mr. Bell expressed his friendly feelings towards his old Canadian surroundings. He goes to a place which he knows well, and the opening is in every way a most attractive one. Mr. Bell is followed by the best wishes of all with whom he has come into contact.

A NOVELTY IN DRAPERIES.

W. R. Brock & Co. are showing the largest range of art draperies that they have ever had. Good value combined with excellent taste in selection has made them very popular with the trade, and several repeats have already been cabled for. Among the novelties is the "Hong Kong," a tinselled effect which is very pretty and not expensive.

SUMMER OOSTUMES.

Features of the many new goods announced by Kyle, Cheesbrough & Co. are ladies' skirts in serges, etc., to wear with blouses. Golfers are still worn, and are shown in immense variety. Tam O'Shanters for boating and seaside wear are seen in full range. They will be worn with golfers.

CHARLES H. RICHES

SOLICITOR OF PATENTS

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Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application.

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TORONTO, ONTARIO.

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

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..... Established 1863.....

MONTREAL, the Metropolis of Canada, has vast industries that FRINGE the majestic St. Lawrence for miles, AND the ships of many nations hang like a TASSEL to her wharves, ready to bear away the product of her WORKS and of the fertile soil of our Dominion.

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Cords, Braids, Barrel Buttons, Tassels, Loops, etc.

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

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

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs

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

World Wide Popularity

The Delicious Perfume



Crab Apple Blossoms

EXTRA CONCENTRATED

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

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Annual sales exceed 500,000 bottles. Sold every where.

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THOMSON'S ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark
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At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

NEW LINE OF GENUINE

Fibre Chamois

WATERPROOFED

BY THE CELEBRATED . . .

"Rigby" Process

Now ready in the three

weights—10, 20 and 30.

Natural color only.

Rigby Proofed Fibre Chamois will be in immense demand, as it is to be freely advertised throughout Canada at once.

The Rigby Process renders it NON-ABSORBENT, gives no unpleasant odor or feeling, leaves it as smooth and flexible as ever, but with a surface quite impenetrable to the most driving rain or sleet.

A perfect interlining and support for ladies' skirts, fall clothing, etc. You will soon be ordering fall stock of overcoats, etc.--if you want lines that will sell themselves and pay best profits, order them made up with "Rigby Proofed Fibre Chamois."

Wind-proof and warm. Unaffected by any weather. If you want the trade of the farmer, stage-driver, railroad-man, motor-man, every outdoor worker, look ahead! count on our advertising and prepare for it now. Order the right stock.

It is put up 10 yards to piece. Same price as plain goods, 25 cents per yard, or in unbroken lots of 25 pieces or over less 10 per cent. trade discount.

SEND TO YOUR WHOLESALE HOUSE FOR SAMPLE PIECES

If you want the trade of your town advertise the new line
in your local papers.

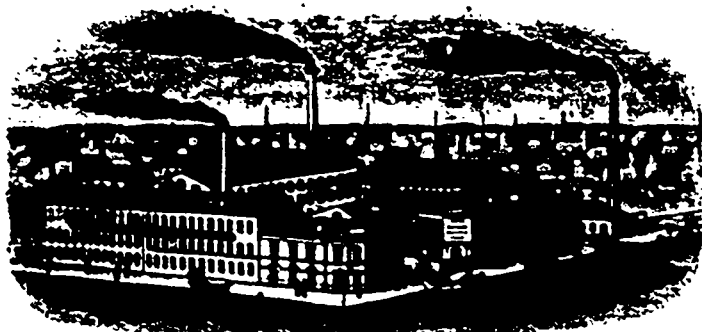
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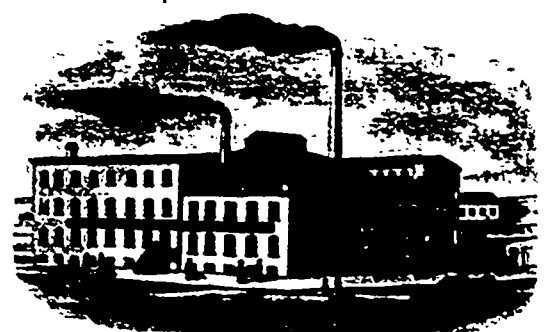
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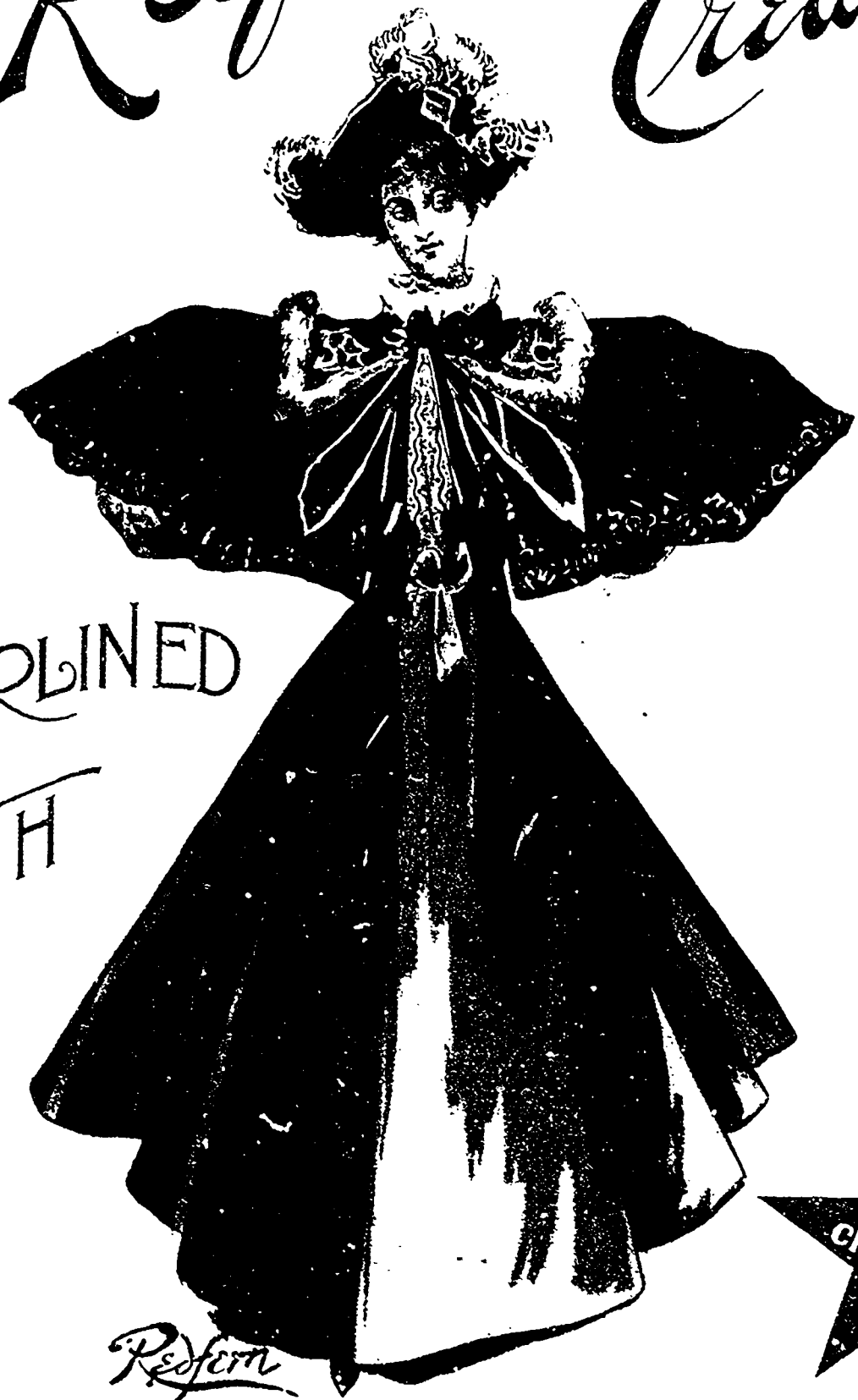
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