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THE CANADIAN DRY GOODS REVIEW

MAY

THE . . .

HEALTH BRAND UNDERWEAR

For Men . .
Women and Children

Has attained the most remarkable popularity of any Underwear manufactured in Canada. . . .

The best safeguard to "Health" in our climate.
Soft as velvet to the most sensitive skin
Made of the most luxuriant, silken-soft material

It excels all other makes on the market, and can be sold at popular prices.

Manufactured by . . .

The Montreal Silk Mills Co. - Montreal



THE
MCLEAN PUBLISHING CO.
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

Lister's Silk Velvets

For

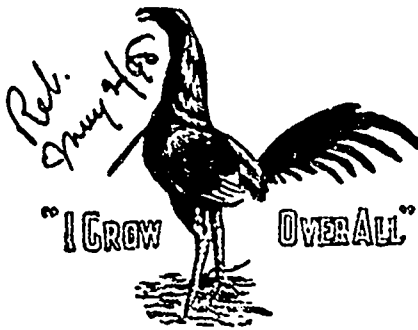
.. English Make ..

Millinery, Mantles and Dress Trimmings.

Cannot be excelled for Finish and Wear.

EVERY YARD GUARANTEED

IF YOU ARE NOT USING THEM, TRY THEM, AND YOU WILL BUY NO OTHER



ARE YOU ALIVE . .

to keeping the most fashionable goods in America?

If so, see that you have the . . .

"ROOSTER BRAND"

- Irish Linen Crash Suits—3 pieces.
- Irish Linen Crash Skirts—full width.
- White Duck Coats and Pants—proper cut.
- White Duck Skirts—for Tennis, etc.
- Bicycle Suits—"up-to-date."

THESE GOODS ARE ALL TAILOR-MADE.

Robert C. Wilkins, 198 McGill Street, **Montreal**
 Manufacturer

SHIRTS AND CLOTHING SPECIALTIES.



WITH TAILORMAID

A woman will never consent

to do without our "TAILORMAID" Waist Fastener if you once show her its merits. For who would fume and fret under a shapeless waist when she can get grace and comfort with a perfect fastener?

The very thing...

Tailormaid
 REGISTERED TRADE MARK

A flexible steel wire, forming a continuous eye that is inseparable from the waist. There can be no wrinkled material or gaping fronts where TAILORMAID is used. It is a quick-selling, profit-making specialty—indispensable to a good Notion Department.

PRICE: \$18 Per Gross.

Made in black, white and slate, 6, 7, 8, and 9 inches. Shall we send you 's gross assorted?

There can be no parting or gaps the eyes are continuous



W. E. WALSH

13 St. John St.

TEL. 1160

...MONTREAL

Sole Selling Agent for Canada

S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER, B.C.

MAY 1898

Special Clearing Lines

DURING THIS MONTH

In ALL Departments

... of ...

Spring and Summer Goods

Before Stocktaking

Sole Agents in Canada for

BRIGGS PRIESTLEY & SONS, BRADFORD,

E. PEWNY & CO., GRENOBLE, FRANCE

and "EVERFAST STAINLESS HOSEIERY."

George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

COTTON SATINS,
COTTON ALBERTS and
all COTTON GOODS Dyed by
the Fast Black Process
(NOIR INALTERABLE)
of G. A., Limited, are
rendered unchangeable
by acid, atmospheric influences
or sea water, and the handle of
the goods is equal to half-
woolen goods.

ARE

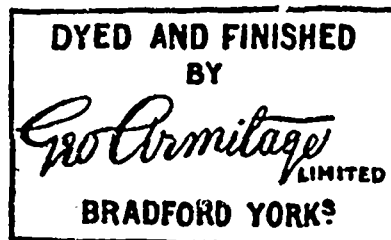
Dyers,

Stovers, Bleachers
and Finishers of

HALF-WOOLEN GOODS,
SATEENS and
MOHAIR LININGS
should all bear
the undermentioned
stamp:



SATIN-DE-CHINES
ITALIAN CLOTHS
MOHAIR and ALPACA LININGS
WORSTED COATINGS
WOOL SERGES
IMPERIAL CLOTHS
COTTON GOODS and
DRESS GOODS
of all descriptions



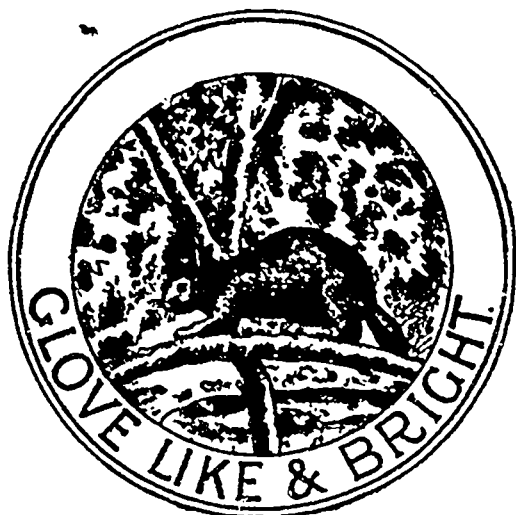
Caution and Warning

TO ALL WHOM IT MAY CONCERN:

It has come to the knowledge of **GEORGE ARMITAGE, LIMITED**, of BRADFORD, ENGLAND, that certain fabrics of inferior dye and finish are being shipped which are **FALSELY** represented as having been dyed and finished by **GEORGE ARMITAGE, LIMITED**. In some cases the persons guilty of this fraudulent practice have not hesitated to insert in the lappets "tissues" printed in gold and bearing the words "Dyed and Finished by George Armitage, Limited."

THIS WARNING is given that all users and sellers of **LININGS** may satisfy themselves that they are handling the genuine Dye and Finish of **GEORGE ARMITAGE, LIMITED**—the well-known merits of which have led to these unscrupulous deceptions—by seeing that **THE CLOTH ITSELF** bears one or other of the trademarks of **GEORGE ARMITAGE, LIMITED**, as set forth above or below.

FURTHER NOTICE IS HEREBY GIVEN that drastic legal proceedings will be instituted against any one falsely representing cloth to be of the Dye and Finish of **GEORGE ARMITAGE, LIMITED**.

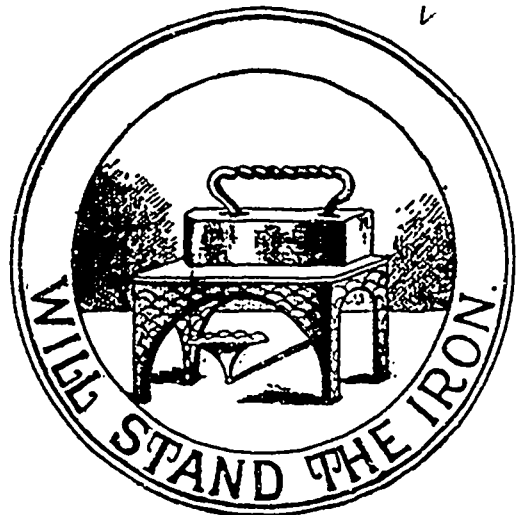


BEAVER
Permanent
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpacas, Worsted and Cotton Italians, Etc.)

Will not mark with the tailor's damp cloth and hot iron. Will not wear greasy. The dye is also made faster by this process.



THE HIGH-CLASS MATERIAL

MARKED

Viyella

REGD.

DOES NOT SHRINK

For Ladies'

Nightdresses
Knickerbockers
Cycling and Boating
Costumes
Dressing Gowns
etc., etc.

For Children's

Frocks
Nightdresses
etc., etc.

For Men's

Golfing and Boating
Jackets.
Tennis Suits
Day and Nightshirts
Pyjamas
etc., etc.



The "Queen" says:

The warmth of flannel and the softness of lawn.

**DAY AND
NIGHT
WEAR**

The "Field" says:

"Most acceptable both for day and night wear."

REGISTERED TRADE MARK.

Every Genuine piece of "Viyella" bears the "Viyella" label, every 5 yards, on the selvage.

WM. HOLLINS & CO., Limited

Nottingham, and 9 Friday St., London, England

Spinners and Manufacturers

Canadian Agent

MR. J. A. ROBERTSON

Board of Trade Building

MONTREAL

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your New 'GLOVE-FITTING.' I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

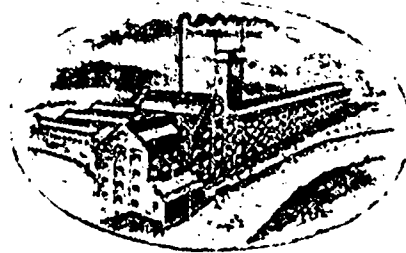
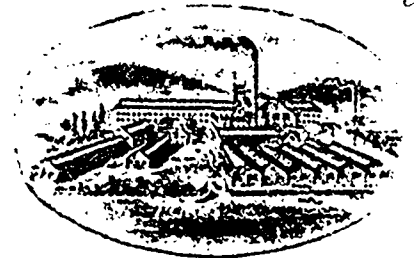
A large stock of these Corsets always on hand at JOHN MACDONALD & CO.'S, Toronto.

APPERLY, CURTIS & CO.

WEST OF ENGLAND

... Limited.

Woollen Manufacturers

Coatings
Vicunas
Saxonys
Serges
TrouseringsCoverts
Suitings
Evening
Dress Goods
Etc., Etc.

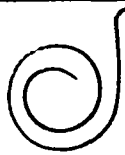
DUBBRIDGE MILLS, STROUD, ENGLAND

London Office: 16 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

A pleasing recognition of the value of the . . .

"PIRLE" Finish



~ ~ ~

is shown by the fact that the leading French and German Manufacturers, in addition to the British, are sending Goods to Ripley's to be "*PIRLE*" Finished. Goods do *not* spot and do *not* cockle. If you have not tried this Finish, particularly suitable for the Canadian market, *Why Don't You?*

EDWARD RIPLEY & SON

Bowling Dye Works

BRADFORD, ENG.

ALLOA PATON'S MAKE KNITTING WOOLS

Famed all over the world for DURABILITY, RICHNESS OF COLOR AND HIGH QUALITY.

Weldon's Journal says: "The fine Paton's Wools, from first to last, are unapproachable in quality, coloring and finish, meeting every demand and giving entire satisfaction."

FOR KNITTING, BICYCLE and GOLFING HOSE.

These yarns come in very beautiful mixtures to match the newest tweeds and costume cloths, and include the Forbes, Gordon, Stewart and McKenzie Tartans.

Samples and prices on application.

F. ROBERTSON & CO.

20 Front St. West, TORONTO

Wreyford & Co.

Manufacturers and Agents.

McKinnon Building,

Toronto

MERCHANTS should note the 25 per cent. reduction off duty on all English goods after June 30.

Latest Shapes and Designs for

FALL, 1898

have arrived from following English manufacturers:

Young & Rochester
Shirts, Neckwear and Dressing Gowns.

Tress & Co.
High-class Hats and Caps.

Dr. Jaeger's
Sanitary Woollen Underwear and Comfort Specialties.

With full ranges of above, Mr. Wreyford will be at Windsor Hotel, Montreal, first week in May, following weeks at St. John, N. B., and Halifax, N. S., and will be pleased to arrange to meet merchants in Quebec and Maritime Provinces.



Full Shelves Empty Store

You cannot expect people to buy those old-fashioned, undesirable Dress Goods of yours.

Even when you cut their price below the cost mark they drag and hang. People won't even let you lose money.

Why don't you have them dyed? We can give them the very latest and most popular shade. Cloths dyed by us never fade. The color never crocks. The old color never shows through.

The lustre is perfect—no one can tell that they have been re-dyed.

The cost is small.

Ask for booklet and price lists that will tell you all about it.

R. PARKER & CO.

787-791 Yonge Street, TORONTO.

1958 Notre Dame Street, MONTREAL, QUE.



17 Front Street West,
TORONTO.

We are showing an immense range of the
Latest Novelties in . . .

NECKWEAR

BOW TIES—Exceptionally good values; style and quality
being first-class, while prices are away down.

New York Novelties

IN SUMMER GOODS.

We have a choice assortment of

**LOMBARDS, DERBYS, KNOTS
AND BOWS** . . .

in rare colorings—

SILKS and COTTONS.

Balbriggan Shirts and Drawers—From 34 to 46 in., in four qualities,
also in Boys' Sizes.

Natural Wool Shirts and Drawers—Spring and Summer Weights, from
34 to 46 in., three qualities.

Letter Orders Carefully and Promptly attended to

Caulfeild, Henderson & Burns

DO YOU SELL

WALL PAPER?

IF SO, YOU WANT THIS.

If you sell Wall Paper, send us your name and address (mentioning
"DRY GOODS REVIEW") on a post card, and we will forward FREE and
postpaid, an ARTICLE that every Wall Paper Dealer will find useful.

SEND FOR IT TO-DAY

M. STAUNTON & CO.

WALL PAPER MANUFACTURERS

FOR WALL PAPER DEALERS ONLY.
DON'T FAIL TO MENTION THIS JOURNAL.

TORONTO, ONT.

The Merchants Dyeing ^{AND} Finishing Co. LIMITED

Successors to **CALDECOTT, BURTON & SPENCE**

Manufacturers,
Importers
and Jobbers.

Warehouse : 42 Front Street West | **TORONTO**
Works : 20 Liberty Street |

Have made great preparations for the **MAY SORTING TRADE**
and offer a number of attractive lines.

DRESS DEPARTMENT.

Organdie Muslins, Spot Muslins, Victoria Lawns, Black Lustres, Brocade Lustres, Brocade Crepons, French and German Vigoreux, Fancy Silk Checks, Box Cloths, Bicycle Serges, Henrietta Serges, Coating Serges, Estamine Serges, Covert Coatings.

SILK DEPARTMENT.

Fancy Silks from 35c. to 90c. 24 in. Rich Black Satins, assorted qualities, Rich Black Brocade and Figured Silks, Black and Colored Moire Silks, Roman Stripes, Checks and Plaid Silks, Black Damasse, Peau de Soies, Satin and Duchesse, Plain Japanese Lining Silks, 20 to 27 inch.

Hosiery and Glove Department.

Black, 13 in., 4 Buttons, Taffeta, \$1.80 to \$3.00. Colored, 13 in., 4 Buttons, Taffeta, \$1.80 to \$3.00. Black and Colored Lisle, all qualities. Pure Silk Gloves, Black and Colored, at \$2.25, \$3.00, \$3.60, \$4.50, great value. Black Cotton Hosiery from 50c. to \$4.50, fast dye. Cashmere Hose, full range of our special lines. Kid Gloves, Black and Colored Laceing, 4 Buttons, 4 Dome, to retail 50c. to \$1.25, and the famous Cluze Patent Thumb Kid Glove, 2 Domes.

Ribbon and Smallware Department.

Jet Trimmings, Tubular Braid Trimmings, Tinsel Braids, Silk Braids all colors and widths, and a splendid collection of Laces in Valenciennes, Silk Chantilly, Oriental, Torchon and Fancy Thread. Veilings in all the Latest Styles.

IN TAILOR-MADE SKIRTS

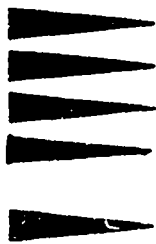
the sale has been phenomenally large, because they are well and stylishly made, correctly sized, and are so convenient to wear. **Stock kept in Serges, Lustres and Brocades.** Black, Navy and Browns—34, 36, 38, 40, 42 inch.

ORDERS CAREFULLY FILLED.

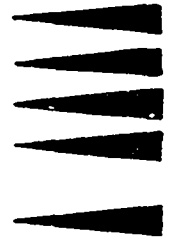
The Merchants Dyeing and Finishing Co. Limited
TORONTO

MAY POINTERS

THE
W. R. Brock Company, Limited
CAN



Keep your stock well assorted.
Sell you correct up-to-date goods.
Give you good value in all depts.
Fill your letter orders correctly
and promptly.
Make terms liberal.



SPECIAL

We have cleared, for cash, manufacturer's surplus
stock of

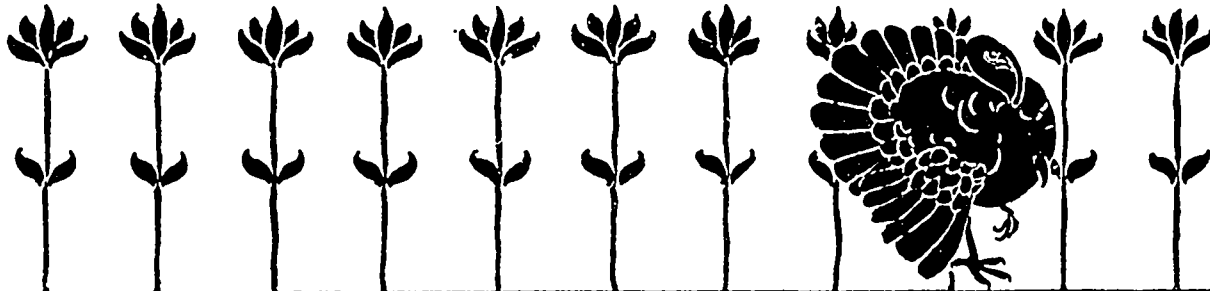
36-inch Wauregan Regatta Prints
English Pink Twill Shakers, "two lines"
Embroidered Apron Cloths
One line Oxford Shirting } Very special
One line Indigo do }
Black and White, Black Broché, and Fancy
Colored Silks
A clearing line of Tweed Suitings
Underwear, Hosiery, Ladies' Shirt Waists,
Men's Fancy Regatta and White Shirts,
Waterproof Coats, Sporting Belts.

Just what you want to
Stimulate

May Trade

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



VOL. VIII.

MONTREAL AND TORONTO, MAY, 1898.

No. 5.

ITEMS OF THE TRADE HERE AND THERE. NOW A JOINT STOCK COMPANY.

THE firm of Finlayson, Bousfield & Co., linen thread manufacturers, of Johnstone, Scotland, and North Grafton, Mass., has been formed into a joint stock company, with a capital stock of \$1,750,000, divided into 550 shares. The principal stockholders are: James Finlayson, W. J. Finlayson, James Finlayson, jr., A. W. Finlayson, Jas. Coats, jr., Sir Thomas Glen Coats, George Coats, W. A. Coats and Andrew Coats.

It will be noticed that the new company is practically controlled by the leading spirits of the great Coats sewing cotton syndicate.

AN ENTERPRISING ANTIGONISH HOUSE.

THE REVIEW early in April reached Antigonish, N.S., and was shown through the establishment of McCarthy & Co. by the enterprising proprietor, who had recently returned from the European markets. The spring importations were just placed in stock and the large store looked as if the markets of the world had been ransacked to fill it with choice and fashionable wares. Beautiful goods were displayed in the dress goods and millinery departments. The latter, situated on the second floor, was in process of preparation for the spring opening, and displayed taste and skill. The mantle, carpet, staples and dressmaking departments are situated on the second floor and each was being filled with new goods.

In January, of this year, the firm decided to remain in darkness no longer. They, therefore, procured and put in an electric light plant of their own. They have sufficient power to light their own premises and supply a few others in town. It is the intention to increase the plant in the near future and supply the whole town with light.

COTTON SILK EFFECTS IN CANADA.

The enterprising agents of the Montreal Cotton Co., Stevenson, Blackader & Co., are constantly introducing new lines of goods. Their latest, are Simla silk effects. These goods are so beautifully finished that they appear likely to be dangerous competitors of the Pongee silks. They are in various colors and may be used for many different purposes.

TO MAKE COTTON AND WOOLLEN MILL MACHINERY.

Valleyfield, Que., is to have a new manufacturing establishment. The Northrop Loom Co. has been formed, with a capital of \$1,000,000, for the purpose of manufacturing looms and other machinery used in weaving cotton and woollen goods. The com-

pany will have control for Canada of the patents held by the Draper Co., of Hopedale, Mass. The factory will be operated by electric power, leased from the Montreal Cotton Co. The promoters are: A. F. Gault, the Draper Co., R. R. Stevenson, S. H. Ewing, and Louis Simpson.

A NEW HALIFAX FIRM.

The new firm of A. B. Boak & Co., Halifax, N.S., report a satisfactory opening business and state that they are receiving every encouragement. In many lines repeat orders have been numerous and the demand for the class of goods they are carrying is very extensive. This firm have one of the most attractive warerooms in Canada and their stock of fancy dry goods is entirely new and bright. In this issue they call attention to several lines in ladies' wear, in which they are showing special values.

NEW COTTON MILL UNDER CONSTRUCTION.

Work has begun on the new mill of the Montreal Cotton Co., which, in spite of rumors to the contrary, is to be built at Valleyfield. It will have 60,000 spindles, and will probably employ about 500 hands. Fine yarns, hitherto imported, will be manufactured.

The mill will probably not be ready for use before next spring.

The increased business of the company has necessitated the building of a new cotton warehouse with improved picker rooms.

NEW FIRM IN WESTVILLE, N.S.

On the 1st day of March, Messrs. Sutherland & Co., of Westville, N.S., opened their doors to the public. The firm consists of J. R. H. Sutherland and F. G. Konig.

They carry a stock of dry goods and boots and shoes, and intend to do a strictly cash business. The building which they occupy has been remodelled under their own supervision, and the interior presents a neat and attractive appearance.

Mr. Sutherland has traveled for the Whitham Shoe Co., of Montreal, for a number of years, and is a practical man in that department. Mr. Konig has been connected with the dry goods trade in Westville for over ten years, and fully understands the wants of their customers.

When THE REVIEW representative called on them, about the close of the first month, Mr. Konig said: "I have been a reader of THE REVIEW for years, and intended sending in our subscription. It is the finest trade journal that we have subscribed for."

In reply to THE REVIEW, Mr. Konig said: "Our first month's trade has been fully up to our expectations, and the prospects for the season's business are good."

HINTS TO RETAILERS.

BY A HEAD CLERK.

MUCH has been said and written against the mere copyist. People who have not an iota of originality in themselves have been most severe in their denunciation of others for no other reason than a confessed want of the same virtue. But there are many worse fellows than the imitator in the dry goods business.

The one-idea man, who, right or wrong, is so wedded to his pet method that he will allow no change in his store; that man who is opposed to everybody else's ways or ideas simply because he was not the originator; the old-fogey-stay-in-the-rut and scared-to-death, will always be behind the merchant who looks for and is anxious to adopt the likely methods of other genius.

If your neighbor hangs out a more attractive sign than he has been using for the past ten years, that is no reason why you should be compelled to struggle along with your own antiquated name plate. If an influential and successful merchant who has built up an immense business shows you a better method of reaching the public through the daily press than the one you are using, there is no reason why your business should be allowed to suffer because you did not think of that method before any one else.

But in adopting new and up-to-date methods in your business you need not make yourself obnoxious to your neighbors and ridiculous to your customers by continually trying to steal a competitor's thunder.

This is a kind of follow the leader that loudly proclaims you to be behind in the race, and will never land you in first place either as a man of business or in the esteem of your best and most intelligent customers.

When adopting the ideas of others be sure of your ideal. Try to improve on the pattern and do not be carried away with brilliant and noisy pyrotechnics that may amuse and dazzle for a moment, but end in smoke and ashes.

It is often the case with people who do not get along well in life, to profess to know it all. It only too frequently happens with merchants. You, Mr. Merchant, may profit by the knowledge of others who know some of it. Presumably you buy where you think you can get the best value for your money, in order that you will be enabled to give your customers good value in return. Also you buy just what you think your trade is most likely to demand, often examining various lines of goods and making careful comparison. You use your own judgment, of course. Is judgment of others of no value to you, even though they may be disinterested?

With some it is not. They will not allow themselves to be biased in the least degree. Their judgment is with them supreme, even though it be formed in some sleepy hollow remote from the acknowledged centres of trade and fashion. Perhaps this is the reason for their complaint of the best trade stopping away from them.

All men are not created equal in all things. Some are successful merchants, others are successful lawyers, doctors or farmers. Would it not be wise for the merchant who would be successful, or

would add to his success, to consult other successful merchants, listen to their advice and judgment and consult their methods?

In all lines of business at the present day there are comparatively new beginners who have rapidly come to the front; also old and well established houses who have made rapid strides and have distanced other houses of like standing in the race for fame and fortune.

CANADA WELL SPOKEN OF IN ENGLAND.

"IN England more is said about Canada now than one used to hear," said Mr. Davidson, dress goods buyer for John Macdonald & Co., who returned last week from Europe, "and they are glad to see revived trade here. The new tariff is popular, since it promises to increase their Canadian business. I would not be surprised to see a far larger flow of British capital and emigration to Canada during the next few years. As to the brilliant prospects of the Klondyke, British commercial men are apt to be cautious, in fact, dubious. They have witnessed a certain amount of collapse in South African investments, and are, therefore, more disposed to regard Canada favorably on account of its improved trade than the gold fields."

Speaking of the markets, Mr. Davidson reports that silk manufacturers on the continent are all busy, in view of the increased demand for silks. Stocks for immediate deliveries are hard to get, while for future deliveries the tone of the market indicates an advance in price of $7\frac{1}{2}$ per cent. The English silk manufacturers are showing some very nice goods this season. In dress fabrics, the taste is getting down to plain stuff, although some nice fancies are still shown. The latest feature is the crossover, or travers pattern, a zig-zag pattern running across the material instead of down. In woollen fabrics, both the continental and Bradford manufacturers are showing braided effects, in plain and Vandyke patterns, both for black and colored goods. It is early to speak of colors, but green and its combinations prevail, and purple shades show largely, while a light blue is coming to the front. There is the usual run on blacks. Samples will be ready next week to show for fall purchases.

THE DOMINION COTTON CO.

The Dominion Cotton Co. held their annual meeting on April 4, at the offices of the company, 316 St. James street, Montreal. A fairly large number of shareholders were present, and, after the annual reports had been read and considered, the following directors were elected: Messrs. A. F. Gault, Jacques Grenier, S. H. Ewing, Hon. J. O. Villeneuve, C. E. Gault, Samuel Finley, Chas. R. Whitehead.

At a subsequent meeting, Messrs. Gault, Grenier, and Shannon were re-elected to their respective offices of president, vice-president, and secretary-treasurer. Mr. Chas. R. Whitehead will continue to act as general manager, while his brother-in-law, Mr. Leslie G. Craig, will look after financial matters, as heretofore.

PRICES OF NEW BLACK DRESS GOODS.

Brophy, Cains & Co. write to THE REVIEW: "We have had to disappoint many of our best friends the past three weeks through inability to fill their orders for black crepons and rough black mohair goods. With your permission, we wish to make use of you and help them by saying that we have just received some new and very handsome lines in these goods—the very latest novelties. Our prices are 75c., 85c., 90c., 95c., \$1, \$1.15 and \$1.25. We would ask the trade to please order at once; do not wait for our travelers, or for samples to be sent, or you may again be disappointed. Write us, giving quantity and price. All orders will be filled the same day as received. We have only a few cases of these goods."

HOW TO BUILD UP A BUSINESS.

A PRACTICAL TALK ON THE QUALITIES THAT TELL IN LIFE.

A YOUNG MAN'S FIRST START—THE HABIT OF THRIFT—STEADFASTNESS OF PURPOSE IS THE SECRET—HOW SUCCESSFUL MERCHANTS CARVED OUT THEIR CAREERS.

FORTY years ago I thought that the successful business man was the possessor of some mystic power that lifted him above the rank of other men. For many years I have been aware that there was no truth in my boyish fancy. The successful business man of to-day is the painstaking, earnest, forceful man who goes at his work with a will, who follows the little things, who masters the field in which he is laboring.

Once in a great while some one discovers a gold mine, and so becomes rich with a rush. Now and then a business man, with a long look ahead, gets such control of some phase of the market that he makes a fortune in a few months, or a few days. But the great mass of business men who attain success grow slowly, and so healthily. I have often thought that the growth of character in a man and the growth of ability in business are very much alike, and that both resemble the growth of coral under the sea.

When I advise a young man as to a business career I say to him, "What are your leanings? In what direction do you think you would prefer to grow?" Very few young men can tell me with any definiteness what lines they would choose. After the days when to be a circus man, or a street car driver, or a pugilist, is the height of his ambition, comes a time of great uncertainty. As a young man sees the world a little more clearly, he begins to realize that success may not come for the asking; that there must be effort to back intelligence, and that deciding upon a career is one of the most momentous events in his life.

I have never yet known a young man to start out in any worthy calling and follow it intelligently and earnestly without making a success out of it. Whether it is banking, or blacksmithing, or teaching, or trading, with health and energy and singleness of purpose, there is but one result. "Singleness of purpose" stands for a great deal. Look into the causes which lead to most of the business failures and you will find that outside speculation is at the bottom of the trouble.

SHIFTLESSNESS AND EXTRAVAGANCE.

As a boy on a north Pennsylvania farm, I was impressed with the almost invariable tendency to shiftlessness shown by farm hands. In those days they received perhaps twelve dollars a month and board. There really was no need for them to spend much beyond the small amount needed for clothes. Yet, of perhaps fifty of these men that I knew well in the course of half a dozen years, I recall but one who saved anything. Some of them would spend more than a twentieth of an entire year's earnings for a horse and buggy on a single holiday. They were sure to repeat the same extravagance at every opportunity. Many of these men I know now. As a rule they married women as shiftless as themselves, and have lived in a sort of hand-to-mouth way every since.

The one exception that I recall was rather the butt of his associates. Not over bright we thought him then, and I am sure now that he was not particularly brilliant, as brightness is apt to be measured. At first he could not command more than ten dollars a month—two dollars less than the standard. But he was a careful, uncomplaining workman, and while I was still intimate with him, he had saved \$500, which was working for him—bringing \$30 a year, for he was content with a certain per cent. rather than venture after an uncertain usurious rate. By this time he was regarded as a promising man. Farmers were glad to pay him more than

the ruling rates, because he was reliable and earnest, and took the same sensible interest in his employer's affairs that he always took in his own.

More than thirty years slipped by before I got into the old neighborhood again. Some of the men I had known there were dead, some had "gone west," most of them were the shiftless heads of shiftless families, and still working out, or farming on shares. The wealthiest man for miles around, the owner of most farms, and the recognized leader in general business affairs, was the one we had regarded as not over bright. Looking back at it all, I cannot see why every one of these farm hands had not at least an equal "opportunity" with the solitary one who succeeded.

HOW THE PUBLIC ARE ATTRACTED.

But this is not "building a business" in the full sense in which I propose to discuss it. The qualifications that make a farm hand a wealth-getter are important for the business builder in a broader field. But he must have more. The great success of a business comes from so conducting it that public support is assured. That can only be had by appealing to the self interest of the public.

Taking retail stores devoted to general merchandise for the illustration, it will be found that where equal goods can be had for the least money most people will go. If to this can be added better conveniences and more liberal treatment, the advantage increases.

Where any business has grown phenomenally, it will be found that somewhere in its management is a person with an exceptional force of character; some one who saw clearly where rivals groped or guessed. But it will also be found that his method of doing business is surprisingly simple, that the only "secrets" about it are a little more common sense in the appeal to the self-interest of his possible customers, and a little more solicitude for their comfort.

I can name, at least, four great and prosperous business houses in leading eastern cities whose pedigrees run straight back to push-carts and peddlers' outfits, and that, too, not so long ago.

A GREAT MERCHANT'S HUMBLE START.

John Wanamaker delivered his first order in a wheelbarrow. He had just started Oak Hall in Philadelphia. He and his father together had barely \$4,000 capital. There was rent to pay in advance. There were goods to buy—cash a little, credit a great deal. There was help to hire and fitting up to do. The \$4,000 was stretched to its utmost. When the first order came, everyone was on edge to fill it the best possible, and the head of the house put the big bundle in a barrow and wheeled it to the customer. More than that, the \$34 he received was taken to a printing office and all paid for an advertisement of the new firm.

In a country town of perhaps a thousand people, years ago, I knew a trader whose entire stock, at starting, did not exceed one hundred dollars in value. If any of the other dealers noticed him at all, it was only to laugh at him and make fun at his expense. But whatever he had to sell was good. If he agreed to furnish butter or apples to a customer there was never any question as to quality or quantity. The butter was fresh, the eggs were fresh, the apples were never "topped out." Anyone who had been served by him once was pretty sure to go again and advise others to go. In a year or so he was doing a very tidy business, and other merchants were very serious when they talked of the competition he gave them. Within four years he had the largest trade of any store in all that section. He simply did business better than his rivals were doing it, and self-interest turned the people to him.

Again, I say that the "genius" that builds a business is singleness of purpose, tireless industry, wise economy, and such a presentation as will appeal to the self interest of the public—if the business is one that depends upon free will popular support.—Manley M. Gillam, in Success.

WINDOW DRESSING.

DUTIES OF THE WINDOW ARTIST.

DOUBTLESS there are stores in Canada where the windows are trimmed because they look nice and for no other reason. But do you realize that properly dressed windows are salesmen? Like a good ad., they bring business. When the merchant scores a point in buying, he does a good thing for his business; but no better than if he takes care that his window displays shall be one means of selling his goods. On this point the remarks of *The Dry Goods Economist*, a few days ago, as to the importance and responsibilities of the window artist, strike one as quite to the point. The window artist, the writer points out, who has the interest of his employer at heart can truthfully say that his duties never end. The threads of demand upon his time are seldom free from his hands when others are to be picked up. Though in this connection it may be wise to ask how many young men are to be found holding positions of this kind who fully feel the keen business responsibilities that they should. But few men feel the kind of interest in the work of a salaried position that they should. Try as one will to influence such efforts as might prove elevating and profitable, the attempts oftentimes prove a waste of endeavor and thought.

To come down, however, to the real subject, that of the decorative artist and his influence in planning and developing the scenes of a retail store: First of all, he is responsible for the appearance of the exhibit behind the shining plate glass front; he is responsible for whatever enthusiasm or lack of interest the passing throng may or may not manifest in his decorative creations; he is also responsible for the ever-shifting scenes of interior department trims, and upon his shoulders should rest the responsibility of sale displays.

For—referring to the latter—who, if not the window artist, can best direct and plan that important part of store detail? He is the man at the wheel, and should be regarded as such. But—say nothing of the efficiency of the average window artist to shape the daily selling displays into impressive movers of merchandise—what application does he make of this ability? What amount of mental care and heart-felt interest does he manifest in these demands upon his time and talent? A well conducted advertising column is a

rich mine for the artist who follows its daily announcements, and this he should do, for displays should be in full accord with lines thus offered. The advertising man has performed his duty well. Can as much be said of the display artist?

Experience forces the confession that many artists wait to be prodded. Why some of these clever idea men—and that coinage seems appropriate—should restrain their ambition is inconceivable when a little reasoning would plainly show them their folly. The man who wants to be told of his duties in business affairs, no matter what his natural abilities, lacks that which begets success. The time has passed when businessmen overlook the shortcomings of those to whom business duties are intrusted. Successes that are made to-day by young men are made by those who are conscientious thinkers and untiring workers.

When the window artist learns to devote the same thought to his work—on which so much depends in retailing—as does the advertising man in his sphere, then he will prove himself of incalculable value to his employer and a helper of a most important kind.

A CARPET AND CURTAIN WINDOW.

In this issue *THE REVIEW* presents a photograph of a well dressed window in Charlottetown, P.E.I., at the enterprising house of James Paton & Co. It was designed to show carpets and curtains, and the verdict of the firm is that the display actually sold goods. No better evidence of success is wanted than this. In taking the photograph of the window it was found impossible, owing to the reflection, to get a front view. At the same time, as window dressers will observe from the cut, which gives a side view, it must have been a rich and imposing display. In the front row the trimmer placed five large jardinières full of spring flowers, back of which were



Carpet and Curtain Window, James Paton & Co., Charlottetown.

arranged five or six large sized velvet rugs, folded with the point up. The sides were draped with point curtains down to the looking-glass. The front and side of the glass were draped with Scotch or Nottingham curtains, the back top of the window with lace curtains. The background consisted of Brussels and Crossley's velvets, the middle and to prows being borders and stairs. An examination will show, as nearly as it is possible for a photograph to do, how well the trimmer had selected his goods. There were 24 pieces in all.

PRACTICAL SUGGESTIONS.

A bow of wide ribbon fastened at the top of a cone of wash goods is a pleasing addition. The ribbon must harmonize in color, of course, representing the combination that is most suited for the

We have all widths in **Black Velvet Ribbons** for **TRAVERSE STRIPES**.

Black, Turquoise and Cerise Silk for **LINING AND DUST FRILLS**.

The New Silk-like Lining Dress Foundation for **Grenadines**.

NOTE.—We have just received a **new range** of Blouse Silks, to retail at 25 cents. Without doubt the best value shown.

New Pongees, Satins and Black Glaces just received.

There is a good demand for **Black Silk Grenadine**. We have Stripes, Checks and Fancy patterns. You want the B. C. & Co. Black Silk Check Grenadine, with Velour effect, **the very latest novelty**. Our Silk Grenadines are the handsomest and richest goods ever brought into Canada.

Plain Black Dress Goods and Fancy Black Dress Goods, in all the new patterns and weaves. Our Colored Dress Goods comprise all that fashion calls for, or good taste desires.

Still a few thousand pieces of Cotton Wash Goods, Leno Woven Checks, Lappet Mulls, Organdie Etoile, Mulhouse Organdie, Jaconet Duchesse, Guipure Lattice, Foulard de Lyon, etc.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL

trimming of the completed dress. When a wax figure of a lady is used in connection with a display it is not always easy to place her arms so that they hang naturally and gracefully. It is easier to give them a natural position if something is placed in the hand. For this, a bunch of roses or a parasol are suggested, and it might be well to use both, putting one in each hand.

Shoes are suspended with invisible wire in many displays. The wire is black and very fine, and is hung in a V-shape loop so that the shoes cannot turn or swing so easily.

One of the largest Chicago shoe stores is accustomed to displaying its shoes in pyramids, and the gentleman who has charge of the window is very strong in his opinion that this has made their displays uncommonly effective. It certainly has an advantage in permitting a large number of shoes to be shown, and at the same time not bewildering the observer with too much variety. Each pyramid consists of a single style of shoes selling at the same price. It is labeled with a neat price ticket. There are probably from a dozen to twenty pyramids on the floor of the window, and there are suspended a few single styles from ribbons or wires, or shown on small stands. Each pyramid will consist of seven or five shoes, piled five or three in the bottom tier, and three or two in the second.

The "Fair" has a fine display of handkerchiefs, arranged on scroll work, and given color with a liberal sprinkling of artificial roses. A palm is the centrepiece. In the large corner window of this store is a display of ladies' suits, or complete outfits, for it consists wholly of wax figures dressed in street costumes. The background is a scenic piece showing through a design of fret-work.—Chicago D.G. Reporter.

LATEST NEW YORK IDEAS.

Novel ideas are something every window trimmer is in search of, and the unwritten law among window artists makes it perfectly proper to use the happy thoughts of one another. The following description of an original kid-glove window in one of the large Sixth avenue stores will undoubtedly prove interesting, and may result in numerous reproductions throughout the country. It was a simple arrangement and apparently easily executed. Boards were nailed together making a base for the trim, which covered the entire floor space. This base was tilted at an angle of about 45 degrees, and covered with a rich shade of red plush. Several rows of nickel upright stands, about 8 inches in height, were placed in position, over each of which was placed a pair of gloves in a crossed effect. Around each stand, flat on the plush, were kid gloves forming a wheel in a spokelike effect. Jotted about between the wheel were kid gloves folded in various artistic effects. While the trim was particularly attractive and accomplished its purpose in gaining the attention of the street crowds, it might have been an improvement to have used green plush instead of red.

So pleasing was a silk window, witnessed recently, that it seems worthy of brief description. Upright posts were placed at the back of the window, and on the top of each was a board about 6 inches wide and as long as the silk was wide. On top of this board was placed the bolt of silk, with two or three folds drawn out to the full length of the post, these folds draped down in front and served to hide the post from view. Projecting from the bolt were three puffs, which finished the trim off in a most perfect manner. Each trim of posts ran the full length of the window, and as there were four of them it was necessary for each one to drop about 2½ feet in height, so that those displayed in the background could be easily seen. Such a window can be easily arranged, as it requires but little skill once the posts for the arrangement are properly placed in position. After completing the portion of the trim above described, in order to render the display thoroughly finished, it is

necessary to puff a piece of silk of some harmonizing shade about the floor.

Many houses within a radius of a few hundred miles of New York are allowing their window dressers to visit the metropolis once a season to catch a glimpse of what is going on in metropolitan stores, and giving the men a chance to freshen up on their ideas. There is no question but that this policy pays, only there ought to be more of it. We have frequent calls from window dressers visiting the city. They all admit that this opportunity to get acquainted with the work of their contemporaries in the largest stores in America, thus breaking the monotony of the season's work besides, is of incalculable value. Of course it is not practicable for most houses to send their decorator to New York, but there is no reason why the men living within a fair radius of Chicago, Boston, St. Louis and other cities of the first rank shouldn't have an opportunity to visit those cities. By spending a few days amid new surroundings and methods, the value of their work, when they return, would be increased to a degree more than offsetting the expense of the trip.—Dry Goods Economist, N.Y.

NOTES.

In giving, last month, the illustration of Mr. Harry Hollinsworth's prize window display at Bryson, Graham & Co.'s, Ottawa, it should have been stated that the competition in which he won was inaugurated, not in connection with the Ottawa Exhibition, but by the Bissell Carpet Sweeper Co., Grand Rapids, Mich. This company gave the prize of \$40 in gold which Mr. Hollinsworth so well won.

IN THEIR FINE NEW STORE.

T. Seli & Co., of St. Mary's, Ont., are settled in their handsome new store, corner Queen and Wellington streets. The whole building has been remodelled and repainted, repapered and repaired. Seli & Co. have added more space as well as more light; they have enlarged the show windows, erected a neat office, and a most attractive millinery show-room; they have introduced the Lamson cash system, and installed an acetylene gas plant; in a word, transformed the place into a most inviting up-to-date modern dry goods house. Under the acetylene gas they claim their patrons have the advantage of being able to distinguish colors in buying equally as well by gaslight as in daytime. The firm will make a specialty of fine dress goods, millinery and mantles. Their millinery show-rooms are very attractive, and the dainty feminine headwear is in keeping with the surroundings.

GOVERNMENT OUTFITS FOR THE KLONDYKE.

Ottawa supplied the regulation outfits for the Yukon field-force, but orders for the necessary comforts, including "Nansen" sleeping bags with camelhair head-covering, field coat and breeches, and Dr. Jaeger's underwear, were placed with Wreyford & Co., of Toronto. The Victorian nurses were also equipped with Dr. Jaeger's sanitary woollen combination garments, in different textures, to meet the requirements of the long Arctic winter and excessive heat of the short summer of the Klondyke.

THE SLEEPING BAG VS. BLANKETS.

Writing Mr. Karel Boissevain, of the Alaska Feather & Down Co., from Lake Bennett, M. Auzias Turenne, the Klondyke correspondent of *Le Temps*, of Paris, says: "There is nothing like a sleeping bag to keep one warm out here. Three of our party, besides myself, are equipped with the 'Alaska' bag, and we have been twice as comfortable as our comrades who weighted themselves down with blankets."

AN "AT HOME."

THE FINE PREMISES OF W. L. KANE & CO., HALIFAX,
ON VIEW TO THE PUBLIC.

HALIFAX witnessed a novel and successful spring opening last month when the handsome premises of W. L. Kane & Co. were thrown open to a host of patrons and visitors. The occasion was really a kind of "at home," when the magnificent new store could be inspected at leisure without the worry and pressure incident to a buying day. A Halifax writer has thus described the event: "A large number of visitors were present at W. L. Kane & Co.'s spring opening. The splendid store occupied by this enterprising firm is undoubtedly one of the finest in the Dominion, being up-to-date in every particular.

"The premises extend a distance of 120 feet from Barrington street to Granville street, and the elegant plate glass windows at the entrance would attract the passer-by even in London, Paris or New York. The shelves, stands and fittings were tastefully laid out with the choicest and daintiest materials in the dry goods line, and the skilful drapery attracted great admiration. The stock is under the supervision of Mr. Fred. Reed, long and favorably known to the buying public of Halifax from his connection with G. M. Smith & Co., as well as with the late firm of John Silver & Co. The decorations were further enhanced by a display of beautiful palms of unusual size and freshness.

"Among noticeable features, the trying-on room for ladies commends itself as filling a long felt want, perfect seclusion and every possible facility for securing a satisfactory purchase being ensured. In addition there is a ladies' waiting room, with a davenport and writing materials, and marble fitted lavatory adjoining. The office of the firm is also in the most central portion of the store. The cash system, Lamson's patent, is controlled from this point, in full view of the whole floor. Many expressions of

admiration were heard about the glass counters and stands, which have never been seen in Halifax before on such an extensive scale. The immense windows at the Granville street side of the store throw a perfect flood of light in a direction where many of our Halifax business places are deficient, the rear end of premises.

"The very best natural light obtainable in every section has evidently been made a study in Roy's building, as the centre is as brilliantly supplied by efficient glass skylights as any other portion. The windows at the Granville end swing on an ingenious pivot, not only providing for perfect ventilation, but also affording every facility for handling and cleaning such large panes with ease. The basement under this modern establishment communicates with Granville street at the rear by trolley rails directly communicating with a convenient entrance, ample room being provided for removing goods at once from the sidewalk, in any quantity, in the space adjacent to the trolley line. Luxfer prisms throw a soft, bright light throughout the basement, which is provided with counters and every convenience for rapid disposal of goods on arrival, dispensing with the confusion incident to a busy day.

"Light refreshments were served, by the young ladies in Messrs. Kane's establishment, with much grace and courtesy to all, while the strains of Amerino's string band could be heard from the private office of the firm. No goods were offered for sale at Wednesday's 'at home,' which was continued yesterday afternoon and evening at the same hours."

THE CANADIAN DEMAND.

"Canadians want the best, is what the Maritime Wrapper Co., Limited say in regard to the new lines of wrappers they are showing. They are well made, and how they can be placed on the market at such a low figure is something that the company only can explain.

Knox, Morgan & Co.

...Wholesale Dry Goods...

HAMILTON, ONT.

DO YOUR SORTING FROM OUR STOCK THIS MONTH

You will find our prices right in the following lines:

MEN'S BALBRIGGAN
UNDERWEAR.
NEGLIGEE SHIRTS.
UMBRELLAS.
SUSPENDERS.
GENTS' TIES.

LACE CURTAINS.
VEILINGS, LACES and
EDGINGS.
SUMMER CORSETS.
CASHMERE HOSIERY.
LADIES' BELTS.

VICTORIA LAWNS.
DRESS SERGES.

SWISS SPOT MUSLINS.
BLACK and COLORED CASHMERES.

LETTER ORDERS---Best attention given in filling and despatching. TRY US.

STAPLE DEPARTMENT WELL ASSORTED.

PRESENT FASHIONS IN LONDON.

GREY THE COLOR FOR AFTERNOON DRESSES—FLOWERS ADORNING THE HAIR—LACE MUCH USED FOR TRIMMING—SOME SMART COSTUMES FOR STREET WEAR.

FLOWERS are being worn in the hair, not very generally, but sufficiently often, to indicate a revival of the old fashion, writes the London fashion authority in *The Draper's Record*. No single flower with its attendant foliage appears fastened with apparent carelessness at the side of the coiffure as of old, but circlets, or a trail of small blossoms, twining round the lofty coil, which is so much in favor here. Geraniums lend themselves readily to this style of hair decoration, also pompadour roses. Lately, too, at the theatre, jetted ostrich tips have been seen more frequently on smart people than the aigrette. The ostrich feathers require a skilful hand to place them in the hair without giving a heavy effect, and here the experience of the lady's maid asserts itself over the best efforts of the amateur. On one lady's sunny hair no less than four jetted tips were deftly fastened so as to appear softly enframing—or drooping over the various twists of the hair—the two which rose above the head being secured with a beautiful diamond ornament.

As yet, the novel and the chic are only to be seen in the show-rooms of the best dressmakers. Later on in the season there will be ample opportunity for observing dress in its highest fashion in the streets or park. Grey continues to be quite the most popular of colors for afternoon gowns. At a concert recently a tall lady came in a dove-grey cloth gown, the skirt made with the shaped flounce piece, so often seen at present, and simply headed and finished by a piping of cream satin. The bodice was hidden under a very smart mantle of grey velvet, cut loose from the silk foundation, and held down to it, here and there, with oval-shaped turquoises. Beneath the velvet was a border of blue-fox fur, and the high collar was to match. A scarf of lace was tied in a large bow at the neck, and worn with some fine pearl and diamond brooches. The toque of silvered grey tulle was lifted at the side with a cluster of turquoise-blue quills, powdered with jet.

Lace is profusely used on mantles and evening gowns. A pale hyacinth colored satin gown had the skirt trimmed with three flounces of old lace. The arrangement was novel, the lace being very narrow down each side of the front seams, then festooned and continued, gradually widening from the start to the centre of the back where it was sufficiently wide to cause the flounces to come well up the waist, whereas, in the commencement, they were scarcely towards more than three inches across.

On the corsage there was a pleated vest of white chiffon, flecked with seed pearls, matching in tone the satin of the dress. This vest was set in with a frill of Brussels lace, brought from a point at the waist to gradually expand as it reached the shoulders, where it fell in creamy fulness to form the sleeves. This lace garniture was enhanced by an embroidery, following the outlines of the design, and earned out in brilliants and mauve and natural-hued pearls. The long lace sash tied behind was brightened at the ends with similar embroidery, and a spray of pale green shaded silk poppies was introduced at the right side of the bust. The green of the poppies was repeated in the wings worn in the hair, which were diamonds, and mixed in with great tulle. A sap-green poult de soie, made en princesse, was remarkable for the sumptuous embroidery which decorated the right side of the skirt and the opposite side of the bodice. This took the form of an extremely large white lily, simulated in hand-painted velvet, the stalk and slender leaves worked in green ribbons and gold and silver spangles, still further enriched by pale emeralds and yellow topazes. The effect of this was particularly gorgeous, and the toilet was completed by an ample scarf of net, appliqued with Brussels lace, which formed a small bow and short ends on the right

shoulder, and was carried across the figure, front and back, held at the waist by a diamond and emerald buckle, and then spreading out in fan-ends, so as to entirely veil half of the skirt.

For less dressy occasions was a gown of emerald green plisse gauze, the front of the low bodice, and the skirt, relieved by a light make of black Chantilly lace, richly jewelled, and put on over shell-pink satin. The long, rucked sleeves were of this jewelled lace, headed by shoulder-straps of small pink roses, and a chiffon sash of a lighter green than the rest of the gown was tied in a careless knot slightly to the side of the waist. A very dressy tea-gown, for the same trousseau, was of deep cream silk, veiled in black lace, the bottom of the skirt shaped in large scollops. This was fitted at the back, but in front, hung in straight lines, quite separate from an under dress of pink accordion mousseline de soie, held to the figure by a jewelled girdle. The sleeves were of the cream silk and black lace, and the open neck was softened by frills of the pink fabric.

Some walking costumes are as smart in their way as any of the evening gowns. One of hare-bell colored cloth was trimmed with cream braid, lightly touched with steel. The braid was brought from the waist in two lines, about a finger apart. Towards the foot they widened, and sharply turned to edge the bottom, forming at intervals floral motifs. A second braiding showed inside the former on front, but came scarcely more than half way down the skirt, producing the effect of a tunic. The perfectly-shaped bodice was very short on the hips, and brought down in a point before and behind. The revers, very wide over the shoulders, were lost in a mere line of braid at the waist, which was encircled with a suede belt with steel buckle and fittings. The revers, basque, and cuffs were finished with braid, and an ostrich feather ruche formed the collar and border for a cream silk vest, with short lace scarf round the neck. The grey satin straw hat worn with this dainty gown was flat and trimmed with two choux of hare-bell toned tulle in front.

AN INTERESTING VISIT TO KENTVILLE.

ON A RECENT trip to Kentville, Nova Scotia, THE REVIEW called at the White Hall and formed the acquaintance of the proprietor, Mr. J. W. Ryan, one of the leading dry goods merchants of the Province.

The beautiful town of Kentville is situated in the centre of the fruit-growing district of the Annapolis Valley. It was incorporated in 1886. It is a county town, and the headquarters of the Dominion Atlantic Railway. The municipality owns the waterworks system and also the electric light plant. Mr. Ryan has been in the dry goods business, in Kentville, for over a quarter of a century, the business being established in 1868. At present a large stock of dry goods, carpets and clothing is carried. Besides attending to business, Mr. Ryan devotes considerable time to other important interests affecting the welfare of the town. He served a number of years at the council board, and occupied the mayor's seat for two years. He is also major commanding the King's Canadian Hussars, a very efficient corps. The squadron is up to full strength, all ranks numbering 87 men, and each man owns his mount.

Learning that THE REVIEW representative was interested in military matters, an invitation was given him to visit and inspect the armoury of the squadron, which is situated on the second floor of Major Ryan's establishment. The armoury is well fitted up, and the same business methods that characterize each department in the dry goods establishment were observable here. The arms, clothing, accoutrements and saddlery were in good order. Each man's equipment was neatly put away and numbered, the non-commissioned officers' being numbered in red. A circular arm rack, the invention of the major, and which occupies very little space, holds the arms and belts of each troop. The work of enumerating and inspecting every article in this armoury could be performed by an inspecting officer in a very short time.

We Have Removed

TO OUR NEW PREMISES

181 and 183 McGill Street

Where we are carrying a larger stock, to meet the increasing demand for our lines of

M. & K. SILCOTON

M. & K. Knitting Cotton
 M. & K. Embroidery Cotton
 Victoria Crochet Thread
 Taylor's O. K. Hose Supporters
 Taylor's Union Belts

Taylor's Marlboro, Redfern and
 Rainbow Dress Stays
 Dunbar's Linen Thread
 Chadwick's Spool Cotton
 A, B, XX, and X Wadding
 North Star, Crescent, and
 Pearl Batting, etc., etc.

ROBERT HENDERSON & CO., Dry Goods Commission Merchants 181 and 183 McGill Street, **Montreal**

Gobelin Art Draperies.

SILKALINES	CAMBRICS
EMBROIDERED MULLS	SCRIMS
CRETONNES	DENIMS
ART TICKINGS	BUPLAPP
VILLA CLOTHS	SATINS
GLAZED CAMBRICS	

For Sale by Jobbers.

Wm. Simpson, Sons & Co.

Represented in Canada by...
 R. FLAWS & SON, Manchester Building, TORONTO
 DAVID KAY, Fraser Building, MONTREAL.

Philadelphia—New York.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this Journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

I AM REQUESTED to say what I think of this ad., and in publishing it, to omit the name at the bottom, which I have clipped off:

Something New For Spring, 1898.

The Newest Designs in Blouses.

I have repeated these goods already. Selling fast.

Pretty lines **FANCY DRESS GOODS**, from 35c. to \$1.50 per yard. Handsome Black Figured Dress Goods, 35c. to \$1.50 per yard.

CRETONNES, from 11c. to 20c. Cannot be beat as regards pattern or quality.

SIL-VERTA in Pretty Designs, color guaranteed fast, at 25c. per yard.

UNBLEACHED SHEETINGS, two yards wide, at 14c.

BLEACHED SHEETINGS, two yards wide, at 19c.; good quality. This line of sheeting is selling on first sight.

LACE CURTAINS, 45c. to \$3.60 per set.

REMEMBER we have a good line of Ladies' and Men's Ties, at 12c. to 60c. each.

MEN'S BRACES, with leather ends. These ends are made of the strongest leather on earth.

The People's Cash Store.

I think it is a very good looking ad. In the original it occupied 55 lines, two columns wide. It is well displayed, and the idea of having the names of the goods stand out boldly is a good one. The ad., however, does not appear to be one calculated to get much direct business. It is too indefinite. "Fancy Dress Goods, from 35c. to \$1.50 a yard," is too indefinite. "Cretonnes, from 11c. to 20c." is too indefinite. "Lace Curtains, 45c. to \$3.60 per set," is too indefinite. "Ladies' and Men's Ties, at 12c. to 60c." is too indefinite. Probably half the people who read the ad. don't know what "sil-verta" is, except that it sometimes comes in pretty designs and guaranteed colors. Probably the best line in the ad. is "Men's Braces, with leather ends. These ends are made of the strongest leather on earth." But this line is spoiled by the price, or prices, being left out. If the ad. had said "A line of fancy dress goods, 36 inches wide, in the new black check patterns so much the rage in Paris this season, at 75c. a yard," it would have been better. Definite information and the art of bringing out in an ad. the really strong and desirable points about the goods advertised are two things the advertiser ought to strive for.

How is a country merchant to advertise to advantage when his local newspaper or newspapers have next to no circulation, or, if it be located in so small a place that there is no local newspaper at all? When the circulation of a newspaper is very small—say a few hundred—it is obvious that the publisher don't sell his space at as low a rate per line per thousand of circulation as the big publisher in the city can. In other words, it costs the dealer in a small

country place more to reach the people through an advertisement than his advertisement costs his city competitor. In country places the personal element is also more in evidence than in the city. That is to say, there is more friendship trade. Some country merchants are related by blood or by marriage to a very large proportion of the people in their respective localities. Church association and other influences often are very potent. All these things frequently guide the course of business, while in the cities they have but little influence.

It is clear, then, that the country merchant is up against a more difficult task when he depends on advertising to increase his trade than is his city brother. Another thing that makes the task still more difficult is that there is not such a quick and general response to advertisements in the country as in the city. In the country the advertisement-reading habit is not so prevalent, because, like other habits, this habit grows by what it is fed on. It is not so prevalent, because there are comparatively few advertisements in the country papers for the people to read. And a great many of the advertisements which are there are so indefinite and pointless, and so dead-and-alive that they excite no interest and do no good to anyone except, perhaps, the men who publish the papers. But the country merchant, even if without family connection or personal influence of any other kind, need not despair. He has advantages over the city merchant, because his expenses are so much smaller and because the ties of locality are in his favor. And, if he understands his business and has the advertising instinct he will find some way of drawing trade to his store. Most people, especially women, if put to the test, will show that they love a bargain more than they do their relatives. If money is to be saved, the ties of church or other associations referred to, don't really withstand the temptation of lower prices and better assortments of goods for any great length of time. Human nature is human nature, and he who understands it best will be sure to forge ahead whether he is located in a country village or a great city.

But let us look at some of the ways in which our friend the small country dealer can advertise to advantage in these places where the newspaper is out of the question:

SIGNS.—Besides the usual sign over the door, others can be set up here and there in the district naturally tributary to the store. A good sign would be a blackboard set up over the store on which the special offerings of the day can be chalked. Arrangements could also be made to set up these blackboards in each of the sheds connected with the hotels of the place. If it is found to work better, printed bills could be substituted for the chalk talk. But these printed bills should be changed very frequently—every day if possible, but certainly once a week.

Another good location for signs is inside the store. These inside store signs should not, of course, be large, nor have much real matter on them. They can be easily made out of cardboard and wooden type. It is important that these signs, too, should be

Just Received

All Wool Coteline Cords in latest shades.

- WHITE CORDS
- SPOTTED MUSLINS
- VICTORIA LAWNES
- BLOUSE SILKS
- BLACK BROCHE
- BLACK ALPACAS

And all Seasonable Medium and High-Class Novelties.

WILLIAM AGNEW & CO.

303 St. James St.

MONTREAL

Star Shirt

Established 1870.

WHITE SHIRTS

FANCY SHIRTS

NÉGLIGÉ SHIRTS

NIGHT SHIRTS

There is unequalled value in every number. Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

1898 Fall 1898

"Maritime"

Known throughout the land for their individuality—admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.



Wrappers

They are honestly cut. No pains or expense is spared in the making, being made on the premises, right under our own supervision, and not in sweat shops.

It is very natural, therefore, that the article we produce should be of superior quality and greater merit.

OUR LINE THIS SEASON WILL MORE THAN PLEASE YOU.

The Maritime Wrapper Co., Limited, Woodstock, N.B.

AGENCIES: HALIFAX, ST. JOHN, N.B., MONTREAL, TORONTO, WINNIPEG, VICTORIA.

changed frequently. With a little practice considerable skill can be acquired by a person of ordinary intelligence in writing and printing this useful form of advertising.

CIRCULARS are good if they are properly got up and properly distributed, but a handbill is not of much use. A good plan would be to get out a circular of several pages every week, to take the form of a newspaper. This paper could be called "Store News," or some such name. If the advertisements were to be interspersed with genuine and interesting news items it might be an improvement in most localities. If there happens not to be a good enough printing office in the village, get it printed in the nearest city or large town. A good size would be 10 to 12 inches by 4 to 5 inches. It might even be desirable to work in as an advertiser some other dealer in the same village whose goods would not conflict. This would distribute the expense somewhat, and give more of a variety to the advertising. This paper could be distributed through the mails on payment of postage, but it might be sent out by hand to the people of the village. A specially large edition could be got out for such an occasion as the county or township fair. If this fair is at a distance from the village, a few thousand copies of the paper could be sent there to be distributed by reliable persons. Advantage should be taken of any large or suitable gathering of people in our merchant's neighborhood to distribute copies of his advertising paper. As an auxiliary to this publication, smaller circulars relating to certain special lines of goods ought to be placed in each basket or box containing goods going out of the store. Other small circulars ought to be wrapped up in each of the parcels sent out. In all these mediums particular care should be taken to have the advertising bright, interesting and fresh. Get up some new advertisements, and, if possible, some new advertising ideas each business day. If the merchant discovers that anyone of his clerks evinces a particular aptitude for ad.-writing or sign-writing, let him encourage him along, instead of keeping the youth scraping out sugar barrels or washing crockery and glassware, give him a chance to learn something about advertising by the study of books and other publications bearing on the subject. May be the young man will turn out to have decided talent as an advertiser.

* * *

The store that comes to the front, other things being equal, is the store that does the best advertising. It is the fashion among certain small dealers to rail at the department store and blame it for their own lack of success. It is very handy, of course, to have a scapegoat when you feel the need of one, but a little reflection will readily show that this department store question is really very largely a question of advertising. The growth of the big stores has kept step with the growth of the daily newspaper press. This is not at all a mere coincidence. Without the big city daily paper the big city store could not exist. It is clear, then, that newspaper advertising is, to a great extent, responsible for the modern department store. Ten to twenty years from now some of the smallest stores in the big cities will have grown to be big department or other kind of stores, and they will "get there" mainly through their skill as advertisers. There is a lesson in this for many a small dealer in Toronto, Montreal and elsewhere, who is lamenting the fact that the big stores are getting bigger and the small stores smaller.

It makes no difference which of the leading cities you take, in either the United States or Canada, it will be found that the ones which do the most advertising do the most business. The subject of advertising, then, is one which the young man going into mercantile life should make a careful study of. And here's to his success!

* * *

The two following advertisements, taken from an Ingersoll, Ont., paper exemplify two distinct kinds of advertising—the kind

that will sell goods and the kind that probably won't. The Forman advertisement starts right and tells you in large type that it is about patent medicines.

The Mitchell advertisement, while much prettier than the other, gives you no hint as to what it is about until you start to read the smaller type. Of course, it is ahead of the average country newspaper advertisement, but it is about no particular kind of

YOU

Are a house-keeper, we presume, and have become tired of a lot of the old-fashioned, time-honored furniture you have had in your home for a long, long time now, and are wondering how you

CAN

arrange to get rid of it, and get something up-to-date without too large an expenditure, for times have been hard, and although they are brightening and feeling easier all around, you still feel that you must

MAKE

every dollar count in your business transactions. This is as it should be, and we invite you to call and see how well we can do for you. We want to serve you; your interests are ours, for once a customer you are always a customer, and the goods you can get for a little

MONEY

in this age of rapid production and keen competition will surprise you. Well made, too, and will last a life-time. Good, honest stuff, of which you may be proud.

Have you seen our new Extension Table? It is the house-keepers' delight.

WE INVITE INSPECTION.

MITCHELL & CO'Y,

KING STREET, OPPOSITE TRADERS BANK.

furniture, except that, at the bottom, two lines are given to "Our new extension table." This ad., therefore, will not sell anything in particular, except, perhaps, one or more extension tables, which, doubtless, are good things. But haven't Mitchell & Co. got plenty of other good things in their store that people are presumably desirous of possessing? Besides this, I don't see how Mitchell & Co. can tell whether their advertising, if all like this, is paying

Patent Medicines

AT THE FAIR.

\$1.00 Medicines for 75c.

Hood's Sarsaparilla, Ayer's Sarsaparilla, Ayer's Cherry Pectoral, Paine's Celery Compound.

And at 80c.

Pierce's Medical Discovery and Favorite Prescription.

50c. Medicines for 40c.

Scott's Emulsion, Dr. Williams' Pink Pills, Dodd's Liver Pills, Doan's Liver Pills.

25c. Medicines for 19c.

Ayer's Pills, Chase's Pills, Pierce's Pellets, Carter's Little Liver Pills, Davis' Pain Killer, Thomas' Electric Oil, Minard's Liniment, Allan's Lung Balsam, Chase's Catarrh Cure. We also sell Castoria, Mrs. Seigel's Syrup, and other medicines, at FAIR prices.

Monsoon Tea.

One of the finest package Teas, put up by The People Who Grow the Tea in India and Ceylon—Delightful E-N-Q-U-I-S-I-T-E. Try It; and Don't Forget Our Coffees. THE FAIR is the place to trade.

W. C. FORMAN.

them or not. They are quite in the dark as to this important point, simply because there is no way of checking returns for such advertising, should it bring any. The patent medicine ad., I am satisfied, brought business to Mr. Forman, because it gives definite information about something in particular, and because it quotes low prices.

Perrin's Gloves

The
Newest
Shades.

The
Latest
Styles



The
Best
Goods
...at the...
Most
Popular
Prices.

QUALITY GUARANTEED.

Our travellers are now out with our Fall samples, which are the most complete we have ever shown.

*Perrin Frères & Cie.
Montreal.*

"Perfection" Brand

Our Goods have always been the best. This year they are better than ever, and as near "Perfection" as Money, Experience and Skilled Labor can make them.

**Bed Comforters
Cushions
Tea Cosies, Etc.**

Wool, Cotton and Down Comforters
Cushions and Tea Cosies of every Description.

This is our Speciality and we acknowledge no Competitor. Owing to the large increase in our business last season we were compelled to add to our plant, and are therefore in a better position than ever to give satisfaction.

It will pay you to handle our Goods for we have some lines that are "eye openers," both in quality and price. All goods turned out of our factory are ticketed "PERFECTION" Brand, and that ticket is a guarantee of their good quality. TRAVELLERS are now on the road with samples. Be sure you see them before placing orders.

CANADA FIBRE CO., 582 William Street, **MONTREAL**

Manufacturers of Wool, Cotton and Down Comforters, Cushions and Tea Cosies of every description.
Also the Celebrated KLONDYKE SLEEPING BAG.



A. B. BOAK & CO.

Wholesale Dry Goods

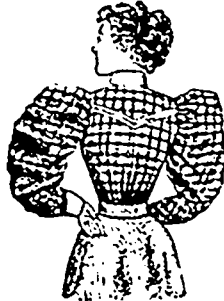
HALIFAX, N.S.

Blouses

The variety and attractiveness of our stock in this line cannot be excelled elsewhere in Canada. We have none but the latest materials, newest patterns, and most catchy designs.

Wrappers

Our range includes all the up-to-date styles and patterns, in trimmed and untrimmed flannelette and cotton, at prices which defy competition.



Corsets

The "P. C." is our leader, but we have over thirty varieties suited to all classes of trade. We are making a specialty of this department, and invite inspection of our values.

Our Travellers always
on the road.

Letter Orders will receive
careful attention.



IMPORTING GOODS FROM ENGLAND.

CHARGE THAT THE DECLARED VALUE OF PARCELS SENT BY POST FROM A MANCHESTER FIRM IS LESS THAN IT SHOULD BE.

THE Customs Department have issued a circular to collectors of Customs advising them that John Noble, Limited, Manchester, England, are sending goods (costumes, etc.) to Canada by parcel post, with a declaration of their value less than the invoice, and instructing collectors to demand the correct invoice.

The exact wording of the circular is as follows :

OTTAWA, April 22, 1898.

The Department is in possession of information showing that the firm of John Noble, Limited, of Manchester, England, send goods (wearing apparel) by parcel post to their customers in Canada, making the Customs declaration of value which is attached to the parcels, lower than the invoice value.

I have, therefore, to instruct you that on all importations from the above named firm, you will demand from the importer the production of the original invoice, duly certified, before accepting entry of the goods; and in no case are you to accept the value as shown on the Customs declaration attached to the parcel, for duty purposes, without first satisfying yourself, after comparing same with invoice, that it is correct.

JOHN McDUGALD,

Commissioner

THE BUFFALO MOVEMENT AGAINST BIG STORES.

AN organization exists in Buffalo directed against departmental stores, and is known as the "Single Line Dealers' Association of the State of New York." Its list of members includes all lines of retail trade, as well as many professional men. A bill emanating from this association provides a set of taxes on dry goods stores dealing in other commodities, the effect of which is to prohibit the business. Eighty classes of goods now dealt in by department stores are specified, and these are arranged in thirty-six groups. No store in a city of 10,000 population or over shall be used for the sale of goods where other goods are kept for sale or sold than are comprised in any of these classes or groups, except by obtaining licenses from the mayor. Such prohibited use of a store is constituted a nuisance. For selling the goods comprised in one of the groups, as dry goods or furniture, the store must pay an annual tax of \$1. For adding to its business a second group, it must pay \$100; for a third, \$5,000; for a fourth, \$10,000; for a fifth, \$20,000; for a sixth, \$40,000; for a seventh, \$80,000. By paying \$100,000 a year it may add any or all of the other groups. In other words, a department store must pay that sum in order to continue its present business.

HARD TO DISTINGUISH GOODS.

In the House of Commons, April 25, Mr. Foster asked for a return of the goods entered under the reciprocal tariff, according to nations.

In reply, Mr. Paterson, the Minister of Customs, said: "It is practically impossible to give the required information for the reason that the certificates of origin which accompany shipments of goods imported from England, which are the growth, produce, or manufacture of other countries entitled to the benefits of the preferential tariff, do not give specific information as to the country of origin of each particular item of goods mentioned in the shipment, it being merely set forth in such certificate that the goods in shipment are the growth, produce or manufacture of certain countries which are entitled to the benefits of the reciprocal tariff."

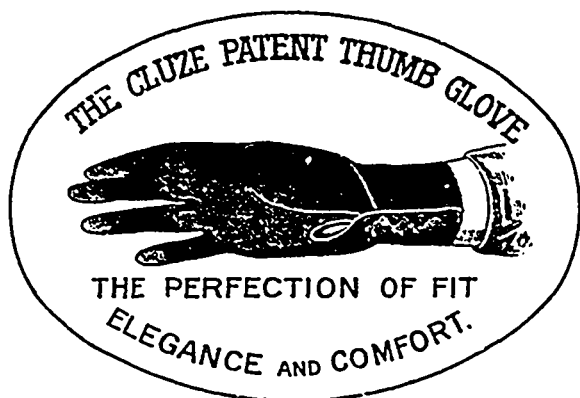
THE REVIEW BELIEVES IN BRANDS.

The course pursued by The Toronto Feather & Down Co., Limited, in branding all their goods "Swan Brand" is a wise one. It is an evidence of their faith, and must result in benefit to the company.

James Johnston & Co.

Wholesale Dry Goods Importers and Jobbers

MONTREAL



We have secured the Canadian agency for the sale of the justly celebrated "Cluze" Patent Thumb Kid Glove. The advantage of this make of glove fully explains itself, as it is almost impossible to tear the thumb when pulling it on, as too often happens with the cut of glove now on the market. We are now showing a full range of these goods for fall (July delivery) in Black and all new shades, at \$9.00 and \$11.50 per doz.

This glove is an improvement on anything previously shown in Canada, and is a "money-maker." No first-class, up-to-date dry goods house can afford to be without a supply. Our travelers will show a full

range of samples on this journey, and will explain their merits. Let us have your order, and in a short time you will do the glove trade of your town.

LETTER ORDER DEPARTMENT

We pay special attention to Letter Orders, and spare no trouble to procure, if necessary. Don't hesitate to write for samples.

Kyle, Cheesbrough & Co. Montreal

THE
LACE
WAREHOUSE
OF
CANADA.

Importers of Novelties in

Dry Goods

Embroideries

Trimmings

Gloves, Hosiery

Silks, Braids

Muslins and

Curtains

Dress Goods, etc.

We are now showing an entirely new set of Lace Samples for the assorting trip, and our stock in all departments is larger and more complete than it has ever been at this season of the year. All orders by letter or through our travelers receive prompt and careful execution.

Kyle, Cheesbrough & Co. MONTREAL

The **GAULT BROS. CO.,** Limited
MONTREAL

DRESS GOODS
SILKS, LINENS

Owing to the largely increased trade in these departments we have moved them down to the **FIRST FLOOR** of our Warehouse, where, with additional light and more room, we have greater facilities for showing goods and keeping a larger variety.

DRESS GOODS. Our Black Goods Department is fully assorted, and there is still a nice lot of Fancy and Plain Goods to select from, also, some special clearing lines.

SILKS. Some special lines in low Fancy Blouse Silks, just received.

LINENS. Full stock of all lines.

VELVETEENS. Just received, a shipment of New Shades and Blacks.

MUSLINS. A complete stock of Plain and Fancy Muslins.

An immense variety for Fall in above departments.

Sole Agents for Fownes' Celebrated Gloves.



The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building.
TORONTO, (Telephone 2148) 26 Front St. West.
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street.
NEW YORK, (M. J. Henry) 14 Irving Place.

Subscription, Canada, \$2.00; Great Britain, \$3.00. Published the First of each Month.
Cable Address in London, "Adscript."

MONTREAL AND TORONTO, MAY, 1898.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

THE INSOLVENCY BILL FIASCO.

SEVERAL months ago, before Parliament met, THE REVIEW sounded a warning that a Dominion insolvency law might not be passed this session. Our statement was based on private information, given in confidence, and the name of the authority could not possibly be divulged. Notwithstanding the usual accuracy of our informant's political knowledge, we preferred to believe at the time that he must be mistaken.

It is now evident that he was quite correct. The Government, we understand, do not intend to lift a finger to pass the law. Without making it a Government measure, there are ways in which its passage through the House could be facilitated. This is well known to everyone conversant with parliamentary procedure. But the Ministers do not intend to help Mr. Fortin's bill. Sir Wilfrid Laurier's speech, on the introduction of the bill, apparently favoring insolvency legislation, was pure humbug. Mr. Fielding's courteous and seemingly sympathetic hearing of the grievances of English merchants in England was likewise humbug. The commercial community may be pretty well convinced that without drastic measures, without telling the Ministers outspokenly and unceremoniously what is thought of their conduct, there will be no Dominion Act to stop fraudulent insolvency.

The late P. T. Barnum, who made a fortune in the circus business, said the people liked to be fooled. Now, we belong to a class of people who do not like to be fooled. Commercial men generally are rather averse to being made game of. In this case the Government have certainly got the best of it. They have kept the matter

dangling for months, until it is too late in the session to do anything effective. They have got rid of responsibility for a year, and, unless the advocates of insolvency legislation stand to their guns and threaten the Ministers with loss of votes, they will never get a straight answer, yes or no, out of this Government. That is our opinion, and it is based on a careful survey of the situation.

The late Sir John Macdonald was a prince of diplomacy, and managed to dodge awkward issues with a skill which commanded the admiration, and often tickled the fancy of the very men whom he outwitted. It is clear that Sir Wilfrid Laurier is trying the old role, and wants to see how it will work. You go to Ottawa on public business fervently believing that this new Government, after all their promises, and with the bad example of their predecessors to warn them, will do the right thing. You meet Sir Wilfrid Laurier, who gives you a warm shake of the hand and a charming smile, and you feel sure that all will be right. But, on returning home and sitting down for reflection, you find that you are just where you were before. This is the experience of the advocates of insolvency reform. We hope they like it.

What the English commercial interests will think is, of course, that the Government are indifferent to the demands of commercial morality; that we do not intend to give better protection to the English houses, that, having framed a tariff designed to induce larger sales of British goods in Canada, Parliament is not going to remove defects in the bankruptcy system that have been plainly and forcibly pointed out, that are a source of annoyance and loss to honest merchants, and that injure our credit abroad. The English merchants will not be able to understand that we, in this country, have no sympathy with fraud, that we, as a community, are anxious to give a fair chance to the creditor in the Mother Country, and that the real cause of delay in this matter is the inveterate tendency of Canadian politicians to shillyshally, to weigh this vote against that, to temporize, and to put off doing anything as long as they possibly can.

THE INTEREST ON SMALL DEPOSITS.

The decision of the Dominion Government to reduce the rate of interest on the deposits in the Post Office and Government savings banks to 2½ per cent. is poor policy. These deposits are mostly small sums. In the majority of cases the depositors are not well off. They accumulate a little surplus cash, and they seek the absolute safety which a Government institution presents. It is right that thrift should be encouraged, and if the interest allowed is higher than the chartered banks care to pay, why should it not be higher? We do not suppose that the chartered banks own this country or the Government, and, therefore, their wishes in this matter should not be consulted. The small depositors are a class that deserve encouragement. You cannot easily find safe investments for sums of a few hundred dollars; the only practicable course for a man who saves a little out of his yearly income is to put it in the savings bank. The cost to Canada of the money she borrows is figured out to be more than 2½ per cent. Should the Government not pay more interest to its own people, who lend in small sums, than to the big capitalists abroad? But a sounder reason for paying more is that national thrift is encouraged. The Government has made a great mistake in this matter.

INEQUALITIES IN THE TARIFF.

ONE of the chief difficulties about the present tariff is that it reveals inequalities in parts. The unfairness of the cotton duties and the duties on articles made of cotton affords one instance. There is also the case of carpet manufacturers in Canada who find that the margin of protection between some of their raw material and the complete article is quite inadequate. When the full preferential tariff goes into force the duty on imported carpets will be 26¼ per cent and the duty on carpet yarns 22¼ per cent. Is a margin of 3¼ per cent. any protection at all as we understand the policy in this country? Of course, it may be said that other raw material for carpets, such as jute yarn, comes in free and that the Canadian woollen yarn industry is an important one. So it is, but surely the manufacture of carpets is also an industry that fairly deserves consideration. There is no possible justification for protecting one industry at the expense of another. That kind of tariff arrangement never lasts. It is bound to come to grief some time, and that is why demands for tariff re-arrangement are so frequent and vexatious. It is probably true that the Canadian carpet concerns are doing a good business this season, and in that way encourage the opinion that the tariff cannot be so bad for them. But this is probably temporary. Owing to the high price of wool abroad foreign carpet manufacturers do not find it pays to sell in Canada this year at current prices. The Canadian factories are, therefore, doing some trade that went to the foreigner, but that cannot be reckoned on as a permanent condition. The tariff may be better, as a whole, than its predecessor. But it is far from perfect, and for the Government to assume that because in 1897 they fixed duties these duties are to remain fixed forever is childish nonsense. Tariff tinkering is a bad thing, so say we all. But, if a duty was badly arranged in 1897 does that settle it for all time? These troubles arise from the absence of business men in Governments. The professional men who try to frame tariffs mean well, but do not know enough.

ASKING LOCAL ASSISTANCE.

THE REVIEW has always favored Canadian enterprises, Canadian goods—in fact, every national undertaking that had proved its right to existence. For this reason we have contended that to apply abstract free trade in Canada, while a great competing neighbor, the United States, remained attached to high protection, was an impossible and foolhardy proposition.

Looking at the subject from the merchant's standpoint alone, there was reason to object to any sudden application of severe outside competition, since every town or village with a factory population would feel the loss in the diminished wages paid to mill hands. At the same time there must be a limit to the principle of protection to home industries. The proverb about paying too dear for one's whistle applies here. It will often pay a community to bonus an industry. Each proposal should be figured out on its merits, just as any private business venture would be, and the decision arrived at should be strictly in accordance with actual net results.

We are led to express these views by the recent proposals of several cotton mills in different towns for bonuses from the municipality. The mills need enlargement, perhaps, and the owners do

not see their way to expending all the capital required for that purpose. They come to the town and say: "It will pay us to spend so much; if you give so much in cash and exemption from tax, we will put in our share and enlarge. Otherwise, it would be better for us to close altogether and concentrate operations at our other mills."

Our advice to merchants who are consulted in such cases by the municipal authorities is to see the thing figured out. These demands from manufacturers are often reasonable, and result in mutual profit to the town and the factory concerned. It is, however, a strictly business proposition, and on that basis alone it ought to be decided.

THE NEED OF BUSINESS MEN.

SOME readers may think THE REVIEW is inclined to lay too much stress upon the necessity of having business men in the House of Commons, in the legislatures and in the municipal bodies. But the fact is we have only expressed in a very mild way the absolute loss, inconvenience and injury entailed upon trade and commerce by the bungling of professional politicians. Not only in Canada, but elsewhere, the disgust with political dilatoriness and incompetence in administering public affairs is approaching pretty near the boiling point. A century ago the official classes ruled, and perhaps, under the circumstances, they were best fitted to do so. But commerce was not then what it is now. To-day, in a new country like Canada, it is, in one form or another, the occupation of the whole population. Its interests are vital. Even in England, the landed aristocracy and the immense accumulations of private wealth have a direct concern in the state of trade. This almost complete reversal of conditions ought to have been followed by a corresponding change in the system, methods and personnel of Governments. Notoriously it has not been so. Our Governments, in fact, all Governments, are loaded down with stupid, incapable or ignorant persons as far as their ability to administer affairs from a commercial standpoint, are concerned. The British Trade Journal has been pointing out in a pungent paragraph, a certain condition of affairs. It says:

"Representations have been made" has become a stereotyped phrase in the letters of the British Foreign Office, as well as in the speeches of the Foreign Office representatives in Parliament. "Representations have been made" by Lord Salisbury with reference to the infringement of international law on the part of the French as regards Madagascar; "representations have been made" to the same Government with reference to the imposition of higher duties on many classes of English cotton goods; "representations have been made" with reference to the high tariffs levied on British goods sent into the hinterland of West Africa; "representations have been made" about the export duties which the French propose to levy on palm kernels exported from Dahomey through Lagos. So far, all these series of representations have produced no effect. It has, however, been suggested to us that perhaps the taking of steps to levy duties on French silks and ribbons imported into this country might save the time of the British Foreign Office in their present useless system of making representations. The plan suggested would certainly be infinitely less expensive than naval and military operations, and might be equally effective.

At the root of this difficulty, we may be sure, although our contemporary does not say so, is official apathy regarding commercial interests. The British people have, doubtless, the best Government in the world, in point of ability, integrity, and the power to grapple with the largest questions. But, in some respects, its policy is slow

and erroneous in commercial matters. The Ministers are men of talent and high character, but the inoculation of a little commercial knowledge and sound business sense would be valuable. It is so easy to twirl the thumbs and look wise. But it is very expensive when other nations are eating into your trade.

THE COTTON IMPORT TRADE.

THE year 1898 has opened with an increase in the import of cotton trade. This is of some importance from two different points of view. There is the effect on the Canadian cotton trade, and also the possible stimulus of our business with England, since most of our imported cottons come from there.

In both respects the figures of the first three months are satisfactory. We have compiled with care, from the official returns at Ottawa, a somewhat detailed tabular statement covering the first quarter of the three years, 1896, 1897 and 1898, which will be found worth analyzing. It is as follows :

IMPORTS OF COTTON MANUFACTURES.

Class of Goods.	1896.	1897.	1898.
Cottons white or grey.	Jan \$2,045	\$33,856	\$71,716
	Feb 44,516	38,059	63,706
	March 60,700	3,4615	72,562
		\$157,261	\$115,530
Cottons dyed or colored	Jan \$503,739	\$368,485	\$410,927
	Feb 399,163	312,923	391,827
	March 300,961	259,733	337,475
		\$1,203,863	\$941,141
Cotton clothing	Jan \$47,829	\$25,974	\$29,737
	Feb 39,819	40,485	42,280
	March 57,200	50,677	57,071
		\$144,858	\$117,136
Cotton thread, yarn or warp	Jan \$30,952	\$10,633	\$22,029
	Feb 30,810	10,651	20,413
	March 15,398	10,544	22,511
		\$86,169	\$31,828
Cotton thread on spools.	Jan \$33,961	\$31,570	\$30,800
	Feb 20,883	26,328	27,100
	March 16,333	29,788	30,825
		\$71,177	\$87,686
Cotton, other manufactures of	Jan \$38,859	\$53,327	\$76,876
	Feb 66,014	58,114	67,428
	March 71,836	73,101	92,400
		\$196,709	\$184,542
Total cotton imports for three months.	\$1,920,937	\$1,477,863	\$1,777,784

From these figures it will be seen that 1898 shows over a quarter million dollars increase from 1897, but the totals do not run as high as in 1896, so that there is no evidence of any swamping of the local market by excessive importations. More white and grey cottons have come in, and this will probably be more marked as time goes on, especially in English goods. As to colored goods, there is an increase over 1897, but a drop from 1896. Spool cotton imports increased over both years, and in miscellaneous lines, not classified in the returns, there is also an expansion all round.

The trade for March, 1898, will strike the reader as significant. The increase of imports for that month, as compared with the same month in the two previous years, extends over white or grey cottons, cotton yarns, spool cotton, and other lines. The talk of revived trade, which is heard on all sides, is indicated clearly enough by the March cotton imports. As we go to press on May 2, the April returns are not yet added up by the Customs authorities.

THE MERCHANTS' POLITICAL INFLUENCE.

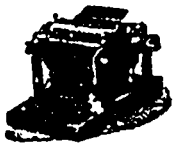
OUR readers, on both sides of politics, are aware that one of the principal sources of political disputes at present is the division of spoils. To the outsider, it looks like a pretty cynical scramble by the ward heelers and professional politicians to get livings at the public expense.

Where do the merchants come in in this interesting and edifying spectacle? As a class we merchants do not waste any time pestering the politicians for offices. We attend to our business, and, while belonging to one party or other, leaving the wire-pulling to other people. But is it wise to let this angry squabbling go on without a single rebuke from the mercantile community? The merchant's interest is to see that the offices are filled by competent men. If a merchant happens to be the most competent man in his locality, he should be appointed—without having to canvass, without pulling wires, without hanging about after politicians who owe all the prominence they have in this world to our influence and our votes.

There is no valid objection to the rule that the party in power should give its own political friends any vacancies in the public service that happen to occur. But surely the best men should be chosen. If we, as a body, allow our party to go on unrebuked and put all sorts of persons in office, we may be sure that the influence of merchants will steadily decline in public affairs, until we are simply hewers of wood and drawers of water for the professional politicians. If the party organizations really need men, as some say they do, to look after voters' lists, to canvass the electors, to organize for a contest, or to do any kind of work that demands time, let these men be paid. But why give them places for which they are not fitted? It means, in the long run, that the control of our politics will get into the hands of a class of hacks and heelers who want to earn an office for themselves, and who can thus dictate to a considerable, and often to an injurious extent, the policy of the party in power. To what other influence can we attribute the numerous wretched appointments that have been made in the public service these last twenty years in Canada? We do not know that the present Government at Ottawa is any worse than its predecessor in this respect; perhaps it is better, but the point to be noted is that the tendencies are in the same old direction.

So far as the Province of Ontario is concerned, we do not recollect any period where discontent with both parties was stronger or where there was a greater assertion of independence of party ties than there is now. There is a perceptible tendency to hold aloof, to judge politicians by their acts rather than their professions, to give a vote to the best man, regardless of his political opinions. The tendency is a good one. We hope to see a day when a Government which does wrong will have to face a wholesale slump in its following, and not be able to depend on the abject support of its friends who will stick to it through thick and thin, and who, from some craven notion that a man shouldn't change his coat, will permit the most indefensible things to be done, the most deliberate sacrifice of public interests to be made. Any man or any Government will make mistakes. That is a different thing. What we refer to is unbusinesslike, reckless and sometimes corrupt acts. These should be punished every time.

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



Remington

New Models for 1898 are the Improved No. 6, the New No. 7 and the New No. 8. Pamphlets on application.

EDISON'S MIMEOGRAPH—A new Duplicating Device. original Circulars produced 1/2 cost of printing. 1,000 or more copies from one

Chas. E. Archbald, 45 Adelaide St. East. **Toronto**
Lithographing and Printing a Speciality.

World Wide Popularity The Delicious Perfume.



Crab Apple Blossoms

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



WAR! WAR!

War has been declared between the United States and Spain, but the Canadian merchants need not be uneasy about the "Beaver Brand" Mackintosh Coats.

The Beaver Rubber Clothing Co. are still keeping up the manufacture of their well known "Beaver Brand" Mackintosh, and merchants buying the same can be sure to be at peace with the whole world, especially with their customers. The "Beaver Brand" Mackintosh Coats are guaranteed never to get hard, and are thoroughly waterproof.

Ask for the "Beaver Brand" Mackintosh, manufactured by

THE BEAVER RUBBER CLOTHING CO.

1490 Notre Dame St., MONTREAL

1898 Summer Sailings 1898

BEAVER LINE Royal Mail **STEAMSHIPS**

Sailing Weekly between Montreal and Liverpool.

CALLING AT RIM-USEE, AND MOVILLE, IRELAND, EACH WAY.

From LIVERPOOL	STEAMERS	From MONTREAL
.....	Lake Ontario	Wed. May 4
.....	Lake Winnipeg	" " 11
.....	Lake Huron	" " 18
Sat. May 7	Lake Superior	" " 25
" " 14	Gallia	" June 1
" " 21	Lake Ontario	" " 8
" " 28	Lake Winnipeg	" " 15
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First Cabin, single, \$50 to \$65; return, \$100 to \$125 50 Second Cabin, single, \$34; prepaid, \$36.25; return, \$66 75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22 50, and all other points at lowest rates.

For further particulars apply to—

D. & O. MACIVER,
Tower Buildings, 22 Water St.,
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D. W. CAMPBELL,
General Manager,
18 Hospital St., Montreal

G. M. WEBSTER & CO., Quebec.

A QUARTERLY STATEMENT.

THE expansion of home trade is not merely confined to domestic manufactures, but includes imported goods as well. A comparison between the first quarters of 1897 and 1898 shows this. This time last year business was distinctly better than it had been in 1896, but the imports were low in anticipation of tariff changes. Now the new tariff is at work, and the increases of imports in every line of dry goods are to be seen. The following table covers a good many departments of the dry goods trade :

IMPORTS FOR THREE MONTHS—JANUARY, FEBRUARY AND MARCH

Class of goods.	1897.	1898
Cotton manufactures, all kinds.....	\$1,477,863	\$1,777,774
Laces, collars, netting, etc.....	243,550	347,774
Hats and caps.....	580,136	704,200
Silk manufactures, all kinds.....	640,937	980,800
Woollen carpets, Brussels and tapestry.....	250,230	306,200
Woollen cloths, worsteds, coatings, etc.....	678,532	762,441
Woollen dress goods.....	912,981	1,197,172
Woollen knitted goods.....	136,103	150,000

With the details of the cotton business we deal in an article elsewhere. In every other line, also, the demand for imported goods is strong. This affects laces and silks; hats and caps to a very considerable extent; woollens, which come almost wholly from Great Britain, are also much more freely imported. The carpet trade is well to the front with a larger import in the three months of over \$50,000. The sale of dress goods seems to have expanded wonderfully, and the imports for spring and early summer trade are, up to April 1, \$250,000 over those of last year. Knitted goods show an increase, but not a very large one, since it is almost impossible to better the domestic manufactures.

WILL LEND OUTS TO THE TRADE.

Mr. Robert C. Wilkins is in receipt of a letter from a Nova Scotia firm, reading as follows: "Your goods and invoice to hand, and we must say there is nothing to beat the 'Rooster' brand. If you have a cut of the 'Rooster,' that you could either loan us for a short while, or sell to us cheap, send it by mail, and we will remit the price."

Mr. Wilkins wishes to inform his retail friends that he will be glad to lend a cut of the "Rooster" to any firm which handles these goods, and which may wish to advertise them locally. A line to him will bring it.

FIRE IN A KINGSTON STORE.

A fire started on Thursday afternoon, April 28, in the upper storey of J. C. Hardy's dry goods house, Kingston. In about 20 minutes the fire was under control. It was confined to the upper part, where a quantity of blankets and rugs were stored. The flames started from a defective chimney. The water deluged Hardy's stock. The loss is set at \$17,000, with insurance to cover the full amount.

SEASONABLE STUFF IN DRESS GOODS.

Black goods are having a big run in neat figured designs in mohair and wool and silk and wool, while plain serges, cashmeres and soleils are in good demand. Covert cloths are selling well, and are wanted principally in better qualities. In low priced dress goods neat figured designs and two-toned effects are the chief sellers. White goods promise to be a feature during the coming season, especially piques, diametta cloths, Swiss spot muslins, organdies, lawns, etc.

A TALK WITH CLOTHING DEALERS

THE CHIEF POINTS THAT MAKE CLOTHING A PROFITABLE PAYING BUSINESS ARE:

Perfect Fitting Goods
 Nice Neat Patterns
 Well Made Garments
 Well Trimmed Garments
 Good Wearing Tweeds
 Prompt Delivery of Orders

All these points we carefully look after. Our goods are earning for us a reputation in the Clothing trade. We get the newest ideas each season and our Fall samples will be a genuine surprise to you.

Beavers, Tweeds, and Montagnais will be the favorite Overcoats.

For Fall '98.

We are increasing our facilities for selling and delivering goods, and keep right up-to-date all the time. Anyone who has not tried our goods before should not miss this opportunity.

A. S. CAMPBELL & CO.

256 St. James Street,

MONTREAL

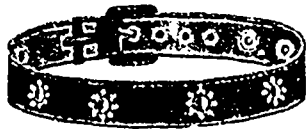
THE SEASON FOR LADIES' GOODS.

REVIVED trade and the present fashions both account for the large demand for lines of goods especially to do with the adornment of the fair sex. As one REVIEW reader puts it: "The '98 girl is a girdled girl. Also a much-padded girl. Likewise is she a belted girl. Then, too, she is a bustled girl. As well as a braided girl. And, to be sure, a hoop-skirted girl. She is a pompadoured girl. And a buckled girl. But, though a bespangled and a bejewelled girl, she is still the same old shirt-waisted girl."

As to neckwear, the present trade, as an experienced manufacturer informs THE REVIEW, runs to ties in stripes and very bright colors. In bows, fringed end Windsors and a large puff tie are in demand. As for colors, geranium red satin is popular, made in small square end bows, and point end bows. The red satin puff is also good, while black is nearly as good as black, judging by the demand.

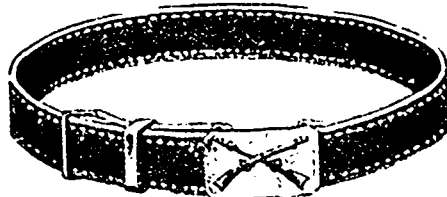
The cool weather has kept the trade in belts a little backward, most retail houses not yet having moved their spring purchases, although some good repeats are reported. Houses with new things, in the shape of jewelled goods, are, however, booking some nice orders.

The accompanying illustrations of new goods will interest the trade. Last year military hat pins were the craze. Now, leather



Phillips & Wrinch.

belts with military buckles seem likely to have a run. Phillips & Wrinch are bringing out some lines which are sure to be favorites. Belts that will make the feminine heart leap with joy are among the latest novelties. They are made in real seal, goat, and other leathers, tastefully studded with jewels.



Phillips & Wrinch.

These belts are to be had in a multiplicity of designs and colors. The combinations are pretty and effective. They are some of Phillips & Wrinch's new things, and are likely to be good sellers. The same firm, since last month, have sold immense quantities of jeweled leather belts and are working night and day to keep up with their orders. They have them at all prices. Velvet and satin belts, plain and jeweled will, no doubt, meet with a good deal of favor. The firm will make up some new ideas in a day or two, as soon as they catch up with orders for their jeweled leather goods.

Large harness buckles are still popular, and probably will be for some time to come.

The new styles of leather belts are of a much superior quality than have ever been placed on sale before. There has never been in the past such a large and elaborate line of belts and girdles on the market. Oxydized, gilt, silver, and jeweled. All are rich as skill and good taste can make them.

A pretty card in colors has been sent THE REVIEW by Fitzgibbon, Schalteitlin & Co. It is intended to illustrate the appearance and finish of two lines of Jammet's kid gloves. The green and blue styles are well brought out by a deep, flesh-colored background.

Among scarce goods just now may be mentioned white fancy Bretonne and point d'esprit handkerchief footings, a supply of

which The W. R. Brock Co., Limited, have just received. In the same warehouse, 70 cases of ladies' blouses and shirt waists have just been opened. Of these new lines, sample boxes, to retail at 50c., 75c., \$1, \$1.25 or \$1.50 each, may be sent for.

Beauty and value seem to be the distinguishing characteristic of the ladies' jeweled belts this season, and John Macdonald & Co. report these goods, as well as blouse distenders and novelties in blouse sets, low and medium grades. The latter are very attractive, and do not require very extensive capital to carry a full assortment in stock.

English made underclothing and baby linen this season contain some novelties which the Canadian trade may wish to know about. In another column, W. F. Lucas & Co., of London, Eng., who are extensive manufacturers of Oxford flannels and flannelette underclothing and baby linen, offer to send price lists to Canadian merchants who handle these lines.

THE REVIEW had the chance of inspecting the new novelties in belts, belt fasteners, and blouse sets, which Wm. Croft & Sons have just imported. Last week, when stock of some late goods was just arriving, Mr. Croft courteously spared a few minutes from his busy time to show a few of the most original and taking styles. The jeweled leather belts are in all colors, scarlet, green, fawns, etc., and are beautifully jeweled. Some handsome metal girdles, gilt and silver, are also noteworthy. In belt fasteners the butterfly design and leaf design at once strike the attention. In skirt supporters, silver and gilt, the maple leaf is an appropriate design, and a line of leather-covered and jeweled supporters is among the new things. The Grecian knot pattern, in bright and Roman gold hues, is also new. The jewel designs on all these new goods this season are made from the dies and models of the most expensive jewellery, and, therefore, a high class of merit is achieved. In blouse sets, lines retailing from 25 to 50c. partake of the same bright and original designs, the Grecian knot, a clover leaf enameled, plaid patterns, etc., being noticed. There are links to match all the set goods.

ITEMS OF TRADE INTEREST.

A NEW company for the making of corsets has been organized, at Farnham, under the name of Farnham P. A. Corset Co., with a capital stock of \$50,000. Over half of the capital stock has been subscribed for in Farnham.

The Canada Clothing Co., of Ottawa, has applied for a charter. The capital stock is \$100,000. It is proposed to deal in all kinds of goods generally handled in department stores, as well as to manufacture clothing.

The Tilsonburg Woollen Mills, owned by D. Tillson & Co., were purchased by Mayor Rumpel, of Berlin. Arrangements were also completed whereby the mills, which have all along been in operation, will at once be relieved of the machinery, which will be shipped to Berlin, where the greater portion of it will be utilized in Mr. Rumpel's factory.

Sutes & Co., Parrsboro', N.S., have commenced business in dry goods and men's furnishings in the store formerly occupied by Taggart & Harrison.

The Hudson's Bay Knitting Co. are seeking incorporation. The applicants are J. J. Westgate, C. L. Higgins, B. W. Higgins, H. E. Higgins and and R. Lucas. The capital will be \$50,000.

DRY GOODS CLERKS' ASSOCIATION.

The dry goods clerks, of Berlin, have formed an association. The officers are: President, E. D. Lang; vice-president, Menno M. Eby; secretary-treasurer, J. Wiegand; standing committee, F. H. Chart, A. H. Kimmel, F. Shantz, Harry Clemens, H. P. Lar... Oliver Masten, and E. Shantz.

High-Class Brands



Corsets



Corsets

In the worship of cheapness, quality and durability get overlooked. Smartness and effect obscure the judgment, but, in the end there often comes the bitter lament.

♦ ♦

Goods with the quality stamp of a Trade Mark on them are becoming increasingly popular, because they can be relied upon for uniformity and for genuine value.

♦ ♦

If this be true in such articles as Cocoa, Tea, Mustard and other natural products, how much more is it true in manufactured goods, where design, workmanship, etc., come in?

♦ ♦

P & S Corsets are a challenge to the trade. They are made by a firm of over 75 years' experience. Every known appliance for perfect Corset making is made use of.

♦ ♦

All the latest machinery for saving labor and cost of manufacture—all that science and experience suggest is brought to bear, and these Corsets are the result.

♦ ♦

A remarkable feature, is that the **NEW RUSTLESS ZAIROID** replaces Steel in the busks and supports. Iron-mould on Underclothing is therefore impossible.

♦ ♦

There is, in fact, all-round excellence in these P & S Corsets. They have made a significant impression on the trade and customers are everywhere asking for them.

Are they in your fixtures?

There is money in these goods. They will bring you prestige and profit.

Write us for prices and full particulars. . .

W. PRETTY & SON, Ipswich, Eng.

Wholesale Only.

The Hat and Cap Trade.

WHERE WE GET IMPORTED HATS.

THE fact that the imports of hats and caps into Canada have remained about stationary the last five years does not warrant any of the following beliefs: (a) That we are wearing less hats than we used to wear; (b) that the rising generation is being trained to wear other headgear; (c) that any portion of the population has taken to going hatless. The imports from 1893 to 1897, however, have shown no marked fluctuations, the official returns of the value of imported hats, caps and bonnets being: 1893, \$1,414,000; 1894, \$1,311,000; 1895, \$1,357,000; 1896, \$1,484,000; 1897, \$1,316,000. This includes some women's hats and some material brought in free for completing them. The officials do not divide the figures very clearly. The bulk of men's hats come from Great Britain and the United States, in the proportion of about half and half. If the hat makers of either country pushed the Canadian trade hard they would probably down the other. An analysis of the dutiable imports during 1897 yields the following results:

	Britain.	U.S.	France.	Germany.
Hats of beaver, silk or felt....	\$407,563	\$272,142	\$2,319	\$1,478
Hats of straw, grass or chip...	158,653	113,002	2,526	3,025
Other hats.....	126,397	94,476	4,677	1,806
Total.....	\$692,613	\$479,610	\$9,522	\$6,309

The reason of the stationary imports, notwithstanding the increase of population, is due to several causes, among which fall in price, wearing of furs etc. may be put. But the chief is the making of hats in Canada, which has grown steadily. These hats do not specially label themselves as Canadian, but they are honestly made, of good material, and sell at a reasonable price. Probably many a person who thinks he is wearing a London or New York hat has on one that was "made in Canada."

HATTERS' WINDOWS.

We doubt whether hatters' windows ever looked better than they do at the present time, says the London Hatters' Gazette. In no other period of the hat trade has more taste been displayed in arranging the windows, and never did hats display to so much advantage. The showing of hat linings and the introduction of ladies' felt hats have been a distinct gain in bringing the mixture of colour so necessary for effective display. In the very early history of 'The Hatters' Gazette' we threw out a hint that, for the higher rows of hats in the window, the use of thread hung from the ceiling was preferable to the use of the usual brass rods. This was largely adopted at the time. We do not think that the window-fitting firms have done as much for the hat trade as they might have done. The fittings are too stereotyped in shape and character. Why should not aluminum or nickled iron be more used? The former metal is light in weight and now less expensive than was a few years ago the case.

HAT STYLES IN THE CANADIAN MARKET.

To predict the course of the stiff hat trade in advance is difficult, as the trade is as capricious as the tastes of the wearers of hats. Judges say, however, that the demand for the stiff hat promises to develop, especially in cities and larger towns, as time goes on, and that the fedoras will be for the cheaper trade. The latest stiff hat, an American make, shown THE REVIEW, is a becoming style, and its success would not be surprising. It shows a tendency in shape to drop into the semi-square, a little flat on the top, and rounded

off at the corners. It comes in colors as well as black, and seems not unlikely to be a favorite for fall. It gives height and a rather dignified appearance to the wearer.

The linen hat has a good run, and, if it takes with the consumer, may, to some extent, displace the summer straws. But the dealer has to be stocked up in both, as there is a staple demand for neat straws.

THE CLERK IN THE STORE.

The thoroughly practical and beau ideal assistant is the man for whom many retailers are in search. But he not only is to be found, but has been found in not a few cases. He is not the gaitered young gentleman familiar with the billiard cue. He is quick without being brusque; polite to all without being effusive; mildly and courteously suggestive of what suits the customer, rather than dictatorial. He is the young man who has an eye to having a business of his own at one time or another. He believes that his own interests are best served by considering the interests of his employer. To sell hats retail requires tact and business skill. To make a casual buyer of a hat into a customer requires something more than mere bustling around and making the customer go away with something.

AN ENGLISH VISITOR HERE.

Mr. E. J. Hudson, of the firm of Gaunt & Hudson, Limited, Leeds, England, manufacturers of tweed and golf caps, paid a visit to Montreal the last of April. This is his first trip to Canada, and he is very much taken with the country.

The firm of Gaunt & Hudson was founded by Sir Edwin Gaunt, in 1858. Since then it has made rapid progress, so that, at the present time, it is one of the largest manufacturing establishments of its kind in England. At the first of the present year the firm was formed into a joint stock company for private and family reasons, with Sir Edwin Gaunt as president. Although he is 80 years of age, Sir Edwin is always down at the office at 8 o'clock in the morning, and still takes an active part in the affairs of the company.

UNITED STATES HATS IN CANADA.

As United States hat manufacturers don't push their brands in Canada, but leave it to the dealer, there has never been much question here as to the comparative value (as to the wear and retention of color) of English and American made hats. The average Canadian contends that hats of English manufacture always retain their shape and color better. Still some Canadian traders have enquired for American shapes, which are rather more pronounced. Tress & Co., manufacturers of London, Eng., are among the recognized leaders in the "West End" for exclusive shapes in best quality hats, and the fact that Knox, of New York, is their United States agent, gives the opportunity for getting the best of the American styles. The shapes for fall in felts, silk and ladies' walking hats are now being shown by their Dominion agents, Wreyford & Co., Toronto.

BRIEFS.

If you would lure lasting prosperity your way, handle good. That possessment, hats that can be sold at a profit.

While remembering that you must have hats to sell hats, do not overlook the fact that paying consumers must have styles.

Paying promptly proves profitable more often than settling slowly, and always avoids the necessity of the sheriff's assistance.

The wise merchant insures his stock, paying in advance. The wisest insures his continuance in business; prompt pay is the only premium.—N.Y. Hat Review.

NO PREFERENTIAL TARIFF

will affect the sale of the

German White Shirts Collars and Cuffs . .

Manufactured by _____

THE WORLD-RENOVED FIRM

Wolff & Glaserfeld, Berlin, Germany.

They are celebrated for Fit, Finish, and Laundry.

M. MARKUS

Sole Agent for Canada

MONTREAL: 30 Hospital Street.

**TORONTO: 73 Bay Street,
Threlkeld & Fenwick, Agents.**

Address to Dry Goods Merchants

GENTLEMEN



if you want your business to succeed you must always buy the best goods, and amongst the most important lines in your store is **THREAD**. Think, gentlemen, how much depends on this article. We have all had the sad experience of buttons, etc., giving way at the most inconvenient times, and, gentlemen, if you want to overcome this diffi-

culty in future and do your customers a good turn, buy nothing but

Clapperton's Celebrated Thread

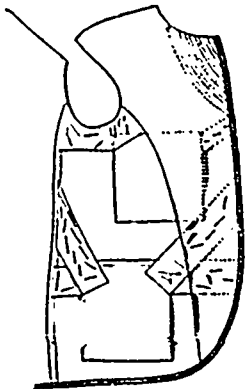
which is by far the strongest and best brand on the market. Samples sent to any firm.

Wm. Clapperton & Co.

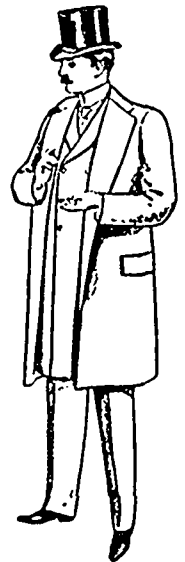
165 St. James Street

_____ Montreal.

The **BEAMS** and **RAFTERS** are to a building just what the staying is to



SHOREY'S Ready-to-Wear Clothing

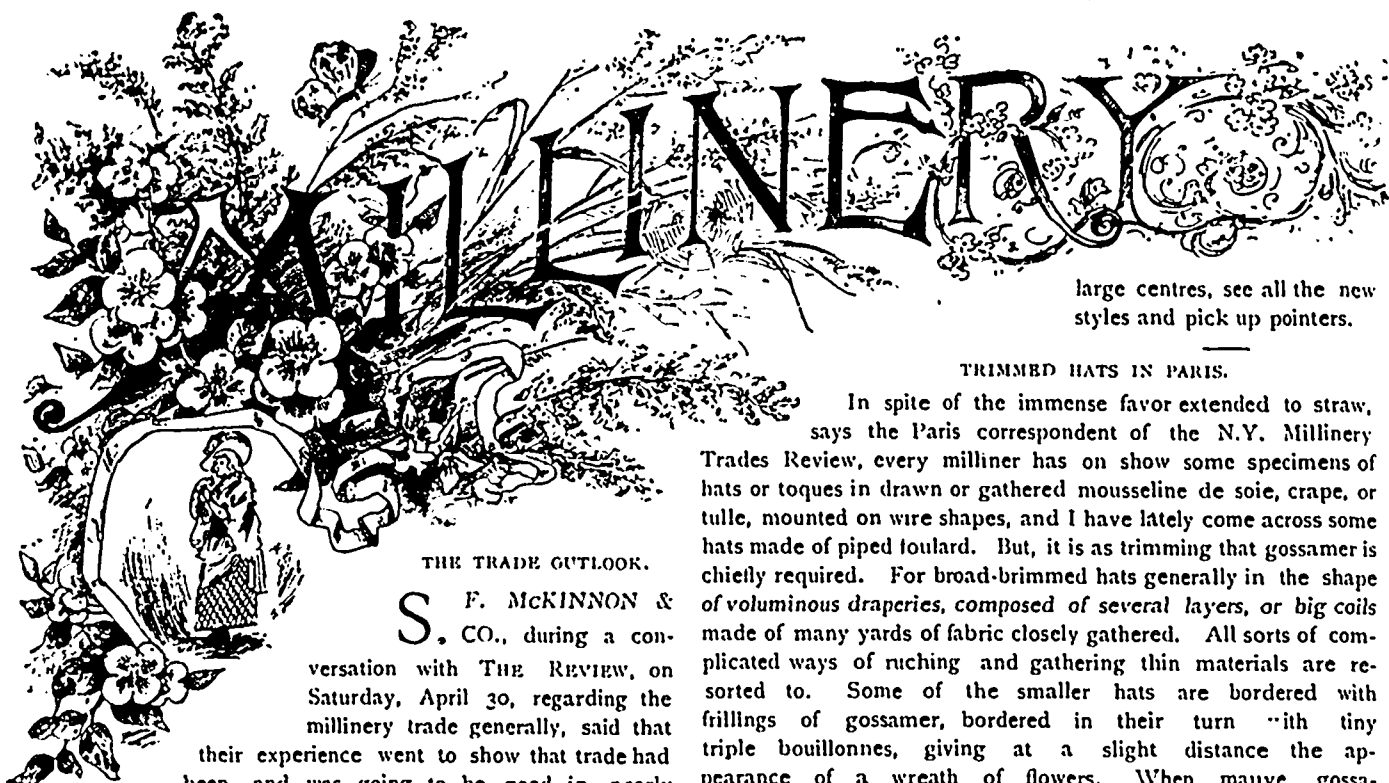


The inside of one of Shorey's Coats is here illustrated by a drawing made from a photograph. The great advantage of a coat properly stayed is that it keeps its shape until it is worn out, and does not look like an old garment after a few weeks' wear. An ordinary ready-made garment may look well at first, but it is made to sell not to wear.

Goods that possess the merits of Shorey's Clothing, and are known to your customers to possess merit, are not only much easier to sell, but can be sold for a better profit than goods that are unknown. You can hold your trade on these goods, and can tell your customers that the guarantee card in the pocket means satisfaction or money refunded.

H. SHOREY & CO.

MONTREAL



large centres, see all the new styles and pick up pointers.

TRIMMED HATS IN PARIS.

In spite of the immense favor extended to straw, says the Paris correspondent of the N.Y. Millinery Trades Review, every milliner has on show some specimens of hats or toques in drawn or gathered mousseline de soie, crape, or tulle, mounted on wire shapes, and I have lately come across some hats made of piped foulard. But, it is as trimming that gossamer is chiefly required. For broad-brimmed hats generally in the shape of voluminous draperies, composed of several layers, or big coils made of many yards of fabric closely gathered. All sorts of complicated ways of ruching and gathering thin materials are resorted to. Some of the smaller hats are bordered with frillings of gossamer, bordered in their turn with tiny triple bouillonnes, giving at a slight distance the appearance of a wreath of flowers. When mauve gossamer is treated in this way, the effect obtained is very much that of a chaplet of Parma violets; while pale blue bouillonnes on a background of green straw suggest forget-me-nots, bunches of these several flowers being generally added as a trimming. Milliners also make large balls of frothed tulle or lisse, which they introduce among thick chaplets of flowers; balls of bluet blue tulle, for instance, into the trimming of a toque consisting of forget-me-not leaves and flowers, and of cerise crape into an arrangement, the rest all pink. Balls are also made of loops of ribbon, a large quantity being required, as they are set very closely together. Different kinds of silk, principally taffetas and peau-de-soie, are likewise used for draperies, alone or with the addition of a layer of tulle or crape of some other tint, and also for making bows composed of two or more loops and pointed ends in different shapes. There is an increasing demand for ribbon, especially in wide widths. A new way of using a very wide plaid ribbon is to drape it about a small straw shape so that it entirely covers the brim, a portion of it being folded underneath, and to arrange the ends in a flat bow at the side with an elegant brooch or buckle. Dark blue and green plaids crossed with scarlet, yellow, or white lines are often chosen for this purpose, the bunch of flowers for the ornamentation being of the same color as the line.

DEATH OF A WELL-KNOWN BUSINESS WOMAN.

Miss Pinning, who for the past 15 years has held a position as head of the trimmed millinery department with the wholesale firm of S. F. McKinnon & Co., Toronto, died April 29.

Although only absent from business one month, Miss Pinning has not been in good health for two or three years, and, notwithstanding that she enjoyed a long holiday between seasons, it was evident for some time to those who knew her that her constitution was breaking up, and having contracted a severe cold in March, she was unable to throw it off, and rapid consumption brought an energetic and useful life to a sudden end. Few business women, if any, were more widely known than the deceased. She enjoyed the confidence of her employers in a large degree. Her general knowledge of the trade, good taste and judgment as a buyer, lead to her being often sent on business trips through the European and

THE TRADE OUTLOOK.

S. F. MCKINNON & CO., during a conversation with THE REVIEW, on Saturday, April 30, regarding the millinery trade generally, said that their experience went to show that trade had been, and was going to be, good in nearly all sections of the Dominion; that within the past month their different representatives have visited nearly all the principal towns in the country, doing a satisfactory trade in the majority of places. Their April trade, they say, like that of the preceding months of the season, is a long way in excess of the corresponding month for last year.

In referring to their summer opening, held on April 19, they had more buyers present on that occasion than at any previous midsummer opening. In fact, they continued, "Whether or not due to what we have already said through the columns of THE DRY GOODS REVIEW with regard to buyers making frequent visits to the market, we believe that at least 50 per cent. more buyers have visited our warehouse so far this season than usual. This, we believe, is as it should be. Not only because we think that our warehouse is headquarters for all that is new and correct in ladies' wear, but also feel certain from experience, that any buyer is bound to profit by occasional trips to centres of fashion as the season advances, and, particularly is this applicable to millinery dealers."

"By keeping buyers in Europe we strive to keep in perfect touch with the markets, and thereby be in a position to show the newest ideas as quickly as it is possible for them to be placed on this market. To this, we think, belongs at least part of the credit for the large and steady increase in our millinery business. We have made provision for a heavy May trade which is certain to materialize. Since the beginning of this month we have passed into stock large shipments of summer goods, such as are billed for the May trade, including taffeta, faille and satin ribbons in the leading colors, with plenty of creams, tuscans, gomes, blues, greens and blacks; chiffons in all manner of effects in the same assortment of colors, also, white, black, cream and butter laces, which are all sure to be strong sellers. We also guarantee that in hats, flowers and feathers our stock, all through May, will lack nothing, either in abundance, character or assortment."

THE REVIEW would like to add its own opinion, that buyers visiting the market do a wise thing. This is true in other lines besides millinery. But in millinery it is especially valuable to visit

WHOLESALE MILLINERY...

❁
**MID-SUMMER
OPENING.**
❁

Our Mid-Summer display takes place
*Tuesday and Wednesday,
May 10th and 11th.*

When we will show a most attractive collection of

TRIMMED MILLINERY

particularly suitable for Mid-Summer Trade.

The **D. McCALL COMPANY,** Limited

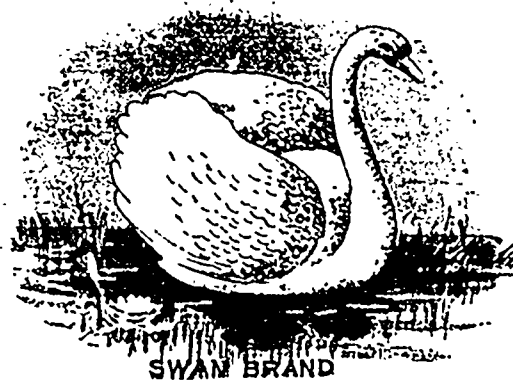
DOWN COMFORTERS

Cotton Filled Quilts.

ALL PRICES.

Bed Pillows, Art Tickings. Handsome Coverings.

WHITE COVERED CUSHIONS
FANCY COVERED CUSHIONS
MUFF BEDS



WHITE COVERED COSIES
FANCY COVERED COSIES
FANCY COVERED HEAD RESTS

ASK FOR PRICE LISTS.

Letter Orders filled promptly and accurately.

THE TORONTO FEATHER & DOWN CO., Limited.

Office, Sample Room and Factory, 74 King St. West, TORONTO.

American markets, thus gaining for herself a wide reputation, her name being familiar in millinery circles all over the Dominion. Miss Pinning in her life wielded an influence for good, having a high sense of honor and sterling principles. She was fearless and outspoken. In business, as in her private life, justice was the ruling characteristic. The grace of charity was highly developed and practised by this practical woman, and there are many who will miss her, but more who will remember the kind words and deeds done by her while in this life.

THE CURRENT STYLES.

The John D. Ivey Co., Limited, are very busy opening up new goods in preparation for their midsummer opening, which takes place on Tuesday, May 10, when each department will be replete with the most attractive and desirable requisites for high-class millinery trade.

This firm are again making a magnificent display of exclusive designs in pattern hats, the most fashionable hat at present being the short-back sailor, which is trimmed with a great profusion of flowers and tulle. The newest style in trimming is the "comb effect." This stands high above the crown, and is made of flowers (solidly banked), or velvet or ribbon; the front of the hat has two very handsome sequin quills, falling over left side of brim. and bow of Roman ribbon constitutes the trimming on the right side, with flowers under brim at back, which makes a very smart hat. Another striking hat is an approach to the walking hat in shape, but the brim does not roll quite so much; it is made entirely of purple violets with comb of white lilies-of-the-valley at back, and scarf of applique black and white lace for front trimming, rosettes of cut ends of ribbon under brim at back.

An exceedingly swell Leghorn hat is made by cutting the brim half-way round and turning it over the crown, making a double brim for the front of the hat, veiled with fine tucks of white tulle, trimmed at the back with a comb of jeweled lace, ostrich tips, and burnt orange roses falling on the hair. The "tuck" effect for trimming sailor hats is also very popular, these tires being made of all kinds of materials; the most elegant, however, are made of a roll of fine white tulle, veiled over with black and white applique lace.

The flowers most in demand at present are bluettes, cornflower, poppy red, violets, nasturtiums and roses, while grasses, wheat, oats and palms are much used for standing effects. The foundation of all millinery hats are made of very fragile material, such as tulle, net, gauze and chiffon. These goods are a necessity for the millinery of this season, for it is so light and artistic in appearance that heavier material does not employ in so satisfactory a manner.

The untrimmed-hat flat is well worth a visit from everyone engaged in the trade, the stock comprising all that is novel as well as staple, and the firm are well prepared to meet the demand for straw hats for midsummer, for either dress or outing hats. Their new crash bicycle hat is one of the latest novelties, while every style in tailor hats are shown in great quantities. Another feature of this season is veiling, so this firm show a large range of nets and tulle for this purpose, either plain or jetted, and chiffon being more popular than ever as a trimming, customers can easily select from so complete an assortment of colors in this material.

NOTES.

S. F. McKinnon & Co. say that they have large shipments of summer millinery novelties constantly arriving, the selections of their resident European buyer.

White tips, cream tips, roses, lilly-of-the-valley, lilacs and foliage are going to be very popular for May trade. S. F. McKinnon & Co. are prepared to meet a heavy demand for these lines.

WHO IS THE ACCUSER?

London, Eng., Drapers Record.

A Toronto correspondent has contributed an interesting article to a contemporary upon the subject of "Why is Canada Unenterprising?" the answer in brief being because of "A Grandmotherly Legislature." "The business temper of the Canadian people has been spoiled," he says, "by too much Government assistance, and it is not incorrect to say that, as a result, Canadians are among the most unenterprising people in the world. . . . Manufacturing concerns commencing business, or any old concerns changing their places of business, never scruple to ask municipal aid in return for establishing their factory within the limits of the community paying the bonus. The highest bidder gets the factory. I fancy that when Canadians read the article, which is a particularly scathing one, and a strong indictment against a whole country, the "unenterprising" of their number will make the quarters of the enterprising journalist warm for him. The experience of the London dry goods trade, in its relations with Canada, has been chiefly in the nature of dividends, but few bonuses yet.

PRACTICALLY A NEW SCIENCE.

Advertising and the preparation of advertisements is now practically a science in itself and men devote their whole time to it. Several wholesale houses in Toronto employ Mr. Peter Rutherford, an advertising expert, to do this branch of their business for them. Some of the ads. you see in THE DRY GOODS REVIEW come from his pen, and it shows how new lines of work grow up and men must be trained to follow them. Mr. Rutherford has his office in the McKinnon building, Melinda street, Toronto, and makes a regular profession of writing, designing and suggesting illustrations for advertisements.

FALL and WINTER 1898

A. A. Allan & Co.

Respectfully announce the completion of their fall and winter samples, which, for variety, style and value, exceed any previous efforts, which is saying a great deal.

Our Fur Value and Novelties unsurpassed.
The products of our Cloth Cap Factory unsurpassed.

We ask from the trade an inspection of our range. "Close prices and liberal terms," our motto.

Our Travelling Staff are:

A. A. Allan & Co.
51 Bay Street
TORONTO

D. SHAW, Maritime Provinces
W. H. HARVEY, Ontario East
W. R. PRICE, " "
W. H. McCULLOUGH, Northern Ontario
J. R. REYNOLDS, G. T. R. West, and
Wellington, Grey and Bruce
F. CARNELL, Southern Division
J. D. ALLAN, Manitoba
C. A. GODSON, British Columbia

TO THE TRADE

S. F. McKINNON & CO.

Importers of fine London, Paris and New York Millinery and
Millinery Novelties. Makers of high quality Mantles.

MILLINERY—For Summer

We have to congratulate ourselves and thank you for the splendid trade that has come our way this season. Our early and later "opening" days were immense successes, and practical demonstrations that the trade in Canada are quick to appreciate selecting from stocks so excellent in quality, so comprehensive in assortments, and so close to date in styles.

This is the way we mean to keep it always, and to-day we are abundantly able to take care of the biggest kind of business in millinery and novelties for summer wear. New York is visited at close intervals by our American buyer, and our resident European buyer lets nothing slip past him that's new and desirable—we are in receipt of a parcel from him on almost every steamer that sails this way. For May trade we have just opened a splendid range of light hats for summer, and a lot of scarce ribbons, chiffons, laces, etc.

MANTLES—For Autumn

McKinnon-made mantles have had a most successful introduction. In every quarter that our representatives have shown them their reception has been enthusiastic, the styles and qualities praised, the enterprise welcomed and commended, and orders have been generously large. There is nothing of the trashy, low quality order in the whole line.

At an early date our representatives will make a supplementary trip, visiting all points in Canada. In the interval many handsome models have been added, and there's not a style that will be shown in the leading fashion centres and right down to date that we have not captured.

No unsalables—no Customs worry—you avoid the tariff—and have more profit in McKinnon-made mantles.

S. F. McKINNON & CO.

71-73 York Street, 2 Doors South of Rossin House.

TORONTO

OTTAWA CORRESPONDENCE.

OUR TRADE WITH JAMAICA.

OTTAWA, May 5 (Special).—The Department of Trade and Commerce have just received a report from the Canadian Government agent in Jamaica, in which bitter complaint is made of the injury being done Canadian trade by the inefficient steamship service. There are but three steamers per month between Halifax and Jamaica, and, as they call at Bermuda, it takes some ten days to make the trip. The direct line of ships trading to New York do it in five days, and, as they run weekly, almost the whole of the trade goes to New York. The people living in Jamaica have been using British and Canadian goods largely, and prefer them, but, on account of this inefficient steamship service, are being driven to the United States altogether.

NEW TARIFF REGULATIONS.

The regulations to be issued by the Customs Department cannot now be issued, but have to be held until the Act is amended. They will, however, be ready, and will be sent out at the same time as the amendment passes the House.

F. J. D.

A TRIBUTE TO THE LATE MR. W. H. STOREY.

AT THE April meeting of the Canadian Manufacturers' Association in Toronto, the following resolution regarding the late Mr. Storey, of the Canada Glove Works, Acton, Ont., was passed:

"Whereas, the Canadian Manufacturers' Association have learned of the death of Mr. W. H. Storey, of Acton, Ont., a former president of this association, and one of its most active and loyal members; and, whereas, industrial pioneers such as Mr. Storey are not only an honor to their country, because of their integrity and public spirit, but also worthy of the highest respect of their fellow-citizens, because of their efforts to introduce and foster manufacturing industries in Canada; and,

"Whereas, the death of such captains of industry as Mr. Storey, is a real and sad loss to the country at large; therefore, be it resolved, that this association place upon record their sincere and heartfelt sorrow at the death of such an eminent and esteemed member.

"William H. Storey was a successful business man, a sincere friend and a model citizen. He was more than these—in his home life he was a loving and affectionate husband and father. In the bosom of his family the kindness of his strong nature manifested itself. To know his home life was to love and admire him, and those who knew him best loved most the simple manliness that actuated him. His life, public and private, is a lesson that needs no translation. Such men are the builders of great nations, and we sorrow in his loss.

"Resolved, that the secretary be instructed to engross these resolutions in the minute book of the association, and to send a copy of the same to Mr. W. H. Storey, jr., to be transmitted to the family."

A VISITOR FROM MANITOULIN ISLAND.

MR. R. W. Neilson, of Mr. A. Neilson's general store, Manitowaning, Ont., was in Toronto this week on a buying trip. Mr. Neilson came by boat, navigation being open much earlier than usual this season. The boat made two trips in April this year, which is rather an exception to the general rule.

Trade in Manitoulin Island is much better. The farmers, who have gone a good deal into stock raising, got higher prices last fall, and the present outlook is even better. Last year, perhaps a thousand head of cattle went from Manitowaning and two thousand from the rest of the island. Of sheep and lambs,

perhaps three times as many were exported. Besides local buyers there are buyers from Owen Sound, Guelph, Fergus, and other Ontario points, for the stock. The island is well adapted to the industry, as there is plenty of grazing land on which stock can be turned loose in the spring and left there till the fall.

The railway for the island is not yet under way, and the charter of the present company expires in June. The line would run from Little Current on the north shore to join the C.P.R. on the mainland, a few bridges being necessary to join the island with the shore. A local deputation went to Ottawa and the answer of the Government indicated that the next time Parliament voted railway subsidies the Manitoulin line would not be forgotten. There is plenty of power for an electric railway connecting Manitowaning with Little Current if one was thought necessary.

A good many tourists go to the island in summer, and there is excellent trout and bass fishing as well as good boating. Mr. Neilson spoke well of Manitowaning as a prettily situated place on a fine big bay. He is a good type of the energetic healthy young Canadian.

CANADIAN ADVERTISING is best done by THE E. DESBARATS' ADVERTISING AGENCY, MONTREAL.

GENERAL STORE FOR SALE.

GENERAL STORE FOR SALE.—A WELL-ESTABLISHED GENERAL Store Business in splendid farming district of the Northwest Territory, on main line of C.P.R. New and well-assorted stock. Business prosperous and increasing, but the owner has other business which needs his attention, and will sell if taken at once. (Post Office is kept in same store.) Address P.O. Box 447, Regina, N.W.T.

SITUATION WANTED.

A YOUNG MAN, 15 YEARS OF AGE, WITH AN EXPERIENCE OF SEVENTEEN years in a general store and not afraid of work, wishes a situation as Traveller for the Maritime Provinces, for either Boots and Shoes, Dry Goods, Groceries, or Tea and Spices. Can furnish team if required, and will accept moderate salary for a permanent situation. Good references. Apply by letter to T.S. MacLean Publishing Co., Limited, Toronto. (5)

FOR SALE.

GENERAL STORE FOR SALE.—A WELL-ESTABLISHED GENERAL STORE Business in splendid farming district of the Northwest Territory, on main line of C. P. R. New and well-assorted stock. Business prosperous and increasing, but the owner has other business which needs his attention, and will sell if taken at once. (Post Office is kept in same store.) Address P. O. Box 447, Regina, N.W. T. (5)

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
Toronto	Queen's Hotel
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel

"SILCOTON"

SILCOTON is put up in 100 yard spools, 10 balls in a box. These goods are made by the Morse & Kaley Manufacturing Co., which of itself is a guarantee that they are the best in the market.

Other makes are being offered, put up 12 balls in a box; these do not run 100 yards to a spool. If you want that class of goods, 12 to a box, ask your jobber for "SILKO."

PEWNY'S Kid Gloves



The acme of . . .
Fit, Fashion and
Wearing Qualities.

S. Greenshields, Son & Co.

Solo Agents for Canada.

Montreal, and Vancouver, B.C.

CELLULOID COLLARS CUFFS AND SHIRT BOSOMS

If you want the best, not only in style and fit, but in value, these are the goods to buy.

Linen Interlined Waterproof,
Linenized Waterproof
and Waterproof.

Look for this
TRADE MARK
Take no other.

All goods bright and fresh—no old stock.

MILLER BROS. & CO.

Manufacturers 30-38 Dowd St., MONTREAL

Toronto Branch

G. B. FRASER, Agent, 3 Wellington St. East
Toronto, Ont.



Yes, I see it all now!

The Reason Why

SHOREY'S READY-TO-WEAR CLOTHING...

is better in style and finish than what I can get from my tailors.

Of course, a large concern like Shorey's can keep a staff of experienced workmen upon one class of work from year to year until they become absolutely perfect, while a tailor's hands produce a sack coat to-day, a dress coat to-morrow and so on, consequently, they cannot be expected to attain the proficiency of Shorey's workmen.

Shorey's Guarantee Card in the pocket of every garment shows that the firm is bound to give perfect satisfaction in every instance.

The above is the argument that will be used by your customer, and is another and very potent reason why you should place your Fall order with our travelers, who are now on the road in the Lower Provinces, British Columbia, Manitoba and the Northwest Territories.

Have you heard of the
"EVER-READY"
DRESS BINDING?

It's just out;
 It's the kind you want;
 Of a quality and at a price you want it!

WATERPROOF AND DUSTPROOF

MADE IN

Black, Navy, Myrtle, Brown, Cardinal.

Put up 36 yards in a box,
 \$5 50 per gross, regular

Order a box of each color or send for samples.

THE EVER-READY DRESS STAY Co.
WINDSOR, ONTARIO

GRAND SUMMER OPENING



**Trimmed
 Patterns**

(for Midsummer)

May 10th.

Stock for Summer
 fully assorted in every
 department.

**Letter Orders
 Solicited.**

The John D. Ivey Co.
TORONTO. Limited.

The
**Leading
 Carpet
 Manufacturers
 of Canada.**

The Toronto Carpet Mfg. Co.
 ... Limited
Special...

We have much pleasure in
 notifying the trade that we are now making two qualities in

SMYRNA RUGS

in these sizes —36x72, 30x60, 26x54, 21x45, 16x32. At prices much lower
 than ever before offered to the Canadian trade.

See our new **WOOL-BACK AXMINSTER RUGS**

in these sizes:—36x72, 27x54, 30x30, 13x29. Newest designs, latest coverings.
 Suitable for highest and other trade. **VALUES NEVER BEFORE EQUALLED.**

CARPET LININGS and STAIR PADS —The carpet trade study their own and
 their customers' interests by using a
 good carpet lining under every carpet they lay. We have the **BEST** in **VALUE, ASSORTMENT, QUALITY.**

THE TORONTO CARPET MFG. CO., LIMITED, TORONTO

WHAT ABOUT THE TARIFF?

THE QUESTION OF THE EXTRA PREFERENCE AFTER JULY 1.

IMPORTING merchants have been discussing coming tariff rates lately with considerable interest and eagerness. Under the law, as it stands, the extra preference of $\frac{1}{4}$ of the duty comes off on July 1 as regards British goods, and the goods of all those European countries covered by the German Treaty. That practically means all the countries we do business with except the United States. But, on August 1 the whole preference of $\frac{1}{4}$ of the duty disappears toward all countries, except Great Britain and most of her colonies. That is the date when the German treaty ceases to operate. The consequence is that the large dry goods imports, consisting of dress goods, trimmings, clothing, hosiery, etc., from France and Germany, must pass through the Canadian Custom Houses and pay duty between July 1 and July 31, if the importer wishes to get the advantage of the $\frac{1}{4}$ reduction in duty. All this was pointed out in the last number of THE DRY GOODS REVIEW. It is a point of much importance to all Canadian importers in the dry goods trade.

It is said that the Government lately considered the question of postponing the second preference of $\frac{1}{4}$ of the duty until August 1. This would have confined the full preference to British goods. The Government's discussions in Privy Council are private, and, therefore, nothing is definitely known. Some weeks ago a heavy importing house inquired of a Custom House and was informed that the tariff arrangements were as stated above, "unless otherwise ordered." THE REVIEW learns that, up to the day of going to press (Monday, May 2), the Customs authorities knew of no contemplated change. Importers, therefore, are hurrying forward their French and German orders, so as to pay duty before August 1, on autumn importations. It does not matter about British goods, as they will enjoy the $\frac{1}{4}$ preference after August 1. The chances are the Customs Houses will be busy during July.

DIFFICULTY THAT WILL COME UP LATER.

But, when, after August 1, British goods alone can come in at one-fourth reduction under tariff rates, will the Customs authorities be able to distinguish British and foreign goods when all are consigned from some English centre? May not German and French goods be shipped from London, so that it will be impossible to tell the difference? This is the point on which THE REVIEW has had the opinion of an able and thoroughly posted dry goods man. A German lace manufacturer said to him: "We must do the Canadian business as before, and we intend to do it." By having an agent in London who consigns the goods in his own name, and, by having these goods sent to England not made up, it is said to be possible for continental manufacturers to secure the British preference, if they are so minded. There will always be this loophole."

THE DUTY ON FUR LININGS.

The Customs officials have reached a decision regarding the rate of duty to be charged on the squirrel fur linings for coats, which come into Canada sewn together, somewhat in the shape of a garment. The disposition was at first to consider them as manufactured articles. This they are not, as, apart from the garment in which they form the lining, they are unmarketable. It was finally decided to consider them as linings and not garments.

BOMBARDMENT.

The W. R. Brock Co., Limited, write: "Action has already commenced, and a fierce attack has been made, by customers, on the 'special lines' they have cleared out from the various mills and manufactures for May trade. See the 'May Pointers' on page 8"

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**EXCLUSIVE
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**290
GUY STREET
MONTREAL.**

GIVING FIRST CHOICE OF BEST DESIGNS OFFERED, SEE?
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**STYLE
FINISH
VALUE**

Woollens and Clothing.

NEW FACTORY FOR PROOFING CLOTH.

The demand for Rigby bicycle suits and Rigby waterproofed spring overcoats has increased so largely this spring that H. Shorey & Co. have been obliged to open up a separate factory devoted entirely to the proofing of cloths. To give an idea of the extent of this work, THE REVIEW saw their record for one day last week, which was 10,000 yards of frieze for Rigby-proofed frieze ulsters, intended for next winter's trade.

WELL MADE GARMENTS.

H. Shorey & Co., of Montreal, reproduce in another column the fac-simile of an advertisement they are running in 400 newspapers in Canada, showing the inside of one of their coats, drawn from a photograph. It costs at least one-third more to make a coat that is properly stayed, as the edge of the coat must necessarily be drawn in and pressed into shape with the edge-stay; the stitching that is done on the lapel and shoulder of the coat, and the pressing that gives it its form, which it will properly retain if well stayed, is a considerable part of the work of making the garments. In order to enable their customers to see that their garments are properly stayed, Shorey & Co. are leaving the lining open at the bottom of their coats and overcoats, so that an examination of the "vitals" of the garment can be made.

THE COMING FALL TRADE.

H. Shorey & Co. report, as a result of their travelers' sales in the lower Provinces, Manitoba and British Columbia for the coming fall, a very gratifying increase over last year. Their men have been on the road only three weeks, and indications point to a very successful fall trade. This is not confined to the clothing business alone, but to many other lines as well.

PRESENT TRADE.

A large jobbing house reports to THE REVIEW that in Scotch suitings, olive and brown tints continue to grow in general favor. Fancy worsteds, and blue and black serges, especially the latter, are also becoming very popular, and are expected to meet with an unusual sale this summer. Worsteds in Cheviots are still leaders for dress and frock coatings. Fancy trouserings in sombre or quiet patterns are quite fashionable. The demand for whipcords is now, and is expected to continue to be, incessant.

ITEMS OF THE TRADE.

The woollen mill at Garden Hill, Ont., is about to resume operations, under the management of Mr. John Reid, late of Almonte. The Ferguslea woollen mill, at Renfrew, will also commence work in the course of a few weeks.

L. Bergevin & Frere, merchant tailors, Mountain Hill, Quebec, have just completed improvements to their establishment. They have greatly enlarged the premises by extending them the full length of the building, which they have also had decorated with taste, and now it is one of the neatest tailoring establishments in the ancient capital.

Philip Dwyer, who for 23 years was cutter for the well-known firm of C. Martin & Co., has opened a tailoring establishment at No. 65 King street west, Toronto.

In wholesale woollens several jobbers are offering special lines this month. John Macdonald & Co. have some job lines in Canadian suitings and pantings, a special line of fancy worsted trouserings, and have received a shipment of light colored whipcords which are rather scarce at present, and several new designs in 6/4 Canadian

and Scotch tweed suitings. New shipments of clay twill worsteds and fine dressed German worsteds are reported.

Wholesalers report fall orders good so far. The sales of mantle cloths, curls, beavers, etc., are much higher.

PRICES OF WOOL ABROAD.

A buyer lately returned from Europe says the upward tendency in wool is doubtless justified by the Australian shortage, which will be considerable. He found the textile industries in England not so active as might be expected, not undergoing so distinct a revival as the machinery trade had experienced since the conclusion of the strike. This is attributed, rightly or wrongly, to the greater competition in textiles.

SUSSEX WANTS A WOOLLEN MILL.

Sussex, N.B., is talking of offering a bonus for a new woollen mill. At a recent meeting of the Board of Trade the question was discussed, and a gentleman present volunteered to give one-third of the sum required. A subscription list is to be circulated amongst the local merchants to make up the balance.

ENLARGED THEIR PREMISES.

Clayton & Sons have added another building to their premises, four-storey brick, 30 x 90 feet. With this extra room and increased facilities, they will be enabled to make prompt delivery in the future. The spring trade has been very good with them all over the lower Provinces.

A MILLION DOLLAR COMPANY FORMED.

The Boas Manufacturing Co. has been formed to take over the granite mills and the plant of the St. Hyacinthe Manufacturing Co., both of St. Hyacinthe, Que. The authorized capital is \$1,000,000. The granite mills have always been well managed and successful, and as the outlook for the Canadian woollen trade was never brighter—particularly in the lines manufactured at St. Hyacinthe—there is every reason to believe that the new company will be a highly profitable enterprise.

A SUIT OF INTEREST TO MERCHANTS.

Judge McDougall, of Toronto, has given decision in the suit of Charles Jackson, linen manufacturer of Falkland, Scotland, against Nicholas Rooney, Toronto. The action was to recover \$383.52 for a quantity of goods which the defendant claimed did not come in time, and so refused to receive them. The judgment is for the plaintiff for the full amount, with interest at 5 per cent. from October 4, 1896.

FOREIGN COMPETITION IN ESSEX COUNTY.

It is charged that Detroit Hebrews have been doing a big business in Essex county and Windsor, Ont., by peddling goods brought from Detroit. Two special Customs officials examined a quantity of goods entered at the Customs by these traders at \$29.72 and declared that the actual value of the goods was about \$100. It was decided to seize the goods and to prosecute for undervaluation.

Collars, Cuffs and Shirt Bosoms

“WATERPROOF.”



Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal

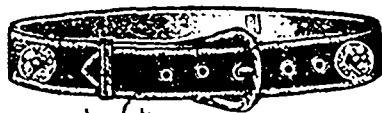
Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols Sunshades and Umbrellas

20 FRONT STREET W., TORONTO



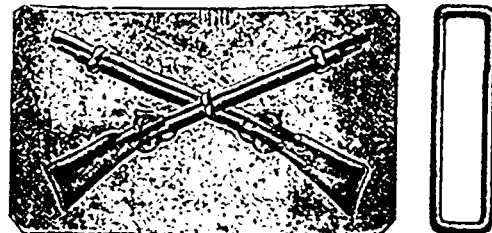
JEWELLED BELTS

In Leather, Velvet and Satin.



Leather Belts

With Military Buckles.



PHILLIPS & WRINCH

MANUFACTURERS

3 Wellington Street East, TORONTO

*Lot.
Grey
7-8-11*

FANCY FURS FOR WOMEN.

THERE are very dainty and beautiful fur garments for women in the market this season, and the travelers of the fur houses are now showing them to the trade. But some merchants, who could profitably handle a few fur capes and caperines and jackets, may not see these samples. For the benefit of these, THE REVIEW proposes to describe a few.

The racoon jackets for women will be popular again. The fashion "caught on" in the States last year, that market absorbed a good many skins, and, consequently prices are a trifle higher here. But a nice jacket, well lined and finished, to retail at \$40 or \$50, or less, can be had. There is a pretty fur, called electric chinchilla, made into caperines, with a high collar, altogether a bright and dressy fur for a young girl. The combinations of this fur with stone marten, with black thibet, with grebe, etc., are most attractive. The linings are all of fine figured satin in the fashionable colors. Grebe is going to be fashionable, both as trimming and in the solid garment. It is bright and warm looking, exactly in accord with the present fashions. Electric seal caperines are trimmed with grebe, and the contrast is striking. The styles favor the fancy furs, which are ornamented with tails and heads and the bright linings already mentioned.

Another new fur, the blue lynx, a soft, long fur, is admirable for trimming other furs. A jacket of Russian reindeer is also very bright, warm and captivating for women. It is not expensive, and looks well with a dark, high collar relieving the almost white-brown fur. The Russian reindeer is also being used for men's coats. None of these goods seem expensive. Several of the combinations could retail at \$20 and yield a good profit. THE REVIEW has not space to go into further details, but the list may be obtained

from A. A. Allan & Co., Toronto. Mention must be made, however, of cloth capes, fur lined and fur trimmed, as pretty combinations as one can imagine.

CARPET MAKING IN CANADA.

A FEW days ago, through the good nature of Mr. J. P. Murray THE REVIEW was allowed to take a walk through the establishment of the Toronto Carpet Co. It is probable that few Canadians realize the plane which carpet manufacturing in Canada has reached. So extensive a factory, on such a large and complete scale, one is hardly prepared to find. Many looms are at work on orders for the Canadian trade and a better class of goods, in design, finish and coloring, it would be difficult to find.

The various manufacturing operations require a technical knowledge to describe, but, into every department the visitor went, the dyeing, weaving, designing, etc., and saw the wonderful machines which make the patterned carpets. One department Mr. Murray indicated with considerable pride—the room with pine shelves where the dyed yarns were stored pending their use in manufacturing, for if the yarns were oily or not well cleaned, the wooden shelving would show stains. But there was no trace of such a thing, a tribute to the material of which Canadian carpets are being made.

The rug and carpet square trade is very active and the factory is turning out some very fine goods. In Canadian axminsters also the demand indicates a great deal of popularity for these goods. In a few days samples of the new designs will be shown the trade, who will have an opportunity of judging how well made and taste fully designed Canadian carpets are now. The establishment is a well-ordered one, and the system and arrangement of every detail in all departments deserves a word of praise, which THE REVIEW is glad to give.

THE CELEBRATED OXFORD FLANNELETTE AND FLANNEL UNDERCLOTHING AND BABY LINEN

Factories:

LONDON BANBURY
OXFORD CASTLEFINOxford Underclothing
(1167)NEW PRICE LISTS
UPON APPLICATION.

W. F. Lucas & Co.
129^a London Wall
London, England.



"Oxford" Underclothing. (999) (939)



"I'M A
WELL-DRESSED
MAN.
IS YOU?"

NEW FEATURES IN WHOLESALE TRADE.

KYLE, CHEESBROUGH & CO.

KYLE, CHEESBROUGH & CO. report an increasing popularity for chiffons. Their 6-in. and 12-in. plain, in black and a variety of colors, are having a tremendous run, while their 6-in. accordion pleated chiffons are also selling well. The new satin dress trimming may be obtained from them in blacks and colors, in three or four different widths. According to fashion authorities, this trimming should be worn in bands around both skirt and bodice. The lower bands are inclined to be wide, and narrow bands are used on the upper portions, producing a very pretty effect.

A big stock of silk, mohair and cotton grenadines is noted, ranging in price from 25c. to \$1.50. White flouncings are being eagerly bought up, from which it may be presumed that white dresses will be popular for hot weather wear.

BROPHY, CAINS & CO.

Brophy, Cains & Co. have just received a shipment of black crepons, new designs, very choice goods. The demand for rough black goods never was better than at present and the firm have just received some new, handsome styles.

WM. AGNEW & CO.

Wm. Agnew & Co. have something very special in all silk, colored broches for blouses this month. They have recently received a range of black broches and black alpacas. This firm have the reputation of keeping their stock well assorted at all times, and orders sent in by mail, or through travelers, are sure of prompt attention.

JOHN MACDONALD & CO.

In dress fabrics, several special job lines are to be noted this month in black lustres to retail at 25 and 35c.; also a job in 52 in. sicilian, retailing at 40c. A 45 in. heavyweight lawn, for retailing at 10c., is shown, as well as manufacturers' jobs in ribbed and plain black cashmere hosiery. Some new things in fancy blouse silks are reported, and also shot serges for lining. A case of wash veilings, embroidered spots and plain, has just been opened, and the latest novelties in Lyons veilings comprise all the fashionable combinations of color. In laces, narrow and medium Valenciennes, orientals, fancy cottons and torchons are the leading lines. A line of dress serge, particularly navies and blacks, adapted for cycling costumes, will retail at 50c., and is worth noting.

In carpets, the last repeats of best selling patterns for this season are being opened. Many are tapestries with borders to match. In oilcloths and linoleums, two special jobs in 8-4 English oils and two jobs in 8-4 linoleums are offered. The China matting trade is active. An advance in the prices of hems is expected, on account of the war, but the present stock will be cleared at the old rates.

WYLD, GRASSETT & DARLING.

The April sorting trade in laces, hosiery, ribbons, etc., has been very brisk this year, and the prospects for May are unusually bright. Domestic cotton hose, "Best Yet," have had a large sale. They can be sold at two pairs for 25c. Forty gauge, full fashioned, Hermsdorf dye cotton hose, to retail at 15, 20 and 25c. per pair, are in demand. Special lines of cashmere hose, either plain or ribbed, with seamless feet, extra weight, to retail at 25, 35 and 50c., are shown. In fabric gloves, taffeta and pure silk are meeting with greatest sale, the leader in the former goods being No. 14, to sell at 25c. This line is extra bright, good weight, and is sold in all sizes. There is a large movement in ladies' underwear, both

bleached and unbleached, at prices for retailing from 5 to 25. The season's favorite laces include valenciennes, orientals and si chantilly. Ladies' collars, especially straight bands, stand up and half turn down, and stand up and full turn down, with cuffs to match, will be good property this season. There is special activity in double face satin, moire antique and silk faille ribbon. Narrow velvet ribbons are having a big run in all numbers from 4 to 100, and especially Nos. 4, 6, 8, 10, 12 and 16. Fancy leather ladies' belts are in much favor. The newest thing on the market is a black velvet belt, with steel ornaments.

THE W. R. BROCK CO., LIMITED.

Tartan cashmere hose in women's and children's sizes have just been passed into stock. During May, shipments of cashmere and cotton tartan hose, from 4 to 9½ in., are expected. Some pretty tartan socks for children are shown.

A new assortment of new designs and colorings in tapestry table covers, some nice lines of men's waistcoats in cotton and cashmere effects at popular prices, and waist extenders, made of featherbone, and light and inexpensive, are among the new goods.

S. GREENSHIELDS, SON & CO.

Have just received a shipment of grenadines in silk and wool and all silk. Latest novelties in Priestley's fancy blacks are just to hand. They report a big demand in black satins, surahs, and peau-de-sole, while black and colored velveteens in the Stanley make are selling well.

In the carpet department new shipments of Nottingham and Swiss curtains have arrived. Novelties in cretonnes, art muslins, etc., are noted. Their carpet stock is fully assorted in all grades and prices of hemp, tapestry, Brussels, etc.

THE MERCHANTS DYEING AND FINISHING CO.

Ribbons being a specialty here, a lot of sash ribbons have been sold, cable repeats in all colors of satin, plain silk and moire being reported. Laces are in demand. Muslin dress fabrics are regarded as good property this season, and the latest effects in organdie or spotted muslins are reported. In May, shipments of cotton hosiery, taffeta and pure silk gloves and mitts will be ready for the trade.

TWO CONTRACTS FOR CANADIAN CARPETS.

Two nice contracts have just been awarded to the Toronto Carpet Co. The Albany Club, the principal Conservative club in Ontario, has leased a new club house on King street east, and is refitting and refurnishing throughout. The carpets will all be specially made in Canada by the Toronto Carpet Co., the designs being selected by the club management and manufactured according to order.

The other contract is for new carpets for the steamer Chicora, one of the three famous boats which run between Toronto and Niagara, across Lake Ontario. The idea of awarding Canadian contracts to Canadian concerns, when other things are equal, is a policy THE REVIEW thoroughly approves of, especially when, as in this case, the Toronto Carpet Co. has proved its ability to make the finest goods, with the artistic quality, good finish and durability required.

THIS POINTER IS GOOD.

A Toronto company, noted for the manufacture of pillows and similar goods with taking qualities, suggests that the season for June weddings is a time when the retailer may safely stock pillows with fancy art ticking covers. They are captivating for presents.

Moved and Moving

We have **MOVED** our warehouse
to *☞ ☞ ☞*

18 St. Helen Street

where we carry a full stock of the
finest goods, which are always **ON
THE MOVE.**

Your order for any of the follow-
ing lines will receive prompt attention:

Foreign and Domestic KNITTED UNDERWEAR

"METROPOLE" Shirts, Collars, and Cuffs

"EXCELLENCE" Collars,

Austrian Manufacture.

Kid Gloves Linings Linens
Neckties Quilts Towels, ✓
Tweeds, etc., etc.

AGENCY

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

OUR FALL SAMPLES

are a revelation to many buyers in
FIT, STYLE and DETAIL. If you
want to see them drop us a card.

Full ranges of leading staples in stock. Choice
2-clasp lamb puffed fingers at \$9.00; white glace,
and washing castors, etc., etc. ✓

The **Canadian Underwear Co.**

Sole Agents for
"SELVYT" Polishing Cloth.

☞ **MONTREAL.**

FITZGIBBON, SCHAFHEITLIN & CO.

MONTREAL,



Finlayson's

"The LINEN THREAD that sells."

It is **uniform, and strong as wire cable**; never knots,
and will outwear any garment that is sewn with it. **Full length.**
Full weight. Best for **you** because it satisfies your customers.

AGENTS FOR CANADA

John Gordon & Son

MONTREAL

Wyld, Grasett & Darling

"Smallware Dept."

STOCK COMPLETE

New Laces.

Repeats now to hand of Cream and Black Silk Chantilly Laces, Valenciennes, Irish Point and Orientals, in White, Cream and Bistre.

Ribbons.

Stock fully assorted in Double Face Satin, Faille and More Black and Colors. Baby Ribbons, all Colors, Satin, Silk and More Black Velvet Ribbons from No 6 to 8.

Hosiery.

Complete ranges of Plain and Ribbed Cashmere and Cotton Hose for sorting trade

Collars and Cuffs.

New shapes for Ladies in stock

"DRESS Dept."

Stock Complete with Seasonable Goods

Victoria Lawns

42 and 45 inch

Swiss Spot and Coin Spot Muslins

Lappet Muslins

Diamettas.

Lace Stripes, etc.

Lace Curtains

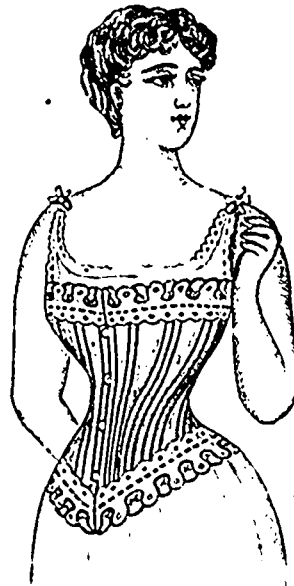
Special Values

Black and Colored Velveteens

Wyld, Grasett & Darling, Toronto

French P. D. Corsets

10 GOLD MEDALS



P. D. corsets are the only corsets enjoying a universal reputation, and are recognized in all civilized countries as the standard of perfection.

Whenever exhibited **P. D.** Corsets have obtained the first prizes for their scientific cut and fine workmanship.

Konig & Stuffmann

7, 9, and 11
Victoria Square

MONTREAL

Sole Agents for Canada.

P. D. No. 769

11 inch, long cut,
long waisted.

Lip Dress Bindings

Tube Dress Bindings



FEDER'S POMPADOUR SKIRT PROTECTOR.

DRESS STAYS, and NOTIONS

for Ladies' Wear.

The Protector Mfg. Co., Montreal

FALL 1898

OUR TRAVELLERS are now out with new lines in English Natural Wool and fancy tints in Underwear. Also a very large assortment of Canadian Goods at all prices and in all styles. Scotch, in Knit and Ribbed Goods.

Extra heavy weights in all sizes from 34 to 48 inches.

IN BLACK

Cashmere Half-Hose

OUR MARKED NUMBERS ARE:

3758 3808
3761 3760
3810, lock stitch.
3813, lock stitch.

English Collars

TAUNTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$.
SEFTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$.
STRAND, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.
WATERLOO, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.
PRESTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.
GRAFTON, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.
COLONEL, 1 $\frac{1}{2}$, 2, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.

English Cuffs

RIVAL, to sell at 25c. PREMIER, to sell at 25c.
PORTLAND, to sell at 25c. RIDEAU, to sell at 25c.

German Collars

AMALFI, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$. CHICO, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$.
CANADIAN, 2 $\frac{1}{2}$, 2 $\frac{3}{4}$, 2 $\frac{1}{2}$. ELECTRIC, turn down.

German Shirts

The celebrated Wolff & Glaserfeld's always in stock.

No. 2, Open Front, bands.
No. 3, Open Front, cuffs.

English Hand-Sewn Braces

OUR OWN SPECIALTY.

New Lines in **Ties** for sorting trade in

PUFFS GRADUATED DEBBYS
BOWS and PARIS TIES.

Rubber Coats, Umbrellas
Handkerchiefs, Etc

Matthews, Towers & Co.

73 St. Peter Street

MONTREAL.

Men's Furnishings.

MR. MATTHEWS' TRIP TO THE COAST.

MR. CHAS. MATTHEWS, of Matthews, Towers & Co., has returned from a flying visit to the Pacific Coast, delighted with the improved condition of business.

"There is a tremendous boom on," he remarked as he shook hands with THE REVIEW, "but, all the same, I wouldn't advise anyone to go out there with the intention of going into business. The trade is overcrowded now. When the rush first started hundreds went in for outfitting at Victoria and Vancouver, and bought heavy stocks. Now, competition is so keen that they have to cut prices till all the profit is gone."

"Are the Canadian cities getting their share of the Klondyke trade?"

"Yes, in spite of everything the Yankees say, our people are doing a fair proportion of the outfitting. They deserve it, too, because the outfits supplied by Canadian dealers are excellent in every way. The quality is good, and everything is well made. Then the dealers take any amount of pains to please the miners—fix the Customs papers for them and pack the goods for transportation through the Pass. On the other hand, our Seattle friends are turning out cheap, shoddy stuff. They give quantity but not quality, and I believe that half of the awful suffering en route to Dawson City is due to the inferior clothing that the argonauts who outfit at United States ports are wearing."

According to Mr. Matthews, the whole of Western Canada is booming as it never boomed before. The country is becoming known, a good class of emigrants are settling there, and trade in the towns and cities is on a firmer basis than it has been for many a day. Mr. Matthews is an old western traveler, and knows whereof he speaks.

ENGLISH COLLARS.

Messrs. Young & Rochester's new range of collars is of exceptional value and style. Coupled with this, the fact that about a year ago the duty on English collars was 35 per cent. and 10c. per dozen, practically 45 per cent. on 4½ doz. collars, and more on lower qualities, while after July 1 it will be only 26½ per cent., is sufficient to account for the increased amount of Canadian orders being placed with these manufacturers through their Dominion agents, Wreyford & Co., McKinnon building, Toronto.

INTO NEW QUARTERS.

Messrs. McGuffin, the Sparks street, Ottawa, men's furnishers are moving into their new store in the Scottish Rite Chambers. They are bright men, and do a good trade.

THE COMING SEASON.

The buyers for the big wholesale houses, who have been in Europe for the past few weeks selecting men's furnishings for fall, are now returning, and in a short time travelers will be visiting the trade with samples. Until the buyers arrive and samples can be examined, all reports must necessarily be very meagre, but from what THE REVIEW can learn, there are no particularly marked changes in any department, either in style or colors. So far as the latter are concerned, red and blue appear to be first in popular favor, although green continues to keep its end up. Checks and

tartan effects prevail in every branch of furnishings—even hat bands are made in the check patterns. In ties, derbys are likely to be immensely popular, and will be made a shade wider than heretofore. There is nothing new to report in shirts. This is not surprising, however, for fall styles seldom contain any pronounced novelties. A

few new shapes in collars are noted, but the changes are not very marked. One rather novel feature is a collar made much higher in front than behind, thus overcoming the inevitable sinking of the shirt in front.

BEGINNERS IN BUSINESS.

In recent years some bright young men have gone into men's furnishings and done well. For city trade the outlook has generally been considered good, inasmuch as big department stores cannot attract the best class of customers. Young men of taste, as a rule, prefer to spend their money at a nice store. If the dealer is himself a young man, he becomes friendly with others, and in this way comes to take an interest in their amusements and sports. He should, however, be careful to attend to business first. THE REVIEW happened to be mentioning this to Mr. John Macdonald, of John Macdonald & Co., last week, and he replied. "There is some truth in what you say. A young merchant who has started in men's furnishings with sufficient capital and energy should, from the first, look after the management. If money is made in the first few months, it should be saved rather than spent and personal expenditures kept down. It will not do to go to the races or the games because other young men are going, nor is it wise to smoke two-for-a-quarter cigars, and take a new tie from the store because it 'costs nothing.' These are apparently trifles, but they tell in the long run." And THE REVIEW considers Mr. Macdonald's advice sound and to the point.

MEN'S WATERPROOF COATS.

The W. R. Brock Co., Limited, have purchased for cash a manufacturer's overmakes of the newest patterns and shapes of men's indiarubber coats, at prices which enable them to quote at and below the closest mill prices.

THE BOW TIE.

The bow tie is the style of neckwear most suitable for spring and summer wear, no matter what the cashmere may be. Caulfield, Henderson & Burns are showing a very large range of really superb goods, which merchants handling can retail at popular prices.

REGATTA SHIRTS.

Men's furnishings buyers on the hunt for snaps should call and inspect a line of men's (fashionable checks) regatta shirts, bought by the W. R. Brock Co., Limited, at a great sacrifice. The line is a regular 75c. line, and Brock's will sell it at a price that will allow of retailing at 50c. each. Assorted sizes to dozen.

THE TRADE IN SWEATERS.

Sweaters in both men's and boys' sizes, form a leading feature in the men's furnishings department of Wyld, Grasett & Darling, and appearances indicate that the demand is likely to increase as the season advances. The staple style with general trade is 2-1 rib, honeycomb, with plain roll collar, though for finer furnishing trade, laced collars striped with white are asked for. The leading colors are cardinal, myrtle, tan, navy, black and a myrtle and red mixture. Bicycle hose are shown in great variety. Plain heater,

GLOVER & BRAIS'

"Hygienic" Underwear

Every Garment bearing our TRADE MARK is warranted

**Non-Shrinkable
Non-Irritating**

and to possess the HYGIENIC features claimed by us.

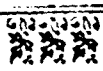


GLOVER & BRAIS

LARGEST IMPORTERS

Gents' Furnishings

Montreal.



MEN'S FURNISHINGS.—(Continued)

navy and black legs with fancy tops are leaders, though large broken checks are much wanted in some localities. Regatta shirts with soft bodies and white collars are having a big run this season. Broken checks and stripes in grey or blue are good property. Brown and natural balbriggan, light weight natural wool and merino underwear are the makes principally asked for. Orders for fall underwear are being booked more freely than usual, and, as a number of mills have enough work to keep them going until October, prices are firm. The make and finish has been much improved this season.

THE NEW BRAND OF UNDERWEAR.

The manufacturers of "Hygienic" fleeced underwear go upon the principle that sheep's wool, loose and unspun, will retard the



"Hygienic" Fleeced Underwear—Girls' Suits—Glover & Bras

passage of heat more perfectly than when spun into yarn, and for the same reason will better serve its purpose of absorption, conducting the moisture from the body as soon as formed. The fleece, which is next the skin, is as soft as lambs' wool and will not roughen with washing. The garments are absolutely non-shrinkable, and each one bears a guarantee tag from the makers. The directions for washing are Thoroughly soak in warm soapsuds, then rub out gently, on the outside or knit back. Avoid rubbing fleece side. Rinse in warm water and hang up full length. Iron before entirely dry, and draw garments lengthwise.

SUMMER GOODS.

It is perhaps a little late to be talking of what the trade should buy for summer, but a few tips from the New York fashion authorities will not do any harm. String ties are all the rage in the States, in fact, they appear likely to be the ac of the season, but Canadians

do not take kindly to them. They sell well enough in some parts of Ontario, where the taste is more or less affected by American influences, but the fashion leaders in the Maritime Provinces and the Northwest give them the cold shoulder. Crash goods, by the way, bid fair to be an important item this summer. Grey crash hats, which made their appearance late last summer, are likely to have a big run. They are light and cool, and the demand for them in the American cities has been so great that the manufacturers are scarcely able to cope with it. Crash suits, also, are coming into vogue. A crash knickerbocker suit, with cotton bicycle hose and a crash hat, is spoken of as a delightfully cool and comfortable holiday costume.

UNDERWEAR.

Knickerbocker drawers are being made in quantities for fall and winter wear. This, of course, is scarcely a new venture, but they have never been pushed as extensively as they will be this year. The legs of the drawers are made to come just below the knee, with a loose elastic band at the bottom so as not to impede the circulation. The English knickerbocker suits are popular for skating and other cold weather sports, and drawers of this kind are just what is wanted to go with them.

A TRADE OPINION.

A well-posted neckwear man, speaking of present and immediate future trade, says checks and stripes are good property, and that some brocade patterns are always selling. The prevailing shape is going on to a bow tie and this is the immediate future outlook. Puffs, however, have had a big run and are still selling.

A RAPID GLANCE OF THE EYE.

The extraordinary value that John Macdonald & Co. are showing in a big purchase that they have lately made of men's American braces can, they say, be seen without magnifying glasses.

Bicycle hose with feet and without feet are being shown in a complete range of prices.

FALL NECKWEAR.

The samples of fall neckwear which have arrived from Europe contain a great deal that is pretty and new. The colors are varied, but, as noted elsewhere, green continues strong and pervades many of the new effects. Checks are undoubtedly popular. They come in every imaginable form and color, and the desire to produce novel check effects seems to have largely influenced the manufacturers. The "bar matt" pattern occurs frequently and is very pretty. A bar of some strong color is woven across a matt silk of a contrasting color. Taffeta checks seem to have a popularity of their own, and are made up in a number of shapes. Printed foulards, also, are in many dainty colors and patterns.

The opinion seems to be that Ascots, puffs, flowing end scapes and pointed end string ties, will be the shapes most worn. The string tie is spoken of elsewhere on account of the great run it is having in New York, and reports speak of its enjoying equal popularity in Europe. Derbys and bow ties will continue to be worn more or less also. The tie with the biggest sale in Great Britain at present is a plain black, with straight stripes of white running through it. This is tremendously popular over there, and the Canadian trade will have an opportunity of testing its selling qualities this season. Despite the all prevailing "duck" pattern, many pretty stripe ties are being sold, and those who do not care for striking effects in the former will have a wide range of the latter to choose from.

NOTES.

A black sateen shirt that John Macdonald & Co. are showing, to retail at 75c., No. J 3, appears to be a line that a retailer should

Wm. Taylor Bailey

27 and 29 Victoria Square
 MONTREAL

Upholstery and . . .
 . . . Drapery Goods



Selling Agents for

E. F. Timme & Son, Plushes,
 Velours and Corduroys.

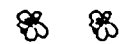
Jaeger & Schmiedel, Fancy
 Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-
 tries, Draperies, etc.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

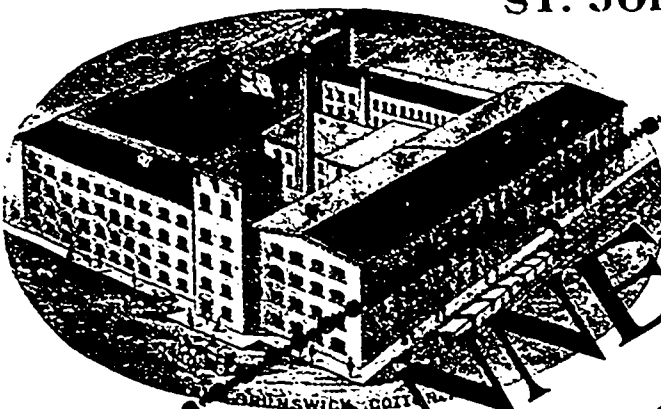
WM. C. FINLEY
 J. R. SMITH

Solo Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

Wm. Parks & Son, Limited

ST. JOHN, N.B.



Cotton Spinners,
 Bleachers, Dyers
 and Manufacturers

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

Agents . . . THE ONLY "WATER TWIST" YARN MADE IN CANADA

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

MILLS { NEW BRUNSWICK COTTON MILLS
 ST. JOHN COTTON MILLS
 ST. JOHN, N.B.

MEN'S FURNISHINGS.—(Continued).

have. They are also showing a job line in regatta shirts (plaids), only limited quantity.

For a really first-class range of neckwear, the merchant visiting the city should make a point of seeing that at 17 Front street west. Having the choice of the European markets to obtain silks in, and manufacturing their own goods, variety is not difficult to obtain from Caulfeild, Henderson & Burns.

Hosiery and underwear is a special department which great attention is paid to at Caulfeild, Henderson & Burns'. They are drawing their customers attention to their various ranges in Balbriggan and natural wool underwear, all sizes. The difficulty in obtaining boys sizes in Balbriggan goods can now be overcome by ordering from them.

TWO HANDSOME NEW STORES.

GRAVES, BEAN & CO.'S new stores at Tilsonburg, Ont., are highly spoken of, and, from a local writer's description, the following is taken: Fronting the right-hand window in the south store is one of those "small wares" counters that tempts the average purse to empty itself without going farther by its pretty knick-knacks in dress accessories, including some of the prettiest belts ever seen in town, sets of handsome collar and cuff studs for shirt waists, and other pretty things too numerous to mention. Beyond these are the shirt waists themselves, of every style, color and quality, and the underwear departments.

On the left hand side in this south store, the shelves of fine dress goods and the lines overhead full of pretty silks and delicate muslins command the gaze for some time. A table near by is full of prints, indicating good taste on the part of the buyer by their choice patterns and handsome colors, especially in the new striped goods. At the lower end of the store are the gents' furnishings,

then the carpets, curtains and ready-made clothing in a room by themselves. Here a skylight and a wide French window show the goods in excellent style, again accenting the firm's determination to have the best lighted store in town.

The cashier's desk is just here, in the archway between the two stores, and it is but a step past into the boot and shoe and the grocery departments. The color of the paint is changed now from the neutral tint in the dry goods department to that vermilion hue which makes shelving and counters seem so clean and bright. And the goods are all arranged so neatly, and there is such an air of spaciousness between the counters that the general effect is very fine. In the back of this store, provisions occupy the largest space. In one corner, over the basement stairs, next the vault, a private office is to be partitioned off later, where the partners may have their desks. It is the intention of the firm to turn night into day, as far as possible, as the arrangement of the electric lights, clustered under reflectors, will be most effective.

THE ANCHOR KNITTING CO.

The Anchor Knitting Co., of Almonte, Limited, was duly constituted at a meeting in Almonte, attended by the following gentlemen (representing over \$25,000 of the subscribed capital), viz.: Messrs. H. K. Pinhey, Geo. R. Lyon, Ottawa; R. Bowie, Brockville; F. Barette, A. Bisson, J. Lemieux, Hull, Que.; H. Colton, Robt. Russell, J. G. Forgie, J. E. Whelan, Pembroke; Geo. F. Francis, Pakenham; A. J. McAdam, Jos. Ainley, L. H. Lemoine, T. R. White, H. W. Lundy, F. Scantlion, and W. P. McEwen, Almonte. The following were chosen as directors: President, H. K. Pinhey; vice-president, A. J. McAdam; secretary-treasurer, H. W. Lundy. Mr. A. M. Greig was appointed solicitor. By-laws were adopted and arrangements made for carrying on the manufacturing of knitted underwear and hosiery on a large scale.

Why Buy Foreign Goods

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

We Manufacture

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

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

Boyd, Caldwell & Co.

Clyde Woolen Mills . . . LANARK, ONT.

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s

GLOVES AND MITTENS

Everybody should have them.

Right in quality and price.

Let US fill your orders.

Importers, stop and think!

None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button

W. CAIRNES & CO.

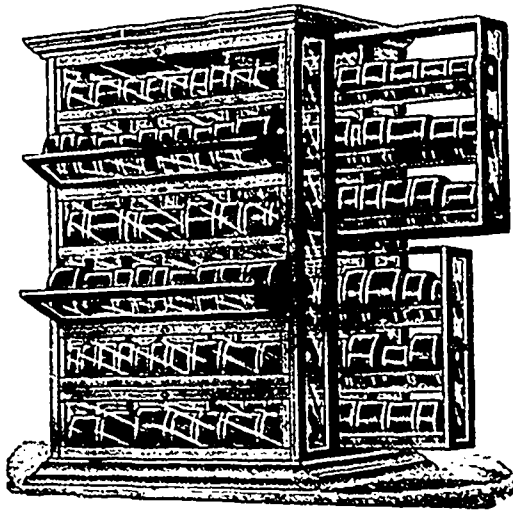
Manufacturers

BERLIN, ONT.

THE PRACTICAL KID GLOVE CABINET

Practical
Revolving
Counter
Fixture.

The
Practical
Ribbon
Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

SIMPLY PULL THE KNOB FORWARD and the tray opens and remains so, giving sufficient room to replace the ribbons. EVERY DEALER, small or large, saves the price of a Cabinet by keeping bright and clean ribbons. YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

PRICE LIST.

No. 0 size 28 x 7 x 27, 50 bolts, 8.60	No. 3 size 28 x 20 x 38, 250 bolts, \$1.50
No. 1 size 28 x 15 x 27, 100 bolts, 10.00	No. 4 size 28 x 25 x 33, 375 bolts, 13.00
No. 2 size 28 x 15 x 33, 150 bolts, 13.50	No. 5 size 28 x 31 x 33, 400 bolts, 26.00

A. W. RUSSELL & SONS Manufacturers **ILION, N.Y.**
WE SELL THROUGH JOBBERS ONLY.

For Catalogues, Price Lists, Information, etc., write
JAS. JOHNSTON & CO. - - - Montreal
JOHN MACDONALD & CO. - - - Toronto
JOHN. M. GARLAND - - - Ottawa

Clothing

Boys'
Boys'
Boys'
Juvenile
Juvenile
Juvenile
Men's
Men's
Men's

CLOTHING

One of the largest and best equipped clothing factories in the Dominion of Canada.

If our travellers don't call on you please write for our pamphlet and price list.

Clayton & Sons, Halifax, N.S.

Of course you wish to sort up in **FELT HATS.**
 We have them--- Natty, new American shapes that are having a big run. Write or wire us for a few sample half-dozens to brighten up your stock.

We Carry a Full Stock of Felt and Straw Hats.

James Coristine & Co.

In placing your orders for **FUR GOODS** bear in mind that we lead in high-class goods of superior workmanship. It will pay you to see our travellers' samples.

We are Showing Exceptional Value in Raccoon and Wombat Coats.

JAMES CORISTINE & CO.

St. Paul Street, MONTREAL.

ENGLISH COTTONS COMING IN.

WHAT EFFECT THEY MAY HAVE ON CANADIAN PRICES, AND OPINIONS OF THE TRADE AS TO THEIR QUALITY.

IT IS REPORTED that a quantity of English white cottons have been sold in Montreal for July delivery. Some months ago a few wholesale houses considered the question of importing white cottons, but found that the duty practically prohibited their doing so. Recently, however, several large retail concerns are believed to have made heavy purchases. The goods are different to domestics, and it is a question if they will suit the Canadian trade. In any case, whatever purchases are made this season will be largely experimental.

A Montrealer, who is well posted, summed the case up as follows: "It is doubtful if these English white cottons will prove very dangerous to the domestic article. The people are used to a different class of stuff and will not take to the imported. Anyway the Canadian mills won't stand by and see their market taken from them. Prices are inclined to be shaky as it is, and there is not the same solid understanding between the Dominion and Merchants' companies that there used to be. It would be a mistake to buy any quantity of English goods, for as soon as the importations amount to anything you will see a drop in prices."

Another gentleman to whom THE REVIEW spoke, ventured the opinion that the trade will certainly see a drop in cotton prices by June. "The shirt men," said he, "buy their goods in July and August, and it is likely that the Canadian mills will issue a new price list before the 25 per cent. preferential clauses come into operation. That will give them a chance to 'scoop' the English manufacturers."

In any case, the fact of either the wholesale or retail trade buying imported cottons in any quantity must have the effect of unsettling the price of domestics

THE ARTIST HAD SOME FUNNY EXPERIENCES.

There is a good story behind the original ads. in THE REVIEW which the Dominion Suspender Co. are now running. The artist had to look for a young colored boy who would act as model. It was decided to arrange the scenes, photograph them, and then make the drawings from the photographs. You don't suppose an artist could get a boy, white or colored, to sit still in an awkward position long enough to make a drawing from life? Anyway, the first thing Mr. Laughlin, the artist, had to do was to find his coon. He consulted an officer of a prominent political organization in Toronto with many colored members. The colored gentleman pointed out that the boys were sensitive, and their mothers still more so. Colored lads have more scruples about "posing for the Altogether" than white boys (or girls, for that matter). Finally, the politician could not find a model, and the artist started out to hunt one up himself. He found them, as described, apt to be coy and sensitive. Their mothers would object to a costume suitable enough for the Congo (where you are in full dress if your costume consists of a collar and a pair of slippers), but not popular in Toronto. Finally, a coon was caught. His mother was not to see the photograph, or he would get a "lickin'." So he posed, and the happy results may be seen in these columns this and following months.

PRESENT STATE OF THE FLAX TRADE.

The shareholders of the Shelburne Flax Co., Limited, held a meeting at Shelburne, Ont., on April 22. The meeting was called for the purpose of deciding whether the business should be continued or closed down for a year. Wm. Jelly, president, explained that the past year had not been favorable for the rotting of the flax and

that consequently the sample was not as good as it should be, and the demand for tow was very limited. The United States, it appears, was flooded with the material just before the duty was put on a year ago and consequently there is no demand from that quarter for the raw material. G. M. Vance was appointed secretary of the meeting and he read a statement of the affairs of the company since commencement. After considerable discussion it was decided that no seed would be given out this year and that the mill would be closed as soon as the present stock was run out.

A NEW MAN FOR THE MARITIME PROVINCES.

The dry goods and woollen trade down by the sea will be interested to hear that The W. R. Brock Co., Limited, are sending Mr. Fred. W. Sterling as their representative in the territory east of Quebec. Mr. Sterling has been in the warehouse of The Brock Co., Limited, for many years, having previously traveled for a large wholesale house in the west, and held positions with T. L. Mara & Co., of London, and John White & Co., of Woodstock. Mr. Sterling intends making his home at some central point in Nova Scotia or New Brunswick, as he believes in residing among his constituents. THE REVIEW thinks he is wise in this decision and wishes him every success.

A FIRE AT MURPHY'S.

John Murphy & Co.'s big department store on St. Catherine street, Montreal, got badly scorched on April 29. The flames, though confined to the dress material and show goods around the windows of the first flat, practically wrecked the beautiful plate glass front of the store, only two plates on the St. Catherine street side remaining intact. The show goods, among which the fire started, were also destroyed, and the woodwork around the walls was badly scorched.

The origin of the fire could not be determined, but it was supposed to have caught from the electric wires communicating with the building.

ENDORSES AN INSOLVENCY LAW.

We notice that Mr. Fortin's insolvency bill has been endorsed by the Kingston Board of Trade. It would be a wonderful help to the trade and commerce of the Dominion if a good insolvency measure were crystallized into law. A law that will give every creditor his share of an insolvent's estate, lessen law expenses, relieve honest misfortune and punish rascality would be a welcome addition to the Dominion statute books.—Bradford (Ont.) Witness.

AN EARLY CLOSING ARRANGEMENT.

The merchants of Mount Forest, Ont., will close their places of business at 6 o'clock each evening, commencing on Monday evening next, May 2, with the exception of Wednesday and Saturday evenings and evenings before holidays.

WILL NOT INCREASE THE PRICE.

Though German goods will have to pay the full amount of duty after July 30, Messrs. Wolff & Glaserfeld, through their Canadian agent, Mr. M. Markus, announce that there will be no advance in the price of their shirts. These goods continue to sell well and Messrs. Matthews, Towers & Co., who handle them extensively, report having sold almost twice as many this season as last.

DEMAND IS FOR BETTER GOODS.

The enquiry for better goods is one of the most hopeful signs of returning prosperity. The Toronto Feather & Down Co., Limited, report this to be so in regard to their high grade products.

CLOTHING

For Sorting Trade

We have a nice, clean assortment of Men's, Youths', Boys' and Children's Clothing in desirable shades of color and popular patterns of cloth.

PROMPT DELIVERIES ON ALL ORDERS SO LONG AS OUR LIMITED STOCK LASTS.

The goods are of correct design.
The making is thoroughly honest.
The styles are of acknowledged vogue.

Special Attention paid to Letter Orders



W. E. CHALCRAFT & CO.

Makers of Fine Clothing

TORONTO

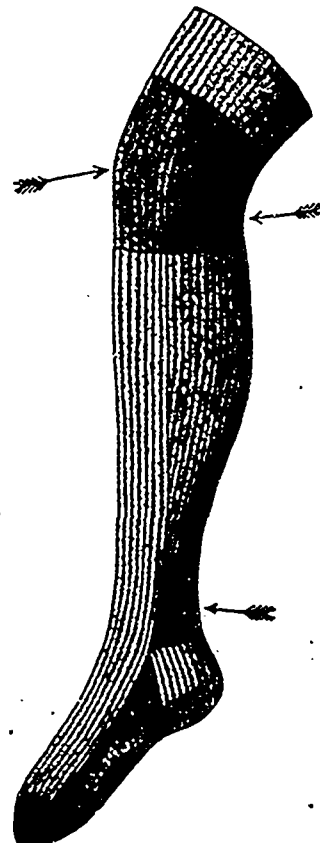
PATENT

Lock Stitch Hose

Absolutely necessary for boys WITH KNEES

10 Fold Knees
8 Fold Ankles.

CARRIED BY LEADING WHOLESALEERS.



WILLIAMS & BELL, Montreal

Sole Agents for Canada.

HAVE WE KICKERS IN CANADA?

WE note that one of the commercial agencies is inclined to include in its reports a statement whether a retailer is what may be termed a professional kicker. There are some merchants who make a practice of putting in reclamations for goods, claiming that shipments were not up to samples. Whether this class is large enough to justify special reports we do not know, but if the agency intends to report retailers it should, as a matter of justice, include wholesale kickers as well. From what we know we are inclined to think that there are just as many, or more, professional kickers, in proportion to numbers, among wholesalers than there is in the retail trade. Judging from Eastern manufacturers' journals, there is more countermanding of orders, claims for reclamation and other unmercantile conduct among jobbers than there is among retailers. We do not have reference particularly to dry goods jobbers, but jobbers in all lines of business. If the agency wants to enter the field let it report the whole kicking fraternity, and not single out the retailer. It is this habit of seeking to specify retail dealers that has caused so much opposition to mercantile agencies among the retail trade.—St. Louis D.G. Reporter.

FORTUNES FOR TWO DRY GOODS MEN.

The estate of the late John Blythe, of Brockville, the wealthy merchant, whose death is chronicled in another column, is being wound up, and by its bequests two of Brantford's well-known citizens will receive each a large sum of money. Mr. Robert Blythe, for a number of years with Mr. J. Stanley, and Mr. R. W. Robertson, of the well-known Colborne-street dry goods store, are the legatees, the former a brother, and the latter a nephew of the deceased. There is only one other legatee, and the estate is said to be worth \$60,000, to be divided equally among the three. Mr. Blythe has severed his connection with the Big 22 and will in future reside in Montreal.

WRAPPERS AND DRESS SHIRTS.

The fabrics, styles and finish of the wrappers and dress shirts made by the Maritime Wrapper Co., Limited, are certainly very attractive. The business already done in these lines is very satisfactory. The company put it: "See our lines and you will not want to see any others."

WHAT SUCCESS MEANS.

Chauncey M. Depew said, in a recent speech: "As an employer of 35,000 men, my experience leads me to believe that men fail because they do not grasp the opportunities before them. I went into the office of a great lawyer, and said to him, 'You are work-

ing yourself to death'; he replied, 'I know it, and I will tell you why. It is because everyone in this roomful of clerks is waiting to see when I go out, so that he can fool away his time, or watching the clock for the hour to quit work. If there was a single one who would take up a case and work on it all afternoon, and into the night if necessary, as I did, I would make him my partner; out there is not one, and so I am working myself to death.' "

SILVERIZED PENNY AS A HALF-DOLLAR.

A young saleswoman in the employ of Pratt & Watkins, Hamilton, was handed an English penny coated with silver to make it resemble a 50c. piece, in payment for some dry goods she had sold a woman. Shortly after the purchaser had left the counter girl detected that she had been given a silverized penny, and she immediately went in search of the customer she got it from. Fortunately she found her, and the woman accepted the poor counterfeit coin, and gave her in return a real half-dollar. The clerk was thankful, and the purchaser started out to find the person who she alleged gave it to her in the market.

THE JAPANESE HANDKERCHIEF TRADE.

There seems to have been a remarkable falling off in the exports of silk handkerchiefs from Japan last year. A Japanese native paper has compiled the following comparative table, showing the value and quantity of the exports of these goods from Japan in each of the past four years:

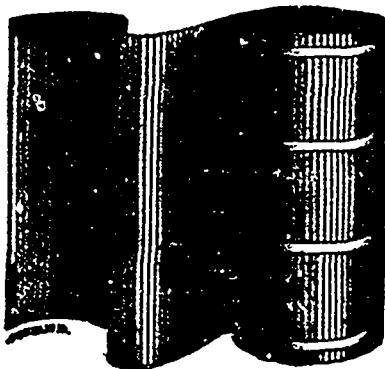
	Value. Yen.	Quantity. Dozens.
1894.....	3,628,129	1,935,674
1895.....	5,339,955	1,855,574
1896.....	4,617,720	1,729,337
1897.....	3,390,145	1,157,913

The paper suggests that the revised United States tariff may, at least partly, account for the decline.

MODERN LUXURY IN BEDDING.

Travelers in Canada, visiting the ancient capital, have often remarked on the perfection of the bedding in the Chateau Frontenac at Quebec. It is said to be one of the most luxurious beds in existence, being made on sanitary principles and embodying all the newest inventions in springs and upholstery. It is the same bed as supplied to the Waldorf-Astoria, the palace hotel in New York, and was made for the Chateau Frontenac by the Alaska Feather and Down Co., of Montreal. Dealers, private persons, or institutions wishing to receive a description and price list of this bed may get it by writing to the secretary of the company at their office, 290 Guy street, Montreal.

The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE **IT HAS NO EQUAL**

Sanitary, Vermin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Chicker.

No house is completely furnished without this lining beneath the carpet.

STAIR PADS

In Three Sizes— $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{2}$.

We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.



S. A. LAZIER & SONS, BELLEVILLE, ONT.

NOTHING BUT

Neckties

Ladies' Neckties

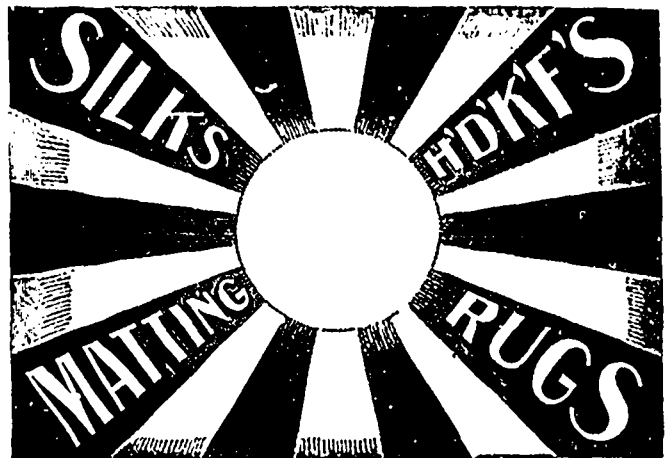
Men's Neckties

We are too busy to advertise.

E. & S. CURRIE

Cor. Bay and Front

TORONTO



K. Ishikawa & Co.

Main Office:

Yokohama,
Japan.

Canadian Office:

24 Wellington St. W.,

TORONTO.

IN reaching out for your account, we invite a test of our resources and methods in supplying your UNDERWEAR DEPARTMENT with the

Diamond Brand Underwear



You will find great advantages to be received from our line of Men's, Women's, and Children's **DIAMOND BRAND**. It will pay you to await the arrival of our salesmen before placing orders for Fall delivery.

Hermann H. Wolff & Co., 170 McGill Street **Montreal**

RIBBONS RULE THE HOUR.

PARIS TASTE EMPLOYS THEM FOR MANY PURPOSES—HOW GOWNS ARE TRIMMED—NEW SUNSHADES WITH FANCY HANDLES—OTHER ITEMS OF THE CENTRE OF FASHION.

At the debut of each season *l'ame* fashion has her favorite cut and her favorite trimming. At present, says Jeanne, writing from Paris to *The London Drapers Record*, ribbon triumphs among all others, and has even taken the place of galons. It is employed in all widths and in all colors. The comete ribbons, which are what we term baby ribbons, trim volants of silk muslin, some times in several rows, and at others forming the most fantastic arabesques. It also trims the fronts of ladies' ties, and borders necklets and collars. Most beautiful ruches are made up entirely of ribbon loops. Petticoats are covered with ribbons arranged to form trellis work. Underlinen is trimmed with ribbons in the most exquisite shades; chemises for evening wear have the arms tied up with bunches of ribbon, and drawers have rows and rows of ribbon insertion. Stays are made up entirely of ribbons half an inch wide, in moire or satin, the whalebones being placed at the sides and back only, the busk being very supple in the front. These stays are extremely comfortable, and are highly recommended for bicycling. Ladies' cloth and light costumes follow the same idea, and are trimmed with ribbons.

Here are two pretty models. The first is a dress in black crepe de Chine over a soft colored transparent. The border is embroidered with incrustations of black blonde, forming back and front tunique Juive, and striped on the sides from top to bottom with black satin ribbons. The upper part of the corsage is trimmed with ribbons placed in groups of threes and on the cross. They are each finished off with loop bows of the same ribbon. The tight fitting sleeves are entirely embroidered. The ceinture is of black satin, and the tincorne hat in straw is turned up in the front with wings which are held down with choux of velvet.

The other dress, also black, is in striped taffeta, the stripes forming pleats in the material. The front is trimmed in tablier fashion with volants of tiny ribbons, which also encircle the skirt above the volant. The tight-fitting corsage has a large empiacement of white satin, which forms point in the front. The tight-fitting sleeves are trimmed on the upper part with ribbons to match those on the skirt. The ceinture is in black and white feathers and a black satin chou.

Very pretty trimmings are also made with incrustations of taffeta in relief and goffered; also cut out in pretty flower motifs, and forming a kind of embroidery. This kind of trimming is seen on all materials, but especially on cloth.

Here is a beautiful toilette for evening wear in white tulle, made up over white Liberty satin. The upper part of the skirt is circled with two large bands of velvet ribbon, and incrustated in the centre and round the bottom with entre deux of point de Venise. The corsage, which slightly blouses, is trimmed in the same way, with the difference that the velvet ends are attached to the sleeves over and under the arms, crossing at the back and brought round to the front to pass under a diamond buckle. The decollete is embroiered with a ruche of lace forming epaulettes.

Another more elegant toilette in Liberty satin has a train paillette with gold and covered with tulle lace. The skirt is cut up on the side to form a tunique, trimmed with gathered muslin, which turns round and round serpent-wise. The corsage is of lace paillette with gold, and the ceinture is of different colored stones.

Here is a pretty model seen at the horse show: The costume is in bleu de roi cloth. The upper part of the soft falling skirt forms corselet. The corsage, which fastens imperceptibly under the arm, is draped on the cross, and fits tightly under a very narrow empiacement of yellow guipure over white satin. On the upper part

BETTER FRESHEN UP

your house, store or office by covering the ceilings and walls with our

Embossed
Metal
Plates



One of many designs.

They make the most reliable, enduring and artistic finish you can obtain, can be easily applied—over plaster, if necessary, and may be decorated to suit your taste.

Think of their fireproof and hygienic qualities, and the economy of having a finish that doesn't need renewing!

Better mail us an outline giving shape and measurements of your walls and ceiling, and we will send you an estimate with full particulars.

Our metal finish is a success—not an experiment. ↙

METALLIC ROOFING CO., LIMITED

1176 King St. West, TORONTO.

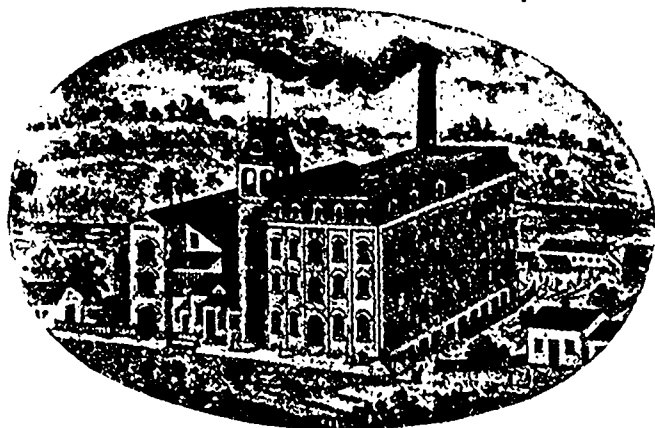
of the sleeves, which are very tight-fitting and match the empiacement, are two volants of cloth, placed one above the other, forming epaulettes. The same costume is just as pretty in grey, violet, or havane.

The new sunshades have the handles in laquered wood, terminating with a bow in Louis XV. style worked in the wood and incrustated with cabuchons or similis, according to the shade of the wood. Many are incrustated with real stones, such as emeralds, rubies, or strass. Some have the Prince of Wales' feathers artistically wrought and set off with precious stones. The material of the sunshade should match the wood of the handle. They are generally made up large, and in soft shades. Favorites are white poul de soie, rose, pale blue, and tender green. No ornaments or trimmings are seen apart from lace incrustations, which are, however, not found convenient, as the sun filters through them in the most alarming manner.

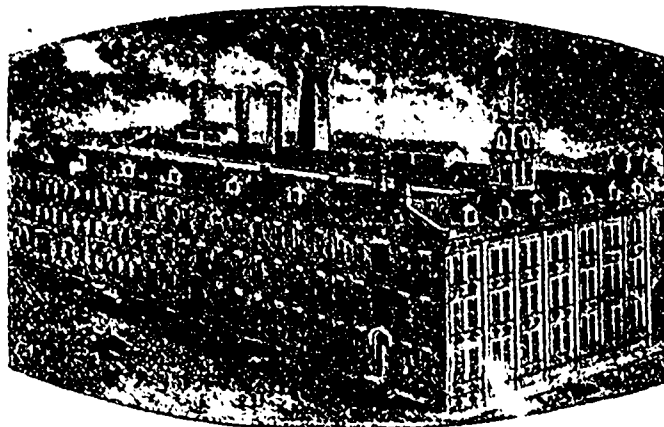
For mourning sunshades there are extremely handsome black handles. Heads are also seen, such as rabbits, donkeys, swans, etc. Pretty for summer are handles forming a bunch of violets tied with a ribbon. Charming en tout-cas are those with the handles very slight, and of white or orange colored wood, tinted so cleverly as to make a glace effect as to match the silk. The shades adopted are orange and white, green and mauve, green and blue sunshades for country and garden wear are in ecru batiste, lined with green or blue taffetas.

OPENING A BRANCH.

James R. McLean, merchant tailor, of Sussex, N.B., and also of the firm of McLean & Ryan, Petitcodiac and Elgin, has purchased the good will and business of J. A. McKinnon, of Hampton, and is opening a branch there. Mr. McLean is an enterprising merchant, and his new branch at Hampton is expected to meet with much favor from the people of that place.



MILL NO. 1

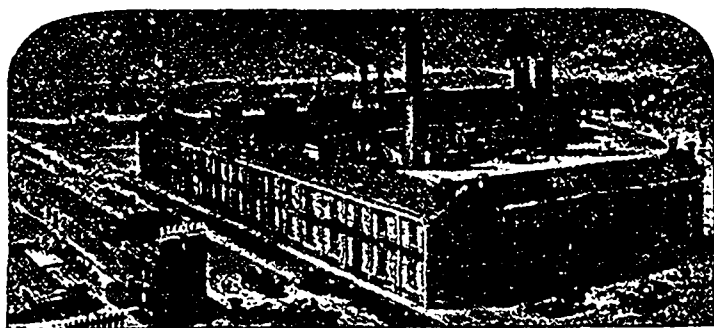


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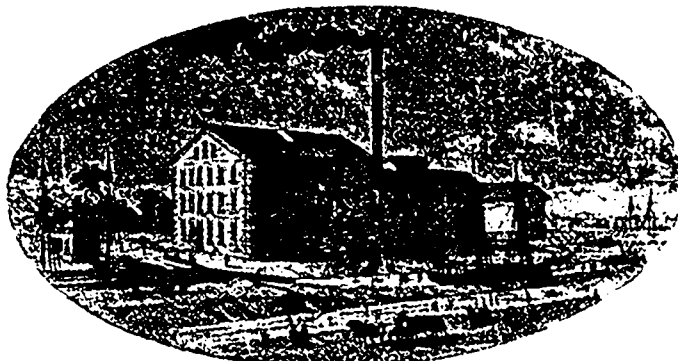
The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited

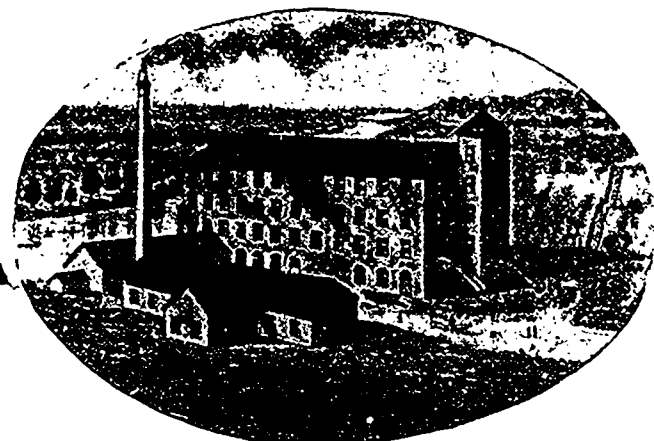


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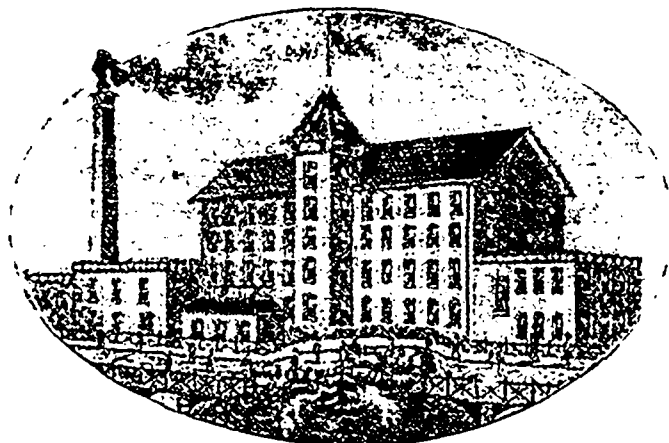


MILL NO. 4

Full lines of our **FALL GOODS** now being shown by the wholesale trade.



MILL NO. 5



MILL NO. 6

SELLING AGENTS

D. MORRICE, SONS & CO., MONTREAL AND TORONTO.

SAMPLES

FOR . . . **FALL 1898**

are now in the hands of our Travellers.

See our line before buying . . .

WOOLLENS and

TAILORS' TRIMMINGS

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

Eureka Blankets



Are the Best Blankets made—they are ALL WOOL, and good wool too, not an ounce of cotton or stock of any description in them except wool. They are also

Full SIZE and WEIGHT.

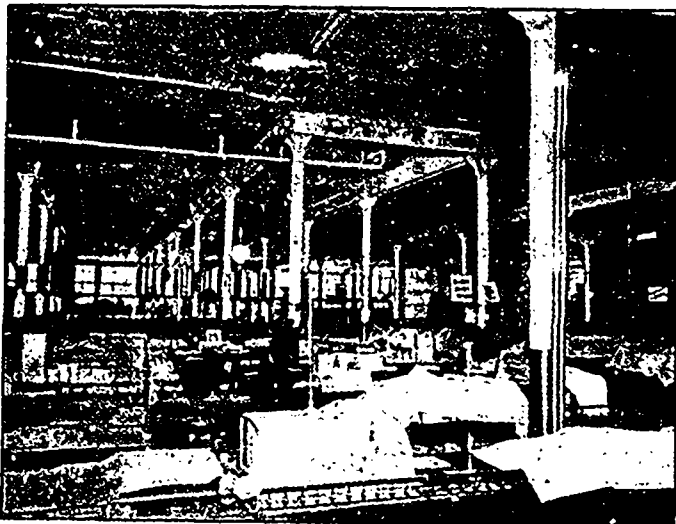
We would be pleased to express you a sample pair.

Don't place your Blanket Order Until you have seen them.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.



T. EATON CO., LIMITED, QUEEN ST. SECTION
Lighted with Luxfer Prisms.



T. EATON CO., LIMITED, YONGE ST. SECTION
Lighted with ordinary glass and light wells.

3,000 Square Feet of Floor Space Saved by using

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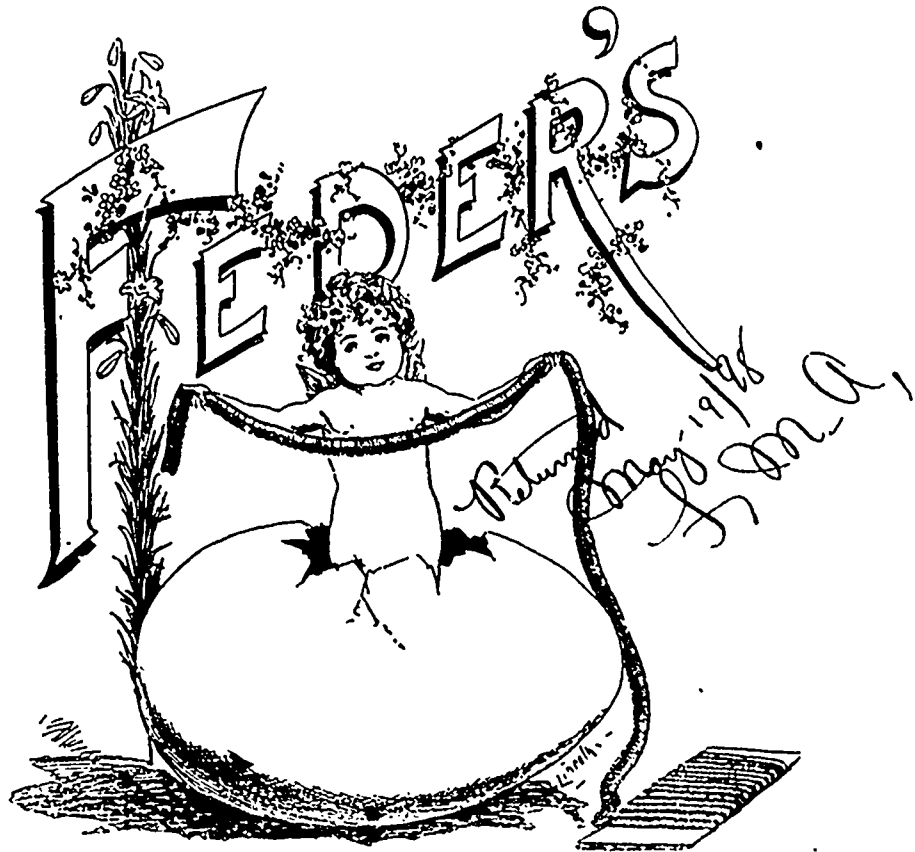
For Catalogue or Estimate, write

LUXFER PRISM COMPANY, Limited - 58 Yonge St., TORONTO

TO THE TRADE

You have goods coming from one or more of the following Wholesale Houses almost every day. When your Stock of

Feder's Pompadour Skirt Protector



runs low don't hesitate or wait to make up the assortment, but send orders for missing shades at once to one of the firms mentioned below, who keep a full assortment of colors.

Write to the nearest located to your territory, thus saving express or freight charge.

Granite Mills, St. Hyacinthe P. Q.

Sole Manufacturers and Licensees for Canada.

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Alexander & Anderson.
A. Bradshaw & Co.
W. R. Brock & Co.
Merchants Dyeing and Finishing Co., Limited.
Gordon, Mackay & Co.
John Macdonald & Co.
Wyld, Grasset & Darling.

Hamilton

Knox, Morgan & Co.

Ottawa

J. M. Garland.
J. A. Seybold & Co.
St. John, N.B.
Manchester, Robertson & Allison.

Halifax

Smith Bros.
A. B. Boak & Co.
Murdocks' Nephews.

Montreal

Wm. Agnew & Co.
Brophy, Cains & Co.
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S. Greenshields, Son & Co.
Hodgson, Sumner & Co.
James Johnston & Co.
Liddell, Lesperance & Co.
P. P. Martin & Co.
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Hermann H. Wolff & Co.

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"WARDLAW YARN MILLS"

Thos. D. Wardlaw

Dundas, Ont.

Worsted and Woollen
Fingering and Knitting Yarns

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Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

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1851
ASSURANCE
COMPANY.

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AND
MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

Crompton's Corsets

Are the Best. L



YATISI
MAGNETIC
CONTOUR
VICTORIA
CLEO
QUEEN MOO
Hygeian Waists
AND
Standard Dress Bones

HOW GERMANY PUSHES TRADE.

EVERY merchant, retail or wholesale, will admire the persistence and push which characterize German traders. The German Government is wide awake in opening up markets for traders to follow up. A recent evidence of this comes from Morocco. Before 1870 Germany neither received from nor sent anything to Morocco; but since then its art manufactures have been appearing, and are yearly increasing, in all the towns of Morocco. Two German clerks were put by their Government in relation with a large number of German manufacturers, whose goods they sold in all the districts of Morocco on credit, without troubling as to the solvency of the buyers. But the object was that the German productions and their cheapness should everywhere be talked of, and that they should become known and appreciated. Many of the buyers on credit did not pay, but the German Government generously made good the losses, and well rewarded their active trade pioneers. The latter, moreover, went about and bought native goods of every description, carefully catalogued them, and sent them to Germany, accompanied by these catalogues and by any remarks they deemed expedient to make. German merchants, as already stated, now do a good trade there.

THE DEMAND FOR BRADFORD GOODS.

Only makers of mohair yarns and fine yarns of the merino class suitable for dress goods are finding any special improvement in the home trade, says an English correspondent. Usually, by the Easter holidays, some definite line of taste in dress goods has become firmly established, and there is an outcry for deliveries of the special fabric in vogue, but this has hardly been the case this year, and, although Bradford has obtained a larger share than usual of the apprelling of the middle classes, no one class of dress goods has had the usual predominance of favor.

Coating costumes for coats and skirts are as much worn as ever, and no class of fabrics are retaining their position for this purpose more fully than the Bradford-made covert cloths and serges, all the best qualities being shower proof.

Shepherd checks, tartans, and mercerized fancies have also sold well, and the black mercerized mohairs have, to a large extent, replaced the fancy black dress fabrics, which used to be sent so largely from France and Germany.

MADE-UP DRESSES FOR AUTUMN TRADE.

THE REVIEW used to get frequent enquiries from retailers in Canada for ladies' skirts, articles which at that period were not on the market. During the last season or two, however, a number of jobbers have shown nice lines, and a good trade has been done in them. Some lines are very carefully made, and, even where the material used is not expensive, the goods are superior in style and finish. Another step in this trade is being taken, and the Merchants Dyeing and Finishing Co. inform THE REVIEW that for the coming fall season they will not only make up skirts, but also full dresses in the latest styles of fashion.

THE REVIEW IN NEW BRUNSWICK.

THE REVIEW, homeward bound from the east in April, stopped at the enterprising town of Chatham, N.B., located at the head of navigation on the Miramichi river and noted for its pulp and lumber mills. Calling on Mr. R. A. Murdock, dry goods and clothing merchant, who is an old subscriber, THE REVIEW was informed by Mr. Murdock that he had subscribed for a number of years to several of the leading journals of the continent, including THE REVIEW, and finally came to the decision, after carefully perusing them all, that THE REVIEW contained all necessary information for the dry goods trade. "I am now," said he, "subscribing to THE REVIEW only and I am well satisfied with the information there."



TAILORS

be up-to-date
and put the

Moore Patent Pockets

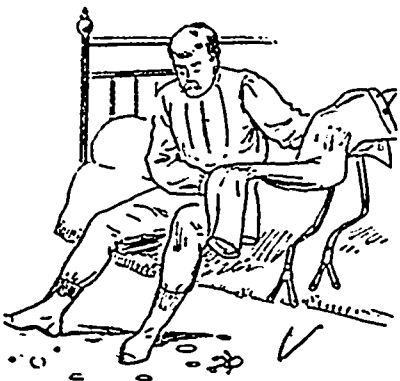
in all your suits.

What happens when you don't have the Moore Patent Pockets in your clothes.

Head Offices, 207 St. James St., Montreal

Everyone

who has seen the Moore Patent Pocket is enthusiastic in its praise, and declares it will work a revolution in pocket making, and, they say, now that they have seen them, they would not have their clothes made without them at any price.



Thibaudeau Bros. & CO.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
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DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

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THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

Some Special Values in Neckwear

BEST VALUES AT
LOWEST PRICES

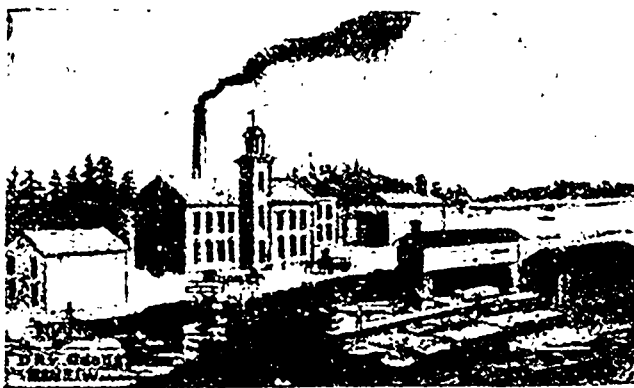
We have secured for Sorting Trade a splendid range of new Neckwear in fashionable **plaid** and **check patterns**, which are confined to us for Canada.

These goods are exceptionally fine, and equal in quality and finish to lines usually sold at \$4.00 and \$4.50. Made in all styles :

**Puffs, Graduates, Derbys, String Ties
and Bows, all to retail at 25c.**

Our travellers start on 1st May with complete range of Fall Samples in Men's Furnishing Goods, including Neckwear, Hosiery, Sweaters, Underwear, Shirts and Collars, Waterproofs, etc.

COOKSON, LOUSON & CO., Montreal



HARRIS & CO., ROCKWOOD,
Ontario

MANUFACTURERS OF

6/4 Friezes and Homespuns

R. R. Davis

3 Wellington St. East

Selling Agent

...TORONTO

THE OLD FIGHT AGAINST DEPARTMENTALS.

IN CHICAGO, the legal attempts of the small traders against the big stores having failed for the time being, the merchants are trying co-operation among themselves. Two plans are now under consideration, both co-operative in nature, but differing considerably in their details. The promoters of one company now in process of organization propose to sell memberships to several hundred retailers in outlying districts, establish a central store in the downtown district, rent out the departments, and carry on rather a complicated system of co-operation between this store and those of the members in the association. Another plan has been laid before the Retail Grocers' and Butchers' Association. If a sufficient number of merchants in the different lines agree to support it, an organization called the Retail Merchants' Purchasing Association will be formed. The function of this association will be to look after the purchasing and advertising of its members, and on account of the large quantities to be bought, it is expected that the department stores can be undersold. Many merchants believe this will come nearer solving the department store problem than any scheme yet proposed.

A KNIT GOODS COMBINE IN THE STATES.

A meeting has been held, in New York, to agree upon a union of knit goods manufacturers in several eastern States. The following are among those proposed to go in: The Wayside, of Troy; the Eagle, Montgomery, Red Star, Gardiner & Warring, Green, Atlas and Spartan, of Amsterdam; the Empire, Halcyon and Star, of Cohoes; the Star Knitting Mill, of Hagermans; the Johnstown, of Johnstown; Fall Kill, of Poughkeepsie; Clyde, of Waterford; Summit, R. & H. Newland and Newland and Dennison, of Stillwater, and Newland & Nelson, of Mechanicsville. The plan is to

form a \$30,000,000 incorporated company, to pool expenses, and reduce the cost of manufacturing. The union would make underwear only. It is not hoped to control the market, since there are 234 knit goods mills in the States, of which 177 are in New York State.

THE DEATH OF MR. BLYTH.

Mr. John Blyth, a former well-known dry goods merchant of Brockville, who died in Montreal last month, was born in Haddington, near Edinburgh, Scotland, 64 years ago, and was for many years a member of the dry goods firm of J. & R. Blyth, of Brockville. He retired from business some years ago, and after spending a few years in England and on the Continent of Europe, had resided in Montreal for some time. He was unmarried, and leaves one brother, Mr. Robert Blyth, of Brantford, and a sister, who is married to the Rev. James Douglas, a Presbyterian minister, of High Bluff, Manitoba. He had amassed a considerable fortune. The remains were interred in the family plot at Brockville.

THINK OF ENLARGING THEIR FACTORY.

The Allen Manufacturing Co., Toronto, contemplate purchasing a parcel of ground, 165 feet in all, immediately in rear of their present building on Simcoe street, but between this factory and the property they wish to acquire is a lane, which the company have asked the city to remove so they may have one large factory. The Allen Co., who do a large whitewear trade, at present employ 410 hands, but when they acquire this property they intend to erect a building twice the size of their present one, and expect to increase their staff to from 1,000 to 1,200 hands. The price agreed on is \$90 a foot.



GOFF'S
Angora
BRAID

will outwear any other Skirt Braid, Binding
or Facing on the market.
Try it and you will always buy it.

5-yard pieces, 1 dozen in a box.
36-yard reels, 1 gross in a box.

IN BLACK AND
STAPLE COLORS.

If your Jobber cannot supply you, ask
us for Sample Card and Prices.

DYED IN THE
WOOL.
SHRUNK READY
FOR USE.



D. Goff & Sons, Pawtucket, R.I.

Featherbone Corsets . . .

FIT EVERYWHERE, PINCH NOWHERE.

Featherbone Corsets as they are made to-day, sell at sight. Make it easy for your corset department and carry these goods—the finest line on the road.

Canada Featherbone Co.
LONDON, ONT.

NOTHING DECEPTIVE

— ABOUT —

Patent Roll Cotton Batting North Star, Crescent, Pearl Brands

The "North Star" and "Crescent" for 1898 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

The "Pearl" grade will continue the leading low priced bat of Canada, being designed for customers' uses, and with no selling frills at expense of strength.

SUSPENDERS!

We are turning out a line of these goods, for which we do not hesitate to claim that they are the

BEST IN CANADA.

Every pair undergoes careful inspection before leaving the factory, ensuring proper work and finish. We give our customers stylish and attractive goods, and the best values.

If you are not already among our customers, give us a trial order.

C. N. VROOM
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SYSTEMATIC SAVING

Can be accomplished by taking out an

Unconditional Accumulative Endowment Policy

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Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director

HOW TRADE GOES IN THE WEST.

THE SEASON FOR HOUSEFURNISHINGS AND CARPETS.

A GLANCE AT BANFIELD'S STOCK, WINNIPEG—NEW GOODS AT THE JOBBERS—AN EXCELLENT SORTING SEASON—MACKIE BROS.' NEW STORE—THE MILLINERY SEASON.

From THE REVIEW'S Special Correspondent.

WINNIPEG, April 20, 1898.

HOUSECLEANING is in full blast in Winnipeg, and, as a natural sequence, housefurnishings, such as carpets, rugs, curtains, drapes, and all the hundred and one things that go to make the modern home a thing of beauty, are in brisk demand. Many of the dry goods houses—notably, the Hudson's Bay—have large and well-selected stocks of carpets, etc., but Banfield's is the only house in the city devoted exclusively to that trade. Hearing that Mr. Banfield's recent purchases in the Orient had arrived, your correspondent sauntered in on Saturday evening and found Mr. Banfield and his able lieutenant, Mr. Alfred Allan, busy, arranging the most beautiful goods in the housefurnishing line that have yet reached the west. Inlaid tables from Morocco, curtains from Bagdad, exquisite models of some of the arches and doorways of the Alhambra (all the glory of white, crimson, blue, and gold faithfully reproduced), tapestry panels, Venetian table covers, and genuine Persian rugs were a few of the things that evoked admiration and called up all that one had ever read of the mysterious and changeless east. The patient handwrought articles, so suggestive of infinite leisure and absence of competition, represent a state of things so entirely opposite to the rush, machine labor, keen competition and general hurly burly of the west, as to be absolutely fascinating. Who were the women that, with no pattern before them, executed those strange designs on the Bagdad curtains, who the men that, from a veritable chaos of color, produced those rugs, the beauty of whose shades are hardly surpassed by the rainbow? What did they think about? What did the fifty generations who preceded them think about, as, day after day, they wrought in precisely the same way? Who invented the wonderful dyes, so impervious to time that they but brighten and grow more beautiful with the passing years?

But we must come back from the east and its mystery to the west and its enterprise, for here is the latest product of the weavers' art in curtains. Plushettes, of the most beautiful combinations of blue and silver, crimson and gold, black and gold, and other shades in endless variety, and while you admire you hear "and so cheap, too, only \$1.40 a yard, and look at the width." That is the west all over, from curtains to carpets, carpets, carpets. What stock do you carry? we ask, as tiers seem endless. "Well, we have a car on the track, and when that is in we will have 1,000 rolls in the house, but come and look at the squares and rugs." And we go and look and wonder and admire. After all it is good to belong to the west. It is western push, and plod, and enterprise that place within the reach of almost the poorest a carpet or art square, perfect in coloring, pretty in design, and if 2,000 or 4,000 others have just the same pattern of carpet, what of it? They don't all live neighbors. But floors are covered with other things besides carpets, and the linoleums, both inlaid and otherwise, come under review, Japanese mattings, floor oils, and even the old line druggets. This house carries everything that can possibly be required for the modern house.

This is an off season in the wholesale dry goods trade. In fact, though assorting business is good, there are few changes to report and few new lines being shown. There are some reproductions of lines already mentioned in new designs. The trade in blouses has been so phenomenal that fresh stocks have just been received

by both Stobart's and Whitlas', and in these are seen the latest evolutions of the Russian blouse. The prettiest of these blouses is made of Scotch zephyr gingham, trimmed with a profusion of lace.

Whitlas, by the way, are making a special push in hosiery just now, or, more properly speaking certain lines carried by this house. Nos. 65, 775 and 360, are meeting with an unusually large sale. Business is also good for Lisle thread and cotton goods. Wright's celebrated fleece and comfort brands of men's underwear are controlled by this house, for the west, and fall orders are coming in rapidly. The packing of these lines is quite a feature, each set having a box of its own.

John W. Peck & Co. are now showing their fur samples for next winter. Staple furs, such as coon, wombat, beaver and Hudsonian buffalo are all going to be dearer next winter, owing to a shortage in supply and a very general increase in demand. Peck & Co. are having a great run on their Klondyke coats, and find business generally very satisfactory. Their trade is increasing, no boom but the steady enlargement from year to year which guarantees stability.

Myron, McBride & Co., men's furnishings, report their first month of business under the new name very gratifying. Travelers are sending in plenty of orders, more especially for a line of water-proof coats, which are being made a speciality of this month.

Robinson, Little & Slater, London, Ont., are now comfortably settled in their new quarters in the Dundee block. Trade, which is now confined pretty much to sorting orders, is very good. This house are agents for the Canadian Underwear and Blanket Co., and are receiving many orders for a line of men's underwear known as P478.

Bryce & Co., agents for Thos. May & Co., Montreal, and other good houses, are just moving into most commodious and well fitted sample rooms over Ashdown's retail hardware store. They have held their samples at the Manitoba Hotel since the McIntyre fire, and will not be settled for another week.

Mackie Bros., victims also of the fire, have opened temporary quarters at 243 Portage avenue. Mr. Norris, who was a partner in the firm prior to the fire, is now in British Columbia. For the future, as in the past, this firm will make a specialty of men's furnishings and house linen, in which lines they have opened new stocks up-to-date in every particular. One of the partners being in Toronto at the time of a recent fire, secured a line of flannelettes, slightly marred by water, and these formed a bargain feature on opening the new premises.

The Imperial Dry Goods Co. have completed their improvements and have their new stock well in hand. One line carried by this house, and which is sure to be well patronized by lady cyclists, is Manchester duck, in fawns and browns, with neat patterns. This material is light, substantial and just the thing for either wheeling or walking in hot weather. This company also show some special values in organdie muslins.

"Fit Reform" is the last new thing in men's furnishings. It is a patent arrangement of cabinets, in which clothing is arranged for sale. The idea is from the fertile brain of W. J. Kennedy, who was for some years in the Hudson's Bay Company here. Houses are being opened by "The Fit Reform" in Montreal, Toronto and Winnipeg, and later in British Columbia. The great advantage gained is the fact that the goods are displayed to the greatest possible advantage, and, when inspection is complete, a push sends the whole thing back into its cabinet, where the clothing is perfectly free from dust and crushing. The house opened here is very handsomely fitted with plate glass anilurs on marble bases, the anilurs at the same time serving as showcases.

MILLINERY.

Owing to the charming spring weather, inaugurated by Good Friday, the sale of millinery has been very large. The retail houses

W. H. Storey & Son

GLOVE MANUFACTURERS

ACTON, ONT.

To the Trade of the Dominion

Gentlemen: We are exhibiting through our representatives the largest range of **GLOVES, MITTS, MOCCASINS, SHOE PACS** and **TRAVELLING BAGS** ever shown by a single firm. Our **KLONDYKE** Goods are highly recommended by those who have seen them. See these goods before placing your Orders. **QUALITY FIRST-CLASS, PRICES RIGHT.** Every customer will be waited upon in good time.

W. H. Storey & Son.

SOME OF YOUR CUSTOMERS
WILL WANT A

Klondyke Outfit

OF VERY WARM AND STRONG

UNDERWEAR

*Warranted
Turnbull's*

We are making a Special Line of Men's Woolen Underwear in Shirts, Drawers and Sweaters, in weight from 1 1/4 lbs. to 2 lbs. each garment Full Fashioned, and of Fine, Soft Wool

WRITE FOR PRICES AND SAMPLES.

GOULDING & CO.

27 Wellington St. East
TORONTO

JOS. W. WEY

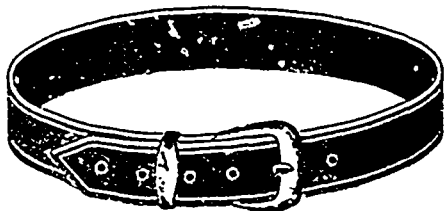
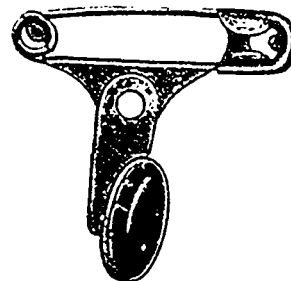
6 Bastion Square
VICTORIA, B.C.

THE C. TURNBULL CO. OF GALT

LIMITED

LADIES' BELTS

in plain and **ORNAMENTAL** Leather. We are making new designs in these goods.



Splendid values in **Metal Belts**

Full assortment of

**WAIST SETTS
BELT HOLDERS**

**DRESS PINS
BABY PINS**

And a general line of Jewelry suitable for the Dry Goods Trade It will pay you to inspect our Samples.

WM. CROFT & SONS

Established 1855.

53 Bay Street, TORONTO.

all had their spring openings during the month, and report business unusually active. The hats are pretty enough to tempt anyone with a penny in their pockets. D. McCall & Co. have received a number of new lines in untrimmed straws, which are extremely pretty. They are showing this week their fall jackets.

CHAT WITH A MARKDALE MERCHANT.

MR. W. J. MACFARLANE, of Markdale, was in Toronto this week, and *THE DRY GOODS REVIEW*, of which he is an old subscriber, had the pleasure of a few minutes' chat with him. Mr. Macfarlane is not only one of Markdale's leading business men, but he is the pioneer business man of the town. When he went there, thirty five years ago, Markdale had neither railway nor store. In fact, there was only one building there, and that was a log structure. "Now," to use Mr. Macfarlane's own words, "Markdale is one of the best business towns of its size in Canada." Its business structures are of brick, its streets are well paved and lit by electricity.

Mr. Macfarlane, besides conducting a large general store, in which nearly a dozen clerks are employed, is also an extensive grain buyer, and has been ever since he settled there. "In the early days before we had the railways," he said, "we had to team all our grain to Collingwood, 36 miles away." The advancing market in grain is quite agreeable to Mr. Macfarlane, who is the happy holder of about 70,000 bushels, principally coarse grains such as peas and oats. "Our part of the country," he explained, "does not raise much wheat. It is principally coarse grains we now raise. We did at one time grow a great deal of barley and wheat, but the loss of the United States market put a stop to barley producing. We are now, however, going a little more into wheat than we did during the last few years."

"How is your part of the country for live stock?"

"Good. We raise a good many cattle and hogs. O, yes," concluded Mr. Macfarlane, "ours is a good part of the country for nearly everything." Mr. Macfarlane is gradually turning his business into a cash one, and is much pleased with the results.

IN NEW QUARTERS.

Robert Henderson & Co. are now ensconced in their new ware-rooms, Nos. 181-3 McGill street, Montreal. The premises occupy three airy, well-lighted flats, giving ample accommodation for the many lines handled by the firm. The offices, which are on the first floor, have been newly fitted up and are particularly bright. *THE REVIEW* believes it is voicing the sentiment of the trade generally in wishing Henderson & Co. a continuance of the success which has necessitated their moving into larger quarters.

PROFIT FROM FOREIGN VISITORS.

There are likely to be a good many visitors from the United States this summer, who will help trade by spending money, many of them renting houses in our cities, towns and summer resorts. A gentleman from Port Hope told *THE REVIEW* he had just rented his house, furnished, to an American family, for \$50 a month. A few weeks ago he would have been glad to take \$15 for it.

DO YOU SELL WALL PAPER?

There are a good many general merchants who handle wall paper, and there are a good many who do not who should. M. Staunton & Co., the well-known wall paper manufacturers, of Toronto, are advertising in another column to the effect that every reader of *THE DRY GOODS REVIEW* who sells wall paper can, on mentioning this journal, receive, free and post paid, an article that he will find useful in the wall paper branch of his business. Send for one.

DOMINION
COTTON
MILLS COMPANY **1898**
SPRING
1898

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

Wholesale trade only supplied.

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS
and **GAUNTLETS**

Fine Kid, Suede and Para Buck GLOVES and MITTS.
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

A
Suggestion

of what's coming and
the need of

Nobby
Homespun Suiting

OXFORDS are unequalled. Made of pure wool, in stylish designs, and for sale at leading cloth houses and tailors.

Trade Mark "Tape woven
across the ends of every web."

Oxford Mfg. Co., Limited

Oxford, N. S.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.





H. H. Burrows, Manager.

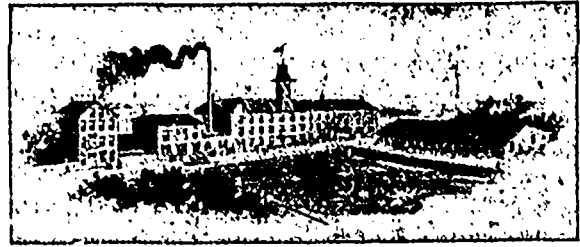
THE ...
Canadian
BRAND

THINK OF IT

A two-ply carpet made from pure fleece Canadian wool, three-ply and twisted yarn. The same in quality throughout, on English worsted warp. Nothing in the market to excel it for wear and fast colors.

A GUARANTEE WITH EACH ROLL.
A TRIAL ORDER SOLICITED.

Royal Carpet Co., Guelph, Ont.

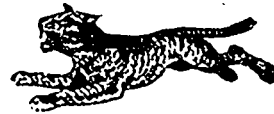


The Tiger Brand
Lambs' Wool Underwear

Manufactured by

The Galt Knitting Co.
Galt, Ont. LIMITED

is the best and most reliable made in this or any other country



TRADE MARK

The retail trade only supplied

OUR TRADE MARK IN WOVEN LABEL

ON EVERY GARMENT



C. K. HAGEDORN, Manager

They're Out

OUR SPRING SAMPLES

Ready and men on the road in every part of the Dominion showing them. Understand, we have spent much time in getting up this season's samples of

SUSPENDERS

We have succeeded in procuring the very latest and best qualities and designs in webs the market affords. We have used the newest trimmings to add ATTRACTIVENESS to QUALITY. These goods will sell, and are worthy your careful consideration, as we believe them to have no superiors in the market.

Our range of **BUTTONS** is also very much up-to-date. Prices always right.

Trial order solicited.
Goods shipped promptly.
We guarantee satisfaction.

REMEMBER--"We fear nae foe."



The Berlin Suspender and Button Co., Berlin, Ont.

OLD-ESTABLISHED HOUSES.

In Great Britain, and, in fact, throughout nearly all Europe, considerable pride is taken by business houses of long standing in the circumstance that they are among the oldest in the district to which they belong, and it is only right that this should be so. Any mercantile or professional establishment that can lay claim to such a measure of success as enabled it to continue for years with an unbroken and uninterrupted record has good cause to feel proud.

THE REVIEW is pleased to notice that this feeling is gaining ground in Canada, and, after making some enquiries, it finds that the following firms can lay claim to being among the oldest wholesale dry goods houses at present doing business in Canada; that is, those which have the longest unbroken records:

Thibaudeau Bros., of Montreal and Quebec, established in 1811.

J. G. MacKenzie & Co., of Montreal, established in 1829.

John Vassie & Co., of St. John, N.B., established in 1832.

S. Greenshields, Son & Co., of Montreal, established in 1833.

If any readers know of a wholesale dry goods house or houses dating back as far as those above mentioned, THE REVIEW would be obliged by their notifying it of such fact.

CANADIAN RETAILERS ORGANIZING.

At the last meeting of the Toronto Merchants' Association, a resolution was passed to the effect that the various retail businesses of the city should be divided into sections, and that five members be appointed as a committee out of each section. A municipal and legislative committee, composed of 28 members, was elected, and Mr. E. M. Trowern was appointed secretary of the association. The executive committee was instructed to make arrangements for securing permanent offices. The association does not believe that a business tax of $7\frac{1}{2}$ per cent. would be in their interests, or that the proposed new insolvency bill has been framed to suit the requirements of the retailers. A motion was introduced and carried, to the effect that as the business streets of the city are not properly watered, a deputation should wait on the city council and demand a better watering system.

Messrs. James Stewart and T. H. Smith, of Toronto, have organized a local branch of the Ontario Retail Merchants' Association in London. The following officers were elected: D. W. Blackwell, president; J. Pocock, vice-president, and E. Sutton, secretary.

REMOVAL.

The Canadian Underwear Co., of Montreal, has moved from 301 St. James street to the spacious warehouse until lately occupied by Lonsdale, Reid & Co., at 18 St. Helen street. This move is the result of increasing business and the acceptance of a couple of New England agencies, requiring additional floor space to carry stock. The company will hereafter be in a position to make a good display of the various lines of underwear, gents' furnishings, tweeds and general dry goods which it always has on hand.

DRIVES IN STAPLES.

Wyld, Grasett & Darling are congratulating themselves because they have placed some exceptionally large contracts for cotton at a price they could not now be had for, on account of the firmer feeling in cottons created by the war. They have also some big drives in flannellettes.

WILL REPRESENT THE ROYAL.

The Royal Carpet Co., of Guelph, have engaged Mr. R. J. Chambers, late of the carpet department of the Robert Simpson Co., Toronto, as their eastern representative.

The Bustle is Needed

IN THE NEW FALL STYLES
OF DRESSES.

THE BRAIDED WIRE BUSTLE

IS THE BEST

LIGHT—GRACEFUL—ALWAYS IN SHAPE—MADE IN SEVERAL VARIETIES.

“Empire.”
“La Mode.”

“Princess.”

“Combination Hip Pad.”

If not in stock send sample order.

BRUSH & CO. - TORONTO

Canadian manufacturers for Weston & Wells Mfg. Co.



**STEEL
CEILINGS
FOR
CHURCHES**

HALLS, THEATRES, PUBLIC
BUILDINGS, PRIVATE
RESIDENCES, SCHOOLS,
LODGE ROOMS, STORES, ETC.

Not a Substitute

but superior to lath and plaster,
will not crack and fall off, absolutely
fire-proof, handsome in appearance.
Send for our beautiful catalogues show-
ing three hundred designs; free for the
asking. Estimates furnished on receipt
of plans.

The ..
PEDLAR METAL ROOFING CO.
Oshawa, Ont.

B. & C. Corsets

Peerless Dress Stays

Rubber Tipped Dress Stays

Braided Wire Hip Pads

Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

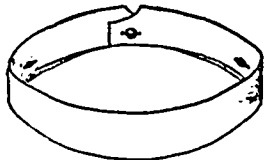
"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows :

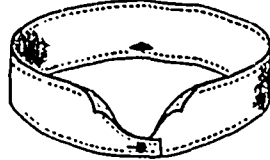
Absolutely No



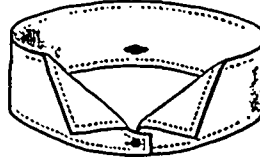
Others Genuine



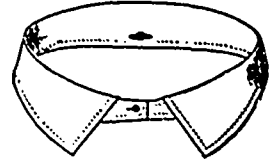
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



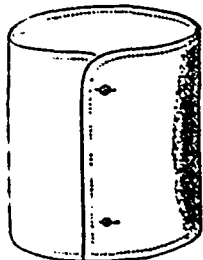
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 1/4 in.
Back 1 1/2 in.



TITAN.
Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/8 in.

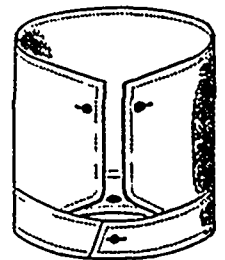


EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

Roman, Cardinal and Bishop Collars may be had plain or with either three or five button-holes.

CAUTION

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



FIFTH AVE.
Sizes 9 1/2 to 11 1/2 in.
Width 3 1/2 in.

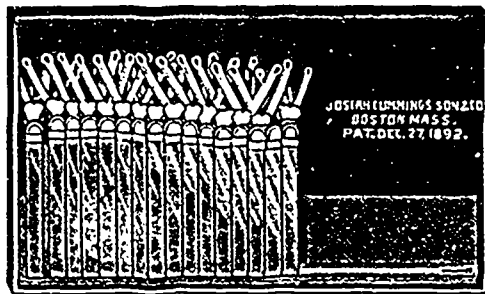
The Celluloid Company

Sample Trunks and Sample Cases

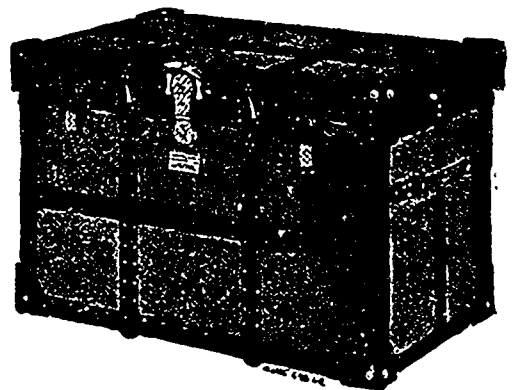
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



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



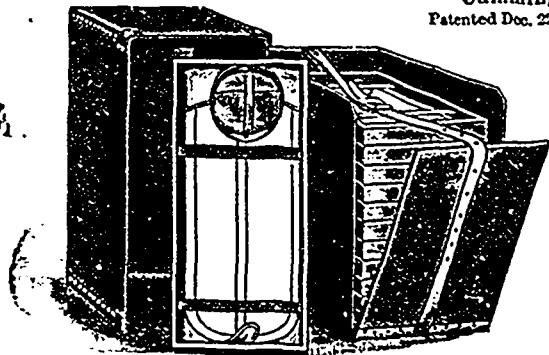
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

"All Rawhide" and
"Hub Fibre" Trunks
and Sample Cases

Also a full line of

Common Canvas Extension Cases for the Trade.



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.



To the Trade



MAY...

is a month of many changes, nature puts on a new mantle, the husbandman completes his work of placing into the earth that from which he expects a golden harvest. The thrifty wife has directed and assisted in the

OPERATIONS

of giving the home a newness and freshness that only a woman can do. Oceans, Seas, Lakes, and Rivers are dotted with vessels of every nation, all of which assist in making respiration of the lungs

OF COMMERCE

regular and easy. In the midst of all this activity we are preparing for our semi-annual stocktaking on June 1st, by selling at reduced prices all clearing lines and odds and ends. These lines are seen to better advantage

IN OUR WAREHOUSES

than from sample, and in many of them our travellers have no sample, the quantity being too small. We here mention a few of the lines, and as you will see there is a representation from each department.

THE MOST STRIKING

are Prints, Cretonnes, Shirtings, Top Shirts, Men's Socks, Underwear, Braces and Neckwear. Handkerchiefs, Ladies' Belts, Dress Goods and Trimmings, Silks, Ribbons, Muslins, Laces, Hosiery. 6/4 Blue and Black Serges, Light Fancy Vestings, Low Priced Canadian Tweeds, Suitings and Trouserings. Colored Quilts, 40 inch Colored Scrim, Best 11/4 Canadian White Quilts, 8/4 English Floor Oil Cloths (2 qualities), 8/4 Linoleum. We shall be pleased to see you in our warehouses, and assure you of a cordial

WELCOME.

— Filling Letter Orders A SPECIALTY.

John Macdonald & Co.

Wellington and Front Sts. East



TORONTO.