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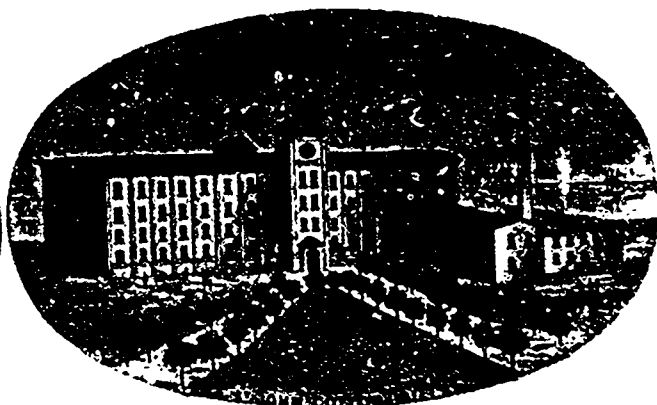
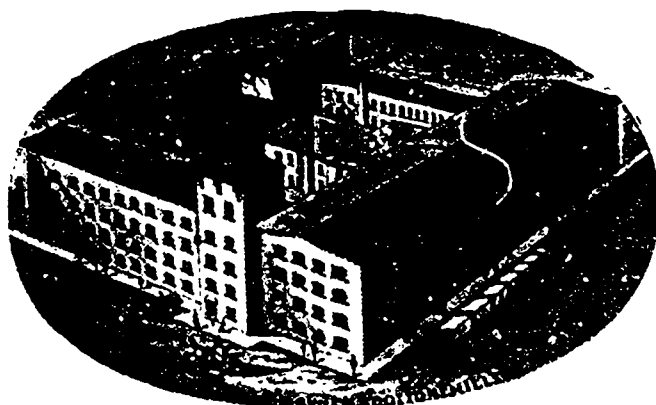
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Henrietta Serges
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Tweeds
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32 in. Velour du Nord
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Orders carefully executed. Buyers cordially received.

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TORONTO



W. R. BROCK

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We urge our customers to make up their orders for Fall and Winter, and

Buy Now

By the first of September all stocks will be broken into and any *Repeat Orders* must take the chances. Close buyers are now placing orders for

Dress Goods
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Jacket Cloths

Worsteds
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Canadian Friezes

Etoffes, Heavy Tweeds
Blankets and
Underclothing . . .

A great advance in many lines of British, German and Canadian Goods has already been advised.

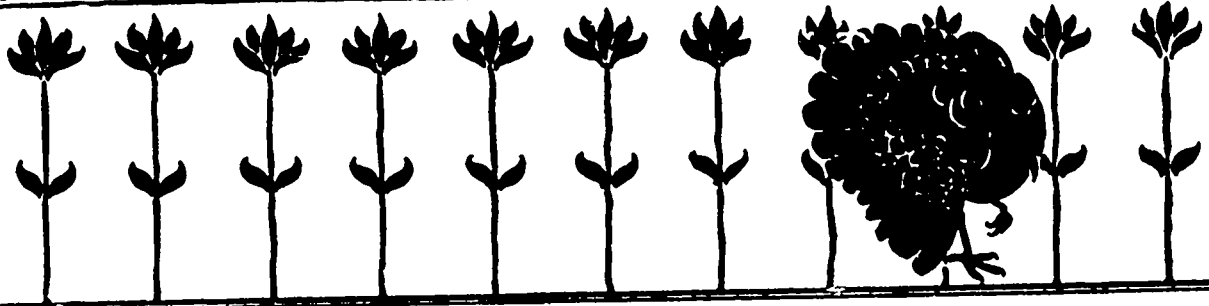
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THE DRY GOODS REVIEW

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



Vol. V.

MONTREAL AND TORONTO, AUGUST, 1895.

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ADVANCES IN PRICES.

CONSIDERABLE evidence of the improvement in the world's trade is furnished by the numerous advances in prices which have been announced during the past thirty days. These advances have occurred not only in domestic but in foreign goods. While some lines will be affected at once, many of the advances will not affect the retailers except on late Fall and next Spring's orders.

During the last six weeks raw silk has advanced very considerably at Canton, Shanghai, Yokohama and European centres. This, combined with a very brisk American demand for silks, has caused an advance in manufactured silk as well as the raw material. This advance in manufactured goods was announced by leading firms about July 1st, and all orders placed since then have been placed with difficulty both as to prices, terms and deliveries.

As will be seen elsewhere by our review of the wool market, raw wool has advanced four cents per lb. during the past month. This applies mainly to Canadian fleece, and thus has affected the price of domestic fingerings, hosiery, underwear, blankets, etc. But other wool stock used by both foreign and domestic manufacturers is much higher, and for new goods higher prices are being asked. This applies to cashmere hosiery, the dress goods, and all the way down to cheap tweeds and cheaper flannels.

Cotton goods are firm. A few advances are noted, but nothing very startling has been developed in domestic goods.

Cotton thread is very likely to rise soon, and all lines of cottons are splendid property at present prices.

It can thus be seen that the raw material market has shown an average advance of about 15 per cent. during the past four months. Manufacturers are slow to follow this upward movement, as they usually wait until their stock of raw material is exhausted. Jobbers follow the same principle wherever there is as close competition as there is in this market. Hence, the retailer never really feels the rise until almost a season later. There are exceptions to this rule however.

Nevertheless, the retailer must keep himself in close touch with the market. A difference of 5 or 10 per cent. in the price paid for goods makes a big difference in the year's profits. Just now there is a rising market in all lines of dry goods, and the retailer who buys freely of goods not likely to go out of fashion is sure of having a moderate stock when the rise does strike him. At such periods as this the retailer and the jobber must both have courage, although plunging is a practice to be strictly avoided.

BOOK DEBTS ARE A NUISANCE.

A CERTAIN Ontario dealer's stock was sold the other day and also \$1,700 worth of book debts. The latter brought 23 cents on the dollar. Are yours worth more?

Another failure, at River Au Sable, showed assets of \$14,000 and liabilities of \$7,000. You would wonder why the merchant failed, having such a surplus. The secret was that the greater part of the \$14,000 was book debts and could not be collected fast enough.

Similar instances to these two could be collected every month, and yet merchants go on giving credit to responsible and irresponsible parties alike. They are courting disaster; setting a trap for their own feet.

The giving of credit by retailers has been proved to be unnecessary. Hundreds of retailers throughout Canada have plunged into what seemed the icy waters of River "Cash Only," and to their own and their competitors' surprise have found the waters tepid and pleasant. Thousands of merchants stand shivering on the bank, afraid to make the plunge.

The credit system is pernicious. It causes the hair of the merchant to become gray with worry and his temper to become cross-grained and brittle. It renders his business existence unstable and thus does an injustice to himself, his family and his creditors.

Book debts are a nuisance.

PRICE OF WOOL GOES UP.

WHEN the domestic buying of wool opened up in May, we counselled careful buying. Those who followed that advice and paid growers from 18 to 21c. have made money. Canadian fleece is now worth 21 to 23c., as against 20 to 22c. in the middle of June, and 19 to 21c. in the middle of May.

Strange to say, pulled wools have not followed the fleece market, and supers are quoted at 20 to 21½c., and extras, 23 to 25c. The latter have advanced about a cent recently, but the former remain almost stationary.

The Boston market has had a great boom during the four weeks ending July 19th, and on the 20th The Commercial Bulletin said: "The boom is checked, for the present at least." It began by western growers holding for high prices, by an increase of 5 per cent. at the opening of the London July wool sales and by an increased demand from manufacturers. During that four weeks of boom, Boston sold 38,000,000 lbs. of wool, breaking all previous records for quantity. It was an enormous sale, and the advance from the lowest point was over 20 per cent. One house sold a million pounds of Australian wool in a week.

On June 18th, Canadian washed combings and delaine were quoted in the Philadelphia market at 21¼ to 22c., and on July 19th, at 25 to 26c., a rise of 4c. per lb., or 18 per cent. Canadian holders are thus making money by selling in the United States, and quite a lot of wool is crossing the line. As was pointed out last month, this could not be done during the early part of June. Bright lustre wools are much in demand for domestic dress goods production.

But the limit of prices is reached, and it is doubtful if the market will go higher, though it is certain to remain firm. The New York Journal of Commerce gives this morning:

"If all the world's markets for wool follow our own it may safely be assumed that the gains thus far established will not only have support, but make still further progress, but this country under the present conditions is known to be the hope of foreign holders, and conservative operators here fear that the line of value is being so rapidly inflated that reaction of unpleasant character must come to speculators and dealers who voluntarily contribute to the flurry, and to manufacturers who through force of necessity are compelled to assist."

The foreign markets are also very strong, as the following reports will show:

A Manchester despatch says: If the present prices of wool are maintained, it is anticipated that there will soon be an upward move in the price of Rochdale flannel; but at the present moment there is little change in this respect.

A Leeds correspondent of The Drapery World, of July 13th, says: "The chief commercial feature of the week has been the firm increase that has taken place in the price of wools, in best English lustre sorts. The rise has been very pronounced, representing from 3½d. to 4d. per lb. This advance has had the effect of greatly steadying the general woolen market, and increasing the confidence of the wavering buyer. Since the wool sales commenced, a much greater freedom has been displayed in the placing of orders and in the confirmation of repeats."

The Bradford report of the same date is as follows: "The wool market in Bradford is at present very strong, and the hardening rates at the London Colonial wool sales are causing both

merinos and cross-bred wools to creep fractionally upward day by day, until now prices all round may be quoted at 10 per cent. above those ruling here six weeks ago. English wool is coming in from the country quite as freely as might be expected, but farmers whose clips contain even a small percentage of lustre wools are taking advantage of the rush on to bright wools to make these assist the sale of the less fashionable and duller kinds of wool. Pure lustre wools are now fully 50 per cent up from bottom prices, and the continued demand for yarns made from them both for the home and Continental markets makes a still further rise quite probable."

The London Drapers' Record states its opinion by saying: "The price of wool has gone up, and we are glad to note that it is keeping up. This is clear evidence that the woolen trade is active; and probably it may also be regarded as an evidence that trade generally is improving. The rise in wool will certainly have a most beneficial effect in the Australian colonies and Argentina. So far as the first-named are concerned, the help thus given comes none too soon. The low prices that have ruled for so long a period have hit them hard, and the long-continued drought has added to their difficulties. Furthermore, the policy of the reconstructed banks, which even the moderate Statist declares to be unwise, has also handicapped the Australian colonists. But the rise in the price of wool, should it be maintained, which there is every reason to hope it will, will put a good deal of money into the squatters' pockets, and at the same time materially hasten the return of general prosperity to the colonies."

RAW COTTON MARKET.

During the last few days in June the New York raw cotton market was easy and prices declined from 7 3-16 to 7c. This decline proved to be only a temporary one, and by July 3rd the market had toned up and quotations were from 7 3-16 to 7 7-16c. By July 12 a decline to 7 1-16c. was noted, and now the ruling price is again 7c.

The following table shows this:

June 28.....	7	to 7¼	cents
July 3.....	7 3-16	to 7 7-16	"
July 12.....	7 1-16	to 7 5-16	"
July 24.....	7	to 7¼	"

The fluctuations are due mostly to contradictory crop reports and to speculative influences.

OUR WOOLEN MANUFACTURERS.

"Invertebrates."

This is the term The Canadian Journal of Fabrics applies to our woolen manufacturers. We have several times said strong things about them ourselves. We withdraw all previous expressions and yield up the palm to our competitor.

It seems a waste of time to tell these woolen workers exactly what you think of them, because, as a rule, they are either too penurious or too backwoodsy to take a trade paper. Even if we sent them a free copy, they wouldn't read it.

We like the Canadian woolen manufacturers because we ourselves are Canadians, but we despise the way they do business in most cases. They are slow, dead slow. If we could

develop any method whereby they would be led to a proper sense of their own position and their own importance, we would be glad.

Their utter inability to size up a market is seen in their actions during the past four months. With the raw wool market advancing, they have been cutting prices. The wholesale buyers "pulled their legs," "twisted their noses," and did several other funny little things with them. Now the manufacturers are loaded up with orders, and repeats are being sent in at a rapid rate, but they must pay several cents per lb. more for their raw material than they figured upon.

And now the manufacturer weeps.

What might have been!

And yet some of the buyers overreached themselves this year. They juggled and haggled, and finally placed contracts at low prices, but deliveries promise to be slow and irregular. One buyer got badly nipped. He had got the price for some fall goods down so low that the manufacturer failed, rather than make them from wool at its present price. This instance may be duplicated several times before the season is over.

Domestic woolen manufacturers are not making money and it is their own fault. They allow the wholesale buyer to play them off, one against the other. He uses one to beat down the price of the other. And yet there are enough orders to go around if they would wait for them to be placed. The buyers bear the market, and the manufacturers seem to forget that they might play the same game.

We propose a remedy. Let there be a Woolen Manufacturers' Association, to educate the trade and introduce an esprit de corps that would help maintain paying prices.

SHORT WEIGHTS AND MEASURES.

A complaint noted in the last issue of THE REVIEW that in Quebec some concerns sold yarns with as small a number as 8 and 10 ounces to the pound does not seem to be an isolated instance of a "short standard." "There are a number of lines in which the pound, or the yard, or the fixed quantity, whatever it be, is short," said a business man last week. "The wholesaler does not conceal at all in these cases that the standard has become a mere figure of speech. He simply assures the retailer that the lengths or the weights will be found the same as handled by others, and that the practice has been encouraged by extreme competition and the low prices at which the things have to be sold. This is the actual fact. No manufacturer gains anything by making the full length or full weight, and, in consequence, charging a fraction more. He must meet a competing price or lose sales. The wholesaler, in turn, must handle the goods as he gets them, and in some lines the retailer is allowed a recompense when the goods are found wanting by actual measurement. It is not satisfactory, but excessive competition is the cause."

DENIED IN ENGLAND.

An English paper has taken the trouble to deny the statement made recently by the manager of the Merchants' Bank that Insolvency laws "operate as an encouragement to insolvency."

The Drapery World denies this and remarks: "Our Insolvency law has not the effect of promoting or encouraging insolvency; that it has the reverse effect to a very striking degree

would probably be admitted by every debtor who has had the misfortune to come under the jurisdiction of the Bankruptcy Court. If the idea of Insolvency law is simply that it is a process whereby a trader can discharge his debts with fifty cents on the dollar, then we understand the objection to it. It is readily conceivable that such a law would constitute a means of relief to debtors, and an encouragement to insolvency. But, though it is obviously necessary to have some provision for discharge, it can be, as is the case in our Bankruptcy Act, hedged round with such requirements and conditions as render the lot of the dishonest bankrupt anything but pleasant. Long experience has shown us in this country that good solid bankruptcy laws are a protection to the creditor, a terror to the debtor, and a real necessity to the whole community. If some of the leaders of opinion on the other side understood this better, Canada might have had proper insolvency legislation long ago."

TO REMEDY A CUSTOMS EVIL.

The Premier stated in the Senate one day last week that he proposed between then and the next session of Parliament to consider an amendment to the Customs law whereby the Board of Appraisers and the Governmental head of the Department of Customs would be relieved of the duty of deciding cases of dispute in reference to questions of seizure and infractions of the Customs law.

It is well, says The Canadian Grocer. The present system of settling difficulties between importers and the Customs Department is obviously contrary to the spirit of British fair play. It is a relic of mediævalism. In it we see exemplified the prosecutor adjudicating upon his own prior decisions.

Obviously, under such conditions one cannot expect justice. The "judge" may desire to be fair; but he is only human, and, naturally, he will be disposed to be quick to seize upon points that will sustain his previous ruling and slow to accept those that will tend to weaken it.

It is gratifying to see Sir Mackenzie Bowell making a move in the direction of independent adjudication on Customs disputes. When he was head of the Customs Department he ruled with an arbitrary hand, as importers well remember. And while the present head of the department is much more amenable to reason than his predecessor in office, yet that is none the less reason why the present faulty system of settling difficulties between the department and importers should not be placed on a more equitable basis: It is not in the men but in the system, that the evil primarily lies. And it is to the credit of the Government that it realizes it, long as it has taken it to do so.

U.S. TRADE EXPANDING.

The United States dry goods trade is expanding by leaps and bounds. The following, from The N.Y. Journal of Commerce of July 26, shows this wonderful change:

The imports of dry goods at this port for the past week and since January 1, 1895, compare as follows with the same period of last year:

	1895.	1894.
For the week--		
Entered at the port.....	\$2,819,806	\$1,756,679
Thrown on the market..	2,705,801	970,236
Since January 1--		
Entered at the port.....	82,461,577	46,017,774
Thrown on the market .	82,966,801	46,328,090

CANADA'S TRADE.

RETURNS from the Customs office at Ottawa are not exactly enticing, although they are not disheartening.

June was expected to show an increased trade, as compared with June last year, but the returns are a disappointment, as the following comparison shows:

June imports.	1893.	1894.	1895.
Cottons	\$301,727	\$199,074	\$275,375
Fancy goods	84,378	84,634	59,593
Furs	54,504	29,339	24,395
Hats, caps, bonnets	39,111	38,283	28,557
Silks	139,764	113,790	113,405
Woolens	771,395	442,786	416,137
<hr/>			
Total dutiable goods	6,303,368	4,406,923	5,671,152
Coin and bullion	1,022,903	24,490	46,865
Free Goods	4,674,759	4,990,080	3,052,822
<hr/>			
Total	\$12,001,030	\$9,421,493	\$8,770,839
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June exports.	1893.	1894.	1895.
Produce of Canada	\$11,317,215	\$11,854,088	\$9,476,453
Produce of other countries	2,055,080	1,371,785	1,090,824
<hr/>			
Total	\$13,372,295	\$13,225,873	\$10,567,277

In the face of such figures it is hard to say that trade is as healthy as can be desired. June should have made a better showing, although it must be admitted that domestic goods are occupying the market more and more. To this latter statement we must make one exception, and that is, the importation of cottons, which is increasing.

The millinery trade, as a gentleman remarked the other day, has gone to blazes. The importation of millinery has been steadily declining for twelve months. But import figures are, perhaps, unjust in that more of the mechanical cost of millinery is being added here, only the raw materials being imported. Still, the millinery trade is by no means expanding.

The importations of woolens are only about one-half what they were in 1893, and nearly ten per cent. less than last year. This is mostly attributable to two causes. Domestic tweeds, etofees, friezes, flannels, knitted underwear, and carpets are steadily gaining ground and are rapidly monopolizing the market for medium and lower grades. The second cause is that the quality of woolens imported has been much lower than in previous years, and hence the value of an equal number of yards is not so great as formerly. From these reasons it may be inferred that the woolen trade is in almost as good a position as in 1893.

The increase in the importation of cottons was fully discussed in our last issue.

Our fiscal year ends June 30th. Let us again compare:

	Total exports.	Total imports.
Fiscal year 1892	\$113,963,375	\$127,406,068
" " 1893	118,564,352	129,074,268
" " 1894	117,524,949	123,474,940
" " 1895	113,000,000	116,000,000

In this comparison it must be remembered that the figures given for 1895 are only approximate, as full returns are not yet

to hand. But there is no doubt that the volume of exports has fallen to the level of 1892, while imports have fallen very considerably. The latter is more easily explained than the former. The fall in the value of produce does not wholly explain the small export of 1894-5, but part is attributable to general slowness of trade.

While trade shows a slight decline, there is no reason for discouragement. In fact, there is room for congratulation that Canada has so safely weathered a trying year.

TAKE YOUR CASH DISCOUNTS.

NO better advice can be given the merchant going into business than an urgent appeal to buy for cash. Are you a young man, just opening out in what is considered a promising locality? Then take advantage of the cash discounts. Have you pretty generally followed the credit system but begun to wish that circumstances enabled you to buy at cash prices? Then, as often as you can, get the cash discounts, and see, when the turn-over of the transaction is figured out, if you have not secured a better profit than you looked for. By gradual effort it is quite possible to substitute cash buying for credits, and though the process requires patience and care, it invariably pays in the end.

The whole effect of the cash system is beneficial. It makes the merchant more cautious in giving credit. He becomes more systematic in making collections. Every branch of his business feels the increased care he is bound to give it in order to maintain ability to buy for cash. The experience of every merchant who has tried it goes in favor of raking in the cash discounts. Those who have weighed the whole matter declare that, in a moderate retail business, the cash buyer will clear in discounts an average of \$500 per year. That is, he makes living expenses, so that every cent beyond that is net profit.

A shrewd and experienced member of the trade was asked the other day by THE REVIEW if his observations confirmed those arguments. His instant reply was: "Yes, I know of a typical case where it applies exactly. In a thriving western town a man began business not far from a well-established prosperous store, the owners of which bought on credit, and from their prestige and long standing had done well. The new comer began by cash buying and saving his discounts. He kept this up. It became his inflexible rule. Ten years have gone by, and the man who started with the handicap of limited capital, and well-developed competition near by, has distanced all his rivals, and could purchase them out if he desired."

One of the evils of the credit system is that it grows by what it feeds upon. Like a crutch, the more one leans on it the more one seems to need it. By gradual effort it can at last be dispensed with, and this is the remedy which every man can apply if he has the mind. The merchant whose capital is in stock and book debts makes a living. With due care he can go on making a living as long as he lasts, but he is always much at the mercy of bad seasons, and, moreover, there is no old age of retirement and prosperity before him. It is, looked at strictly, a case of living from hand to mouth, and, when we consider that cash discounts don't mean spot cash, but getting goods for three, four, or even five months, according to circumstances, there seems no reason why merchants, as a body, should not lay themselves out, as a bottom principle in business, to save their cash discounts.

THE NEW COSTUME.

DRY GOODS manufacturers, jobbers and retailers are, no doubt, much interested in the movement now on foot to give woman a new costume. This so-called reform seems to have been gaining ground very rapidly during the past three years, owing to the growing popularity of the bicycle. In Toronto, for instance, there are one hundred women now riding bicycles to every one there was three years ago. In the larger United States cities the bicycles have won the affections of a very large proportion of the ladies.

The idea of a reform in dress, a longing to abandon the clumsy skirts now worn by women, has slumbered long in the minds of the brightest, cleverest and most daring of English and French speaking women. Susan B. Anthony and Mrs. Bloomer have made themselves famous in this connection, while Sarah Bernhardt and Rosa Bonheur, though less daring, had a desire to wear more masculine clothes. The popularity of the bathing suit has prepared the way for the introduction of bloomers and shorter skirts. But it is the bicycle that has given the greatest impetus to the movement. The newspapers, by writings and illustrations, are familiarizing the world with the bicycle costume of knickerbockers, bloomers or divided skirts. Another three years will see a great advance in this regard in Canada.

The new costume will mean a change in the quality and style of the material used in the making of women's dress, and it is to this point that manufacturers and vendors of dress materials must bend their attention. No flimsy material can be used in bicycle costumes, serges and tweeds being indispensable. Moreover, in these only three colors are suitable, namely, blue, brown and gray. In about another year no stock of dress goods will be complete without a full array of blue serges and gray and brown tweeds in their varying shades and combinations.

While there is a decided tendency towards bloomers and tailor-made garments, there is little danger of the dressmaker entirely losing her occupation. There are very many ladies whose figure would look ridiculous in bloomers, and these will retain the skirt. Moreover, for balls, parties and other evening wear, the skirt will be the proper habiliment of the "new woman" until at least the present generation has passed away.

FORTY-FIVE HOURS PER WEEK.

THE question now presents itself: "Is not the Early-Closing Movement carrying us to extremes?" There would seem to be danger in all reforming, lest the reformers should proceed farther and faster than is consistent with desirable and profitable results.

The Early-Closing Movement has been before the people for a long time, and has been principally supported by those of the laboring classes who desire a shorter working day, and by persons of leisure who have a socialistic and philanthropic turn of mind. Early closing of stores is part of the general movement for a shorter working day for all working classes. In our anxiety to avoid the long hours which once obtained in stores, warehouses and factories, we may go too far and place our country at a disadvantage with other countries.

When we shorten the hours of labor we, to a greater or less extent, increase the cost of labor. When we increase the cost of Canadian labor, we place it at a disadvantage as compared with foreign labor. If the laborers work eight hours per day in Canadian cotton mills, and ten hours per day in United States

cotton mills, then the cost of producing cotton goods in Canada is likely to be a shade higher than in the United States. Whether there is a danger from this source depends upon the particular industry or trade under consideration. If the danger does exist, it can only be avoided by not adopting shorter hours, or by adopting shorter hours and keeping up a protective tariff. But the latter method is only available to protect domestic consumption, and cannot be called in to avert the danger of an increased cost on exported manufactures.

It will be seen, however, that a shorter working day for clerks in retail stores is not open to all the objections noted above, because retailing is not subject to foreign competition. All the competition in storekeeping is local, and only this local competition has to be considered.

Throughout Canada there has been a general movement, during the past five years, to limit the working hours of city retail clerks, so that they work from 8 a.m. to 6 p.m. for five days in the week, and from 8 a.m. to 10 p.m. on Saturdays during the winter months, and from 8 a.m. to 1 p.m. on Saturdays during the summer months. In the smaller towns and villages stores close at 8 p.m. during the winter, and generally at 7 p.m. during the summer, with, in both seasons, the exception of the evenings before holidays and Saturday evenings. The Saturday half-holiday, so widely observed in the large cities, has obtained little hold in the towns and villages. One or two instances of a Friday half-holiday in towns have been noticed.

The latest move has been inaugurated by the largest departmental store in Toronto, in working from 8 a.m. to 5 p.m. on all the days of July and August, except Saturdays, when the hours are from 8 a.m. to 1 p.m. This makes a 45-hour week, or three hours per week less than the far-famed eight-hour day. During the other ten months the working hours in this store are 54 hours per week.

To say that this is a triumph for the Early-Closing Movement is but to state what is palpably clear. It shows that the people generally are strongly in favor of shorter hours, that shopping can be compressed into a smaller space of time than is usually allotted to it, and that merchants who adopt shorter hours may find it profitable by advertising their good deeds fully and judiciously.

CATCHING THE TOURIST.

The retail merchant, especially in the larger centres, will find that it pays to cultivate the hotel clerk, who often directs trade to particular stores when questioned by guests in the hotel. An intelligent man in charge of the tobacco and news stands has also considerable opportunities for doing the same thing. The travelling public form a good class of customers too. As a rule they do not haggle over prices. They always have some money to spend, and an attractive store can get away with quite a lot of it. This is especially true of the summer tourist season, when thousands of European and American tourists visit this country. In catching this trade, judgment and taste should be displayed in the arrangement of goods. Articles that a traveler is apt to run short of on his journey should be given well chosen prominence. Then, goods, if possible, that are distinctly local and novel in kind and make-up should be a feature. Put yourself into the position of the tourist; what would you likely buy if you were strolling past a well-dressed shop window in a strange city? You can afford to charge a fair profit on sales like these, and you will get it.

GONE OVER TO THE PATRONS.

LESSONS are not always heeded. Time and again has THE DRY GOODS REVIEW pointed out the fallacy of merchants undertaking to do business on the conditions stipulated by the Patrons of Industry in order to secure the trade of the members of this organization. Supplementary to what we have said is the evidence adduced by the failure of those who have entered into the compact.

And yet merchants there are who are still willing to subscribe to the conditions for doing trade that the Patrons of Industry have set up. Among the latest to do so is a firm of general merchants doing business at Granby, Que. This firm, according to Bradstreet's, is the possessor of a fair capital and good credit. It is a pity it is not so well enriched with good judgment. The basis on which this firm has agreed to supply goods to Patron customers is:

All heavy goods and unbroken parcels, 5 per cent.
Groceries and shop goods, 10 per cent.
Dry goods, etc., 15 per cent.

Here is an all-round profit of 10 per cent. How the firm is to manage to make both ends meet at such a rate is outside our ken. Some will no doubt contend that they cannot. Others have tried, and failed; and some of them have had a better margin to work upon, too. Wholesalers are just as keen as any class of merchants for business, but, knowing the risks that are entailed by selling merchandise on the basis of profits laid down by the Patrons, frequently deny them further credit the moment they are aware that the alliance has been made.

Were there no ruins of Patron storekeepers on the way to stand out as warnings, it is obvious to every business man that a merchant cannot sell his goods at an advance of 10 per cent. on the invoice price of his goods and pay 100 cents on the dollar. It is scarcely more possible than to draw blood from a stone.

Of course, there are a variety of ways by which, through the practice of deceit and dishonesty, a merchant may be able to make a living profit—yes, and a handsome one—out of his alliance with the Patrons.

False invoices is one favorite and well-worn method. Light weight or short measure is another. We know of one Patron storekeeper who always stuck on an exorbitant profit where and whenever he thought it would pass muster, and who when asked to produce his invoice would, knowing his customer, pick up an invoice, perhaps of a different line of goods from that which he was selling, but which contained figures approximate to that which he was asking, remarking as he hurriedly passed the document before the customer's eyes, "There, you see, I'm actually giving it to you below what I should." "To most of those people," he subsequently remarked, "an invoice is an enigma, and it is no trick to fool them."

Those catering to Patron trade in this way may deaden any pricks of conscience they may have by pleading that they are only fighting the devil with fire. True as that may be, dishonesty is not made honest by it.

Country merchants should realize one thing: the Patron organization is a dying concern. And the sooner legitimate business men cease supplying such props as the Granby firm has just put in position, the sooner will its final collapse take place, at least as far as its meddling with storekeepers is concerned.

MR. BURTON'S ARTICLE.

Bimetallism is discussed in a very clear article in this issue by Mr. Burton, of Caldecott, Burton & Spence, Toronto. The article is lucid, elementary and interesting. In this connection we would advise our readers to again look over the article in our last issue entitled, "Where is the Gold?"

Demonetization of silver has certainly affected the creditor classes by aiding in the general lowering of prices. For example: I am a farmer. In 1875 I buy a farm for \$5,000, pay \$2,000 cash, and give a mortgage for \$3,000. I estimate I can pay that off by raising 3,000 bushels of wheat, this grain averaging \$1 per bushel at that period. I have reverses, however, and invest my surplus money else where. My \$3,000 mortgage remains. During the past years, wheat has averaged 60 cents a bushel; therefore, to pay off my mortgage I must grow 5,000 bushels of wheat. That is, I must now grow 2,000 bushels more than I needed to have grown to pay the same debt in 1875. To be sure, I can harvest the grain a little more cheaply now, but that makes no material difference. The argument retains its force.

As to Mr. Burton's argument regarding the competition of the "Yellow Man with the White Money," it is exceedingly plausible, and is based on Mr. Burton's studies and observations while traveling in the commercial centres of Europe.

THE CROPS IN MANITOBA.

Mr. J. Harris, formerly grain inspector at Toronto, but now living in Winnipeg, is in the "Queen City," renewing old acquaintanceships. He is looking well.

"The crops," he said, in reply to a query of mine, "are excellent. The only question now is the securing of them."

"Some reports state that the crops are further advanced than they were at this time last year," I ventured.

"Well, they are not," he rejoined, with some emphasis. "And I learn from correspondence I have received to-day that they have had a great deal of rain up there. That will tend to make the grain grow instead of ripen. But the acreage is larger and the yield promises to be much more abundant than last year. On the whole, therefore, the outlook is good."

A TRADE PICNIC.

The sixth annual picnic of the Montreal Retail Dry Goods Association was arranged to take place yesterday (July 31) to Iberville, Que., on the Richelieu River, opposite St. John's. The members of the association and their friends, numbering several hundred, traveled by C.P.R. to the Whitfield Park, Iberville, where a programme of games was arranged for. Many handsome prizes, which were exhibited last week in Le Monde window on Notre Dame street, were offered to the competitors of the various events. The association alone spent \$150 in prizes. The judges were: Messrs. Jos. Archambault, J. A. Normandin, Arthur Gagnon; and the starters, Messrs. O. Lemire, P. E. Beauchamps. A programme of dances was arranged, and the Blazi orchestra secured for the occasion. Mr. Chagnon, the courteous president of the association, was the head of the committee making the arrangements. The aim of the association is not to make money out of these picnics, but to employ them as a means of promoting good fellowship amongst the members and strengthening the community of interest.

CHAT WITH RETAILERS.

I WAS buying a paper on the street corner the other day, and while I was hunting for a nickel in the corners of my not-too-well filled trousers pockets, I said: "Will you trust me for a nickel?"

"Oh, yes!" replied the urchin.

But at last I found the nickel and paid for my paper.

"I always trust people after they hand over their money," was the parting remark of the barefooted, bright-eyed sage. Art thou as wise, dear retailer?

Some time ago a rural retailer told me about his success in selling dress goods last Fall. Instead of advertising the goods by the yard in the windows of his store, he would put in goods at a different price twice a week. From eight to a dozen pieces would fill the window. Around each piece he would put linings, buttons, thread, braid facings, and other trimmings. Then he would advertise in the papers, and on a card in the window: "A costume (of so many yards) of any material in this window, with all necessary trimmings, (enumerating them), for \$3.67." Many women are not quick at arithmetic, and this told them at a glance what a dress off any of the pieces shown would cost. He said it "took." Some were mystified and some were enlightened, but the effect was the same.

It is always nice to see a clerk taking an interest in clerking and attempting to create schemes for pushing his employer's business. I have just seen a photograph of a print rack invented by H. B. Dawson, with Matthews & Fraser, of Port Arthur. It is capable of showing 84 pieces of print each side, showing six inches by the width of the fold of each piece. The floor space necessary for the rack is only 3 feet 5 inches by 2 feet 3 inches. It has been used in Port Arthur with success, and is very suitable for stores in small cities and towns. For very large stores, I do not think it would be suitable. Further information can probably be secured from Mr. Dawson.

During July or August most retailers take stock to see how the preceding six months' business has turned out. Most of you will take all your goods in at invoice price and your book debts at their face value and declare that you have made \$1,000 for the half year. But you are fooled, and badly fooled. About one half of your goods are worth 75 cents on the dollar and your book debts are worth about 50 cents. If your stock is no larger, and is as well assorted as at the last stock-taking, and your book debts are no larger and are all new accounts, then you may safely say: "I am \$1,000 less 25 per cent, or \$750, better off than I was in January." But if your stock and the volume of your book debts are larger, and yet you have only a surplus of \$1,000 more than in January, you are treading on dangerous ground. The real value of your stock and book debts is what they would bring at a forced sale.

The New York Dry Goods Chronicle, speaking on this point says: "If you take inventory at all you should take it with the idea of finding out exactly where you stand, so that you may know what to expect for the future, what mistakes you have made in the past, and find some way to correct those mistakes

in the future. What is the good of an inventory unless you learn something from it? It certainly is not a very pleasant thing to take, for it involves a great deal of hard work and careful attention. You should not take it merely from force of habit, but from a real desire to find out where you are in a business sense, and find out what is lacking to make your business still more of a success for the future. Take inventory honestly. Go at it with a view of finding out facts and of learning something which will do you good in the future business. Let each year bear its own losses. If you have lost money this season don't try to shove it on next season by over-estimating the value of your goods."

Of course, it is exceedingly difficult for you to get away from your business, and, as trade is poor, it is also hard to see how you can afford it, but nevertheless you had better get away for some holidays.

For a whole year you have buckled down to hard work, and it is beginning to tell on you. Your ambition needs renewing, your energy is at a low ebb, your brain requires a chance to regain its normal activity. Give your physical and mental systems a chance to catch their breath after the twelve months' constant hurrying.

It is an excellent investment. You put \$25 into holidays and draw out \$100 worth of extra profits due to foresight and clearheadedness. Your wife and your family get an additional \$200 from the increased pleasure of a bright and sunny head of the household.

THE GREAT ASSORTING HOUSE.

Some special lines are being shown just now by John Macdonald & Co.

In the staple department there are special drives in towelings, tablings, shirtings and cretonnes.

A special line of ladies' rubber circulars and another in men's tweed rubber coats are shown. They are warranted new and guaranteed for two years.

Four lines of overalls: Lots 1, 2 and 3 are said to be 20 per cent. below market value, while Lot 4 is special value in diagonal tweed pants, a manufacturer's overmake.

Bend-Me-Bows are re-stocked in 20 designs with 120 colorings.

The silk department is well stocked, as it should be when the market is rising. All plain ribbons, in Nos. 16 and 20 especially, new and striking drapery silks, shot blouse silks and shot glaces are prominent. The Plantagenet frilling, a cambric frilling with Torchon or Valenciennes edge, is new with this house.

Their woolen department is well stocked for Fall, including the well-known high-grade specialty, Belwarp serges.

TRIMMINGS.

The great difficulty experienced by many buyers is to get trimmings to match their dress goods. This is a department to which Brophy, Cains & Co. pay particular attention. They are showing a large assortment of handsome trimmings in jets, gimps, swansdown, lamb and feather, in black and colors.

FIXED PRICES ON MAGOG PRINTS.

AN AGREEMENT WHICH D. MORRICE, SONS & CO. ARE ASKING THE WHOLESALERS TO SIGN — THE OBJECT IS TO PREVENT CUTTING.

FOR some years great complaints have been made as to the cutting in the prices of Canadian prints. Last year a series of conferences between jobbers and manufacturers were held in Toronto and Montreal to try to arrange a list price and a series of discounts. Although no agreement was arrived at—mainly because the jobbers could not agree on the cash discount they were to be allowed to give the retail trade—the promoters of fixed prices kept the idea in mind.

The following circular letter explains itself:

**D. Morrice, Sons & Co.,
Montreal and Toronto.**

Montreal, July 11th, 1895.

RE MAGOG PRINTS.

DEAR SIRS:

We beg to advise you that on and after the 15th of September next, Magog Prints will be sold by the Dominion Cotton Mills Co. under protection and restriction.

The continuous and unnecessary cutting of prices on these goods during the past has caused serious dissatisfaction, and in some cases positive loss, to all the parties concerned, a condition of things quite uncalled for, as the quality and value of the goods are much superior and lower than any others in the market. On this account, and in consideration of the decided opinion expressed last season for the change by the trade, we deem it advisable to make the following the terms and mode of handling the same. We therefore ask your kind co-operation with us in correcting this evil, which we believe will prove highly beneficial to all. To this end we have to announce:

FIRST—That we will hereafter sell these goods only after having received satisfactory assurance that the purchasers of the same will not sell, nor offer such for sale, either directly or indirectly, at less than the regular prices and terms we may from time to time indicate.

SECOND—We shall sell these goods at the stated prices as given; and at the expiration of each six months, viz.: on the 1st day of December and June of each year, we will allow a rebate on the different lines, as per list below, to each and every purchaser, who has in good faith and to our satisfaction complied with the stipulated prices and terms, but the violation of the above conditions will justify the withholding of said rebate.

THIRD—The prices are hereby fixed as follows, to take effect as above indicated on the 15th of September next, until further advised:

	Selling Price.	Rebate to be allowed by Mill.
H Cloth.....	4 3/4 cts.	Less 10 p.c.
1 ".....	6 "	" "
2 ".....	7 1/2 "	Less 12 1/2 p.c.
3 ".....	8 1/2 "	" "
C ".....	9 1/2 "	" "
D ".....	8 "	" "
Solid Blacks—1 Cloth.....	5 "	Less 10 p.c.
2 ".....	6 "	Less 12 1/2 p.c.
3 ".....	8 "	" "
C ".....	8 1/2 "	" "
Indigoes— P.C.....	6 "	Less 10 p.c.
S.C.....	7 1/2 "	Less 12 1/2 p.c.
D.C.....	9 5/8 "	" "
G.C.....	11 1/2 "	" "

SPECIALS.

Challies.....	4 1/2 cts.	Less 10 p.c.
Delainettes.....	6 "	" "
Cretonnes.....	7 "	Less 12 1/2 p.c.
Summer Suitings.....	7 1/2 "	" "
Fancy Piques.....	8 "	" "
Crinkles.....	10 "	" "
Skirtings (38 in.).....	10 "	" "
Ladas Tweeds.....	10 "	" "
Printed Moleskins.....	12 "	" "
Sleeve Linings.....	No restrictions.	

Terms—Credit on which the goods are to be sold not to exceed 4 months 1st April on all goods delivered prior to that date, and 4 months 1st of the following on delivery after 1st of April and up to 1st of June, or 4 per cent. cash discount 30 days, or prepayment at the rate of 9 per cent. per annum. The "Mill" terms will be continued as formerly.

The above prices and terms to be maintained from the 15th September, 1895, to 1st of June, 1896, unless advised to the contrary.

We will not offer any seconds or jobs to the trade before the 1st of June, 1896, nor after the 15th September, 1896, when the new prices for the following season will be given.

When new samples of special lines for the Fall season are shown, you will be advised by circular as usual of the prices at which they are to be sold; these will also be subject to the protection and restriction as above.

All wholesale houses handling the goods to have the privilege of disposing of their stock on hand between the dates as above named, i.e. the 1st of June and 15th September, at such prices and terms as they may deem necessary. After the 15th September the aforesaid protection and restriction will be resumed, and the open and close season as herein advised will be again continued each year. Yours truly,

D. MORRICE, SONS & CO.

The following is the blank agreement which jobbers are asked to sign:

We hereby agree and contract to offer and sell The Dominion Cotton Mills Co.'s Magog Printed Goods under the conditions, prices and terms, as per their circular letter dated 11th July, 1895.

This reform is being agitated at the request of and for the benefit of the trade. The sales of Canadian prints have been increasing every year. Two years ago some extensive improvements were made in the mills, and this year an improved dyeing plant is being added. Hence, it is important that the sales of these goods be judiciously handled, and the scheme presented is the best, perhaps, that could be devised.

Yet there are three grave objections to the plan outlined above. The first is that four or five retailers, including the T. Eaton Co., are being asked to sign the agreement, and they can thus sell as cheaply as the wholesaler and still make 10 to 12 1/2 per cent. profit. The second is that the terms do not suit everybody. Four months or 4 per cent. 30 days does not suit those who sell at 60 and 90 days net, nor those who sell at four months with 3 or 5 per cent. cash discount. The third is that such agreements are difficult of enforcement.

But it is possible that the wholesalers will waive their objections to the details and approve the agreement for the sake of the principle involved.

Mr. John Macdonald, of John Macdonald & Co., spoke of this matter as follows: "I do not believe in 'Protection'

and 'Restriction.' I do not think it a good idea to change the cash discount on any particular line of goods from 5 to 4 per cent. The large merchants who buy for cash will take the 5 per cent. in spite of any terms made, and it is impossible for any combine to work satisfactorily to all parties. I believe in a fair and living profit to hold a steady and increasing trade, but do not believe in baits and catch prices, and putting extra profit on other goods to make the first loss up. I believe it is better for every house to buy as cheaply as possible and sell accordingly, and also think it better that each firm should run their own business in the way they think fit and best."

Speaking of this matter, Mr. Brock, of W. R. Brock & Co., declared that it was a move in the right direction. The principle of the arrangement he endorsed, although, personally, he did not wholly approve of some of the details. These goods had been thrown on the market, and, in severe competition, had been sold below cost without benefit to manufacturer, jobber or retailer. He believed that Mr. Morrice had occupied the place of mediator between retailer and manufacturer, and had shown much good temper under the trying circumstances of past seasons, when complaints were very numerous. He had not developed any new idea, for the great English firm of Horrockses, Miller & Co. sold all their cotton goods that way, as did many other English and American firms. But he had introduced the idea in the face of certain difficulties, and the trade had him to thank for the reform."

Some of the leading houses in Montreal spoken to by THE REVIEW favored a fixed price on cotton prints as apparently the

only means of reaching a living price on these goods. Most of them, however, recognized the difficulty of securing an agreement from forty or fifty firms scattered all over the Dominion.

S. Greenshields, Son & Co. said they had received a copy of the circular suggesting the fixed price, and had not replied yet, as August was early enough to do so, but they thought the proposition a reasonable one to prevent unnecessary cutting.

J. G. MacKenzie & Co. had found in their experience great difficulty in maintaining agreements of this kind. The great competition in business nowadays increased the obstacles to carrying out the plan proposed, and if past attempts of the same sort in all lines of business were any guide, it would not succeed. If it could be maintained the firm had no objection to it.

Thibaudeau Bros. & Co. said the proposition would not affect their trade in prints, which was a good one done at reasonable figures, and while the rebates to be allowed might have been larger, the firm would, no doubt, join with the others when a decision was made.

Gault Bros. & Co. said their firm favored the plan and thought it would succeed this time. When an answer was returned on the subject it would be favorable. There were, of course, difficulties in the path, and the keenness to do business often led to unnecessary cutting, but the proposition to maintain a fixed price could, if agreed to, be carried out, because the mill would be bound to maintain the rule and refuse the rebates to those who cut prices. It would not be necessary to do any spying to find out the infractions because these things always transpired.

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

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

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

KNOX, MORGAN & CO.

Dry Goods Importers

HAMILTON, ONT.

WHAT IS BIMETALLISM?

By P. H. BURTON, TORONTO.

MOST people assume that bimetallicism means payment of your debts in silver, and making silver artificially dearer than it would be if left alone. On this continent it is usually thought of in connection with the silver legislation of the United States, so any bimetallicist is at once dubbed as in favor of "soft money," "depreciated currency," "insane," "a silver heretic," etc., etc. Epithets, however, are poor arguments. The bimetallic platform as stated by Mr. H. Hucks Gibbs, an ex-governor of the Bank of England, is as follows:

"A proposal to establish by International Law: (1) That the mints of the leading nations of the world should be open to the coinage of all gold and silver brought to them. (2) The gold and silver to be coined into legal tender money; the quantity of pure silver in the silver coins to bear such proportion to the quantity of pure gold in the gold coins as may be agreed upon by the high contracting parties. (3) The debtor, saving any previous stipulation to the contrary, to have the right to pay his debts in coin of either metal at his pleasure."

This platform demands a world-wide view of the situation. "What is money?" Professor Jevons says: Money is first, "a medium of exchange," second, "a common measure of value," third, "a standard of value." As a medium of exchange, if we consider bulk only, diamonds and precious stones are much less bulky than gold, but as there is no way of stamping on them their value, they cannot so be used. Gold and silver have been used from time immemorial as mediums of exchange, but in the shape of coined money, the government stamp being a guarantee of the fineness, making it thereby a common measure of value, and a standard of value.

Speaking generally, Britain was bimetallic till 1797. From 1797 to 1816, during the great wars with Napoleon, she had an inconvertible paper currency. In 1816, silver was demonetised in Britain, being legal tender only to forty shillings, but from 1803 to 1873 France gave free coinage to both gold and silver, and in 1865 was joined by Belgium, Italy, Switzerland and Greece, the five countries forming "the Latin Union." Britain had the advantage of the free coinage of silver by the members of the Latin Union, and the value of silver remained during all that time steadily at 15½ to 1, though from 1849 to 1873 the value of the world's production of gold was \$2,805,000,000, and of silver \$1,185,000,000. The immense finds of gold in California and Australia, made, in some years, the gold product 3 times the silver one, and silver would have appreciated, had not its value been fixed by bimetallicism. These were the times when Britain's trade went forward by leaps and bounds, because of the abundance of money.

This illustrates another principle in the science of money called "the quantity theory." J. Stuart Mill says: "An increase in the volume of money raises prices, and a diminution lowers them." Adam Smith said: "The average price of corn is regulated by the richness or barrenness of the mines that supply the precious metals." The commodities of the world have to be exchanged, and money is the medium of exchange, so that the larger the proportion of money to the commodities is, the higher is the price of the commodities—i. e., the more money has to be given in exchange, and vice versa.

In 1873 Germany, having exacted a war indemnity from France of \$1,000,000,000, adopted the single gold standard. France, unwilling to part with her gold only to her enemy,

stopped the free coinage of silver, and was followed by the other states of the Latin Union, and silver was accordingly demonetised throughout Europe. As it is calculated that the amount of coined gold money and coined silver money in the world are about equal, estimated at about \$4,000,000,000 each, when Europe demonetised silver she reduced her pile of coined money available as a medium of exchange about one half, and prices dropped accordingly. But as rent, taxes and other fixed charges could not be reduced accordingly, producers, manufacturers and distributors had to give a much larger share of their labor for money, and those who had outstanding loans at fixed rates of interest were able to purchase 50 per cent. more with their money. So the money lender gained what the other lost. But this gradually came back on the money lender, and though money was dearer to buy with labor or products, it became reduced in value as an earning power, as witness the rate of interest in Britain the past two years.

It will be said, then, "that everything has accommodated itself to the gold standard, and so no one is harmed." Well, so far as gold standard countries, trading among themselves, are concerned, this may be largely true. But there are India, China, Japan, South America and Mexico, with 900,000,000 of people (two-thirds of the world's population), who have to-day, as always, a silver standard only. In these countries prices have remained stationary in silver. The producer of cotton, tea, silk and wheat in India, China, Japan, the Argentine, etc., is paying the same price in silver for his labor, rent, taxes, etc., as he did twenty-five years ago. So that when he competes with the producer in a gold country and sells his products there in gold, his advantage on these items over the gold countries is doubled as compared with what it was previous to 1873. This is why Indian cotton mills can pay handsome dividends of 10, 12, 15 to 25 per cent., and have displaced all British goods and yarns from No. 20 down, while English cotton mills of the same class cannot pay 1 per cent. Japanese silks have largely displaced European. This also accounts for cheap wheat, cattle, etc., from these silver countries; and if the present disparity between the two metals is maintained, the contest between the white man with the yellow money, and the yellow man with the white money, will be intensified, and the latter will win.

The stupid and corrupt silver bills of the United States have intensified the trouble. They started out in 1878 with a silver dollar worth only about 82 cents then, and there was no more just cause for the Government to buy a fixed amount of silver than a fixed amount of dry goods. They sought to go alone. Unparalleled conceit and folly, to depreciate their own money, to alarm their creditors, to force a liquidation of their loans, and at the same time to reduce the value of all their exports, or, in other words, their assets, and all at the bidding of the silver kings! But when it is remembered that the annual value of the silver produced in the United States is only about \$55,000,000, as compared with the estimated annual value of the products of the field, forest and factory of \$13,000,000,000, her interests are largely in favor of a fixed international standard.

I have only touched the fringe of the question, but am satisfied that the use of the two measures, both gold and silver, as indicated in the bimetallic platform, would give greater stability to prices, be especially helpful to the gold countries, and restore somewhat the old equilibrium between the two metals. As things are, we shall need specially to watch the yellow man with the white metal.

The Highest Class of Black Dress Fabrics For Gentlewomen

Over 100 styles and qualities of Black Dress Goods in stock from 15c. to \$1.50 per yard.

Dress Goods—the newest fabrics and latest designs. Syndicate shades for home, street and evening wear, **with trimmings to match.** Choice ranges in Ladies' Suiting and Costume Goods—the latest West End London styles.

Silks, Silk Velvets and Velveteens—all reliable standard goods—at close prices.

Flannelettes

English, American and Canadian; English Opera shades; English Printed, 150 designs; English Woven, 100 designs. Designs and cloths confined to us in above goods.

Linens . . .

Towellings
Tablings
Canvases

BROPHY, CAINS & CO. 196 MCGILL STREET **MONTREAL**

A FEW SPECIALS

DRESS GOODS

- Full ranges of Velveteens, blacks and colors.
- “ “ 32-inch Cape Velvets.
- “ “ Cream Serges and Crepons.
- “ “ Blouse and Fancy Silks.
- “ “ Lawns and Muslins.

Haberdashery and Smallwares

- Full ranges of Women's Hermsdorf Dye Cotton Hose
- “ “ Silk Gloves and Mitts.
- “ “ Umbrellas and Waterproofs.
- A few clearing lines of Flannelette Shirts.

WOOLENS

- Full ranges of Blue and Black Twills.
- “ “ Black and Fancy Worsteds.
- “ “ Venetians.

DRESS STIFFENINGS

- Linen Grass Cloth, 28 inch.
- Cotton Grass Cloth, 28 inch.
- Cotton Grass Cloth, 42 inch.
- Real Hair Cloth.
- Crinoline, in black and grey.
- Canvas, black, white, slate and natural.
- Canvasette, black, slate, cream and white.
- Collar Board Canvas.
- Imitation Hair Cloth.

IMPORTED STAPLES

- 27-in. Fast Black Sateens, spots and stripes.
- 29-in. Dimitics, in black, blue, red, and green stripes.
- 32-inch Wine Red Cashmerettes.
- 20-inch x 40 inch all Linen Huck Towels, job.
- 34-inch Bunting for decoration purposes in all colors.

HOUSE FURNISHINGS.—Carpets—Fully assorted ranges in all makes.
Quilts—Honeycomb, Marseilles, Applique, Nottingham Lace, Swiss, and Irish Point,
Chenille Covers and Curtains. **SPECIAL ATTENTION GIVEN TO LETTER ORDERS.**

McMASTER & CO. 12 Front Street **TORONTO**



SIZES OF HOSIERY.

Editor DRY GOODS REVIEW:

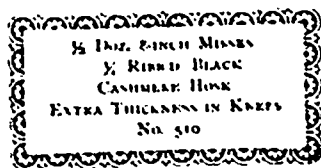
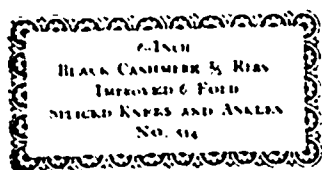
SIR,—In your July issue reference was made to sizes of hosiery. English and German hose are now and have been for some years past quoted in inches, half an inch being a size, misses' being from 4 to 8 or 8 1-2 inch, women's, 8 1-2, 9 and 9 1-2.

Some Canadian makers now quote for inches, but others still quote for sizes, some 00 to 8, others 0 to 8, 8 generally being 9 1-2 inch, and 00 being 4 inch; thus leaving out two sizes somewhere by inch measurement. Foreign makers have ten sizes between 4 and 8 1-2 inch, i.e.: 4, 4 1-2, 5, 5 1-2, 6, 6 1-2, 7, 7 1-2, 8, 8 1-2, but there are only eight sizes between 00 and 6, i.e.: 00, 0, 1, 2, 3, 4, 5, 6, as used by home makers.

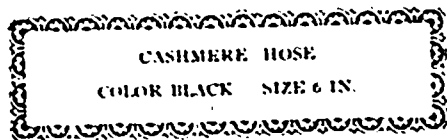
Many foreign makers quote an even rise in price per 1-2 inch above 6 inch, and fall so much below, which is a great help to stock-keepers having many lines, but the Canadian goods often do not rise evenly. It would be better if they did. If all Canadian makers at once adopt the half inch measurement, then you will be quite right in saying that they are "doing their best to counteract the difficulty."

We have sold our hosiery for the past ten seasons by inch measurement, and were under the impression that the majority of houses did likewise.

While on the subject of marking hosiery, we might add that the system, or want of system, followed by some of our hosiery makers in marking the range numbers as well as sizes on packages or boxes is very lax. For example, compare the three labels enclosed; the English read:



The Canadian label reads:



part printed, the balance scratched on.

By the imported label the department knows at a glance what the package contains, the other—well, you can guess or open the package and find out.

Then, this apology for a label must cost the makers as much or more than the imported one.

We take pleasure in saying that some Canadian manufacturers are boxing their hosiery equal to the imported. As a

proof of this we will be pleased to show you on first opportunity our best lines of Canadian hose.

With our respects to Messrs. A. Allan & Co., of Calgary, for opening up this hosiery correspondence,

We are, yours truly,

BROPHY, CAINS & CO.

MONTREAL PERSONALS.

S. Hurd, of McIntyre, Son & Co., left last week for Europe via New York.

W. P. Slessor will cross the ocean in September for James Johnston & Co.

David Morrice, of D. Morrice & Sons, leaves next week on a trip to England.

G. B. Fraser, of the Greenshields firm, Montreal, sails on the 3rd for England.

Leslie Gault, of Gault Bros., is leaving shortly for England to buy for the firm.

John Barrett, of McDougal, Barrett & Co., sailed for England by the Mariposa July 10.

Wm. Bailey, manager for Peter Schneider's Sons & Co., is in New York arranging for the new goods in upholstery and drapery.

E. B. Greenshields, the head of the firm of S. Greenshields, Son & Co. and a director of the Bank of Montreal, returned, with his family, by the Parisian July 20 from a tour abroad.

The smallware department at S. Greenshields, Son & Co.'s, Montreal, is being completely rearranged and reorganized, so as to make it more convenient for the customers and the filling of orders.

A large western firm has written to S. Greenshields, Son & Co., Montreal: "We have no Endora in stock, so please ship at once, and all of Priestley's you can do for us." An encouraging kind of note for a firm to get, as well as a tribute to the goods.

W. D. Le Boutillier, who represents Glover & Brais in the Maritime Provinces, left by the Parisian on Saturday, accompanied by Mrs. Le Boutillier, for a trip to England and the island of Jersey. He will visit his parents, who live in Jersey, and return in September to follow his old route, where he is so well known.

ART DRAPERIES.

Among the novelties shown this season in the American markets are some very dainty patterns in silk, beautifully embossed in gold. These are being largely used for curtains and pillows. One of the most beautiful effects is to be seen in cream creped silk, with handsome design embossed in gold.

There are many patterns in Moorish, Turkish and Persian designs, both in gold and bronze effects, the latter being one of the most favorite combinations. Similar patterns are also shown on sateen, etc., and can be retailed nicely at 25c. per yard. These goods are much superior to the Japanese, as the gilt does not rub off.

A full stock of these goods can be seen at the warerooms of Boulter & Stewart, who represent some of the largest mills in the United States.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

---: IMPORTERS OF NOVELTIES IN :---

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

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

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

WE CARRY THE CELEBRATED FIBRE CHAMOIS IN STOCK.

Kyle, Cheesbrough & Co.

MONTREAL.

There's money for you

IN HANDLING OUR
NECKWEAR . . .

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

SPECIALTIES

French-made Lawn Dress Bows, hand-stitched.
put up two Bows in a box.
Satin-lined Neckwear, 200 designs at \$2.25 per
dozen.

Better grades in great variety; all the latest
shapes.
Black Neckwear always in stock in all shapes.

GLOVER & BRAIS

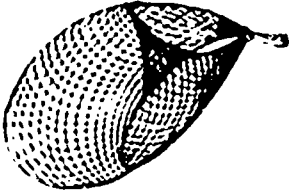
WHOLESALE MEN'S FURNISHINGS

184 McGill Street, MONTREAL

TWO SPECIALTIES.

SPECIALTIES usually bring twice the rate of profit supplied by staple goods, hence are worthy of all attention. Two of the new things continually being put on the market by Brush & Co., Toronto, are illustrated herewith.

The "B. W." sleeve distenders are shown herewith. They hold the sleeve to the stylish fulness, are made of finely tempered braided wire, and covered with cambric to prevent their being seen through the thinnest sleeve. They are light in weight, cool, comfortable and durable.



SLEEVE DISTENDER, UNCOVERED

They cannot get out of shape, yet, being made of this flexible material, adjust themselves to any sleeve and allow the coat sleeve to go on without any trouble. They are made in two sizes, large and medium. Corset steels that lock at the top and bottom are the second specialty illustrated herewith. The makers claim that this very desirable article is a double re-inforced clasp, of best quality steel; preserving the corset in perfect shape, outlasting a dozen ordinary steels, and can be stitched into any corset. It can be instantly hooked or unhooked, and cannot be unclasped accidentally.

THE COTTON THREAD WAR.

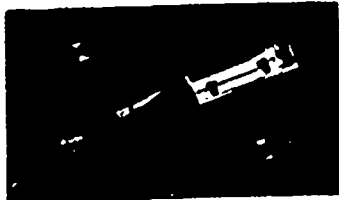


SLEEVE DISTENDER, COVERED

are selling at or below cost.

In a recent letter to 'The Drapers' Record' the Coats people say: "In a number of foreign markets in which we do a large business, Messrs. Chadwick cut prices so low as to return them less than seven shillings for 200 yards six-cord, their price in the home market being at the same time fourteen shillings and sixpence, less discounts. Messrs. Clark and we bought large

quantities of Messrs. Chadwick's goods at these low prices. Some of them we sold at a profit, others we have still on hand, and hope to sell them with a good profit later on."



BRUSH'S LOCK CORSET STEEL

This action was mentioned in these columns about a year and a half ago, and there is no doubt Canada is referred to in the above quotation.

A similar state of affairs exists in Australia, for 'The Australian Storekeepers' Journal' says: "We find that the same trouble exists here (Melbourne), and that the Central Agency—which represents Messrs. Jonas Brooks & Bros., Messrs. Clark & Co., and Messrs. J. and P. Coats and the agents for Messrs. Kerr & Co. and Messrs. J. Chadwick & Bros., are industriously

cutting each other's throats, with the result that cotton is cheaper here than it is in London, and has been so for over a month, the reduction having commenced here, strange to say, two days before it was made in England."

The Coats people declare it is all the fault of the Chadwicks, who refused to come into the Agency, and then cut prices, not to maintain their trade, but to cut out that of the Agency.

The Chadwick people claim that they did not join the Agency, thinking they would have to sell at a very low price on account of their being the small firm in a large combination, that they afterwards proposed an amalgamation, which was refused, and that the Coats firm have also resorted to cutting to catch their (Chadwick's) customers.

Messrs. Chadwick propose to arbitrate the points in dispute and thus restore the proper level of prices.

A JOB IN PRINTED PIQUES.

This is declared to be an exceptionally good season for printed cotton goods, and S. Greenshields, Son & Co., Montreal, state that the demand exceeds those of former years. This firm is now offering a special line of printed piques at a rate much lower than manufacturers' prices. The goods are of excellent texture and very tasteful in design. They are going off rapidly.

SAMPLES OF THREAD.

The Canadian branch of Wm. Clapperton & Co., at 165 St. James street, Montreal, have prepared a line of samples for the trade. These will be sent free on receipt of a postal card from any merchant requesting them to do so.

GOLF JERSEYS IN BICYCLING.

A handsome and taking line of golf jerseys, English and German goods, is shown by S. Greenshields, Son & Co., Montreal. The wool is fine, and the manufacture beautiful, the styles being tasteful and new. Among other uses the golf jersey is happily suited for lady bicyclists who need to give as much thought to the upper portion of the bicycle costume as the lower. They will be pleased with the line offered by this Montreal house.

ADVANCE IN FEATHERS.

There has been a sharp rise in feathers. Since the beginning of May values have advanced about 100 per cent. from the lowest point. The importing trade generally had placed their orders before the rise, but there are some who were caught. Stocks of trimmings for Fall and Winter trade, which are just coming to hand, are held very much firmer in consequence, and here and there an advance is asked.

NEW GOODS IN DEMAND.

Trade is active, and the call for new goods is brisk. Such is the report of Messrs. Greenshields, Montreal, who are now opening up their line of Scotch dress goods with mohair effects, which are selling rapidly. A shipment of black mohairs and brillantines is now also just being shown. The firm's black and colored satin ribbons are coming in every week, and orders are being filled as rapidly as possible.

Wm. Clapperton & Co.

165 St. James Street

MONTREAL



Clapperton's Spool Cotton

Blacks Warranted FAST DYE.



SUPERIOR TO ALL OTHER MAKES.

Full stock carried of the following lines:

- Stewart's Linen and Shoe Threads
- English White Cottons
- English Turkey Red Cottons
- White and Black Book Muslins
- Victoria Lawns
- Wool Mendings on Cards
- Full Line of Boot and Shoe Laces
- Wm. Hall & Co.'s Needles

Write for Samples And Quotations.

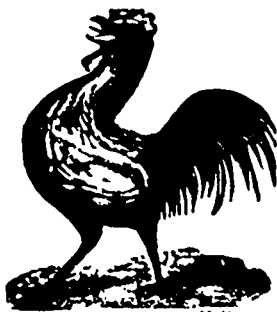
Robert C. Wilkins

Manufacturer of

SHIRTS, OVERALLS, WORKING JACKETS, ETC.

108 McGill Street

MONTREAL.



"I crow over all."

Rooster Brand Specialties

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

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

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

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

NOTICE.—Goods well made and large sizes.

James Johnston & Co.

26 St. Helen Street, MONTREAL

Importers of British and Foreign Dry Goods. Dealers in Canadian and American Staples, Etc.



DEPARTMENTS

Silks, Ribbons, Trimmings, Dress Goods, Velveteens, Hosiery, Gloves, Underwear (Gents', Ladies' and Children's), Smallwares, Handkerchiefs in Silk, Linen, Cotton, Muslin, Laces, Embroideries; Cloths, Tweeds, and Gents' Haberdashery.

A Fine Assortment of Scotch Zephyrs in stock.

DOMESTIC COTTON GOODS OF EVERY DESCRIPTION



SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the City to call. They will be cordially welcomed.

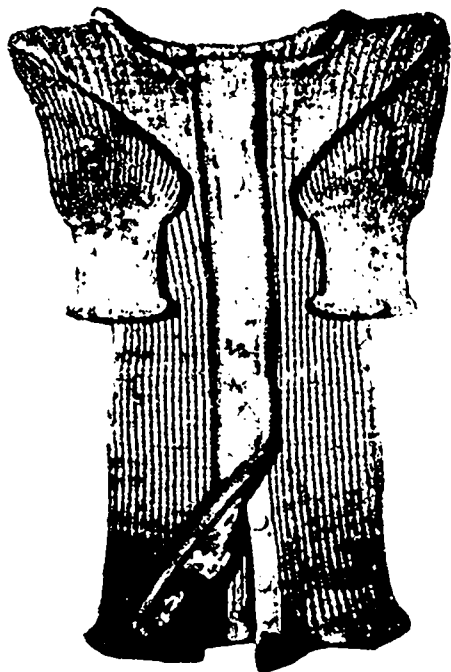


Sole Agents for the Antiseptic Sanitary Diaper

Put up in 10 yd. lengths, following widths: 18, 20, 22, 24, 27 in

AN INFANT'S PATENT VEST.

WOOLEN and other manufacturers who have specialties of their own, and advertise them well, furnish the retailer with a line on which he can secure a good profit, and which creates its own demand.



AN INFANT'S PATENT VEST.

S. Lennard & Sons, whose "Elysian" vests have become well-known, have added an infant's vest to their list of specialties. It is made open at the front, rendering it so much easier to lay an infant in than the old kind, which are pulled over the head. It fastens in the front with buttons. These goods are made from the finest qualities of yarns imported from Europe, and are sold extensively to the wholesale trade.

SPECIAL FALL LINES.

Full ranges of Fall goods are shown by McMaster & Co., but some special lines are worthy of notice. These are imported and domestic tweed dress goods; a full range of colorings in boucle effects, archaic plaids and frizes for both costumes and cloakings.

A special line of cashmere hosiery, extra value, is being opened up this week. Boating shawls and cloth shawls are in full display, and in the same department are special lines of handkerchiefs, Tam O'Shanter and wool hose.

HABERDASHERY, ETC.

In W. R. Brock & Co.'s haberdashery department a great demand is reported for the R. D. F. skirt facing. Another shipment of this is to hand in black, navy blue, seal, browns, fawns, grenat, etc. Bias Vel-Vel and other facings are also in full stock.

They have made another large purchase of ladies' underwear and secured more bargains. "Ruby," "Pearl," "I.X.I." and "Startler" are some of the leaders. The latter line has a buttoned front, improved lace and ribbon trimming, and to retail at 25c. can hardly be beaten.

Gloves are shown in immense variety in both ladies' and men's. Their woollen gloves to retail at 25 and 50c. are well worthy of special attention.

In ribbed wool hose, "P.M.," in sizes 6 to 9½, can be retailed at 25c. in spite of its excellent weight, stock and finish. In plain wool hose, "R.H.," in sizes 8½, 9, 9½, retails at the

same price. It has a cashmere finish and can be produced in children's sizes. "Buyit" and "Tryit" are two lines to retail at 15 and 20c respectively.

DEPARTMENTAL STORES.

(CONTRIBUTOR)

THE departmental stores seem to be increasing in number and size, and to be driving out many of the smaller concerns; but it is as yet too soon to say that trade will all drift into these channels and nothing be left for specialty shops. The department store offers the advantage of purchasing almost anything under the one roof. They also cut clean away from the credit system and sell for cash only. They adopt very fully the idea of "leaders," or selecting certain well known or easily recognized lines and selling them near, at, or below cost. They advertise freely and persistently, and to a large extent follow the "ticketing" practice so long prevailing in Great Britain in what are known as "pushing" houses. They have their bargain days, when lots of goods which it is desirable to get rid of are pushed off, and, generally speaking, they are hustling all the time.

But there is only one way to make money, and that is by profit on what is sold. Good buying is at the bottom of all successful storekeeping, and personal interest is necessary to bring out the best efforts. In a departmental store the heads of departments must have pretty full swing, and their interests do not always coincide with the proprietors' when buying goods. This has been the experience of merchants doing business in the large European centres. In fact, so long as human nature remains as it is, personal gain will continue to be the leading factor in people's pursuits; so that unless a departmental buyer thinks he can do as well as a servant, he will, if he is capable, strike out for himself. It is, therefore, questionable whether the best talent can be permanently secured by this system. Then, as to the general help, the great desideratum with the large stores seems to be cheapness, and this is not in the best interests of either the storekeeper or the customer. Perhaps the carelessness or indifference of cheap help affords also greater opportunities for shoplifting, which is rendered still easier by the way the goods are displayed.

The depression of the past few years has been specially favorable to those who offered "bargains," as everybody wanted to economise, but there is no reason why specialty shops should not succeed as well as ever when properly managed. When the Civil Service and other so-called co-operative stores were started in England many years ago, it was thought that the ordinary shops would have to go under. "A new broom sweeps clean" and "the stores" had a big run, but the old ways for making money did not change. Good buying, good profits, personal interest and attention, minimum losses from bad stock, bad debts and interest—these are the never-varying essentials to success. The other shops adopted cash payments, no credit, "leaders" on well-known articles, and lots of profit on the others, turning the concerns into limited companies and getting plenty of outside capital satisfied with a small rate of interest, and to-day the Civil Service and other such stores are only counted in as ordinary shops. It is evident, therefore, that unless the proprietors, the managers, the buyers and the general staff of departmental stores are superior in ability, they will not drive out specialty shops properly conducted. This is less liable to be the case on this continent than in Britain, for in that country men are more content to remain in a steady

subordinate position, while here a man who has proved himself successful as a department buyer and manager is apt to think he ought to be his own employer, unless he and his staff get such salaries as make the cost of the department as great as a separate shop.

Let the specialty shops adopt the cash system, have some "leasers" to satisfy the bargain hunters, give their best personal efforts to both buying and selling, and they will no doubt be able to hold their ground. As to "Bargain days," that will probably cure itself, as the stores are rapidly driving a larger portion of their business into these days and doing comparatively little at other times, which means poor service on busy days and too much help on others. The general public will be better served and wealth and profit more evenly distributed by specialty shops.

ONLOOKER.

TORONTO PERSONALS.

Mr. S. F. McKinnon and his buyer, Mr. Pack, have returned from Europe.

Mr. W. A. Dewar, carpet buyer for John Macdonald & Co., sailed for Europe recently.

F. R. Hodgens, of Hodgens Bros., Clinton, was in Toronto wholesale houses this week.

P. H. Burton, of Toronto, sailed for Europe on July 24 per the Majestic from New York.

It is claimed that John Hallam, of Toronto, has bought most of the Northwest wool.

The Ontario Government has again leased the corner of Queen and Yonge streets, Toronto, to Mr. Philip Jamieson, which site he was occupying at the time of the late disastrous

fire. The lease is for 21 years at \$4,000 per annum, and a condition of the lease is that the tenant erects a fine building on the site.

Word has been received from England that Mr. Paul Campbell, of John Macdonald & Co., is rapidly recovering his health. He will shortly return home.

J. S. McKinnon, buyer for McKinnon & Co., Blyth, Ont., called on THE REVIEW on Monday. He was on his way to the Muskoka Lakes for a two weeks' outing.

The stock of the Colonial Manufacturing Co., Toronto, consisting of umbrellas, parasols, trunks, valises and other goods manufactured by the firm, was sold recently to McKendry & Co. at 50c. on the dollar.

Gordon, Mackay & Co.'s employes are enthusiastic sports. They have played several cricket matches already this season, and have a number of fixtures arranged for August.

Geo. Caudwell, of Brantford, has been in Toronto for the benefit of his health. The treatment received has benefitted him very much, and his old-time enthusiasm and energy have returned. For the last few days, he has been a constant visitor to the wholesale houses.

THREE DATES.

August 26th to 29th.
September 2nd to 5th
September 2nd to 14th.

Here are three dates to be remembered. The first is the date of the Toronto millinery openings. The second is the date of the Montreal millinery openings. The third is the date of the Toronto Industrial Exhibition.



DON'T MISS IT

The next number of **The Dry Goods Review** will be the **Special Fall Trade Number**. Don't miss it! As usual, it will be brimful of the latest ideas and news for the trade.

Advertisers requiring extra space should notify us at once. Space is limited, and the sooner we hear from you, the better position can we give you.

Last Day for Copy is August 23rd.

The Dry Goods Review



TRADE CHAT.

ONE of the new barristers and solicitors who have just been admitted to practice at Osgoode Hall is Mr. W. H. Holmes, who is well and favorably known to the wholesale dry goods trade of Canada, in which he spent more than 17 years. Mr. Holmes was the pioneer traveler between Toronto and the Pacific Coast for Wyld, Grasett & Darling when that firm was formed. He had previously been in the service of McInnes Bros. & Co., of Hamilton, till the termination of that business in 1879, after which he was associated with McMaster & Co., of Toronto. Mr. Holmes entered the Law School directly from the service of Gault Bros. & Co., of Montreal, whom he had represented in Ontario, became articled to the law firm of Watson, Smoke & Masten, and successfully passed in their order all the examinations prescribed by the Law Society.

The clothing stock of B. Silver, Kingston, has been sold at 30c. on the dollar.

Mrs. L. C. Wheelock, Lawrencetown, N. S., general store, has been succeeded by W. E. Palfrey.

The Kingston merchants are arranging to give the clerks a half-holiday during August and September.

Messrs. Broddy & Co., Ingersoll, have disposed of their dry goods business to Messrs. Hollinrake & Co., of Toronto.

Mr. Lew Hirsch has left for Chicago, where he has received a position in a clothing establishment.—St. Thomas Journal.

King & Sullivan, Guelph, have had their store papered, painted and fitted up. It is now a star gents' furnishing store.

The general store business of McDonald Bros. & Co., Montague Bridge, has been sold by the assignee to F. S. McDonald.

The contract for dry goods for the Manitoba Penitentiary has been awarded to Archibald Wright, of the London House.

James Shea, the well-known dry goods merchant of Hamilton, sailed from New York on Saturday, July 20th, for Europe.

Messrs. Dupont & Wilson are making a success of the Kingston oil-cloth works. They claim to be turning out 1,200 to 1,400 yards per week.

Robt. McNamara, formerly with John White & Co., dry goods, Woodstock, has gone to assume an interest in the firm of Alexander & Co., Montreal.

Mr. A. F. Parker, a merchant tailor of Woodstock, and Eliza, daughter of W. Coventry, of the same town, were quietly married in Guelph on July 2.

Mr. Archibald Foulds, of Messrs. Simons & Foulds, dry goods importers, Quebec, sailed for Liverpool by ss. Parisian on 28th inst.

The Montreal Cotton Co. has placed several new lines of dress canvases and grass cloths on the market. These new lines will compete with imported goods.

Mr. D. E. Broderick has leased the store in the Meehan & Regan block, St. Thomas, formerly occupied by Mr. McDonald Fraser, and will occupy the same on Sept. 1st.

At Suckling's, Toronto, the dry goods stock of Rutherford & Wood, of Bolton, amounting to about \$3,000, was sold by Mr. E. Butler to Mr. J. T. Andrews for 66 $\frac{1}{4}$ c. on the dollar.

The residence of Mr. and Mrs. W. Chapman, London, Ont., was the scene of a very pretty home wedding last Thursday evening, the occasion being the marriage of their only daughter

S. Alice to Mr. John R. Herald, of the firm of Fraser, McMillan & Co., wholesale hats and caps, of that city.

The employes of John Calder & Co. accepted a challenge from the employes of W. R. Johnson & Co., wholesale clothiers, Toronto, to a game of ball at Dundurn Park, Hamilton, Saturday.

Bank clearings at Winnipeg, Toronto, Montreal, Quebec and Halifax amount to \$487,553,437 for six months of 1895. In the first half of 1894 the total was \$457,547,687; the gain is about 7 per cent.

Mr. R. Aumond, dry goods merchant, St. Cuneconde, while playing croquet with some friends on the evening of the 19th ult., fell down insensible. He was conveyed to the Notre Dame Hospital, but after lingering for two hours expired.

The death took place on the 14th ult. of Mr. Charles A. Ott, of the firm of John Ott & Co., wool dealers, Brantford, one of the most popular young men of that city. Mr. Ott, who was only 29 years of age, was attacked with appendicitis, which proved fatal.

The dyehouse of the St. Croix cotton mill at Milltown, N.B., is to be enlarged. The enlargement will consist of an extension 62 x 60 feet, two storeys high. The work will begin at once. The contract price is about \$7,000. In addition to the building \$10,000 will be spent for new machinery.

Incorporation by Ontario letters patent is sought by the firm of C. Ross & Co., dry goods, Sparks street, to be entitled, "C. Ross & Co., of Ottawa, Ltd." Capital, \$250,000, in shares of \$100 each. The first directors of the company are to be W. G. Bronson, Charles Magee, Denis Murphy, and Edward Seybold.

Walters Bros. & Co. have had quite an ingenious scene in their south window to-day advertising some of their waterproof goods. The device consists of two pools of water on the window floor, the water being kept from running away by the waterproof goods. In the pools are some ducks swimming. It's a very good illustration of the waterproof qualities of the goods.—Sarnia Post.

On Tuesday, James Walsh made the heaviest single cash purchase of fur that has ever been made in Edmonton, from Larue & Picard. The amount was \$14,000. The following list of the fur will give some idea of the value involved: 1,602 marten, 1,014 lynx, 667 mink, 212 beavers, 130 bears, 26 otter, 86 fisher, 22 silver fox, 89 cross fox, 162 red fox, 2 wolverine, 18 coyotes, 1 wolf, 319 skunk, 2,005 rats. Mr. Walsh represents the fur house of Ullman & Co., which has establishments at Leipsic, Germany; London, England; New York and St. Paul, besides a number of purchasing agencies all over North America.—Edmonton Bulletin.

SOME SMALLWARES.

Wyld, Grasett & Darling have received large shipments of Fall and Winter hosiery, amongst which is a special line of ladies' and children's 2-1 ribbed all-wool imported cashmere hose, 5 inch; can be retailed for 15c.; 9 inch retailed for 25c. per pair. Sample dozens are being sent on application.

In ladies' and children's ribbed underwear, they are showing large ranges, at leading popular prices. One line to retail at 25c. has an open front, is mostly wool, and is handsomely trimmed down front and around neck.

In dress trimmings they are showing the latest novelties in jets, narrow and medium widths, with and without points.

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

Offices:—Bank of Toronto, cor. of Wellington and Church Sts.

TORONTO, ONTARIO.

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

TO LET

Two Stores in the Coombs & Stewart Block, City of Brandon, Man., 48 feet front 65 feet deep, with cellar. For particulars apply to J. R. Foster on the premises, or

ROBERT M. COOMBS, Elkhorn P.O., Man.

NORTHERN ASSURANCE COMPANY OF LONDON

Established 1836

Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

Canadian Branch Office:
174 Notre Dame St., Montreal

ROBERT W. TYRE,

G. E. Moberley, Inspector.

Manager.

MANNHEIM INSURANCE CO.

Marine Risks Exclusively

Incorporated 1879. Established in Canada 1885.

Capital and Assets Exceed \$2,600,000

Jas. J. Riley & Sons, MONTREAL

Managers for Canada

Sub. Agents in chief Cities and Towns

CASH CARRIERS



We manufacture and sell every style of Cash and Parcel Carrying Devices. The "LAMSON" Cash Carrier is the first which was ever brought out on the market, and the most reliable.

The "LAMSON" is the pioneer company in **Store Service**. Prices low and terms to suit the times. Correspondence solicited.

E. ST. AMOUR - Temple Building, Montreal

SAMSON, KENNEDY & CO.

Wholesale Staple and Fancy Dry Goods

TORONTO

GREAT PURCHASE of SWISS MUSLINS including Spots and Sprigs in White and Colors. These we offer at prices which cannot fail to close them out in a few days.

Lot 1. 50 pieces White Swiss Spot Muslin - 14 cts.		Lot 4. 75 pieces White Swiss Sprig Muslin - 18 cts.
Lot 2. 150 " " " " " " - 16½ "		Lot 5. 100 " Colored " Spot " - 17 "
Lot 3. 150 " " " Sprig " - 16½ "		Lot 6. 75 " " " " " " - 19 "

In all 600 pieces Special Swiss Muslins below manufacturers' prices.

Lot 7. 200 pieces Job Swiss Checks . . . 3½ cts.		Lot 11. 15 dozen Job Sun Hats . . . \$3.50
Lot 8. 500 dozen Initial Handkerchiefs . . . 35 "		Lot 12. 100 pieces Job Veilings, assorted . . . 8 cts.
Lot 9. 20 " Job Sun Bonnets . . . \$1.20		Lot 13. 120 " " " " " " . . . 10 "
Lot 10. 25 " " " " " " . . . 3.25		Lot 14. 100 " All Wool French Detaines . . . 12½ "

EVERY DEPARTMENT WILL STILL BE FOUND WELL ASSORTED.

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

SAMSON, KENNEDY & CO.

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

CLOTHING AND WOOLENS.

THE representative of E. A. Small & Co., wholesale clothing, Montreal, is now in New York and other centres of the clothing trade, taking note of new styles and patterns for the spring trade. The travelers of the firm now out for the Fall trade are doing well, and the prospects for the autumn are good.

THE REVIEW learns that the entire stock of J. W. Mackedie & Co. will be bought out by another large firm in the trade, who will do the business in future of the two houses. Mr. Mackedie intends retiring from business altogether.

A new firm in wholesale clothing, Montreal, is McMartin, Campbell & Co. Mr. McMartin retired some time ago from J. W. Mackedie & Co., and another partner, Mr. Campbell, was in the employ of that firm.

The London Drapery World of July 13 says: "A meeting of the creditors of Mr. William Shaw, woolen cloth merchant, engaged principally in the Canadian trade, and carrying on business as Messrs. Shaw, Sons & Co., St. George's square, Huddersfield, had been arranged to be held on Friday in last week at the Huddersfield office of Messrs. Armitage & Norton, but was further adjourned until the 16th inst. It has been found advisable to send a clerk out to Canada to examine the books of Messrs. W. Shaw & Co. and Messrs. A. Small & Co."

W. R. Johnston's and Gordon, Mackay's employes played a five-innings game of baseball on the old Upper Canada College grounds, Toronto, last Tuesday evening. Johnston's team won by 10 to 8.

Thibaudeau Bros. & Co. have a great variety of woolen underwear which, having been secured before the rise in woolems, are no higher in price as long as the present stock lasts. In cloakings, sealettes and lambskins the firm look for a considerable rise in price—as high as 25 per cent.

There is a big demand for flannelettes; so Thibaudeau Bros. & Co. report, and they have a large assortment.

John Fisher, Son & Co. report an excellent June business, fully a third over June of last year, and July has been very active as well.

Another special American trip is being taken by the representative of H. Shorey & Co. for their Rigby cloth. The export trade in these Rigby-treated goods promises to become very large, and the firm intend to make up imported British tweeds specially for the United States market, and claim the rebate allowed on manufactures for export. Rigby adapts itself to so many costumes that its success is not unnatural. A new line now in contemplation is coachmen's suits. Messrs. Shorey are going to have sample dresses made in order to show the suitability of Rigby for ladies' street costumes.

John Calder & Co., clothing, Hamilton, are advertising for a traveler to represent them in the Maritime Provinces.

A leading Montreal clothing house reports some special demands during the last three or four weeks which indicate that

very cautious buying has previously prevailed, and that stocks are not above requirements. There has been a demand from Toronto, and the orders from the Northwest show an improvement corresponding to the encouraging crop prospects.

W. R. Brock & Co. have everything a tailor needs. Some jobs in Canadian tweeds are now being offered. In imported goods, worsteds, chevots, Scotch tweeds, etc., in full array in new colorings. Their line of black trouserings is a specialty with them. In linings and trimmings they have an excellent assortment. "Kirk's Doeskin Finish" is a sufficient guarantee of their merit. Braids, spears, crayons, twine, pant rubbers, buttons, silks, basting and linen threads, squares, draft paper, buckles, fashion reports, etc., are all on exhibition for buyers.

LISTER'S SILKS.

A large shipment of Lister's famous colored striped silks has just been opened at S. Greenshields, Son & Co.'s, Montreal. These goods are very fine. In Lyons silks, too, the firm are showing a wonderful line of surahs at 22½c.

A NINE-DOLLAR SHIRT.

Glover & Brais have secured a special line of natural wool underwear, soft finish, nice medium weight, which they are selling at the low figure of \$9 per dozen, from 36 to 40 inches: larger sizes at a slight advance. This line is beautifully finished and will be found very suitable for the Fall furnishing trade.

GOLFERS AT LOW FIGURES.

Some of the prettiest golf jerseys offered to the trade are those shown by Kyle, Cheesbrough & Co., Montreal, who have a range of them, of German make, selling at \$2c per dozen. Some of the light-colored lines—pink, white, etc.—are exceedingly handsome, and will look as well as silk blouses in dressy appearance. These wool golfers, with their fashionable puff sleeves, are suited for boating, tennis and the seaside, and will wear nicely under jackets in winter. The firm have a full range of Tam O'Shanters at all figures, which look well to accompany the golfers, besides being tasteful for young girls during the summer and autumn.

MEN'S GOODS.

Wyld, Grasett & Darling have passed into stock this week another shipment of men's silk neckwear, which makes their Fall stock complete.

Their range this season is particularly attractive, as they show only new goods, last season's purchases being entirely disposed of. They strive to confine themselves to small, neat patterns, quiet colorings and correct shapes, and for the coming season this display is specially worthy of inspection, and includes Derbys in 2¼ width, as well as graduated, pleated knots with pointed ends, Peyton bows, colored Club House ties, etc.

The Grandee, Glendowe and Mentone English collars are in greater demand than ever, which shapes they carry in stock in various heights. Recent shipments which have been added to stock enable them to fill all demands.

They also show a large assortment of youths' and men's fancy knit wool sweaters in navy, white, black and tan, with collars to button or roll at the choice of the wearer.

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

MONTREAL

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

TORONTO

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

HAMILTON

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

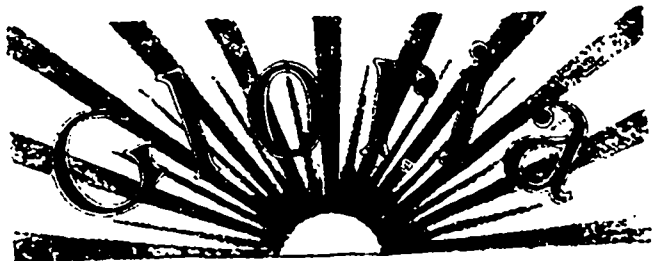
Do you want something to attract Trade this Fall?

Something new to talk about? Something to interest your customers and help sales?

Fibre Chamois is now well known, and is going to be advertised in almost every daily and weekly paper in Canada, as a cheap, durable, and **Windproof Interlining for Clothing**, and is going to be in demand.

The man that has a full stock of Coats, Vests and Overcoats interlined with Fibre Chamois, and who advertises it, will attract the bulk of the trade, and will get the benefit of all our advertising.

It is the "Live Up-to-Date Merchant" who gets ahead in these days of keen competition.



Dealers who wish to give good value, and make a fair profit, should stock our famous

"Gloria" Saxony

Superior to all other Wools for Knitting and Crocheting purposes. . .

Colors never vary.

Quality always the same.

Macabe, Robertson & Co.

Wellington St. West

TORONTO

Put this Name and Address

IN YOUR MEMORANDUM BOOK

F. C. Daniel & Co.

Wholesale Fancy Dry Goods.

43 SCOTT STREET

TORONTO

And if you visit our city this Fall come in and see our Children's Headgear for the approaching seasons.

YOU WILL BE PLEASED

UMBRELLAS AND GLOVES.

OUR illustration shows two different shaped umbrellas, although exactly the same size ribs, viz., 25 inches. The Saucer shape used by Irving & Co., they claim, affords from 1½ to 2½ inches more protection than the Cup shaped goods, besides, being of better appearance, will sell easier to the consumer. Recognizing the necessity of extra values in men's umbrellas to retail at \$1, \$2 and \$3, special lines are shown to meet these requirements. These will, at the same time, have a good round margin of profit.

This house keeps in active touch with the stick and handle markets. New novelties will always be found in their samples, their Fall range now showing being almost confusing in the large variety.

Mr. Patton, of the Montreal agency of Emil Pewny & Co., is on his way out from France with the season's new goods. He is expected in Montreal early in August.

Regarding colors for Fall, it is believed that straight tans and red-browns will prevail, though not of such a sombre tone as



THE SAUCER



THE CUP

last winter. A tendency toward harmony with the brighter colored fabrics in vogue is suggested, but though such new effects as moss-green, salmon-pink, etc., were shown for Fall by up-to-date agencies, they fell flat, in spite of the fact that to day these colors are correct. On the whole, conservative buying of extreme shades is wise, our market being limited and too far from production centres for repeats or sorting.

In styles of glace kid the lacing glove largely obtains preference for good and medium trade, though in high grades the 4-stud button is desired, it being considered by discriminating buyers that it is wise to put the value into the quality rather than the effect.

"There is very little movement in the line at present," said an importer to THE REVIEW, "and though we believe retail stocks to be lower than usual at this time of year, yet it is evident that fabric gloves and, to some extent, chamois, in white and natural shades, are in full swing; but, with regard to the coming Fall season, it is not improbable that many dealers who

have not completed their selection for September delivery will, to use a comprehensive term, 'get left.' It is not to be expected that importers or agencies of standard makes are going to anticipate the requirements of every customer who refuses or neglects to make his selection of details and quantity at a time when it is really necessary to do so to secure them; nevertheless, it seems possible yet to secure, in one or two houses, a limited quantity of standard lines, though such orders are necessarily filled from surplus stock when it exists, early orders always being attended to first. To those, therefore, who have ever been short in the months of October and November, and seen their customers going to other stores, with natural consequences, we need say nothing, but to that section of the general trade who know their stock is low, and have not provided for supplies, we say, 'Do not delay one day,' for, apart from a possible shortage, a very possible advance in values will occur. We were advised a couple of weeks ago that a combination of circumstances had forced up the price of kid skin suitable for this market's use from 5 to 10 francs per dozen, which, if maintained, means a certain advance in French gloves of 50c. to \$1 per dozen to the dealer here. Though we doubt if this price will continue, yet it certainly will for this season, and the first

to find it out will be those 'know-it-all' people who go to Europe and 'buy direct,' (?) etc., who will return empty-handed, and, by-and-bye, place their wants at old figures with local agencies. It seems evident, then, that there will be difficulty in maintaining former retail prices should prices generally advance, and for the good of all concerned we trust dealers will not relapse into cheaper grades of schinaschen or even lambskin rather

than pay higher figures for guaranteed French stock; so again we advise hesitating buyers to protect themselves."

A visit paid by THE REVIEW to the Jammet make agency, Fitzgibbon, Schafheitlin & Co., 140 McGill street, Montreal, confirmed the unexpected foreign advance in skins, recorded above, but this firm report having anticipated the increase, and fortunately secured some 500 dozen gloves extra at figures quoted in France three months ago.

Irving & Co. report orders on men's umbrellas for Fall in small quantities, but lots of them. The trade are about equally divided on steel rods and wood sticks. They claim that their values and variety at 75c., 95c., \$1.25 and \$1.75 are not equalled by any one. One line of crook handles at \$1.35 have been specially attractive to their customers. Their method of allowing a buyer to select his own handle is good, as should all crooks or all straights be required, this can easily be done. Generally speaking, crooks are the best sellers.

+++++
HATS
 +++++

.. First Shipment ..

Of New Shapes In

**ENGLISH AND AMERICAN
 STIFFS AND FEDORAS**

WE EXPECT TO ARRIVE
 ABOUT 15TH AUGUST.

STYLES THE LATEST
 QUALITY THE BEST
 PRICES THE LOWEST

Letter Orders carefully attended to.

A. A. ALLAN & CO.
 Wholesale Importers. 51 Bay Street . . TORONTO

**Wyld, Grasett
 & Darling**

**IMPORTED WOOLENS AND
 MERCHANT TAILORS' TRIMMINGS**

The stock in this Department is, perhaps, more attractive than any previous season. Fine ranges of English, Scotch and Irish Tweeds and Suitings. Plain and Fancy Worsteds. Overcoatings—light weight, medium and heavy weights. Silesias, Italians, Canvasses, Pocketings, and every variety of Trimmings constantly on hand.

INSPECTION OF STOCK INVITED
 TRAVELERS' AND LETTER ORDERS SOLICITED

WYLD, GRASETT & DARLING
 TORONTO.

D. Magee's Sons

**HATS FURS
 ROBES and GLOVES**

St. John, N.B. —————

We are showing exceptional values in

.. STIFF HATS

All the Newest Shapes and Colors.

Full Range of Fedoras
 FROM \$7.00 PER DOZEN UP.

If you have not had goods from us, try a sample order, and you will be a customer always.

Greene & Sons Co.

MONTREAL

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

HATS AND CAPS

Importers of

Gentlemen's Furnishings

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

GREENE & SONS CO.

Warehouse 515 to 525
 St. Paul Street.

————— **Montreal**

DEVELOPMENTS IN DRESS GOODS.

AS the season for Fall dress goods draws closer, the favorites in the styles of dress goods forge closer to the front. The lines that are really the best cannot be discovered until the season is well under way.

Crepons had a big run this summer, and as usual the novelty is imitated in the following season. Heavy crepons and crepon mixtures are largely shown. Dark colors predominate, while shot effects are also seen. Allied styles are seen in plaid hop-sack effects and in knicker effects. The latter is seen in mixture and in stripes.

Mohair mixtures are also very good and are very strong, although sorting stocks in jobbers' hands will be high-priced. The same may be said of alpacas. Mohair and alpaca effects have sold well and the desire for them is similar to the desire for shot effects in ribbons and other silks.

Plain costume cloths which are used for the manufacture of a whole suit are a modification of last year's covert cloths—a cheap imitation. They are nevertheless pretty goods and will be much seen on ladies who wear the newest street dresses.

Tweeds are selling pretty well. The market has been well filled with domestic and foreign makes, and there has been no dearth of patterns. The domestic lines are smooth in finish, while the imported are somewhat rougher. In patterns, there are plaids and large checks, small checks and quiet mixtures. Besides the regular tweeds there are also fancy novelties and silk mixtures.

Serges, henriettas, meltons, etc., are in demand, but are of course more staple articles.

UPWARD MOVEMENT IN DRESS GOODS.

There seems no doubt of the upward tendencies in certain dress goods materials. At first there was some hesitation in accepting the warnings of increases, which might not be permanent, but a Zurich advice to a leading Canadian house says that the manufactories are pledged to full time up to the end of the year, and some are booked to continue so into the spring. Rises in wages, in the cost of raw material, combined with this active demand, indicate no speedy drop, and makers claim that prices had gone down to such a figure that increase was inevitable. Mohairs, in which there is bound to be a big trade, have risen from 5 to 35 per cent. from bottom prices. Cashmeres and all French goods are expected to record a rise of 10 to 12 per cent., and a similar tendency affects Bradford serges, etc. In fact, one house places the advance in all lines of woolens at from 5 to 10 per cent., with linings going up from 10 to 25 per cent. The same reports threaten us with an immediate advance in braids, in silk seals, and in German underwear. Many of these anticipated advances are based on the rise in yarns, some of which have ranged 50 per cent. from lowest values.

GOLF JERSEYS.

The call for the golf jersey has been rather slow in some quarters up to recently, but the demand has now begun in earnest, and fashion is evidently at work in its favor. The enquiries are frequent, and one house which has filled an order for 600 could not meet a demand for 2,000, as the specified time was too short. Repeats are difficult to fill, so that it is pretty evident the taste for them has "caught on." It is not

strange that it should, as their adaptability to this country is undoubted. They wash well, are very dressy in appearance, and a line which can be retailed at three dollars is excellent value at that money. A woman finds a golf jersey very convenient for morning street-wear, and it is likely that the demand will be large both for the autumn and the coming spring.

CANNOT ACCEPT ORDERS.

Walter Stetham, Canadian agent for Sir Titus Salt Co. (Ltd.), Saltaire, Eng., told THE REVIEW that orders for alpacas and brilliantines for dress purposes were so great that they could not accept orders and promise delivery before December 20.

Stocks in Canada are light, but the demand has not yet set in as it has in Paris, England and the States. When it does it may be cyclonic in character.

SOME NICE LINES.

Caldecott, Burton & Spence are just in receipt of their first shipment of Fall dress goods. They claim that these comprise the neatest and nobbiest things in the market, many of their lines being exclusive. Their reputation for having the right make and finish of dress goods is distinctive. Of dress serges they make a specialty, guaranteeing the dye and finish. Fancy tweeds are in great variety.

A very large range in black and colored velveteens is shown by this house, and they claim to have exceptional value.

PRICES ANNOUNCED.

Few wholesale houses have the nerve to announce prices. Samson, Kennedy & Co. furnish a few for this issue, showing that they court comparison.

A very special line of 45-inch Henriettas, all colors, 50 shades, No. A. 1, 36½c.

Two special lines of ladies' serges: H. 208, 36-inch., 13½c.; H. 210, 40-inch, 15½c. Both extra value.

A 40-inch Melton, H. 220, at 15¼c., and an elegant 27 inch fancy French Velours for gowns, blouses, etc., at 15½c.

Two special lines of Tam O'Shanter's for ladies and children: Empress, \$2 per dozen; Czarina, \$2.40 per dozen.

Three qualities of 52-inch plain costume cloths for skirt, vest and jacket are shown. Fawns, browns, navys, blacks and bluets, are the leading shades for street wear. Tweeds and crepons are also in great variety.

TAFFETAS AND MOHAIRS.

The leading fashion books and dry goods journals speak of the continued demand and growing popularity of taffeta silks. "Your customers will go elsewhere unless you have them," write Brophy, Cains & Co. to a dealer. Since July 10 they have received several lines in these goods, very pretty designs, all in the new shades and colorings.

Brophy, Cains & Co. are showing some of the handsomest bright goods, mohair effects, THE REVIEW has seen. They are just to hand. As already noted, there will be, no doubt, a large sale for them this season. This firm is also showing mohair and wool crepons in Fall weights.

FALL LINES.

DRESS goods have sold well on account of the rising market, but the great volume of orders taken by W. R. Brock & Co. is due, they claim, to their excellent range. Special value in cashmeres and serges is being offered.

The same may be said of the silk demand. Low lines of sarahs, pongors, pongees, etc., are offered by them at close prices. Other seasonable varieties are in ample range.

Dress linings are just now an important feature of both wholesale and retail stocks. This house claims to have everything that can be wanted by any merchant, from the extreme city artist to the most humble village dressmaker. This means a very varied range.

They have this year increased their range of cloakings and show golfs, mantle cloths, silk seals, curls etc., with very special values in beavers.

W. R. Brock & Co. have lately received very large shipments of linens, and are able to offer exceptional values in towellings, table linens, towels, napkins, canvases, etc. Amongst them are some lots cleared out from a Scotch manufacturer.

MOHAIRS AND ALPACAS.

IN the last number of The Drapers' Record "Jeanne," writing from Paris, says:

"With the hot weather, mohairs and piques are more than ever to the fore. The tailor-made costumes with plain skirts and smoking jacket bodice, and muslin or silk vest, are very popular, as they are so easy to wear and always look neat. But

for afternoon the mohairs and alpacas are very elegant, being beautifully trimmed, the bodices of which are hand embroidered. The letting in of a chemisette in the form of a plastron is a charming idea for hot weather, as this plastron is generally—if not always—of silk, muslin, or batiste, and accordion pleated. The embroidered corsage passing over it has an effect which is as becoming as it is elegant. One has but to follow out the idea of a decollete bodice, the decollete filled in with a plastron, to obtain this effect."

Plain black and colored alpacas and fancy mohairs, the very latest novelties, are shown by Brophy, Cains & Co. They have just opened a part of their silk vestings for the incoming seasons. They are beautiful goods.

STOCK ARRIVING.

Wyld, Grasett & Darling's stock of dress goods is arriving, and they hope very shortly to be able to execute the bulk of their orders. They are advising their customers to buy promptly owing to the rising market. Their stock includes: Serges, henriettas, amazons, meltons, plain and twilled, tweed mixtures, black and colored soliels, black figures, and fancy novelties.

CARPETS AND CURTAIN DRIVES.

A buyer going on the English market early can always secure bargains and drives in carpets and curtains. These, if shipped at once, arrive here in time for the Fall trade.

This is the reason John Macdonald & Co.'s buyer has left for Europe, and already shipments of his purchases are arriving. These will include drives and also scarce regular goods.

Wholesale Millinery

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

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

FALL OPENING

On Monday, the 26th of August, the openings will commence. Stock in every department will be complete, and every buyer of millinery is invited to call and inspect.

John D. Ivey & Co.

18 WELLINGTON STREET WEST

FALL MILLINERY.

IN an interview with Mr. Pack, buyer for S. F. McKinnon & Co., he made the following prognostications for Fall. Mr. Pack has just returned from a prolonged visit to the London and Paris markets.

"When I left," said Mr. Pack, "there was nothing very pronounced in styles, and the different manufacturers were showing, in many cases, different classes of goods. But general conclusions can be drawn.

"Shots are sweeping into favor again, both for late Summer and Fall goods. As a hat trimming shot ribbons will be O.K.

"There are some new colors--such as nicobar, eossais, punch, and ara. But these must be seen to be appreciated.

All blues and browns promise to be good, and moss green will not be last. In Paris fuchsia colors are good, but they are too strong for this market, although this and similar colors will undoubtedly catch a few of the wearers of 'extreme' styles. The vandyke is a good color; it is a deep salmon or nasturtium shade.

"In ribbons plain double-faced satins will undoubtedly be a big feature, and it will be a decidedly ribbon season. Taffetas will be much used, and shots in plains and fancies likewise. Prices are ten per cent. higher than they were three months ago, and houses which did not purchase early will be out of it. Manufacturers are extremely well supplied with orders.

"In trimmings jet wings, jet sprays, jet cabouchans, etc., will be good. The newest thing in Paris trimmings is the black Tetra feather, and a very pretty appearance it gives. Birds are also used to a large extent.

"Hats will be either very large or very small, the large hats turning up at the back with a bunch of velvet-colored roses attached. The large hats will be much trimmed with single black ostrich plumes in three-quarter flats. These plumes will be higher in price as the season advances. The supply is limited, and United States buyers have cleaned up the raw material. Short ostrich boas and ruffles will also be worn.

"Osprey in the straight, stiffer forms, in nacre and beetle effects will be good. There is also a slight disposition to use steel ornaments."

FALL MILLINERY IN MONTREAL.

In Montreal the Fall millinery season is generally a little later in opening than in Toronto, as the trade find this meets

the wishes of their customers better. In the east the people seem to stay later at the seaside, and are not intent on autumn ideas for millinery as soon as the people in the west. The formal openings in Montreal, therefore, are set down for September 3rd, and while new styles and novelties are all ready on the programmes of the various firms, the goods themselves are not being shown yet, although THE REVIEW has, by courtesy, seen enough to give the trade a good knowledge of the various features of the approaching season. It is apparent that the new hats and bonnets will not lack anything in captivating shape and finish of style. The tendency is decidedly in the direction of covered hats, rather than felts, and the ingenuity and taste which have been expended in providing materials justifies this fashion. The new shape, without being the Napoleon, has the

same wide effect, and in cases of small bonnets this is obtained by the distinctive arrangement of the trimmings and ornaments, while hats themselves are very wide. The velvets for coverings will be in favor. The glace velvet, in shot effects, trims handsomely. The ribbon trimming will also be a leading feature, and satin ribbons in shot effects, glace faille and ribbons in rainbow effects, are shown in large variety. In ribbons the principal widths for trimming are 22, 30, 40 and 60 inch, and those for ties are 9, 16 and 20. The ornaments are feathers in many styles. Chenille gimps will be used. Steel is in great favor, and fine ospreys will set off many of the new bonnets and hats.

The bonnets in swallow effects are very stylish, and the fashionable shades, like mordore and hussar, seem perfectly suited to the season's prevailing tastes. The new shades in shot effects are punch, eossais, peche and nicobar. In blues the horizon, goelette, mistral and matelot are singled out. The brown shades are kola,

tabac, and (as already noted) mordore. The greens (so very fashionable) are roseau, latania and yucca.

Some of the typical Paris hats and bonnets now preparing under the skilful supervision of Mlle. Virolle, the talented artiste at Caverhill, Kissock & Co.'s, are very striking. One pretty effect in a new bonnet was composed of a crown of chenille, with an osprey up from the left side, trimmed with the wide effect and having two large steel ornaments, with ears of cock feathers. Mlle. Virolle has been trained at the establishment of Mme. Pouyanne, in the Rue de la Paix, Paris, and is thoroughly in touch with the novelties and standards of the centre of fashion.

This season's large hats, said Thomas May & Co. to THE REVIEW, will, many of them, be of the glossy finish patent, and



FALL HATS WILL HAVE RIBBONS.

Extravagance of Statement

Is never permitted in any of our announcements. When special lines are offered an early call is advised, as late comers may find the assortment broken.

CHURCH CARPETS

Is one of our "Specials." Handling several lines exclusively, we can at all times offer exceptional weaves, and will be pleased to send samples to parties requiring something out of the ordinary run.

CORRESPONDENCE INVITED.

John Kay, Son & Co.

34 King Street West. IMPORTERS TORONTO

Why?

There is a reason for every success. It either fills a long-felt want, corrects a mistake, or is an improvement on the then-considered best.

In Dress Stays two faults have long been apparent. They would either bend out of shape or cut through the dress.

BRUSH'S PEERLESS DOUBLE DRESS STAY is a success because it overcomes both these faults. Made of double steels, one placed above the other, with the ends so secured as to make it impossible for them to cut through the dress, it is more pliable than any other Dress Stay, and cannot bend out of shape. Neither will it melt apart from the heat of the body.

Made in Black, White, Drab, Blue, Pink and Old Gold. Sizes, 6 to 10 in. Put up in half-gross boxes or in sets of 9 steels.

Manufactured only by

Brush & Co.

TORONTO



PATENTED AUG. 10TH, 1892.

If you have no safe
Get one.

If your safe is too small
Get a larger.

If you want a good one

Get a **Taylor**

Always the Best

SOFTER AND CLEANER
COTTON BATTING

A marked
Improvement in the quality of

**NORTH STAR
CRESCENT .
PEARL . .**

Patent Roll Cotton Batting

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

Baled or Cased

In 4, 6, 8, 12, or 16 oz. Rolls.

the crowns will be considerably higher. For trimmings we may expect velvets and double-faced satin ribbons, and the shot effects will be seen in fancy ribbons. Plain and mirror velvets will be used, aigrettes, black ostrich feathers and tips and jet trimmings and ornaments. For blouses and dresses fancy striped and figured silks will be a leading feature in trimmings. The jet and feather trimmings will not be of the old style, but ostrich feathers will be used, and long pointed jet and braid ornaments. Jet fourageurs in black and colors are to be placed on the front of the dress. The leading colors will include the shades of brown, navies, and all tints of green and goblins. Medallion ornaments in the shape of buttons will be worn, and gilt, silver and jet will form an important part of dress trimmings this season.

In veilings the fashion, said John Maclean & Co., will be close spot in 14 and 18 inches. The ribbons are wide, in cashmere effects, and satin ribbons are in vogue. For hats the shot plumes, shaded wings and shaded tips indicate prevailing taste. The chameleon velvets are to be largely used in trimming. The tubular braid trimmings for dress are in favor, and the braid ornaments and sets this season are very handsome.

The Montreal house of Reid, Taylor & Bayne, of which J. P. A. Destroismaisons is manager, have removed from their old quarters on St. James street to 1801A Notre Dame street, where commodious and tastefully fitted up premises have been secured. Mr. Destroismaisons will be prepared to show the new styles at the Montreal opening on September 3rd, and will have special novelties suited to the city and and provincial trade done by this house.

D. McCALL & CO., MONTREAL.

The millinery season for this autumn will be remarkable for several distinct features, said Mr. O'Malley, of the Montreal house of D. McCall & Co. The demand for ribbons indicates one feature. The popularity of ribbons has produced a better season for them than has been seen in twenty-five years. The shot effect is in evidence everywhere. It is shown not only in ribbons, but in feathers, wings, tips, ospreys, and mounts of all kinds. The ribbons in chintz effects are also notable. The nacre trimmings in shot effects are also a favorite kind. In felt hats the house are showing as many as a hundred and fifty lines produced in fifteen colors, and the new styles will be ready for the trade in Montreal by August 26, the same date as the preliminary opening in Toronto. There has also been a continuance in the popularity of black satin ribbons, and where formerly two or three varieties sufficed to meet the current taste, it is now necessary to show eight to ten varieties. In the de-

mand for colored double satin ribbons there is the same activity, coupled with the fact that although a general rise of 25 per cent in ribbons is recorded, the firm is offering certain favorite lines at 25 per cent. below the old figures. Another feature is the return of the old jet trimming for dresses as well as English collars. In the new hats quills in shot effects will be worn.

FALL HATS.

IN answer to the oft-repeated question: "Are we going to have anything decidedly new in shapes this Fall?" that comes to us from dealers at a distance, The Millinery Trade Review replies that, while the importers and manufacturers have received several large sample lines from Paris, upon which they are at present cogitating, there are very few departures from general lines. The inventive genius of the Parisian designers of ladies' headwear, as far as untrimmed hats are concerned, must have come to an end or is held in abeyance for the time being. There is occasion, however, for the trade to rejoice, inasmuch as the Napoleonic craze has come to an end and the Dutch bonnet is no more.

Small and medium shapes are in abundance, with low, square crowns, full size, and brims rolling close to the crown on the turban order or rolling on the edge, very pretty shapes adapted to small features. Here and there we see a new idea in a crown with a familiar brim, and vice versa.

There are no new walking hats. The styles that have been recently introduced in our own factories cannot be improved upon. There seems to be a preponderance of large shapes with wide brims and various styles of crowns. Medium-sized square crowns are very much favored, and there are some quite low,

that will need building up with ostrich feathers, birds, wings or aigrettes. Bell crowns obtain to a considerable extent, and there are the usual low, round crowns, with broad brims for misses' and children's wear. Large fluted-brim pokes on the "coal scuttle" bonnet order, for children, that have been seen in straw this season, appear in beaver-edge felt for Fall and Winter. The irrepressible sailors, in regular style and in short backs, are also shown.

The brims of the large hats are bent, twisted and turned in various ways. Some are cut in the back, turned up and over, and the sides of some of the brims are treated in the same manner, giving them an extended wing effect. Many have short backs, wide, drooping sides and fronts. There are no positive flaring brims; these can be made from the wide brims above



A SEABIRD HAT

Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

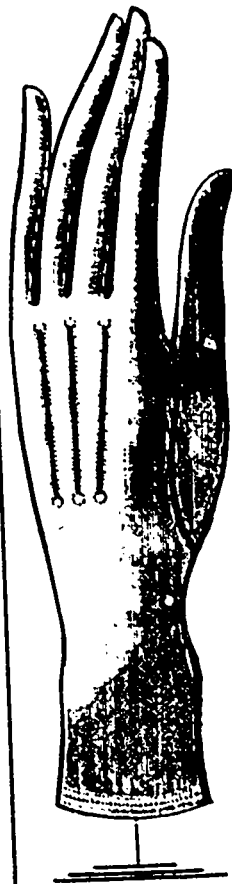
Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham Mills

BRADFORD Eng.



Pewny's Kid.. Gloves

ON HAND FOR IMMEDIATE DELIVERY

4 Button Swede - at \$7 00

6 " " Mousq. 7 00
In Cream and White.

4 Pearl Butt. Glace, fancy trim. - - 9 00

In Asst. Tans and Blacks.

Also regular Standard Lines in Lacing and Button Goods.

Canadian Agency:

Emil Pewny & Co., Montreal.

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

Thibaudau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

referred to. Most of the styles thus far received are in fine felts, some with beaver edges, especially in misses' hats. Others are in the bright, finished felts which are now being advertised by American manufacturers. Those thus far shown are finished equal to the high grade of fur felts.

Small hats and bonnets of imported and domestic made felt braids will be worn, as usual. Velvet-covered hats and bonnets for fine trade will obtain, and it is said that this class of goods will be more popular than in any previous Fall and Winter season. Fancy-made headwear will without doubt be in evidence to a considerable extent. Later advices from fashion centres will doubtless sustain these predictions.

HINTS TO MILLINERS.

By A PRACTICAL MILLINER.

IT IS a well-known fact that all over the country are milliners who have had very little, if any, regular training in the proper management of a business. They have a certain amount of taste, can make and trim a hat. They buy what the travelers tell them they ought to buy, and jog along in a slow, methodless fashion. That may do well enough for the quiet places, but be simply impossible anywhere else.

It is a fact, though, that there is a milliner, and a fairly good one, too, in a city of importance not far from New York, who has for the seventeen years she has been in business kept no books—nothing but a pencil memorandum book. Recently she tried to sell her business, and, having no books to show, would-be purchasers naturally thought it queer, and she failed to sell.

Even if a business is small, some system is advisable; and surely it is satisfactory to be able to look back over the years and note one's progress. In millinery no one month can be taken as any criterion for that month in the next year, for the trade depends so much upon the state of the weather and other outside influences that no absolute rule can be laid down. But, of course, it is necessary to be ready for trade at the time it ought to start, and to have the right goods at the right time.

A sudden change in the weather or temperature should bring out at once something suitable. This, of course, applies to a window trade. Windows should always be attractive and seasonable. It is not necessary to put much into a window, even if it be large; a few well-displayed articles, with some flowers, etc., prettily and suggestively arranged and frequently changed, will be far more effectual in attracting trade than an indistinguishable crowd of hats and bonnets. A mirror in the middle of a millinery window is highly attractive. There are so many ways of draping windows, and so much depends on the surroundings and size of the window, that it is a difficult matter to say what is best. But there are a few things that should be avoided.

Any brilliant color is detrimental to the stock. White, black, ecru, or dull gold are best. Where the store is large and plenty of light is obtained elsewhere than from the windows, the curtains may be opaque; that is to say, of plush or plush and lace combined. An elegant window has been produced of satin and lace, with lambrequins of plush and fringe; the framework was black and gold. Many milliners adhere to white and gold, and that always looks well, does not kill the colors of the stock, and is also inexpensive to keep up. Where the business

is small and not much stock is kept, a handsome palm or fern in a pretty jardiniere is an excellent centre-piece for a window. If a figure is displayed, great care must be taken that the sun does not play pranks with it. By-the-bye, a figure is a very great attraction to even a small window, but it should be a good one; the poor ones spoil, instead of enhancing, the effect of the goods. Pretty vases, with well-selected bouquets of flowers, stood on the floor of the window, are good; feathers can be similarly shown, and some milliners now show baskets of flowers with a handsome bow tied on the handle. Now as to interior arrangement.

This again depends on the character of the trade and size of the rooms or store. If large, and the trade a good one, a number of mirrors with a tiny table, a chair, and, if possible, a screen to each, will be found to be greatly appreciated by the customers. Large imitation palms and ferns in handsome pots can be stood here and there; one large table for the cheaper hats and bonnets, but small ones or tall stands for the better goods, in groups of four or five.

A small showroom done in white and gold or pearl-gray with white and lots of mirrors against the walls will look much larger than it is. Rattan furniture is very nice in such a room.

Have everything as dainty as possible, and do not be afraid of light. Some milliners think they sell better in a subdued light; but customers are sure, subsequently, to see the hat in the best light they can get, and then, if they discover defects, they will think they have been deceived and not come again.

Some people are very sensitive about trying on hats before others. That is why so many mirrors, secluded by screens, are now adopted by milliners who study details. Even in a private millinery parlor a customer will not infrequently run away, saying she will call again, when another customer comes in.

A word as to dress in the show-room. In Paris in summer the young ladies in the show-rooms dress either in white-cream, dove-grey or ecru. Their hair is always dressed in such a way that they can easily try on any hat or bonnet; and as their dress is neutral, it cannot clash with any colors on the hats. In winter they, as a rule, dress in black, but soft neutral tones in cloth are also seen.

Carpets are seldom seen on the well-polished floors, therefore the salesladies wear dainty slippers, with the high heels covered with leather, that they may not slip or mar the mirror-like flooring. Polished floors insure freedom from dust.—The Millinery Trade Review.

FOR THE MILLINERS.

For the milliners Samson, Kennedy & Co. will have a full stock of new ribbons. Reversible satins in Nos. 3, 5, 9, 16, 20 and 30 will be in great prominence. Black, satins, fancies of all sorts, shot glaces, brocaded shot glaces, and other varieties will be ready for inspection in a few days.

Besides, they will have an elegant display of millinery novel ties, ornaments, etc. Dress trimmings are being received now, and will include jet gimps, jet points, and fur and jet combinations.

Read J. D. Ivey & Co.'s advertisement in this issue if you are interested in millinery. This house are making great preparations for the Fall trade.

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

MONTREAL

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

TORONTO

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

HAMILTON

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

THE HARDEST THING

YOU HAVE TO DO IS TO INTEREST THE PUBLIC

to get them into your store, that done, you probably don't lose many sales.

FIBRE CHAMOIS is now well-known, and has proved an immense success, and is going to be advertised this Fall and Winter in nearly every daily and weekly paper in Canada as a cheap, durable and windproof **INTERLINING** for clothing.

If your Coats, Vests and Overcoats are made up with Fibre Chamois Interlining, and are advertised by you, it will prove the best drawing card you ever had, and you will have the benefit of our daily advertising as well.

Some live man in your town is going to do it, and is going to make this the best season he has ever had. Are you the man?

SEE
OUR
DRAPERIES

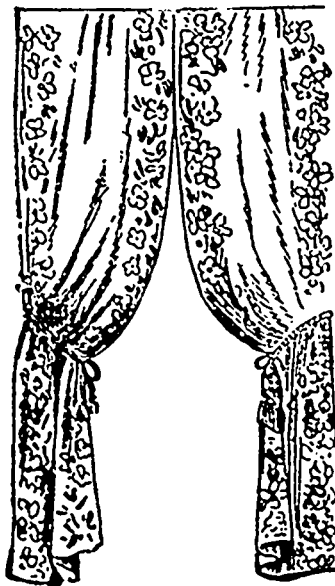
FALL

1895

SEE
OUR
WOOL
GOODS

When in at the openings do not fail to step in and see the newest and daintiest goods, both in patterns and fabrics, ever before shown to the trade in

Draperies



Do not fail to ask to see our extensive line of **HAND-MADE** Novelties in Woollen Goods.

These are the sellers for Fall: Hoods, Jackets, Bootees, Mitts, Skirts, etc.

Boulter & Stewart

TORONTO.

30 WELLINGTON STREET EAST

FOREIGN INTELLIGENCE.

TEXTILE employes in Canada object because they have to work sixty hours per week. Read this paragraph and compare situations:

The twelve hour day for France is exciting the violent opposition of manufacturers and others interested. M. Le Constellier, of the Abbeville Rope Works, has addressed a circular to the operatives employed by the firm, announcing that in consequence of a communication from M. Villard, factory inspector, he will be compelled to close the works, for a time at least, unless the freedom previously accorded is granted. An Abbeville journal, commenting on the matter, says: "The mania for regulating everything by law for what is called the general welfare is only too frequently the most serious obstacle to the general good, and the manner in which deputies improve the common weal too often resembles the action of the savage who cuts the tree to the ground in order to gather the fruit. The deplorable law as to the hours of labor, against which the work-ers have protested from one end of France to the other, seems to have an exactly corresponding effect wherever applied."

BRITISH TRADE.

The Textile Mercury says: The Board of Trade Returns for the past month are not altogether unfavorable, although at first sight they appear to be so, both imports and exports being less in value when compared with the figures of June, 1894. It must be remembered, however, that owing to Whit-week falling this year in June, and last year in May, the past month contained 24 working days only, while in June, 1894, there were 26. The imports are valued at £33,884,584, a decrease of £345,095, or 1 per cent., and the exports of British and Irish produce at £17,800,100, a decrease of £109,055, or 0.6 per cent.; while the exports of foreign and colonial merchandise show an increase of £67,593, being £5,205,773. The classes of imported goods which are higher in value are metals, raw materials, manufactured articles and miscellaneous articles. Amongst the raw materials, cotton, flax, jute and sheep's wool are greater in both quantity and value. The increased value of manufactured articles imported is due largely to linen yarns, silks and woolens. As regards the exports of British and Irish produce, raw materials, yarns and textile fabrics, metals, machinery and chemicals are each lower in value. As to cotton piece-goods, the takings of the East are deplorably below last year's purchases; but the countries of Central and South America have for the most part each taken more. As in former months of this year, the shipments of textile fabrics to the United States still continue to be on a very enlarged scale, especially of linen piece-goods and woolens and worsteds.

THE CHEMNITZ MARKET.

The activity of the Chemnitz market is far in excess of what it has been for many seasons. Prices are firm, and the orders are far ahead of those of previous seasons. Coarse-gauge goods are advancing in price, and there seems to be no prospect of a reduction, for the orders now placed will keep the factories going at full force until the spring trade opens again. The manufacturers are making special efforts to show good values. Buyers will find a good collection to select from, and they should take a friendly hunt about buying early, before any further advance is made. Goods in fine gauges may be bought at old prices, with the exception of those made from fine Maco yarns.

The price has been gradually advancing on Maco yarns, because the cotton crop from which they are made has not been

prolific this season, and the chances are the prices will go still higher.

The cotton hosiery which has a new silk finish is meeting with great favor. It is hard to tell the difference between these goods and the real article. While black is still the prevailing color, tans are selling well, and the goods with Maco feet are quite popular. Boot patterns in fancies are holding up well, and plain-colored tops with small stripes are in good demand. Amongst the best novelties in this line of goods are those with the colored top black boot, with toe and sole of the same color as the tops.

The winter's business is developing well, and is far better than last year at this time. Plated as well as all wool women's and children's hose, of both coarser and finer yarn, have been ordered largely. Cashmere hose and woolen socks are readily selling articles.

In summer gloves, 4-button sateens, with many nice ornamental gussets, pile and silk, yarn and silk, etc., are selling.

All-silk gloves were neglected for some time, but a renewed demand for them is springing up again. Inquiry extends to dark as well as light colored of medium qualities. Grege and grege, as well as trame and grege, worked together, piece-dyed and "filled," especially the black, are in steady demand. But there is no knowing how long it is likely to last. Half-silk gloves, pile and silk plated, as well as yarn and silk plated, are neglected.

NOTTINGHAM TRADE IS DULL.

Nothing has occurred to break the monotony of dulness in the Nottingham lace trade. Manufacturers find it somewhat difficult to prevent the accumulation of stocks in spite of cautious production. Two or three firms have recently had occasion to call their creditors together. Very few novelties are being produced, but Valenciennes, Point de Paris, imitation guipure, and some other varieties of fine cotton laces, are selling to some extent. Silk laces are very little wanted. The plain net branch is in the same quiet condition as of late. Bobbin nets for export are only in moderate demand, and other qualities of cotton nets sell slowly. Silk tulle are also in limited demand. The curtain trade is without improvement. In the hosiery trade manufacturers continue to be pretty well employed. Some varieties of woolen and merino goods are selling freely, and there is a steady demand yet for black and fancy hosiery and for seamless goods.—Textile Mercury.

MOHAIR AND ALPACA.

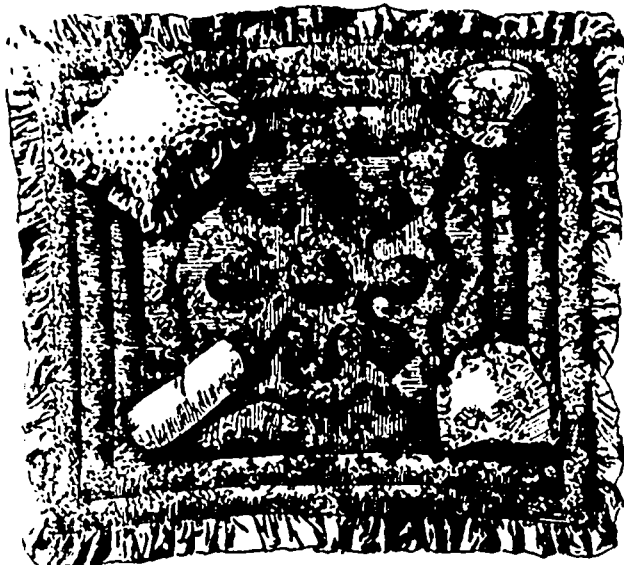
A Bradford report says: Mohair and alpaca dresses and costumes seem to be more the rage than ever, and the most fashionably dressed ladies at the seaside resorts are now appearing in them. For both Paris, America and the home trade all high-class mohair goods are snapped up at once, before they have left the finishers' hands many hours, and considerable uneasiness is already being felt as to how many months dyers and finishers will require to get these goods out of hand, when the time comes for the bulk of the summer season's goods to be dealt with. All other classes of dress goods show no particular animation; and, although a few makers are getting repeats for costume cloths of the tailor-made order and smart-finished seiges, the autumn dress trade certainly seems to open out slowly.

AUSTRALIAN TRADE DECLINED.

From The London Drapers' Record it is learned exactly how Australasian trade has declined. The official statistics

WE WANT YOUR FALL ORDER

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



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

WE ARE REPRESENTED:

Toronto and the West by Messrs. Perry & Co., 34 Yonge Street, Toronto.
 The Ottawa Valley by James W. Woods, Esq., 75 Queen Street, Ottawa.
 Montreal, N.W.T., and British Columbia by Mr. J. M. Macdonald, P.O. Box 709, Winnipeg.

The "ALASKA" Feather and Down Co., Ltd.
 Head Office and Factory, MONTREAL

HUTCHISON, NISBET & AULD

*Select Woolens
 And Tailors'
 Trimmings . . .*

34 WELLINGTON ST. WEST, TORONTO

We have passed into stock our first shipment of English 6/4 Worsteds (Venetians and Twills), and expect daily additions until we are fully complete in every department with a clean new stock. Being late buyers for Fall and Winter in both the Canadian and English markets, we secured a large quantity of over-makes at greatly reduced prices, which enables us to offer Very Special Values, both in

Canadian and Imported Woolens

. . . A CALL SOLICITED . . .

HUTCHISON, NISBET & AULD

Pointing to Progress



If a man doesn't go ahead he goes back. If he doesn't keep up with the new ideas, he gets stuck in the rut, and his competitors ride over him. We help dry goods merchants to progress in one line. We help them to make money. We

REDYE AND REFINISH

goods that need it. No use to tell you why they need it. Sun-faded—dusty, soiled—out of style.

We put newness in place of age in Cashmeres, Serges, Crepons, Tweeds, Hose, Braids, Yarns, Soft Silks, Belt Ribbons, Ostrich Plumes, etc.

WRITE FOR PRICE LIST

R. PARKER & CO.,

Wholesale
 Dyers and Finishers

Head Office and Works
 787 to 791 Yonge Street

TORONTO

show that the imports amounted to £49,000,000 and the exports to £62,000,000. The imports of New South Wales amounted to £16,000,000 and the exports to £20,000,000. For Victoria the amounts were £12,000,000 and £14,000,000 respectively. New South Wales had 33 per cent. of the total trade, Victoria 24 per cent., and New Zealand 14 per cent. The trade of New South Wales decreased as compared with the previous year; that of Victoria maintained its position, in spite of the decline in values. The trade of Queensland and South Australia decreased; that of Western Australia increased 40 per cent. The total decrease in the trade of the seven colonies amounted to £8,000,000. The decline was chiefly in exports.

THE SILK MARKET.

The London silk market is very firm and advancing, which applies to both Europe and the Far East. Shanghai wire reports active business, and some 7,000 bales of new silk are believed to have been settled. Canton is also inclined to advance, last prices being \$640 for No. 1 filatures 10-12, and \$605 for No. 2 10-12. Yokohama under considerable inquiries, and purchases have advanced; there are few sellers.—Textile Mercury, June 29.

The greater bulk of silk exported from Japan is going over to the United States. France is the next country which takes silk from Japan. The English share in this trade is almost insignificant, while without doubt a certain amount of silk exported from Japan finds its way every year to the English market, not in its raw state, but as manufactured goods from France. The value of silk exported in 1894 was 42,892,751 yen, a little over one-third the whole value of exports.

THE PLAUVEN LACE TRADE.

Advices from Plauen say that the business in laces is still rather quiet, and without animation. In tulle laces it is the cheapest goods that are most in demand, but the manufacturers are not pushed. It is expected that next month matters will mend, and more orders come in. The lace machine trade is busy, and has a fair number of orders in hand. The embroidery trade keeps pretty well engaged, especially on foreign account; still the cheapest goods are mostly in demand. England and South Africa are taking the great bulk of the goods. A good business is being done in curtains, and is expected to continue for some time.

ARRIVING IN GREAT BRITAIN.

The following buyers are reported to have landed in Great Britain. Mr. T. W. Watkins (Pratt & Watkins, Hamilton); Mr. A. Auld (Hutchison, Nisbet & Auld, Toronto); Mr. C. S. Botsford, Toronto. Mr. George Caldbeck, Woodstock; Mr. A. McLaren, St. Catharines; Mr. T. F. Kingsmill, London, Ont.; Mr. S. C. Lacroix (Z. Paquet, Quebec); Mr. R. J. Tooke, Halifax; Mr. Tackaberry, Montreal; Mr. A. Mackie (Toronto Dry Goods Co., Toronto); Mr. Cockshutt, Brantford, Ont.; Mr. E. M. Hayton (H. Morgan & Co., Montreal); Mr. John White (J. White & Co., Woodstock); Mr. Ogilvie (McLean, Ogilvie & Lochead, Brantford, Ont.); Mr. S. H. Bethune (Gault Bros. & Co., Montreal); Mr. J. A. Ogilvy, Jr. (Ogilvy & Sons, Montreal); Mr. James Macdougall, Mr. John Carsley, and Mr. Samuel Finlay, Montreal; Mr. Paul Campbell (John Macdonald & Co., Toronto); Mr. Harry McMaster, Mr. James Sutcliffe, Mr. C. J. Catto, and Mr. G. D. McKay, also of Toronto; Mr. L. H. Ingram, London, Ont.; Mr. Reginald Watkins

(Thomas C. Watkins, Hamilton, Ont.); Mr. E. B. Crompton, Barrie, Ont.; Mr. J. Mickleborough, St. Thomas, Ont.; Mr. J. Gilchrist (Hall & Gilchrist, Peterborough, Ont.); Mr. W. Dundas (Dundas & Flavelle, Lindsay, Ont.); Mr. R. Peebles (Pratt & Watkins, Hamilton, Ont.); Mr. G. B. Ryan (G. B. Ryan & Co., Guelph, Ont.); Mr. J. J. Steacy (Steacy & Steacy, Kingston, Ont.).

The latest arrivals announced are: Mr. A. F. M. McLavish, Montreal; Mr. T. B. Williams (Messrs. McMaster & Co., Toronto); Mr. George Beardmore, Toronto; Mr. Bert. Thompson (Messrs. T. Thompson & Sons, Toronto); Mr. Alex. Bradshaw, Toronto; Mr. M. Hicks, Montreal; Mr. Dignum, Montreal; Mr. E. T. Mahon (Messrs. Mahon Bros., Halifax, N.S.); Mr. J. T. Correstine (Messrs. J. Correstine & Co., Montreal); Mr. J. McKendry (Messrs. McKendry & Co., Toronto); Mr. Lanning, Toronto; and Mr. Wood (Messrs. Wood Bros. & Co., Halifax, N.S.); Mr. Robert Simpson, Montreal.

COMMERCIAL EDUCATION.

At its last meeting the Montreal Chambre de Commerce discussed again the question of commercial education in Quebec Province, and the best means of securing a similar programme of instruction on the subject among the various colleges. The committee of the Chambre dealing with the matter has for chairman M. Bienvenu, assistant general manager of La Banque Jacques Cartier, and he is earnestly and ably promoting the new plan.

The Chambre endorsed the suggestion of the committee that a conference of the heads of all colleges in the province having a commercial course be held in Montreal July 29. It will probably last three days and be quite an important gathering. M. Bienvenu is a college man himself, and understands thoroughly the best means of increasing the efficiency of commercial training.

The idea is to have the course cover bookkeeping, and in addition practical training in commercial affairs. The various institutions might be asked to give their students certificates of attendance, and, if the Council of Public Instruction approved, a board of examiners, consisting of representative merchants, financiers, etc., could be chosen to grant diplomas.

The Chambre de Commerce, through its president, H. Laporte, and leading members, is strongly in favor of enlarging the scope of commercial training, and will gladly grant prizes and scholarships to the competing students. The wholesale trade will be expected to co-operate in the programme by giving the preference, in making appointments to their staffs, to the successful candidates of this commercial course.

QUICK ANSWER BY CABLE.

Mr. Fraser, of S. Greenshields, Son & Co., Montreal, had occasion one day last week to cable to Glasgow for a quotation. He filed his query by the C.P.R. cable connection at 10 a.m. The answer was handed to him in the warehouse at 11.23 same morning.

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

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Fibre Chamois has been thoroughly advertised

as a superior and much cheaper interlining than Haircloth, Canvas, Elastic Duck, etc., and its immense sale during the past season proves its popularity. The name is well-known and the goods are here to stay.

IT IS GOING TO BE ADVERTISED THIS FALL AND WINTER AS A WARM, DURABLE WIND-PROOF INTERLINING FOR CLOTHING, and your customers are going to insist on having it.

If you want to benefit by our advertising, if you want something that will interest your customers and help sell goods, if you want something better than your competitors, order all Coats, Vests and Overcoats made up with Fibre Chamois Interlining, and refer to it in your own advertisements, and the result will be beyond your most sanguine expectations.

Our advertisements, as well as your own, will direct trade to your doors. Suppose the other man does this instead of you, how do you think your trade will be affected?

JOHN FISHER

SON & CO. . .

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.. AND ..

TAILORS' TRIMMINGS

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

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60 BAY STREET

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Glasgow, Scotland
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JAMMET FRENCH KID GLOVES

GUARANTEED.

Equal, if not superior, to anything in this market.

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PERFECT FITTING
FRESH STOCK
EARLY DELIVERY

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WRITE FOR SAMPLE

"La Chartreuse" 7 stud lacing, gusseted, of which a full range Colors and Blacks due to arrive.

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A limited quantity of leading lines, if ordered now, delivered early September.

FITZGIBBON, SCHAFHEITLIN & Co.

SUCCESSORS TO

MONTREAL

Thouret, Fitzgibbon & Co.

THE NORTHERN ASSURANCE CO.

It is a handsome tribute to an insurance company to be able to say of it that it is both wealthy and is prompt in settling claims. After one of the big fires in Toronto this year, the Northern was the first British company to pay up. The day after the fire, the agent announced the company's readiness. The Northern has just had its fifty-ninth annual meeting at the head office in Aberdeen. The year 1894 was one of the best in its history, the profit on fire business alone amounting to £84,236. After paying all claims, expenses, and dividends, the company added £50,000 to its fire reserve fund, which now amounts to £950,000 (\$4,750,000). In fact, the accumulated capital and funds of the Northern are now \$36,465,000; its revenue \$5,545,000, and the deposit made with the Dominion Government is \$200,000. The company lost its widely known and esteemed general manager, Mr. Valentine, last year. His successor is Mr. Henry Edward Wilson, who has been with the Northern since 1866, and as secretary of the London board since 1881. As Mr. Wilson was in charge of the company during the greater part of 1894, owing to Mr. Valentine's illness, the success of the year is largely attributable to his excellent management. The manager of the Canadian branch is Mr. Robert W. Tyre, who has had a long experience in insurance management, and who is noted for honorable dealing and careful policy.

HARD TIMES HAVE TO GO ELSEWHERE.

This is what the Montreal Silk Mills Company, proprietors of "The Health Brand" underwear, say for themselves this season. Notwithstanding the dulness of trade, they find only increased orders, more numerous customers, and a greater interest in their goods, throughout all parts of the Dominion.

This strongly illustrates the truth of the principle that a really good article, widely and honestly advertised, is the one least likely to have its sales affected by hard times.

When the policy of invariably giving satisfaction is conscientiously carried out, the public are sure to get to know, to like, and to ask for, the article which they can have confidence in; and we predict a constantly increasing trade for this or any other product of Canadian manufacturing skill which is judiciously advertised under a brand.

No retailer's stock can now be considered complete without an assortment of "Health Brand" underwear.

FIBRE CHAMOIS VS. BUCKSKIN.

The Canadian Fibre Chamois Company have entered an action in the Supreme Court for an injunction and for \$5,000 damages against Boisseau & Co., the owners of La Cie. Generale des Bazars, of St. Lawrence street, Montreal, upon the alleged grounds that the defendants have been infringing on plaintiffs' trade mark by selling an interlining known as "Textile Buckskin," under the name of Fibre Chamois, and to purchasers asking for the latter. The plaintiffs also complain of a sign displayed in one of the windows of defendants' store, which, it is alleged, is calculated to deceive the public into buying what is called an imitation article, under the belief that they are getting the genuine article. Plaintiffs are represented by Messrs Macmaster and MacLennan, and will apply for an interim injunction.

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

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A large range - All sizes Black and Colours

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ENGLISH MADE.

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

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

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

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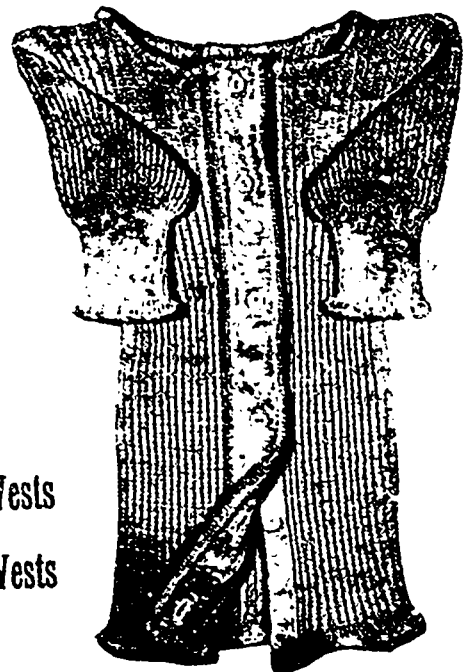
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The Fall Trade



TO THE TRADE

At the beginning of every season live merchants are on the alert to secure the latest production of the artist and manufacturer and make themselves thoroughly familiar with the trend of trade. In a falling market they are cautious and buy sparingly. In a rising market circumstances are changed and it is then that good business judgment is required.

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Since placing our orders we have been advised by a number of manufacturers that they will not receive repeat orders at the same figures, owing to advance in the raw material. When the original purchases are sold out, unless the markets again drop, which is not very likely during the present season, prices of a necessity will have to advance. We would therefore advise our customers to place their orders as early as possible.

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