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The  
**Dry - Goods  
 Review**

**SURPRISING RESULTS OF DOMESTIC MANUFACTURE**

Will be seen in our **SPRINGRANGE, 1897.**

**High-Class Goods at Popular Prices**



**AHEAD**

on all Leaders in a

**25<sup>c</sup>.** Men's Black  
 Cashmere  
 Half Hose

Our No. 675 will be found

To beat it every one will try, but nobody  
 will succeed. This is only One of  
 the Many Inducements in our  
 Spring Range of Ladies' and Gentle-  
 men's Underwear and Hosiery,  
 which our travellers are now showing.

**THE MONTREAL  
 SILK MILLS COMPANY**  
 (Limited)

ASK THE WHOLESALE HOUSES FOR



LISTER'S Rainproof Sealettes.  
 LISTER'S Black and Colored Velvets.  
 LISTER'S 32-inch Velours du Nord.  
 LISTER'S Dress Plush.  
 LISTER'S Printed Art Velvets.  
 LISTER'S Silk and Mohair Plush For Upholstery  
 . . . Purposes.  
 THEY ARE UNEQUALLED



"I CROW OVER ALL."

From the coal-fields of Cape Breton to the gold-fields of British Columbia, this Rooster is a well-known bird. He crows as usual, "Over all."



**OVERALLS and JACKETS**  
**NEGLIGEE and WORKING SHIRTS**  
**WORKING PANTS**  
**BARBERS', BUTCHERS', BAR-TENDERS' and WAITERS' COATS**  
**SUMMER COATS and VESTS**  
**WHITE DUCK COATS and PANTS**  
**BOYS' BLOUSES and BLOUSE SUITS**

Manufactured by

**ROBERT C. WILKINS**

198 McGill Street

N.B. Fall and Winter Goods continually on hand for assorting.

**Montreal**

FRENCH  
**EUGÈNE JAMMET'S Kid Gloves**

. . . Our well known brands . . .

**La Chartreuse** 7-Stud Lacing.  
**Muriel** . . . . . 5 Stud Lacing.  
**Andrée** . . . . . 4-Stud Button.  
**La Traviata** . 4-Pearl Button.

GUARANTEED.



Choice and reliable Suède (Mousquetaire 6 b.1.) in blacks and tans, and attractive lines in various qualities.

Ready for delivery

**NOW**

**FITZGIBBON, SCHAFHEITLIN & CO.**

. . . Montreal.

# Christmas Novelties



BUYERS WILL FIND FULL RANGES OF SEASONABLE NOVELTIES  
IN THE FOLLOWING DEPARTMENTS:

## NOTION DEPARTMENT.

Purses, Satchels, Pocket Books, Watches, Clocks,  
Whiteware, Perfumery, Soaps, Etc., Etc., Etc.

## MENS' FURNISHINGS' DEPT.

Ties, Mufflers, Umbrellas, Silk Handkerchiefs, Etc.,  
Etc., Etc.

## SMALLWARES DEPARTMENT.

Handkerchiefs in Silk, Linen, Lawn and Embroidered,  
Ribbons, Laces, Frillings, Gloves, Ladies' Umbrellas,  
Etc., Etc., Etc.

## CARPET DEPARTMENT.

Full range Cretonnes, Art Muslins, Curtains in Swiss,  
Nottingham, and Scotch, Curtain Nets, Chenille  
Curtains, Portieres, Etc., Etc., Etc.

## DRESS GOODS DEPARTMENT.

Henriettas and Nuns' Veilings in Evening Shades,  
Silks in Pongees, Pongors, Surahs and Fancy Silk  
for Blouses.

Samples of above can be seen with our travellers or in the warehouse.

# S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER, B. C.



C. K. HAGEDORN, Manager.



# Suspenders and Buttons

Our Samples for Fall Trade are now being shown by our representatives in all parts of Canada.

Our Suspenders in past seasons were much appreciated, and to further increase their popularity we have greatly improved the selection in both value and variety.

We show a magnificent range of Tailors', Mantle, Jacket and Dress Buttons, in either Ivory, Horn, Pearl, Cloth-Covered or Jet.

Remember, "We Fear Nae Foe." From those to whom we are still strangers we would solicit a trial order. Satisfaction Guaranteed.

## THE BERLIN SUSPENDER & BUTTON CO.

Manufacturers

BERLIN, ONT.

# Sample Trunks and Sample Cases

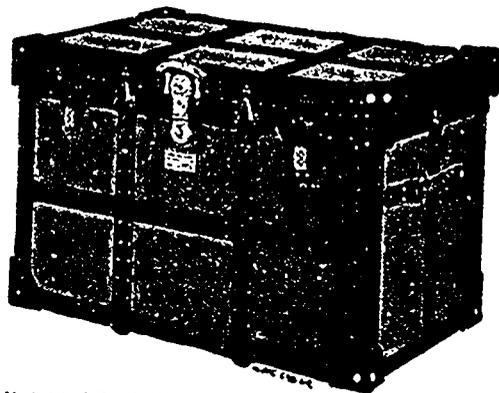
### BEST MAKE IN AMERICA

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

In all grades  
For all kinds of business.



Cummings' Pat. Suspender Trays.  
Patented Dec. 27, 1892. Patented in Canada.



Patented Light Steel Dry Goods and Notion Trunk.

Sole Manufacturers of

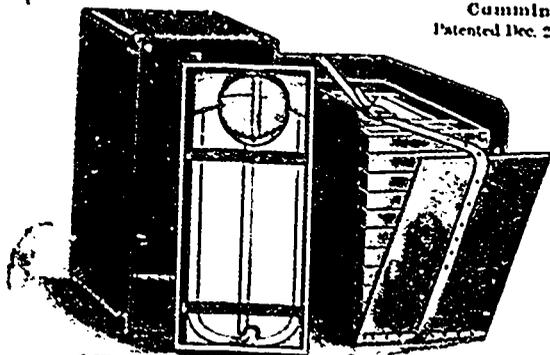
## "Hub Fibre" Trunks and Sample Cases

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

# JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.



Bosom Shirt Box and Trays.

# Something New

A  
Patent  
Fastener  
To hold  
Ladies'  
Hats  
In Front

Awkward. Isn't It?  
Hat Blows Up In Front.  
At Every Little Breeze.

10¢

HAIR RING PIN

GALE RING PIN

Comfortable Now.  
Hat Can't Blow Up  
Even In A Big Breeze.

You can  
Get them  
From your  
Wholesale  
House.  
Do so at  
Once  
And be  
Up-to-date

The **Montreal Suspender and  
Umbrella Mfg. Co.**

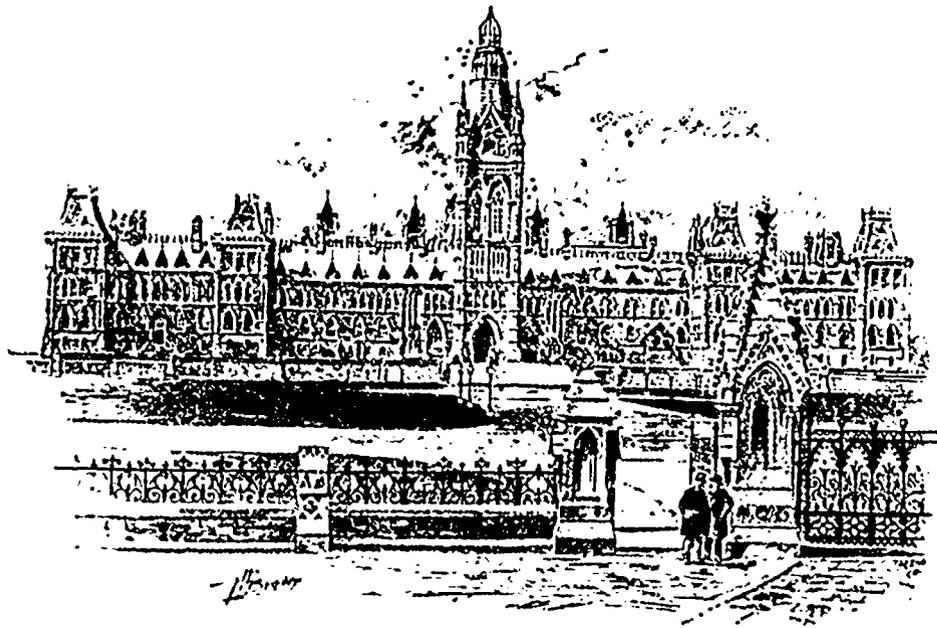
Patented In . . . .

CANADA  
UNITED STATES  
FRANCE  
ENGLAND  
GERMANY and  
BELGIUM

MANUFACTURERS OF ALL  
KINDS OF . . . .

Umbrellas, Parasols, Walking  
Sticks, Shirts, Suspenders,  
Safety Pins, etc.

**MONTREAL**



## TARIFF CHANGES

**A**RE not going to interfere with the Spring Trade of 1897. In fact, we are told on good authority that the Ministers now conducting an inquiry into needed tariff legislation will be conclusively shown that a fixed date for a new law coming into force is necessary. That date will tide over the Spring date period completely. Other conditions for large Spring buying are equally satisfactory. The higher prices for wheat and other farm produce are having an effect on the farmers very encouraging to the local merchant; an immediate expansion in United States trade is inevitable; the development of our mines is not only moving idle money out of our savings banks, but foreign capital has already invested extensively, and a nice trade has been done in the mining regions.

These things being so, what is to prevent a lively demand for Spring and Summer goods? *THE REVIEW*, going to the dry goods

*trade throughout Canada, will do its part, as a newspaper, in showing merchants those facts that promise a good Spring trade. Are you prepared to do your part? Trade must be pushed and goods advertised.*

*At the request of a number of THE REVIEW'S advertisers the Spring Trade Edition will be issued January 1, 1897, instead of March, as heretofore.*

*The trade in Canada were not aware, until we were able to show them, that it was possible to turn out a paper like THE REVIEW in so limited a field. With the aid of the many enterprising wholesalers and manufacturers THE REVIEW has shown the world how Canadians can and will hold their own.*

*The Spring, 1897, issue will add another surprise to the doubters of Canadian enterprise. At this early date space has been spoken for and many advertisers are working on their advertising. Advertisements written and designed and submitted for approval.*

*We want to publish your Spring announcements in this issue; will you give us an opportunity?*





# NOVEMBER

# POINTERS



## W. R. Brock & Co.

Five Pointers for the Month of November.

**1st. Sorting** This is a month when one always looks for activity in assorting business, and we expect it more than ever this year. Every department is now complete and prepared to cope with all demands.

**2nd. Clearing Lines** We take stock on Nov. 30th, and between now and that date there are many lines which we wish to clear out. In each department these have been marked down and laid to one side. The prices will be found interesting.

**3rd. Xmas Novelties** We do not go in for the jim-crack Xmas trade, but such goods as make serviceable and ornamental presents. During this month and next we will have novelties in Neckwear, Silk Handkerchiefs, Umbrellas, Hosiery, Golf Jerseys, Fancy Linens, 5 o'Clock Cloths, Sideboard Cloths, etc., etc., etc. Special Blouse Silks for Xmas presents and evening wear.

**4th. Spring Placing** Our Print Samples for Spring are complete and on the road. We have already received many good orders and have been obliged to send repeats. Samples from the other departments will be ready during the month and complete by December 1st.

**5th. Letter Orders** We are noted in this department for accuracy and despatch. All orders are executed the same day as received. **This is an Important Pointer for the Month of November.**

# CHRISTMAS GOODS

1896.

Whatever divisions may exist in Christendom, the advent of Christ has always been the token of peace and good-will, so at Christmas time we try to show our good-will to our friends and relatives by presenting them with some token of our esteem.

In the present practical age articles of utility are much more in demand, and, as all articles of Clothing or Dress are always wearing out or becoming unfashionable, the demand for **Dry Goods for Christmas Presents is on the increase.**

### OUR STOCK IS COMPLETE AND WELL ASSORTED IN

**Dress Goods, Plain**, the best value in the Trade.

**Fancies**, a nice selection of Novelties.

**Silks**, good range for Blouses and Trimmings.

**Gloves**, novelties in Cashmere and Kid.

**Hosiery and Underwear.**

**Handkerchiefs, Silk, Linen Cambric, Embroidered, Novelties.**

**Ties**, Windsor, Four-in-Hand, and other styles.

**Umbrellas**, Tight Rollers, Fancy Handles.

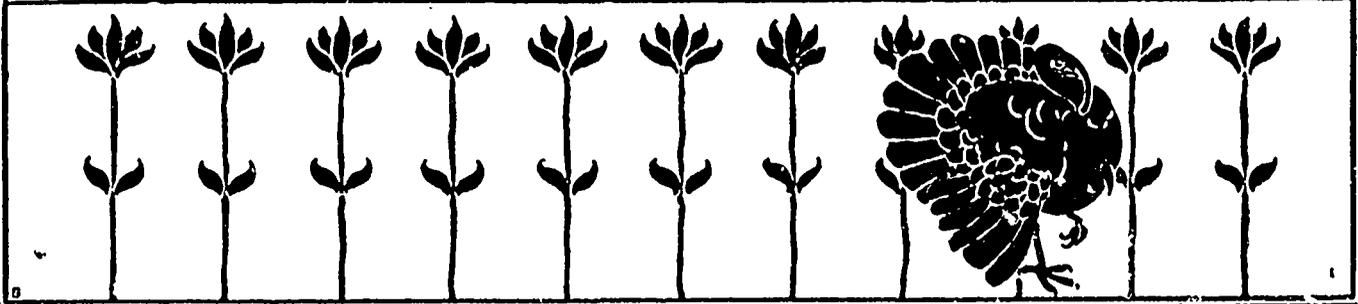
**Shawls**, Fancy Woolen, Wraps, etc.

**Notions and Nicknacks**, etc., etc.

**Caldecott, Burton & Spence** 46 and 48 Bay St., **Toronto**

# THE DRY GOODS REVIEW

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



Vol. VI.

MONTREAL AND TORONTO, NOVEMBER, 1896.

No. 11.

## The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,  
AND  
FINE MAGAZINE PRINTERS.

J. B. MacLEAN, President.  
HUGH C. MacLEAN, Sec.-Treas.  
TORONTO, . . . . . 26 Front St. West.  
MONTREAL, . . . . . Board of Trade Building.  
Telephone 1255  
LONDON, ENG., . . . . . Canadian Government Offices,  
R. Hargreaves, Representative.

Subscription, \$2.00.

Published the First of each Month.

The next issue (December) of THE DRY GOODS REVIEW will be a "Gents' Furnishings" Number. Last day on which copy will be accepted, Nov. 27th. Every retail merchant in Canada handling gents' furnishings will receive a copy.

### THE BRITISH IDEA OF PROFIT.

WE have shown that the British merchant's idea is to make a good profit. He is not eager to sell goods, unless there is a profit in the transaction. With us the idea seems to be to clear out the goods at any price, as long as they go, and let reckoning day take care of itself. This is all wrong. It means—ultimately—insolvency. You cannot long sustain a business where adequate profits are not the rule.

The British merchant tickets his bargains in the window, but when the customer is attracted inside the best priced goods are shown, and, unless the customer specially asks for the bargain line exhibited in the window, he never sees it at all. Here the policy is to push the cheap lots, and little effort is made to cultivate the demand for superior grades. Our advertisements literally shriek with talk of "sacrifice," "below cost," and all the rest of it. The

customer's ideas of value are utterly demoralized by this kind of thing. And trade suffers.

Now, remember this, heavy reduction in price affects the people who make the goods. These people—artisans, workmen, etc.—are the customers of the retail merchants, so that cutting into their share of the profits of labor tends directly to the impoverishment of the merchant's customers. What you call a "snap," therefore, gets back, in the long run, to the injury of the very class of people you sell to.

No business without a profit; that is the British idea, and it ought to prevail here.

### INSURANCE RATES IN NEW TOWNS.

ONE of the things that handicap a merchant in a new town—and in some old towns, too—is high insurance rates. Fire protection is poor often in these new settlements, and the merchant must pay a big premium for an insurance policy, if he gets one at all.

In cases where there are practically no municipal appliances to put out fires it is hard for a merchant to get insured. This affects his buying opportunities, as wholesalers are naturally unwilling to send goods into a town on credit when, no matter how good a merchant is individually, the chances of his stock being destroyed are many.

A common thing in the history of a new town is poetically termed "a baptism of fire." But there is no poetry about the reality. A bad fire wipes out stocks, disarranges trade, often ruins individual merchants and destroys outside confidence in a thriving new place.

This should be avoided, and our advice to merchants is to press for fire protection from the local authorities the very first thing. You want to see nice residences and substantial men settle in your locality. Who will erect solid structures when their liability to be destroyed by fire without insurance is so imminent? A rushing temporary trade can no doubt be done in a wooden shanty with a cellar for a storehouse, but in settlements like our new mining districts the local merchant should aim at a permanent business. Efficient facilities for putting out fires is a big factor in this and must not be neglected.

## THE PRESENT DRESS GOODS TRADE.

WHOLESALEERS say of the dress goods trade for 1896 that it has been phenomenal in the demand for fancies, a leading feature being the large sale of boucles, which, though not a material wearing very well and not especially adapted to this climate, are in demand right up to the present. An Ottawa house which does a large local dress goods trade has just placed an order for a quantity of this class of fabrics and thinks that for present trade they are about right.

The demand for Canadian tweeds in wide widths is also good. The patterns are up to date this season, and the material is well adapted to our autumn and winter weather. They are reasonable in price. In plaids there are some excellent French, German and Scotch goods in the market, though some retailers hesitate about buying just now. The silk over checks, however, are good property, and a large city dealer reports that plaids are all right as far as his trade is concerned.

In mantle cloths a good demand is reported for curls, both in black and scarlet, and the nigger-head effects in assorted colors—browns, blues and yellows mixed. Plain beaver mantlings in black and fawn colors are good, and a steady trade is done in golf cloakings. The latter suit any style of sleeve, and the class of people who can wear them is large.

For spring bright effects are certain to prevail. This is confirmed by reports of Canadian buyers just back from Europe, and is accepted both in England and on the continent. The Bradford correspondent of *The Drapers' Record*, for instance, says: "The great run for spring seems likely to be for the various fancy styles of the silk order, and for the beautifully tinted mixture costume cloths which are now being so successfully made and finished here. Some mohairs and some crepons will, no doubt, be wanted, but up to now most buyers are pinning their faith on the classes of goods above mentioned." Canadian purchases have, we learn, been moderate owing to present conditions, they having followed the general policy now prevailing. There will, however, be some excellent stuff shown for spring in this market, and with reviving business in the States, it would be strange if Canada has not a first-class trade.

## EXHIBITS OF DRY GOODS.

OUR Government has received a communication from the Imperial authorities regarding the Belgian Exhibition, and the propriety of Canada sending an exhibit there. Every Canadian realizes the advantage of advertising this country and its products abroad. All are united on this point. Whether exhibits at International Expositions are in all cases the best means is another question about which the Bradford Chamber of Commerce has a decided opinion. At least, certain kinds of goods are not benefited thereby.

The Bradford Chamber held a meeting last month to discuss the matter of an exhibit of dress goods at Brussels. The manufacturers mostly stayed away from the meeting, and the subject dropped. The president of the Chamber, Mr. Duncan, supported the idea, and so did some other members. The views of those opposed to the idea seemed to prevail. One of these, Mr.

H. D. Sichel, went into the general utility of dry goods exhibits, and, as reported in *The Drapery World*, said: "He believed that at an exhibition the people who lingered in front of the glass case wherein the Bradford goods were stored were not the people who dealt in those goods. They were merely casual sightseers, to whom the goods conveyed no meaning. He attached no importance to the old impression that an exhibit of Bradford goods would simply educate the foreigner. The foreign manufacturer was sufficiently educated to be able to make his own goods, and the boot, if anything, was on the other leg. He saw no harm whatever in Bradford combining to form a good exhibit of its own, but he failed to see how any good, either direct or indirect, would accrue. They might have an exhibit in a glass case, consisting of goods, either in rolls or made up into dresses as in a draper's window, but the persons who would linger before that case, without a chance of feeling or handling the goods, were not the persons whose trade came to Bradford."

This bears out the opinion, often expressed, of THE DRY GOODS REVIEW, that manufacturers should reach the trade. Whatever else they do, that one thing they should attend to. Even when they don't sell direct to the trade, the men who sell the goods to the consumer are the men to reach.

## MINING EXPANSION BRINGS TRADE.

THERE has been a pretty large investment in British Columbia and Rainy River mining enterprises by Ontario merchants. Many have doubtless gone in for small sums. This, we hear, has stimulated trade quite a bit by money going forward into the districts named in the shape of goods. This is all right. Anything legitimate that stimulates trade is satisfactory. It is not our province to advise our readers about mining investments. One word, however, as to the general policy may be said. No merchant should invest money that ought to go into his business. If he has a surplus over the requirements for that purpose he can do what he likes with it. Everyone in Canada has a direct interest in developing the rich gold fields of the country. Nothing is gained by a few men, perhaps foreigners, making millions and spending the money out of Canada. But the enlargement of the actual mining population is what we all want: men who work in the mines, who eat, who wear clothes. The mills, the jobbers, the merchants, the farmers, the factory hands, all benefit from enlarged development of this kind. And when all these benefit who else need we consider?

## THE PRICE OF WOOL.

THERE is some speculation as to why the wool market is so firm. Stocks in Yorkshire are supposed to be large, and it is believed that cancels from the United States have been extensive. During the last six months imports via New York have been smaller, and it is claimed that American jobbers are well stocked, though the retailers are not. Yet prices on all but lower grades have been maintained at the London wool sales, and the outlook for spring is, therefore, not in the direction of lower prices. The whole situation would seem to show that there is no over-supply in raw material.

See Tariff Changes on Pages 4 and 5.

## FLANNELETTES—A RETROSPECT.

THE price-war is over, for the present. Both the Parks mill and the Canadian Company have withdrawn their 32-inch makes from the market. Jobbers complain that orders placed are not being filled, and retailers, in turn, are lacking supplies to meet the demand created by the flurry in prices.

Now that the whole thing is over, who has benefitted? We cannot find that anyone has. When the absurd break to 5 cents took place, the jobbers cut prices all round and the big department stores in cities promptly followed suit, so that not one branch of the trade—the mills, the jobbers, or the retailers—got any profit out of the transaction. The cut worked evil to all concerned. Just as surely as the man who plunges wildly into a debauch wakes up next morning with a racking headache, so the trade of the country are feeling the wholly evil effects of this latest commercial jam boree. Men who believe in doing business on a sound basis must be heartily sick of this affair. It bears every appearance of an attempt to force Wm. Parks & Son out of the manufacture of flannelettes, and it has failed, as such a selfish, reckless and short sighted policy deserved to fail. It has done harm to the stability of domestic manufacture and will not, rest assured, escape the lynx eyes of the Ministers now about to visit sections of the country on a tariff enquiry.

A retail reader of THE REVIEW wishes to know if this paper is specially concerned to keep up prices. We will tell him. This paper desires to see a legitimate profit. That is the only true business principle—not an extortionate profit (no one gets that nowadays), but a reasonable, living profit. This paper pins its faith to that rule, and applies it equally to one, as to another, branch of trade. It will not do to preach the doctrine to a retailer and not to a manufacturer. What is sauce for the goose is sauce for the gander, says the proverb, and in this case the trouble has been caused by a wilful neglect of a wholesome principle of business.

## THE TARIFF.

IT is not the province of THE DRY GOODS REVIEW to take sides on the tariff issue—that is, between free trade and protection. We leave that to the party papers. The readers of this journal from Nova Scotia to British Columbia get their politics from other sources.

There are several points in the proposed new tariff, however, which interest the trade as a business community and may legitimately be discussed. The first is that the date of the changes should be fixed about July 1st so as to avoid disarranging the spring trade, both wholesale and retail. That we have already brought to the attention of the Government, as have one or two boards of trade also. Sir Charles Tupper, at the Conservative convention in Toronto, October 27, referred to the interviews with business men in THE DRY GOODS REVIEW, and assented, generally, to their point of view. The Government is naturally more reticent than an Opposition requires to be, but we hope to hear from the Ministers, shortly, an announcement that they too recognize the propriety and justice of a fixed date in June or July for the changes.

Another point is the nature of the revision. It cannot be a radical one. The country needs a revenue, and the tariff provides \$20,000,000 of it yearly. No one wants to dislocate trade. Even

Mr. Caldecott, of Toronto, an uncompromising, perhaps the most advanced, advocate of the free trade theory, recognizes the prudence of a moderate measure. There are also the domestic industries which deserve, and will doubtless receive, the greatest consideration. This journal has readers in all the towns of the country where mills are situated, and knows from personal opinions privately conveyed, that no policy which would shut down the mills would be acceptable. We believe the Government sees this, and will act with sense and discretion. Our industries are a vital part of the Canadian commercial system, and any policy that ignored them or ruined them would be little short of criminal. We do not anticipate any such, and need not grow excited about what may never happen. It's a good rule for a man not to jump a fence till he comes to it.

The third point is quite as important as the others. The tariff when decided upon, must be fairly and sensibly administered. Any tariff tyrannically administered becomes oppressive. The importers must not be treated as so many robbers. In an anxiety to get revenue, there should be no attempt to fleece the importer by every possible exaction, just as if he were a sheep about to be sheared. Once adopted by Parliament, the tariff should not be administered in any party spirit. Before adoption, it should not be framed under the influence of ward politicians who want to get a "whack" at this industry or that.

The whole revision, from start to finish, must be honestly and wisely conducted. We merchants are not all hide-bound party men. Party ties are not as strong as they were ten or fifteen years ago. We want honest, economical government and are going to have it, or know the reason why. There has been too much humbug in politics, federal and provincial, the last thirty years.

The new Government has a chance before it, in the tariff issue, to do good work, to ignore the wire-pullers and take a broad view of a national business question.

## WE BLUSH.

One of the buyers just returned from the English market says he heard THE CANADIAN DRY GOODS REVIEW referred to several times while there. It was always spoken of favorably as a good up-to-date business-like paper.

## RICHES WELL EMPLOYED.

IF a man makes a fortune he should use it well. By doing so he strengthens the position of capital, which is apt to be looked on with a jealous eye by the crowd. One of the menacing features of the struggle in the United States is the fierce onslaught by the mob on the propertied class. The rich man, therefore, who removes this feeling of suspicion and dislike by showing that he can generously devote part of his surplus to the common good performs a real service to the state. He helps to assuage envy, to encourage benevolence and to give riches a better name in the community. Mr. A. F. Gault's unobtrusive yet princely gifts to the educational institution of his church at Montreal come under this classification. There ought to be no reason for the bitter carping at well-off men which is so prevalent nowadays. If all capitalists had the same reputation for integrity and kindness which Mr. Gault has acquired during a long and arduous career, there would be far less hostility to wealth among the democracy than there is.

**AN IMPORTANT PRECEDENT.**

**A** REPRESENTATIVE of THE DRY GOODS REVIEW met Mr. Petter, of the firm of Peek, Frean & Co., London, England, one of the largest biscuit manufacturing concerns in the world, and which does a trade in every part of the globe. Mr. Petter has for the last forty years been a frequent visitor to the colonies and foreign countries in the interests of the firm. Speaking of the probable changes in duties, he referred to his experience in New South Wales in 1887 when many articles were placed on the free list.

He says that the Parliament of that colony passed a tariff agreeing to place a large number of goods on the free list. The Government made an announcement in March, he thinks, that the new tariff would come into operation in the following August. In other words, they gave six months notice of the changes that would be made in the tariff. This is what the Canadian importers are asking the Dominion Government to do.

The Government has made no announcement, but friends of the party in power apologize for them by saying that there is no precedent for such a course, and that, therefore, they cannot do so. Here, then, is an excellent precedent for them to follow. Mr. Petter says he arrived in New South Wales late in June, and found all the merchants there had a list of the articles which would be admitted free of duty, or on which the tariff would be reduced in August, and business men were prepared for the change. They made their arrangements beforehand. It was fair to every one. None of them lost money by being caught with a heavy stock of goods brought in at high tariff, and the course of business was not interfered with in any way.

**RETAIL ADVERTISING.**

A whetstone gives an edge but cannot cut. Yet the whetstone is necessary. It is the same thing in business. Advertising facilitates sales, but seldom sells goods itself. Yet advertising is necessary. Many things are necessary to make sales. The goods must be of the right sort. They must be effectively displayed. They must be judiciously advertised. They must be in the hands of good salesmen. Neglect any one of these and the tie which binds the customer to the merchant is weakened. Of course, you can do business without advertising; but you have about as much chance of ultimate success as the farmer who insists on cutting his grain with the old-time reaping hook.

**SPRING IDEAS.**

The buyers who have been over on the European markets for the last month are now returning. Among the things they bring back with them are the latest ideas about the goods to be used in spring. All bright stuffs will be fashionable, as will also silk and wool effects. For early spring wear for ladies the tweed effect will be much worn. Fancy boucles will hold their own and be quite the thing. Braid will be much worn this spring. The principal braid manufactories are in Germany where mohair is being sent in large quantities. The demand in this direction is likely to influence the price of mohair.

It is gratifying to learn that the Bradford manufactories are more than holding their own against the Germans. In late years much has

been said about the German houses beating out the English manufacturers, even in their own markets. Canadians generally, and dry goods men in particular, are interested in hearing from a reliable source that the tide has turned and that the English manufacturers are turning out goods which can compete with the greatest success against the productions of any other country.

**FAST FREIGHT FOR CANADA.**

Says the Manchester correspondent of 'The London Drapers' Record: "I have of late been making enquiries into the method of despatching urgent goods for Canada, and find that large quantities are now sent by the fast New York boats. For instance, last week there were shipped for Toronto, via Liverpool and New York, 2 packages of cotton goods, 3 packages of lace, and 4 packages of silks; while for London, Ont., there left one package each of hosiery, lace and cottons, besides consignments for Hamilton." This is a valuable piece of information. A Canadian fast line must be as fast—for freight—as the New York boats. Otherwise it cannot successfully compete.

**M'KINLEY'S ELECTION.**

The Republican victory will have certain immediate effects. These are of vast concern to Canadian merchants. Some of them may be:

A revival of trade across the border and, therefore, more demand for Canadian products, such as lumber, farm stuff, fish, etc.

A renewal of confidence amongst the owners of capital, and therefore activity in investments, new factories, etc.

A tendency towards firm prices, perhaps higher prices, the world over, as the United States are a big factor among the family of commercial nations.

There are other possible effects, such as a higher tariff on Canadian products, a possible treaty with Canada, which we need not consider, since they are far off.

The present results will be a hopeful and healthy stimulus to trade.

**EXPECTED ADVANCE IN COTTONS.**

As THE REVIEW is in the press report comes of an expected meeting of both the Dominion Cotton Co. and the Merchants' Cotton Co., with the intention of advancing prices of grey cottons and sheetings in this market, owing to the result of the American elections.

**DIRTY BANK BILLS.**

**A** "MANAGER" writes to The Montreal Gazette: "Last week, owing to the absence of our superintendent, I had occasion to handle a considerable sum of money in paying wages. The amount in question had been received from one of our leading banks a few hours previous to its reaching my hands, and amongst other packets was one hundred \$1 and \$2 Dominion notes. These packets, which were of a brown tobacco color, emitted an odor which would indicate there was Dominion money in the neighborhood, even though a man might be blind, and were so filthy as to make it almost dangerous to handle them, as, in my opinion, infection is carried through this medium under the present system to a very large extent. I would be glad to be informed whether this is a result of carelessness on the part of our bankers, or if there is

any other reason for this most disgraceful state of affairs. Surely the Department of Finance must realize that the better the currency that is put in circulation the more anxious the people will be to get it, and, therefore, the larger circulation this money will have."

This matter has already been ventilated in THE DRY GOODS REVIEW, and merchants ought to enter a vigorous protest through their local M.P. It is well-known that where Government notes are returned to the Receiver-General's offices in the various cities, in the regular way, they are allowed to go out again dirty. Unless absolutely in tatters they are not destroyed by the Dominion officials.

#### THE ENGLISH SILK INDUSTRY.

A RECENT meeting of the English Silk Association drew forth some hopeful remarks regarding the future of that industry, which has suffered from decline of late years. A correspondent of The Dundee, Scot., Advertiser has been visiting the English silk districts, and thus writes of the Cheshire and Staffordshire silk group:

In Macclesfield and Leek Queen silk reigns supreme, and in Congleton, although it has declined greatly, its position is still important. The power loom exists, of course, but there is a peculiar interest attached to silk in that the hand loom still lingers, not only in the factory, but in the weavers' "garrets" at home. In Macclesfield there are probably a couple of thousand hand looms, and scattered over the surrounding portion of the fertile plain of Cheshire there exist little communities of weavers at Prestbury, Woodford and Hazel Grove. Eight miles from Macclesfield lies Congleton.

The staple trade of Macclesfield is the throwing and weaving of silk goods. This is no place for elementary technical details, but it may briefly be mentioned that "throwing" is the process by which the silk, reeled from the cocoon, is prepared for the loom. The throwing branch of the trade suffers more keenly from foreign competition than that of weaving, the cheap Italian and other foreign goods arriving in this country in large quantities. There have been times in the recent history of the trade when English "throws," as they are called, could have been bought for the value of the raw material, plus the cost of the labor, without any margin for profit, and although matters are not so bad as that just now, the trade is capable of improvement. A glance at the statistics bearing on the subject of the fluctuations in the silk trade since the French Treaty may easily deceive outsiders, and, as a matter of fact, figures have been the cause of most misleading inferences in the London press during recent references to the Spitalfields trade and the absurd attempt to revive it by inducing the Prince of Wales to wear figured silk waistcoats.

I have before me a series of silk brokers' circulars from 1851 to the present time. They show that 44 years ago we imported 46,000 bales of silk, and that from 1853 to 1863 the quantity was never less than 54,000 bales, while the average was a good deal higher, the figures in 1857 being 112,700 bales. Of late years the figure has been as low as 15,600 bales. To put it another way, in 1862 the raw silk imports were 10,295,000 lbs., and last year they had fallen to 1,585,000 lbs. What is the cause of this remarkable decline? Some will at once jump to the conclusion it is entirely attributable to the decay of the English silk trade. That is not altogether true, for to influences of this kind must be added the circumstance that London is no longer the silk market of the world. In the days of guilds and monopolies she enjoyed a supremacy which was acknowledged everywhere, to-day, vast though the shipping trade of the Thames may be, London is only one amongst other cities, many of which surpass her in certain important branches of commerce.

The greatest silk-producing centres in the world are on the continent, Lyons, of course, leading. For many years a large pro-

portion of the requirements of foreign throwsters was imported from the East by way of the Thames. Now they are importing direct, largely by way of Marseilles, which received 55,500 bales of China and Japan silks in 1880, against only 23,000 ten years before. This is a result which must naturally be expected, owing to the heavy subsidies granted to foreign steamship companies by their respective Governments, and which, to mention one instance out of many, enables a French company to maintain a regular service with the Persian Gulf at an actual loss on each voyage as far as that branch of their itinerary is concerned.

After making allowances for this circumstance, however, it must be admitted that there has been a decline in the British silk trade since the sixties. Thirty-four years ago we managed to export £1,122,000 worth of throws, twist and yarn. Last year the value was £296,000. The imports of foreign silk manufactures previous to 1860 did not exceed in value three millions. There has been a steady growth since then, and last year the imports exceeded fifteen millions, the principal supplies coming from Crefeld, St. Etienne, Lyons, Basle and Zurich.

#### PRICES OF MAGOG PRINTS.

In another column will be found the new price list of Magog prints issued since the last number of THE REVIEW appeared. It will be noticed that among the changes are several advances: H. cloth regular, 1/8c. advance; Ladas cloth, heavy and ex-heavy, have advanced 1c. each.

#### THEY READ THIS PAPER.

THE REVIEW called on Messrs. Detweiler & Co., of Sault Ste. Marie, recently, and found them in their handsome store, which is centrally situated. They are a new firm just starting in business, and are still receiving and opening up their stock of dry goods. Their first subscription to any journal was for THE DRY GOODS REVIEW.

#### SEND FOR A CATALOGUE.

The attachable dress shield, made of an odorless fibre, is the new thing advertised by D. C. Hall & Co., of 86 Leonard street, New York. It is an article of much merit, and one for which the trade has long been looking. Their great specialty of perforated buckskin underwear for men and women keeps this firm always before the trade, as they are headquarters on these goods, and dealers can always get any size or kind they want in large or small quantities from stock. This firm also makes a specialty of seamless Sanitas napkins for women's wear, which have already attained popularity. D. C. Hall & Co. are also selling agents for the Canfield diapers, bibs, sheets, stockinet and sheetings. Illustrated catalogue mailed on application.

#### SMALLWARES.

November is the month that merchants are always sorting up their smallware stock. W. R. Brock & Co.'s smallware department is an important section of their business, and is at all times well assorted with dry goods and dressmaking supplies. Several cases of hooks and eyes, elastics, tapes, pins, piping cords, braids, crochet cotton, etc., were passed into stock this week to keep a solid front.

#### CASHMERE HOSIERY.

S. Greenshields, Son & Co. have in stock a full range of heavy cashmere hosiery in tucked and 6 and 8 fold knees, all sizes. Their other regular stock of heavy, plain and ribbed lines suitable for the present season is also complete. They have just received a new consignment of their special line of all-wool ribbed cashmere No. 318 at \$2.25. Small sizes have also arrived in the same line.

THE TORONTO TRADE IN SESSION.

THE Dry Goods Section of the Toronto Board of Trade has formally endorsed the proposition for a fixed date on which to put tariff changes in force. At a meeting on Monday, Oct. 19th, the trade were well represented. Mr. Andrew Darling, chairman of the section, presided, and amongst those present were: W. R. Brock, F. Wyld, S. Caldecott, J. S. McMaster, W. Blackley, Chas. Cockshutt, etc. A gratifying feature was that the resolution passed was unanimously agreed to. It reads:

"That, as the time for the chief importations of dry goods for the spring trade is during the months of January, February and March, it is the opinion of the Dry Goods Section of the Board of Trade that any reduction in the duties upon dry goods that may be proposed and carried by the Government of the Dominion should not take effect earlier than the 1st day of July, 1897: any earlier date for reduction of duties would have a disturbing effect upon the business of the country, and work a great injustice not only to importers but to the retail merchants of the Dominion generally."

The date selected, therefore, July 1st, is fixed upon (and THE REVIEW notes this with satisfaction) to suit the retail trade as well as the wholesale. The Board has not selfishly consulted the interests of one branch of the trade, but both. This date covers the selling period as well as the buying, so that the retailer has a chance to clear out his stocks before the anticipated drop in the duties takes place. The drop may turn out to be trifling. Yet it will lean in the direction of reduction, and thus the necessity for a fixed date is all the clearer. A merchant who has bought under a 35 per cent duty will naturally be forced to drop prices if the duties on a particular line go down to 32½ per cent, hence the most suitable season for the change must be chosen.

THE CREDIT SYSTEM.

A short discussion on the question of shorter dates developed a pretty general agreement in favor of reducing time. THE REVIEW'S position on the whole credit system is well known. It is felt by all who study business conditions just now that the nearer the merchant gets to cash, and the closer he can buy, the better his chances. The good men will naturally favor shortening credits, because a weak man who can get long terms, may continue in business for 3 or 4 years, going behind each season, till finally he succumbs—to the injury of his competitor who is doing business on a sound basis. The experience of wholesalers who have tried shorter periods is also satisfactory and they regard it as a wholesome movement. One firm reports that when it inaugurated the change only three of its customers raised any objection. Things are tending away from long credits. The wholesaler gets to know where his customers are, and as wide-awake management is the feature of the dry goods trade to-day, shorter credits helps this. The desire is to do away with supply houses, and the good merchant favors this.

The Toronto section also discussed the question of local taxation. Mr. W. R. Brock called attention to the English system, which, being based on property values, is less subject to change than taxation on stocks. The matter is one of municipal government, and as a new City Council for Toronto will be elected in two months, it was postponed.

THE WOOLEN MILLS' CIRCULAR.

The following circular has been issued to the trade:

MONTREAL, Oct. 20, 1896.

DEAR SIRS, —I am instructed to inform you that at a meeting of the Canadian Woolen Manufacturers' Association, held this day, a list of whose members was mailed you on the 11th July last, the following resolutions were unanimously adopted, viz:

Resolved:

1. "That the terms of dating for the whole trade in future be: 4 months 1st March, spring)
  - 4 " 1st Sept., autumn)
- For goods delivered as required.  
Repeats and deliveries in March, April, May, for spring; and

in September, October, November, for autumn; to be dated four months from 1st of the following month.

2. "That the rate of interest to be allowed for prepayment shall not exceed 9 per cent. per annum."

3. "That the giving of sample ends for the purpose of taking orders should be discouraged to the utmost, and that in no case should sample ends be given without double price being charged."

I am, yours truly,

(Signed) A. H. PLIMSOLL.

MAQQ PRINTS.

The following price list for spring prints was issued Oct. 13th:

H. Cloth, regular	4 3/4 cts.
No. 1 " " Grey Blacks and Solid Blacks	6 "
No. 1 " " Fancy Aniline	6 1/2 "
P. C. " " regular	6 1/2 "
P. C. " " Embossed	7 "
No. 2 " " regular, Grey Blacks and Solid Blacks	7 1/2 "
No. 2 " " "Aniline Fancy"	7 1/2 "
No. 2 " " Embossed	8 "
Heavy Shirting	8 "
No. 3 Cloth, regular, Grey Blacks and Solid Blacks	8 1/2 "
C. " " " " " "	9 1/2 "
C. " " "Aniline Fancy"	9 1/2 "
INDIGOS.	
P. C. Cloth	6 1/2 "
S. C. " "	7 1/2 "
D. C. " "	9 1/2 "
G. C. " "	12 "
SPECIALS.	
Challies, Light Fancy	4 1/2 "
Dark Fancy Aniline	5 "
Pique, Light Fancy	8 "
Aniline and Indigos	9 "
Wet Cord, Light, 27 in	10 "
Heavy, 27 in	13 1/2 "
Sateen, 27 in	10 "
Organdy, 28 in	12 1/2 "
Skirting, 38 in	12 "
" Fancy Borders, 38 in	11 1/2 "
A. Duck	7 1/2 "
AA. " Indigo	9 "
Summer Suitings and Salisburys	7 1/2 "
Costume Twills	9 1/2 "
Jacquard Satens	15 "
Fancy Crinkle, CC	7 1/2 "
" " NC	10 "
Ladas Tweed	11 "
Heavy Moles	14 1/2 "
Ex. Heavy Moles	18 1/2 "

HINTS FOR HOLIDAY TRADE.

In smallwares, etc., Wyld, Grasett & Darling are showing some lines that deserve a passing note. A range of Swiss embroidered handkerchiefs in all late designs will retail from 10 to 40c. with all intermediate prices; ladies' pure hemstitched handkerchiefs, to retail from 12½ to 35c. each; ringwood gloves, in black, white and fancy colors, retailing at 20 to 35c. a pair, are selling well and the stock is much reduced; a special line of boys' navy ribbed hose, retailing at 20c. a pair, is being jobbed; a specially good line of children's black cashmere seamless hose, imported stock, just received, retailing from 12½c. for 4-inch sizes to 30c. for 8-inch sizes.

GOOD DEMAND FOR THE NEW VELVET.

"Meteor" is the name of a new velvet skirt binding just being put on the market. All the wholesale houses carry it. They report that it is already making progress, and that repeat orders are being received right along.

THE MANTLE SEASON.

Caldecott, Burton & Spence report an active enquiry for curl mantlings. Lister's sealettes are selling well, being never out of favor. The demand for silk velvets and velveteens for trimming purposes is excellent just now.

We are offering some SPECIAL lines in



# BLACK DRESS GOODS

AT REDUCED PRICES.

Our stock is well assorted in all departments . . .

We are showing several very handsome designs in Silkalines and fine Sateens for the holiday trade---**NEW LINES.** The goods will be delivered first week in December.

Just opened, a few cases of "Viceroy" Flannelettes---just what you want for November and December trade.

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

*N.B.—Be sure and see the specialties that our travellers are now showing for next season.*

## The Combination by Canadians

Of the British, French and German modes of dyeing and finishing produces a fine bloom, a perfect finish, and colors that will never crock. It has taken time, pluck and perseverance to attain this perfect system of dyeing, by which every Dry Goods Merchant is able to have all piece goods of defective or undesirable colors re-dyed and made salable at a profit, instead of a loss, as has been necessary in the past. Merchants need have no fear of their customers ever finding the dyeing faulty or even suspecting that the goods were ever re-dyed after we

re-dye a piece of goods. Not one person in a thousand can tell whether or not it was ever of a different color. While in our possession, there is nothing to indicate to an outsider the ownership of the goods. Only those whose business it is to know will ever be made aware of the fact that instead of forfeiting the profit on your out-of-date or wrong-colored goods, you send them here and have them changed to apparently brand new fabrics. We are anxious to have you see our circular and price list.



Telephones

3037, 3640, 2143  
and 1004.

**R. PARKER & CO.**

DYERS AND FINISHERS

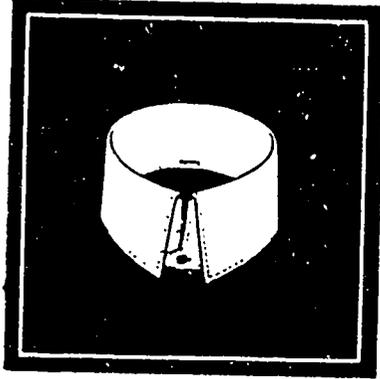
Works and Head Office,  
787 to 791 Yonge Street

*Toronto*

**MEN'S FURNISHINGS.**

**W**YLD, GRASETT & DARLING have an attractive range in lombards, bows and puffs. In color, reds and greens predominate, dark shades being most in favor, with a few medium and and light shades.

Tooke Bros. send the accompanying cuts representing some of the styles of collars to be worn by ladies during the coming season. All are very popular, and, as will be seen, three of them are similar to popular shapes worn by men at the present time. New styles will be added, which will appear in due course.



Tooke Bros - Patti.

As retail prices, 25 and 50 cents have come to stay for men's neckwear. W. R. Brock & Co. are showing something extraordinarily special to

fill this bill, the result of purchasing "a snap" of five cases of the latest novelties in knots, derbys and bows made up for the holiday trade for a large continental house that suspended payment just as the goods were being shipped. Brock's bought them at a sacrifice, and, in consequence, can offer an inducement to the trade in the shape of fully 25 per cent. extra profit on some lines.

Mr. Edgar, buyer for Tooke Bros., writes that he has one or two large lines in ties that will astonish the trade for value and style.

The Berlin Suspender & Button Co. show an elegant line of samples of suspenders for Christmas trade.

Tooke Bros.' No. 652 black cashmere half-hose is having a large run. They claim the value and finish to be exceptionally good.

The season for white kid gloves, white muslin bows and fine dress shirts is at hand. Wyld, Grasett & Darling have them, as also winter gloves in wool, black, self colors and fancies, and lined kids at moderate prices.

The Berlin Suspender & Button Co. report their output for October to be nearly fifty per cent. ahead of October, 1895. The popularity of their goods is responsible for the increase of trade.

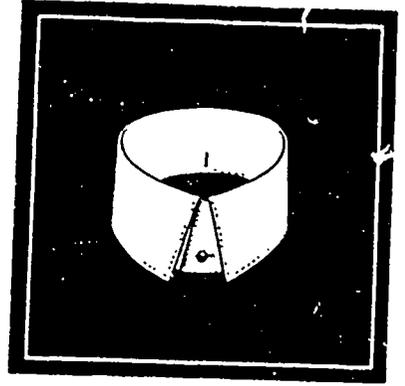
The Berlin Suspender & Button Co. offer two thousand first-class black ivory dress buttons at 20c. a gross in quantities, worth 40 to 50c.

McMaster & Co have, by frequent consignments, kept their

stock in this department well assorted, and the merchant in need of such goods will find the latest styles and most fashionable goods available. Their hosiery and gloves are particularly attractive goods and are meeting with the appreciation they deserve in the way of large sales.

S. Greenshields, Son & Co.'s range of neckwear in knots, four-in-hands, bows and lombards is unsurpassed for excellence of design and neatness of patterns. The samples for the Christmas and spring trades are now in the hands of their travelers.

S. Greenshields, Son & Co. are showing a splendid range of men's umbrellas in nobby handles, with silver mounts, very desirable for presents for the Christmas trade. They are also showing men's mufflers in cashmere, cashmere and silk mixed, and all silk.



Tooke Bros. - Bernhardt.

**CLEARING IN SEVERAL DEPARTMENTS.**

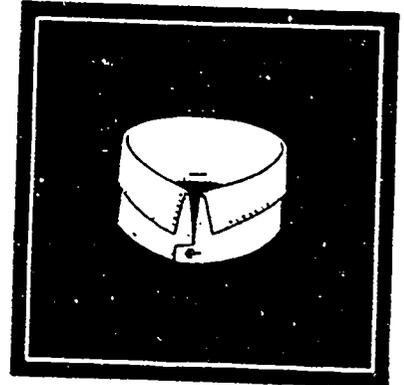
Gault Bros. & Co. say that, prior to stock-taking, they are clearing out nearly all their lines, especially mantlings, dress goods and silks.

**A SNAP FOR THE TRADE.**

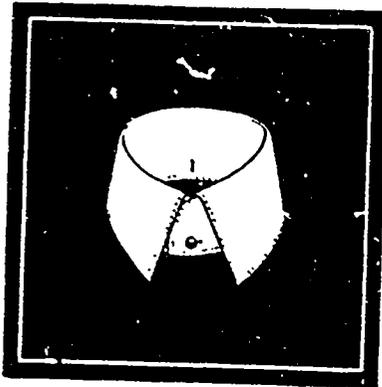
Owing to depressed business in the United States, the Berlin Suspender and Button Co. have just purchased a large stock of webs suitable for \$3 and \$4 suspenders, which they are selling for \$2.25.

**THE NASAL ORGAN.**

As the holiday season approaches the requirements for this prominent and important feature become more constant and numerous. It is surprising how frequently ladies in search of Christmas gifts take particular interest in the welfare of the nasal organ and handkerchiefs commend themselves as being useful and sensible presents. W. R. Brock & Co.'s handkerchief department is a large one and their attractive assortment has just been specially supplemented for the holiday trade with large shipments of handkerchiefs from St. Gall, Switzerland; Yokohama, Japan; Belfast, Manchester, London and other important centres, containing staple lines in linen and cambric, embroidered, motto, drawn work mourning, colored borders, etc., in plain and hemstitched. Several, numbers of jobs and seconds in white hemstitched, that are shown, would be a drawing card for merchants who cater to this growing demand at the approaching season for the nasal organ's requirements.



Tooke Bros - Terris.



Tooke Bros - Stephanie.

**SENTIMENT IN BUSINESS.**

IT is a trite and common saying that there is no such thing as friendship in business. This is based upon the assumption that the principles governing the transactions of trade are purely and rigidly mathematical, and so necessarily antagonistic to the softer humane motions and amenities of life. It is simply a question of buying at a low price, adding the correct ratio for expense and profit, and selling at the result obtained. Thus the typical merchant becomes a Gradgrind whose sentiments are buried under the weight of unfeeling reason and demonstrable exactness. Now that there is a total absence of friendliness in demeanor, there are few who are lacking in geniality to customers, but this is made purely a matter of business. Not that it is an affectation; it may be genuine enough, but it is manifested strictly in the interest of trade, and it is never wasted where it will not yield its returns in visible profits.

The development of the type of character here indicated is not always, or even usually, the result of premeditated intention. In the mental and moral equipment for a business career most men find themselves suffering from various deficiencies. Thus there are natural weaknesses of disposition which they must set themselves to correct. A very common weakness of this kind is the tendency to be too easy, too slack in business matters, or too lenient with the slackness of others—a hesitation to hurt sensitive feelings, which may either be the result of a naturally kind disposition, or, as happens more frequently, the result of natural laziness. The first proceeding of the successful business man who finds himself thus hampered is to take steps to correct the tendency. In thus dealing with the disposition to be too easy he is apt to go to the opposite extreme, and a degree of hardness results that is not conducive to his own happiness or to that of his associates and dependents. Frequently there are developed, from the natural tendencies, the

qualities of a tyrannical disposition, and a questionable pleasure is found in asserting the will of a master, all without intention.

The best ideal for the merchant is neither that of a Gradgrind nor a tyrant. The development of such qualities indicates either the meanness of a narrow nature, the acquirement of a thoughtless habit or a mistaken idea as to what constitutes business method and exactness.

There are, properly, sentiment and friendship in business. The frank and hearty recognition of that fact is the characteristic of those making the greatest success. They acquire a genial positiveness which results is the most efficient work from subordinates, securing their hearty goodwill and esteem while conducting to the happiness of all concerned.

Hearty, sincere, whole-souled friendship to all deserving it is one of the most valuable equipments of the successful business man, as it is of everyone. There is nothing in it, nor in its free manifestation, in the least derogatory to the widest success—indeed, it is essential to it. The surly, selfish Gradgrinds may achieve an apparent success by the accumulations of intense, persistent effort, but it is not worth the cost and might have been better achieved on the broader plan.

It does not follow that, because there should be friendship in business, there should be less of either positiveness or exactness. When it is said that friendship should not be permitted to interfere in the slightest degree with correct business methods, the saying is pertinent. Friendship may prompt to acts of business accommodation and kindness, to doing a good turn at every proper opportunity; but when it becomes a factor in the question of credits it is most pernicious and ceases to be true friendship.—Exchange.

The stock of John MacLean & Co., millinery merchants, Montreal, who recently assigned, will be sold by auction Thursday forenoon of this week.

# OUR STOCK



will be kept fully assorted during the month of November in order to meet the special demands of the retail trade. Would advise early repeats in order to secure prompt deliveries.

.. SPECIAL DRIVES IN ..

COTTON BLANKETS,  
TOWELS and TOWELLINGS,

LADIES' and GENTS' UNDERWEAR,  
TARTAN DRESS GOODS,  
HOSIERY.

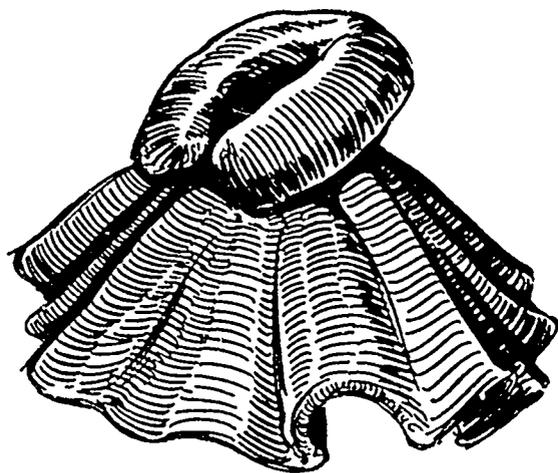
Send for samples and quotations. Large stock of 32-inch Flannelettes. Letter orders receive careful attention.

**KNOX, MORGAN & CO. - HAMILTON**

## SPECIALTIES IN FURS.

WHETHER the winter be severe or not, dealers are evidently attracted by the stylish salable stuff offered this season. A. A. Allan & Co. are showing some extremely pretty things in fancy ruffs, capes and caperines. One special caperine which has caught the taste at once is a combination of grebe and electric seal, grebe and plucked otter, in alternate stripes, not extensive and very stylish. The fashion of having many tails in neck ruffs is followed in some handsome goods, some retailing at \$5. Electric seal jackets have had an immense sale, are beautifully made and a fine one will retail for \$65. Messrs. Allan make a point of attending to letter orders, so that the trade may order holiday goods from such a large and well-equipped establishment without risk of disappointment.

In chatting with Mr. J. D. Allan regarding the fur season, THE REVIEW was informed that sales of Alaska sable had been good, also Persian lamb, the price of the latter abroad having risen 15 per cent., but not affecting this market. As to raw furs, it was exceedingly difficult to know what furs will run next year, hence people had to be careful. If Canadian furs were not popular next season, those who had bought would of course have to put up with it. There



A. A. ALLAN & Co. - Trimm'd Caperine, plain or tipped.

was no demand for bear, even prime stuff being neglected. The recent London sales, being chiefly of held-over stuff, are no great indication, although Australians had brought good prices.

Mr. Allan, in discussing the business situation, referred to one or two matters of general interest. For example, some dealers thought nothing of complaining that goods sent were not up to sample, and returning the goods. This was a charge which no first-class house cared to have made against it, and he thought it never should be made unless on good ground. Another practice he thought opposed to sound methods was coaxing buyers with little gifts so as to secure sales. This was opposed to the true interests of the principals of both firms, and should be frowned upon. Two firms having a business transaction should get the profits out of that transaction, without the cost of presents to the officials giving the order.

Mr. Allan, in reply to an enquiry, said that of the cheap furs advertised in the newspapers one could not say anything with certainty. They might not be skins at all. In point of fact, prices for superior lines were really higher, not lower, and a trade in the better lines was what was wanted by all.

## FINE READY-MADE CLOTHING.

Chalcraft, Simpson & Co. report good orders for the superior clothing produced by them from British Columbia, Manitoba and the Northwest, as well as from the Maritime Provinces. The travelers now out in Ontario are doing a good sorting trade. It

seems evident that spring business in ready-mades will be brisk in all lines of well-finished clothing and the firm, seeing the current taste, make a specialty of this.

## IRISH AND GERMAN LINENS.

THE London Daily News has been investigating the statement that the linen industry has been seriously affected by German competition. It says that the production of linens in Ireland has decreased, but the same may be said of England, Scotland and Germany as well. This decline, in which all linen-producing countries have participated, is due solely to the fact that a formidable rival to linen has been found in cotton. The days have gone by when a linen shirt was the mark of a gentleman. Nowadays, the body of even the best shirts is composed of cotton, and thus the production of shirting linens has been very greatly curtailed. In many warm countries also, where linen was once the only wear, in addition to cotton light woolen textures have taken the place of the product of flax.

A consideration of the number of spindles in operation in the various countries will show that Ireland has held her own as a linen-producing country. In 1875 the total spindles of the world numbered 3,250,979, of which Ireland had 887,587, or 27 1/4 per cent., while in 1895 the total spindles had declined to 2,673,753, and Ireland had 849,410, or 31 1/4 per cent. Ireland, it will be seen, has improved her relative position in a measure at the expense of the English and Scottish industries. In the former, the number of spindles in 1895 was 75,000, against 291,735 in 1875, a decrease of 74 per cent., while in the latter country the number of spindles was 187,755 in 1890, against 275,119 in 1875, a decrease of 32 per cent.

On the other hand, the Germany industry also shows a decrease. The number of spindles in Germany was 299,089 in 1895, against 326,538 in 1875, a decrease of 8 per cent.

Belfast manufacturers consider that the most acute phase of their conflict with the Continental manufacturers is past, wages in the countries of their opponents being more likely to rise than to fall and working hours being more likely to be curtailed. It also seems probable that cotton has reached its limit in supplanting linen.

## THE ADVANCE OF THE FASHIONS.

"Coming Styles Designed by the Great Costumers of Europe," is the title of a most artistic brochure just issued by the Corticelli Silk Co., of St. John's, Montreal, Toronto and Winnipeg. Within its covers are contained two full page colored designs from each of the leading costumers of the 14 great cities of Europe, i.e.: Paris, London, Berlin, Frankfort, Brussels, the Hague, St. Petersburg, Vienna, Turin, Florence, Moscow, Glasgow, Dublin, Liverpool. The illustrations show the style, material and color of the different gowns, jackets or coats, exactly as they appear when made up, and as they anticipate the coming modes, and are accurate in every detail, the publication is, of course, of much value to the dressmaker, the storekeeper, or the lady of fashion.

## SOME ATTRACTIVE FANCY GOODS.

In fancy and Christmas goods, Kyle, Cheesbrough & Co. are showing an attractive line of plush mounted goods. They have also special lines of aluminum jewel cases, trays, fancy baskets, etc.

## LADIES' GOLFERS AGAIN IN FAVOR.

A smart revival in ladies' golfers has taken place lately. Buyers just from England report golfers in great favor there for autumn and winter wear. John Macdonald & Co. have some stylish lines with cream grounds and the fashionable colors blended.



# WE'RE GETTING THERE

AND will be in your town as soon  
as our travellers can reach it,  
with the most elegant line of American

## BLOUSES AND WRAPPERS

ever shown in Canada.

Do you want to be "IN IT" at the profit-  
reaping? IF you DO, sow the seed early  
for a big crop by placing your order NOW  
from our samples.

EVERYTHING, from lines to retail 65c.  
up to finest novelties to retail \$3.75.




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# BOULTER & STEWART

30 WELLINGTON STREET  
EAST . . . .

Toronto

## WINDOW DRESSING.

## INTERIOR DECORATING.

THE decorations on the interior of the store, above the shelves, in the show cases and every place there is an opportunity to please the shopper's eye, is the work of the window trimmer. It is work, too, that is often poorly done and frequently neglected altogether. And yet it is of prime importance that the interior of the store shall be trim and tasty, and on a par at least with the window displays.

Show windows are of doubtful efficacy if they are made to so far outclass what is to be seen upon entering the store. It should be remembered that only a very small per cent. of those who see the window display are buyers, while perhaps a majority of those who pass through the doors will purchase something, if that something is presented to their gaze in an artistic manner and all its environments are pleasing. The space over the shelving is valuable in giving the goods an attractive showing and should not be left bare if there was nothing to be considered but the appearance of the store. Samples of the goods on the shelves should be displayed above them. This is not a difficult matter with most lines. There are numerous devices that assist in the draping of dress goods, and it is only necessary to make them appear tasty. Well printed cards calling attention to the goods are a profitable investment.

In a millinery store or millinery department the show cases should be given the best efforts of the operator. Ribbons, artificial flowers and other trimmings are excellent materials to work with, and should not be allowed to remain in the boxes or be stacked up in unsightly piles.—Chicago D. G. Reporter.

## HISTORIC RELICS IN A WINDOW.

THE REVIEW while in Parry Sound recently noticed a rather uniquely dressed window in the establishment of Messrs. E. C. Crompton & Co. The window was trimmed with sporting goods, and its leading feature was the number of historical relics it contained, and which were all neatly labelled. We give a list of the principal articles as follows: An English cavalry pistol and a number of lead bullets from the field of Waterloo; field glass picked up on the battlefield of Toulouse, 1814; French chassepot rifle and sabre bayonet from the battlefield of Sedan; a French Crimean sabre; iron shot used at the bombardment of Alexandria, and several swords and bayonets having been in service at the Crimea. A window containing such relics would certainly attract attention, and the beholder could see at a glance the difference between the weapons of the past and present. Parry Sound is a prosperous town, and contains several handsome and well stocked stores, including those of George E. Gladman, E. J. Vincent, the Waltons and E. C. Crompton & Co.

## AS TO FIXTURES.

The question of window fixtures is one which is important, says The Chicago Apparel Gazette; they are a necessary part of store equipment and their cost is trivial compared with other forms of advertising. Window dressing, as an aid in drawing trade, now ranks with the ablest productions of the expert who writes the daily announcements for the newspapers, and no accessory is unworthy of the merchant's consideration if thereby he may secure something which will assist the proper display of goods. In selecting fixtures it should be the determination from the start to subordinate them to the goods. It is not fixtures which the proprietor has on sale, it is merchandise, and the appliances which he uses in the window should therefore be made as unobtrusive as possible. For metal fixtures black nickel is most approved, though oxidized copper is satisfactory. Bright nickel or brass needs constant polishing and either is conspicuous. A furnishing goods window is fitted best if the selection is of the straight bar fixtures, with uprights on a solid base, which will not be necessary to fasten

to the floor. When they are thus movable the shape of the window can be frequently and easily changed. The rods may be brought close to the glass or placed in an octagonal shape and otherwise varied. If some curved rods are possessed the trim can be arranged in a concave or convex form; some trimmers advocate this style, as it requires much less goods and seems very well adapted for the purpose of showing a small quantity of rich, handsome articles. It is advisable to make careful examination of the mechanism on the adjustable arm; the joint should be perfect if the arms are to be set all exactly level and remain so. It is a fault frequently seen that the rods are not level; they cannot be placed true unless the arms on which they rest are also set exactly in a horizontal plane. Some people prefer having the uprights suspended from the ceiling in order to leave the floor entirely clear. This is effected by having a rod fixed at the top, on which the upright may slide back or forth and be secured by a set screw at the desired spot. Small haberdashery stands, as they are called, are useful on the floor, and branching, tree-shaped standards are also made for the same purpose.

## A RANGE OF FUR SKINS.

Z. Paquet, of Quebec and Montreal, is showing a complete and very desirable selection of fur skins, including exceptionally choice Persians, Astrachans, Greenland seal and blue silver fox. These skins have been selected with great care to meet the requirements of manufacturers.

## ODDS AND ENDS.

W. R. Brock & Co. are clearing out at a sacrifice all odd lines and broken ranges in every department throughout the house. They are determined that they shall all be sold before stock-taking. Merchants on the hunt for "snaps" to boom up November trade should visit Brock's warehouse.

## SPECIAL VALUE IN ITALIAN CLOTHS.

McMaster & Co. have a special import of 6-4 black Italian cloths in medium and extra heavy weights. Special values are to be had in these lines, and also in their full range of tailors' trimmings piece goods.

## NEW LINES ON THE WAY.

S. Greenshields, Son & Co. have large shipments of curtains, in Scotch, Nottingham and Swiss goods, on the way, and will open up on 1st December, ready for inspection. Cretonnes, art muslins and curtain nets will be shown, as well as full lines of table damasks, table napkins, table cloths, etc.

## DOWN FEATHERS.

The down and feather market in the United States has a considerable upward tendency. Mr. Boissevain, of the Alaska Feather and Down Co., showed THE REVIEW a letter from a prominent New York importer, which contained the following passage: "As the want of down in Europe almost equals a famine, there was no such business in all branches of the trade for the last ten years as there is now on the continent of Europe." In sympathy with this movement, the American feather and down market is very strong, with still higher prices anticipated.

## THE BICYCLE SHIRT.

M. L. & H. Schloman report that their latest styles in shirts have been much in demand. Their travelers are now out with a good range of spring goods. In addition to their regular lines they are carrying the latest thing in shirts—a special bicycle shirt. This firm has just commenced to manufacture ladies' blouses, of which they have a full assortment on hand.

# A. A. ALLAN & CO.

...WHOLESALE MANUFACTURERS...

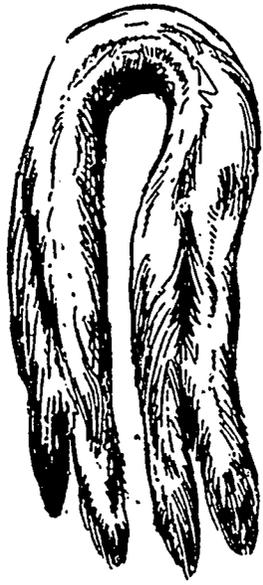
## LADIES' ... and GENTS' FINE FUR GARMENTS

### FUR DEPARTMENT

CAPES, CAPERINES, COLLARETTES and NECK WEAR NOVELTIES IN ALL KINDS OF FURS.

### JACKETS IN . . .

ALASKA SEAL, PERSIAN LAMB, GRAY LAMB, MINK, ELECTRIC SEAL, ASTRACHAN, RACCOON, NATURAL and SILVERED.



### MEN'S FUR COATS IN

PERSIAN LAMB, BEAVER, BOCHARIN, ASTRACHAN, RACCOON, NATURAL and SILVERED, SWAMP WALLABY, ALSATION DOG, WOMBAT.

### FUR LININGS FOR EVERY CLASS OF GARMENTS IN

HAMSTER, MARMOT, FLORIDA OTTER, CHINESE MARTEN, NEUTRIA, BALTIC SEAL, GRAY SQUIRREL, MUSKRAT, MINK.

### FUR TRIMMINGS IN ANY WIDTHS IN

SEAL, GRAY LAMB, STONE MARTEN, THIBET LAMB, RUSSIA SABLE, PERSIAN, MINK, ALASKA SABLE, LABRADOR SABLE.

### DRESSED SKINS IN

ALASKA SEAL, UKRAINER, RUSSIA SABLE, MINK, PERSIAN LAMB, BOCHARIN, BAUM MARTEN, ALASKA SABLE, GRAY LAMB, ASTRACHAN, STONE MARTEN, THIBET LAMB.

### TAILS IN ANY QUANTITY IN

RUSSIA SABLE, STONE MARTEN, MINK, SQUIRREL.

### ROBES

MUSK, OX, WOLF, BEAR, GOAT.

### STOCK COMPLETE AND FULLY PREPARED FOR NOVEMBER TRADE

We have anticipated coming wants, and are prepared for the demand with Right Goods at Right Prices.

You can fill your wants for everything in the Fur Line with us, and create for yourself a source of profit that will attract and satisfy customers by offering

### SPLENDID VALUES and TASTY STYLES

A. A. ALLAN & CO., . . . . 51 BAY ST., TORONTO

WHOLESALE

. . . HATS, CAPS, FURS, GLOVES and ROBES . . .

## FASHIONS FROM PARIS.

**T**HE newest ideas in Paris are outlined in Jeanne's letter to The Drapers' Record. She says: "Of the novelties I have seen in corsages for dinner wear which will go with skirts a different shade or material, one is a kind of demi-long vest velvet feu color, tight-fitting in the back and lined with cream satin duchesse, high collar with velvet points over a white satin collar, and cream jabot in valenciennes and silk muslin falling over large supple revers bordered with satin, and held down on either side by two large buttons. The other corsage is in black lace, entirely gathered and trimmed with a most original bolero fuchsia velvet. Round the waist is a pleated ceinture of black satin, fastened with a large butterfly lace bow at the back. The large sleeve bouillonnes fall over the hand with a gathering of lace. The creneaux of the collar are in fuchsia velvet like the bolero, which fits tightly on the back, forming a round corselet in the front.

"Skirts are very much trimmed in all ways, but those likely to become popular exhibit several rows of zig-zag trimmings of fur. The new corsages have no basques for day wear, and many bodices are displayed with points over the skirts. Even in cloth this effect is seen, but whether this new mode will "take on" or not remains to be proved. I myself doubt it, as it is not anything like so becoming as the corsages we have been wearing. Jackets are much longer. All the fur mantles, jackets, etc., have taken quite a new shape, so that it will be quite impossible to wear out last year's models. The demi-saison paletots-sacs are in thick silk, with flowers, in velvet and plush, or cloth with applications of passementerie or embroidery. These jackets are not to be compared with those worn this summer. The cut has been modified, and is far more graceful and elegant. Sleeves are voluminous to the eye only; that is, a trimming of some kind is placed on the shoulder to

give the illusion of a full sleeve; but in reality the sleeve is tight-fitting the whole way up.

"A handsome walking dress is in rusty-colored cloth. It has a plain skirt, with corsage bolero formed of three deep pleats placed one above the other, with a row of buttons running up each side. The small pleated plastron is of white silk muslin, and the high-pleated ceinture, in black satin, passes under the bolero at the bust. There is a large double bow of satin ribbon at the neck. Accompanying the costume is a rusty red felt hat, bordered with black velvet, and a panache of black feathers on the side to the back. Round the crown is a twist of black velvet, fastened down with a buckle on the side. A pretty visiting dress is in blue cotton velvet. The whole dress, with sleeves, forms fourreau. Over this fourreau is a kind of tunic in mastic cloth. The whole front is open to show the blue skirt. The corsage is decollete in V, and there are creves on either side from the waist to the bust. The tiny epaulettes are also cut up the centre. A broad ceinture in the same cloth forms echarpe, and is tied under the left arm, the broad ends of which fall to the end of the skirt and are fringed. The blue velvet collar is edged with a fall of white lace. With this costume is a small blue felt hat with the brim turned up in blue velvet, trimmed with a drapery of velvet to match, and two handsome blue feathers standing erect at the back with a cache-peigne of winter roses. A walking costume for a young girl has a skirt in black serge and a corsage in wine-red cotton velvet. The upper part of this corsage is covered with a very short bolero in black serge, crossed at the chest with two rows of black mother-of-pearl buttons. At the bottom of the bolero and at the neck is a ruche of black silk muslin. The sleeves are slightly draped in red velvet. The hat is in wine-red velvet, and is turned up at the side with a black velvet bow, and crown draped with black velvet."

STILL TO THE FORE

WITH

NEW  
GOODS

NEW

FLANNELETTES  
LINEN FINISH SHEETINGS  
OVERCOATINGS  
HAIR LINE TROUSERINGS  
DRESS MELTONS  
(ALL COLORS)

**McMASTER & CO.**  
WHOLESALE DRY GOODS  
12 FRONT STREET WEST

**McMASTER & CO.**  
TORONTO

NEW  
WHITE QUILTS  
EIDERDOWN  
QUILTS  
COLORED RINGWOOD  
GLOVES  
(LADIES AND GENTS)

SWISS EMBROIDERED  
HANDKERCHIEFS

ALSO SEVERAL  
**CLEARING LINES**  
IN ALL DEPARTMENTS.



## DINGMAN & CO.

\*

\*

56 Bay Street

TORONTO

We anticipated a great demand for Greens, Olives, Blue Casts, etc., in Silk Velvets and Velveteens, and have kept these shades well up, much to the satisfaction of the trade. Buyers can obtain these popular shades of our representatives or by letter. Our lines of Fancy Embroidered Handkerchiefs for Xmas trade must only be seen by the expert buyer to be appreciated.

The trade will please note our lines of Gloves, Hosiery, Laces, Underwear, etc., for Spring '97 are now being shown. Your orders will receive our best attention.

---

## DINGMAN & CO.

## A WOODEN QUILT

There may be nothing in a name but who would want to buy a Wooden Quilt, but when we call them Textile Buckskin Comforters, every one wants them; they are Wooden Quilts all the same, although soft and pliable as silk. They are air tight, frost proof and light as eider down, made entirely of pure wood fibre.

They are already kept in stock by nine out of every ten wholesale houses in Canada; if you happen to be dealing with the tenth, and they will not supply you, write us direct and you will have no reason to regret it.

**THE KING-JONES CO., Ltd.** Manufacturers of Textile Buckskin and Textile Buckskin Comforters,

**44 FRONT ST. EAST, - TORONTO**

NIAGARA FALLS, N.Y. . . . . and . . . . . LONDON, ENGLAND

## CURRENT STYLES IN LONDON.

Drapers' Record.

**S**KIRTS are said to be much narrower, but so far there is hardly any perceptible difference, except for country and tailor-made suits. I have seen a number of new models this week, which differed little as regards the width of the skirt with those of last season.

An afternoon dress of black satin brocade had the design on a pin-spotted ground, with a plain full skirt lined with silk. The bodice, also of brocade, was full in front, over-hanging, of the pouch character, and was edged with a double row of ostrich feather trimming. The high Medicis collar, lined with green velvet, embroidered in jet, was similarly treated. The velvet was effectively used for a mitre-shaped yoke and waistband, and for shoulder straps. Sleeves of the silk were caught up in a pouf on the shoulder, and divided in the centre with a jet embroidered strap of velvet, a band of this same material with a double frill of the brocade finishing the cuffs.

A blue canvas gown has the seams of the skirt and plastron front piped with brown velvet. The bodice has revers of fawn cloth, edged with the velvet, and trimmed with several rows of blue braid, this color and trimming being repeated for the collar and waistband. Both, however, display, in addition, rosettes of blue satin ribbon.

Silk dresses will be much worn. I saw a very pretty one of shot reseda and gold gros de Suez, with some Honiton braiding running up the front of the skirt to half way, in racy design. The bodice was of the typical zouave character of silk, covered with lovely tape lace, and the draped waistband continued round the front, which was loose, and of black over white chiffon, trimmed in lines from neck to waist with the Honiton braiding. The basque, which reached only to the hips, was closely pleated. The sleeves were ruched with puffs, and there were lace cuffs. In the same show-room I saw a novelty in trimmings made of wheels of narrow cream lace, mounted on narrow dark iridescent bead trimming. It was most effective. Another novelty is a satin and lace sailor's knot for wearing with a plain silk front or blouse. This is a smart accessory, and is sold by a large Regent street house, who are also exhibiting a lovely black satin duchesse dinner gown, with double skirt, the upper one being lined with pink silk and trimmed from waist downwards with jet insertion, with the satin cut from the back, allowing the pink silk to reflect through. The bodice is charming; a plain slip of black satin is the foundation for a pink brocade, pointed and crossed corselet outlined with three rows of black bebe satin ribbon. At the back the brocade takes the form of full and folded braces, while the neck is softened with pink chiffon, this fabric, in four frills, creating the sleeves. As a finish to the waist there is a band of black satin, folding and fastened at the side with a brilliant buckle.

Yellow silk poplin is a favored color and material for dressy blouses. One model is shown with semi-yoke small revers from yoke to waist, each trimmed with six pearl buttons. On either side comes a double pleat, continuing behind, and this fullness, intercepted only by the waistband, forms the basque. A draped collar of the silk is finished with full fans of cream lace, and the sleeves have the usual puff and a small turned-back cuff trimmed with pearl buttons. A second pretty blouse in chine silk is trimmed with gold-spangled cream lace in zouave fashion. The sleeve has its full puff caught in the centre with a band of lace, this trimming outlining the V cuff, which shows a frill of the silk at the edge. Corduroy dresses and skirts are being ordered, the latter with detachable linen collars and cuffs. For evening wraps, sacque coats in cherry velvet and brocatelle, lined with satin and trimmed with chinchilla or white Thibet, will be in evidence, while bengaline cloaks, with fur-trimmed capes, are popular, one house showing a

number at £3 3s., a price which ensures a ready sale. Long coats of beaver trimmed, and, in many instances, lined with fur, are in great demand, while a few are being made of the fancy silk and wool cloths and of velvet.

## THEY EXPECT LINENS OUT WEST.

**J**UDGING from import lines of wash goods already inspected, says The Chicago D. G. Reporter, it becomes evident that linen fabrics as dress material will meet with the same favor next spring as has greeted them this year. The linen fabric is so entirely different from other cloths that the ultra fashionable have not tired of them as readily as might be supposed, and as this class of trade still approves of flax cloth, we may next season expect a parallel of the season of '96. An absence of any particular leader will again characterize the new line, as the new linens are as varied as the wool fabrics have been this fall. Of course, it is useless to say that this, that or the other will be the prime favorite, so far in advance of the time of their consumption, but if indications are not misleading, the general line will be favorably looked upon. Both sheer and heavy weights are in evidence. The sheer creations are notably dainty and well colored, while the lines of heavier weights show many effects popular this season with new ideas in weave and design. As the new goods are inspected it becomes more evident that manufacturers have made an effort to bring the open work and grenadine effect into prominence. The first productions of this kind are on the expensive order, but later cheaper lines will develop. The floral effects so popular will be in part displaced by scroll and conventional patterns.

## BLUE SILVER FOX.

It is now reported that blue fox is to be more fashionable in Paris, in consequence of the fact that it was recently worn as a mantle trimming by the Czarina. There will also be a brisk demand in Canada for blue silver fox for trimming purposes. The headquarters for those skins is undoubtedly Mr. Z. Paquet, of Quebec and Montreal.

## FIGURED LUSTRES.

THE REVIEW saw at Caldecott, Burton & Spence's this week a line of their Congo black figured lustres for spring trade. The same pattern is also shown in a range of two-tone effects. These lustres will retail from 25c. up, and are wonderful values in dress goods.

## NOVELTIES OF THE SEASON.

For the Christmas trade S. Greenshields, Son & Co. are showing a larger assortment than usual of novelties, to retail at popular prices. They include a varied collection of white metal goods, photo frames, pin boxes, jewel boxes and mirrors, also satchels, evening fans, purses, pocket books, hand bags, watches, clocks, perfume in fancy bottles, etc.

## COTTON BLANKETS.

McMaster & Co. report the demand for cotton blankets as something extraordinary, the department having to give repeat orders several times to keep up the supply. Wool blankets in all weights are still to be had, as well as all-wool flannels in all widths and prices.

## CANADIAN TWEEDS, ETC.

Finley, Smith & Co. are offering a large stock lot of Canadian tweeds at very low prices. They have also just received another consignment of their special make of black and blue beavers. All orders can now be filled promptly. A full assortment of grey chevots and vicunas for winter overcoats, at all prices, is shown.

# WYLD, GRASETT & DARLING.

## Dress Goods Department.

Ranges in plain and fancy styles for this season are more attractive with us than any former season. We have added during the past few days some choice novelties in Blacks and Colors. Our popular make of Silk-Finished Velveteens, including light shades for millinery purposes, are meeting with ready sale; also a special line of 32-inch for Capes.

## Smallware Department.

Cashmere Gloves, Ladies' and Children's in fine gauge, medium and fleeced. Ringwood Gloves, White, Black and Fancy Colors. Cashmere Hosiery, complete ranges of Plain and Ribbed Cashmere Hose. Boys' 6-fold Spliced Knees. Woollen Hosiery—Plain and Ribbed Wool Hose—Boys' extra heavy. Wool goods, great variety of Tams, Toques, Fancy Caps, Clouds, Gaiters, etc. Novelties in Jet Gimps, Trimmings and Fancy Dress Buttons. Letter orders solicited.

WYLD, GRASETT & DARLING  
TORONTO.

# Silk Hdkfs

12-in. Plain	@ \$ .80 per doz.
21 " "	2.10 " "
22 " "	2.80 " "
24 " "	4.25 " "
22 " Twilled	4.25 " "
18 " Initialed	2.15 " "
19 " "	2.25 " "
22 " "	4.25 " "

WRITE FOR SAMPLES.

# K. Ishikawa & Co.

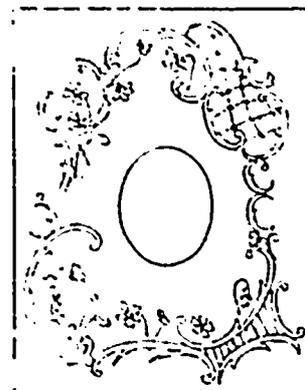
24 Wellington St. W.,

Toronto

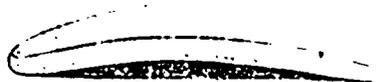
# Seasonable Novelties

Frame forms, 10 x 12 in., for Linen Embroidery, assorted Oval and Square Openings. Per doz., \$1.20. A large assortment of Designs for same, stamped on Fine Linens. Per doz., \$1.20.

THE NEW CUSHION FORMS  
in 8, 12, 18 and 36 inch.



BANANA CUSHION FORM



A great line of Stamped Centres on White Duck, to retail at 5 and 10 cents. Hundreds of Designs, in 6, 8, 12, 18 inch.



# Frank Robertson & Co.

20 Front St. W.

TORONTO

## WINTER DRESS GOODS.

NEW STYLES NOTED IN THE ENGLISH MARKET.

N. Y. Dry Goods Economist.

MANCHESTER, Oct. 6, 1896.

FOR the present demand dress fabrics in which ribbed weaves are the chief feature are, perhaps, the leading line in most of our home trade warehouses.

Mixtures and fancy yarn effects are also much in vogue. These are in many cases simply variations on fabrics seen during the summer, and which are now made in heavier weights in worsted and woolen dress goods, which are, of course, more in evidence than fancy cotton dress goods at the present season.

One very choice line I noticed selling at a trifle over 50c. a yard had a black ribbed weave in the ground running lengthwise of the fabric, the ribs or cords being rather fine, viz., about ten cords to the inch. An extra (colored) silk warp in various bright colors—Indian red being, perhaps, the most effective—was interwoven so as to produce an all-over floral or geometrical effect, the extra warp being brought up to the face of the fabric through the centre of the cords in the ground weave. This formed an excellent wearing fabric at a low price. Many other novelties in worsteds are to be seen, among which are several fancy armures of the broken twill class. These are small fancy weave effects, most of which possess excellent wearing properties and are effective and novel at the same time.

## LUSTROUS FIBRES AGAIN.

Silk-striped worsteds are also much in vogue, dark grounds and colors such as maroon, chocolate, dark blues, verging on to purples, and similar shades being in the majority. The brighter colors and effects will, no doubt, be seen in spring goods, as the use of silk and other lustrous fibres is on the increase in worsted as in cotton dress goods.

## MOHAIRS AND ALPACAS.

A good many makers of figured mohairs and alpacas are reported fairly busy in the Bradford district, and another good season may be expected in this class of goods. Special styles are being brought out and are confined to individual firms in the distributing branch. Many of these have the figures or broche developed in some novel fancy weave, which gives a distinctive character to the design and enables it to be protected by registration.

In cotton goods there is a fair trade doing in light fabrics for ball dresses and similar purposes, a trade which always crops up at this time of the year. The goods mentioned consist of satin stripes, combined satin and leno stripes, leno brocades, dyed canvas stripes, and lappet effects of all kinds. The latter goods are increasing in favor. One manufacturer, who has 200 looms on these goods, is making arrangements for laying down another hundred or two. The same manufacturer has 900 looms weaving leno dress goods.

## NEW DESIGNS.

I saw a new range of very choice designs in a class of fabric best known, perhaps, as broche pique. The ground weave is, of course, a pique cord, upon which small dobby spots are distributed in regular arrangement.

Some very choice effects are now being produced in dobbies, which are effects smaller than are usually produced by jacquards. The pique ground being one which only requires three lifts or shafts to weave it is one which on this account is well adapted for designs to be woven on these looms, as small figures only are possible under the most favorable circumstances, and the less the loom is required to do in the ground weave the better chance there is of obtaining a good figured effect.

Embroidered muslins also are doing very well considering it at this period of the year is somewhat an off-season for this class of

goods, but the uses of this material are increasing. Printed muslins are now being used for hangings of various kinds in considerable quantities.

Printed crimps is another style which is doing well. Allover crimps are printed in stripes of many colors. Some of the effects in dark shades are very rich.

A style in lappet muslin printed with an allover pine pattern, the prevailing colors being rose, sap green and gamboge, but with one or two blues in it as well, was one of the most effective prints seen for some time.

In cotton vestings, another class of fabric which has come to the front recently, are seen several new ranges of patterns.

In some of these silk stripes and spots are being introduced more extensively. Matt grounds are in most cases used, but canvas and other fancy weaves, such as fancy twills and dice weaves, are also used. Spots produced from extra weft and extra warp in bright colors form a considerable proportion of the patterns. One pattern has a buff and white matt ground, the small squares of the matt being alternately buff and white. Upon this a sky-blue spot effect is obtained by making the extra blue weft take the place of the white in the ground fabric.

Another pattern is an effective arrangement of weave and color by which a dark-blue cross effect is produced upon a pale blue and white matt ground. Some of the better class patterns would retail here at from 3s. to 4s. per yard, narrow width, but the average is much lower than that.

## NOVELTIES IN PRINTED VELVETS.

The velvet trade is reported rather quiet, but some manufacturers are giving their attention to novelties even in this class of goods. There will be some choice novelties in printed velvets for next spring, and as our velvet manufacturers have found out the benefit of advertising, they will spare no expense in the production of novelties if they can get something which they can advertise without fear of competition in the same line.

The broche velveteens so largely made a few years ago under the name of "velveteen damasse," "guild velveteen," etc., may again be put upon the market in an improved form. There has always been an objection to figured woven velveteens on account of the cottony appearance of the ground after being dyed. This will have to be overcome before the goods can successfully compete with silk velvet damasse, which is now a cheap material compared with a few years ago.

Cretonnes and heavy printeds are selling well, and flannelettes are in good demand in most classes.

Some choice curtains are being shown made from cotton and wool and raised afterwards by the same process as flannelette. These have large printed designs upon them in both allover and stripes, and they have generally a warm, comfortable appearance well suited for the season.

## A HINT TO THE LOCAL MERCHANT.

Chicago D. G. Reporter.

Country merchants often complain of the competition of the great city stores through their mail order department. The city merchant reaches out into the local merchants' territory with the long arm of the postal service and obtains the cream of the trade. One way to counteract this which has proved very effective is to always cheerfully offer to obtain for a customer anything she wants which you have not in stock. Otherwise she will turn to the catalogue of the city merchant, or write for it, and, having made one purchase, more of her money is likely to travel the same road. If you get the article for her she is apt to call on you again when occasion arises, and even if you do not make a profit on the transaction it gains the good-will of your customer.

We are making a specialty of fancy ties for holiday trade, put up in separate boxes.

OUR TRAVELERS ARE NOW OUT WITH AN ARTISTIC SELECTION OF . . . .

# Newest Ties

IN NOVELTY SILKS

FOR THE

## HOLIDAY TRADE.

Choice Patterns

Novelty Shapes

Prompt Delivery

Good Value



# E. & S. Currie

WELLINGTON ST. WEST, TORONTO.



For \_\_\_\_\_

## SPRING



1897

IN

Wool and Union

# CARPETS

WOOL MATS

any size or color.

ART SQUARES

RUG FRINGES

CHENILLE CURTAINS

RUGS and MATS

CARPET BINDING

any shade.

Samples sent to any address.

Travellers now on the road.

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

# WOOLLENS

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

*Fancy Suitings*

*Worsted Trouserings*

*Fancy Vestings*

*Venetian Worsteds*

*Ladies' Domestic Dress Goods*

*Plain Suitings*

*Wool Trouserings*

*Twill Worsteds*

*Ladies' Golf Cloakings*

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

# JOHN MULDREW & CO.

22 Front St. West

TORONTO

**THE FUR TRADE.**

**T**HERE is a good demand in most lines of furs at present. Sable skins are much sought after for neck ruffs and boas. In the New York market coon skins are getting scarce, followed by an upward tendency in prices. Persians are always in good demand. This year the percentage of really first-class skins is much lower than usual. This is partly due to the skins not turning out as well this year, and also, as the trade say, to the Russian dealers keeping back the best lots in order to raise the market. As usual, however, the medium grade is quite common. Fashionable trimmings this season will be imitations of silver fox made from wolf. Black wolf makes a splendid imitation of cub bear, and has even a better appearance. It is likely to be much used. Another fashionable fur is Thibet lamb, in black, blue and white.

**DRESS GOODS.**

Notwithstanding the heavy demand upon their dress goods department, Caldecott, Burton & Spence are showing a fine range of boucles, silk checked plaids, tweed effects and other suitable winter fabrics, besides some choice lines in curls, beavers and sealettes for the mantle trade.

During the month of November W. R. Brock & Co. are closing out some odd lines of fancy dress materials. All new fresh goods purchased for this season's trade. The prices are interesting, and we would advise a look through the samples with their travelers or a visit to the warehouse.

McMaster & Co. are in receipt of another shipment of low and medium price plaid dress goods. They report an excellent run on the high-class fancy black dress goods which they are handling

this season. This firm exhibit some splendid effects in low price silks which are a snap to the trade and much in demand at this season.

**SILKS AND VELVETS.**

James Johnston & Co. call special attention to their range of wide silk velvets, suitable for capes and mantles; also several new designs in art silks. They report an increasing demand for black moire and black broche silks, which they hold in a variety of qualities.

**THE CHRISTMAS WINDOW.**

The show-room of the Alaska Feather and Down Co. presents a very cheerful appearance and gives an idea of what may be expected in Christmas window displays. Several shelves are stocked with a great variety of satin, silk and sateen sofa cushions, vieing with each other in richness of color and beauty of finish.

**A SPECIAL IN SILKS.**

A special line of fancy taffeta silks for dresses and blouses, suitable for day and evening wear. These were made for a large New York house, but owing to the uncertainty of trade pending the Presidential election, were not shipped to them. W. R. Brock & Co. took the chance of securing these at about 25 per cent. less than the market price. Nearly 100 different patterns are in stock now.

**VALUES IN VELVETEENS.**

Wm. Agnew & Co. are showing some special values in velveteens, both in black and colors. They have a full range of these goods, from 18-inch at 16½c. up to 24-inch at 65c.

# Spring 1897

Our range of Samples is now complete and in the hands of our Travellers.

WE INVITE INSPECTION

SPECIAL ATTENTION GIVEN TO LETTER ORDERS

## Chalcraft, Simpson & Co.

Manufacturers of High-Grade Clothing

WHOLESALE

R. E. COOPER & CO.

Selling Agents for British Columbia  
Office 47 Government Street Victoria

62 Front St. West, TORONTO

# Willis, Nelson & Co.

WAREHOUSEMEN,  
26 and 28 Queen St., Glasgow,  
SCOTLAND.

MANUFACTURERS,  
Peel St., Luton,  
ENGLAND.

## DEPARTMENTS

Ladies' Straw Hats and Bonnets  
Ladies' Children's and Infants' Trimmed Millinery  
Jet Sprays, Buckles and Ornaments,  
Etc.

Ribbons, Silks, Satins and Plushes  
Velvets, Velveteens, Flowers, Feathers and Ospreys  
Laces, Veilings, Jet and Straw Trimmings, Etc.

The Canadian representatives of the firm are now on the road with a large and choice assortment of samples for spring, and a careful examination into the benefits of importing direct is invited. Mr. J. M. Hamilton will, as heretofore, represent the firm West and North of Toronto, while Mr. R. G. Hamilton will represent them East of Toronto.

Buyers visiting the European markets are invited to call and inspect the stock in the warehouse.

Toronto Office and  
Sample Room

27 Colborne St.

## J. M. HAMILTON

Agent for Canada.

# .. WHOLESALE MILLINERY ..

*Our . . .  
Millinery*

Superior in Style.  
Faultless in Taste.  
Moderate in Cost.

**50 Cases Latest Novelties**

**NEW YORK  
HATS**

The FALL Opening has been a great success. Our TRIMMED Goods were in such demand that the large assortment was picked up at once. We are giving this department special attention.

Our stock is being replenished daily—well assorted, tasty and prices moderate.

**VELVETS  
VELVETEENS**

All in New Shades.

**D. McCall & Co.** WHOLESALE IMPORTERS **Toronto**

MONTREAL, 1831 NOTRE DAME STREET.

## THE MILLINERY TRADE.

S. F. MCKINNON & CO. say that their October trade has been good, also that they predict a good turnover in November, although murmurs of discontent have been heard in some quarters, for the past two weeks, at the slowness of trade occasioned by the remarkably mild state of the weather. Speaking from a millinery standpoint, the weather has been all that could have been desired. "No doubt, however, we will have colder weather soon, when we will see a general bounce upward in trade, when all kinds of heavy winter goods will spring into more active demand, and, as we believe retail stocks, generally speaking, are light, a good assorting trade through November may be expected. We have made liberal provision for such a trade, and buyers can depend upon getting the right goods from our stock. Speaking of colors for the winter, we think cardinal and cardinal combinations will come well to the front, notably perhaps in veilings and hat trimmings. Other pronounced colors are moss, brown, cream, olive, navy, pouper green, myrtle and violet. One slight drawback to the millinery trade this far has been the persistent demand for tourist and sailor hats, which, of course, admit of very little, if any, trimming, but in every case take the place of a dress hat. This is to be regretted, but popular fancy will rule and must be supplied, and S. F. McKinnon & Co. are prepared to do it."

## COLORS IN MILLINERY.

Advices are still to the effect that combinations of black and white will continue to be greatly approved by ladies who object to high colors in the head-dress, and black appears as garniture with every color in vogue.

Grey, in the platinum, nickel and silver tones of the season's syndicate card, is in especial demand, and combinations of grey and white, and of grey, white and black, are distinctive of the present mode—black and white appearing as trimming.

We hear from Paris that red, in the vivid coquelicot and cerise tones of the syndicate card, will complement a little later the red of the maple-leaves, in hats and bonnets for ultra-fashionable ladies, the garnishing with cut steel and Rhinestone jewelry doubtless to be toned down by black plumes and bows of black ribbon. Strong browns, the entire range of greens, and all the possibilities of purple are seen in the fine millinery on display in the retail collections. Vivid blues have supplanted the long popular deep, soft navy blue; while the western tour of the Chinese viceroys seems to have been anticipated in both Paris and New York, in the combinations of blue and green or the peacock coloring seen in new hats and bonnets. An illustration in evidence is seen in a charming little capote sent out from Paris by Mme. Heitz-Boyer. It is of fancy, rough braid of strips of felt, silk and chenille cord, in blue, green and black. A twist of green velvet wound about the brim forms bows at the back and at each side of the front, cut-steel brooches holding the bows, at the left side of the top is a bunch of five black fancy feather aigrettes, the flues tipped each with a grass-green feather scale held by a brilliant-colored stone—the cluster called an "electric shower"—and the strings from the back are of No. 6 black velvet ribbon.—Millinery Trade Review.

D. McALL &amp; CO.

This house is well assorted and reports trade fair. There is a marked demand for the pointed wings, and ribbons and velvets for trimming are likewise selling well. Colder weather, that must be at hand, will increase the demand for winter millinery.

J. D. IVEY &amp; CO.

Owing to the embarrassment of this firm referred to in the last issue of THE REVIEW, Mr. Ivey left for England last month to meet the firm's creditors, who are practically all Old Country houses. Mr. Ivey made a very favorable impression, and it was declared at the meeting that he had acted in a straightforward manner through-

out. Satisfactory terms were made to carry on the business. The stock was sold, before Mr. Ivey's departure from Canada, to Mr. Garland, as being millinery it should be disposed of without delay. This prudent policy was approved in England, and Mr. Ivey returns with the satisfaction of knowing that he possesses the goodwill and confidence of his friends.

## SPECIAL DRIVE IN CURTAINS.

McMaster & Co. are making a special drive this month in white quilts, lace curtains and chenille covers. These goods will be found to fill the bill, and at this season are selling like hot cakes.

## NOVELTIES IN FUR NECKWEAR.

Z. Paquet, of Quebec and Montreal, is prepared to show the trade a complete selection of the high quality of furs regularly produced by him. He calls attention to some exceedingly stylish capes in Persian and Astrachan, trimmed with blue silver fox, and he also offers many superb novelties in fur neckwear to meet the requirements of buyers of fine furs.

## NEW THING IN CUSHIONS.

The latest thing in inexpensive sofa cushions is one with a wide frill and made of art sateen. It is filled with the well-known Manitoba filling, which is the specialty of the Alaska Feather and Down Co. They have listed it No. 550. They claim this as one of the best leaders of the Christmas market.

## VICEROY FLANNELETTES.

This is a new line of imported goods that is being shown by Brophy, Cains & Co. Autumn flannelettes is another of their new ranges.

# Wholesale Millinery

We have just received a large shipment of new Hats, new Wings, Ostrich Feathers, etc., so that our stock is now thoroughly replete for the November trade.

Special prices to clear odd lines.  
Letter orders have our best  
attention.

## JOHN D. IVEY & CO.

16-18 Wellington Street  
West . . . . . TORONTO

# S. F. MCKINNON & CO.

*November trade in millinery and mantles should be good, and as stocks, generally speaking, are not heavy, good assorting orders will have to be given for such goods as are in favor. We desire to make known to the trade through these columns that they can depend upon our stock being kept well assorted all through this month with the latest productions from the European markets. We have received invoices of new goods specially selected for the November trade, and which will be delivered to us before this reaches you. Notable in these latest productions are Black and Colored Silk Velvets in our popular Peerless brand in correct colors, Black and Colored Velveteens in our favorite Victor brand, Black and Colored Satin and Faille Ribbons, Black and Colored Chiffons, Ostrich Bunch and Single Tips. New Veilings, Cardinal—which promises to come to the front this month—predominating in this last-named article. New Fancy Belts, a novelty and sure to take, also a large quantity of Black Rough Cloth Jackets—buyers make a note of this. We have made a larger provision than usual for the November trade, believing that stocks are low and buyers in a better position to buy new correct goods than in former seasons.*

*Samples promptly mailed to the trade when requested.*

*Yours truly,*

## S. F. McKinnon & Co.

OFFICES:

61 Bay Street,  
TORONTO.

35 Milk Street,  
London, England.

**U. S. PRINT CLOTHS.**

TWO weeks ago we made brief editorial mention of the unsatisfactory condition of the Fall River print cloth market. Having treated the situation to still further careful consideration we feel justified in declaring that in all New England no class of cotton workers is actively conducting its industry under such adverse circumstances as at present beset the print cloth industry. Almost all the mills engaged in that line of manufacture are in full operation producing per week approximately the average quantity of cloth. The current demand, while at times brisk and resulting in large transfers of cloths, is by no means equivalent to the output of the mills, and the accumulation of unsold goods, already of unusually large proportions, constantly increases. Values rule extremely low with softening tendency, and this year, for the first time in the history of the industry, manufacturers are operating their mills at a direct and very considerable loss.

To the excess of supply may be fairly attributed the depression of values and the consequent losses to manufacturers. The course of the Fall River market—the leading centre of production and distribution in the United States—offers irrefutable proof of this. Even since the opening of the year the demand for cloths, with the exception of occasionally temporary rallies, has been light, far below the full production which came forward from week to week. Stocks increased gradually but steadily, and prices softened to correspond. In July the manufacturers sought to re-establish the market upon a profitable basis by concerted curtailment of production, and for several weeks the output of the mills was limited to 30 and 50 per cent. of the average quantity. The sole merit of this "restrictive" movement lay in that it prevented a further accumulation of cloths; but sales were of insufficient volume to clear out the warehouses. The late rise in the price of staple cotton was communicated to every quarter of the cotton cloth market. The print cloth mills are

again active, and weekly disposals in Fall River cover a large percentage of the local output, but again that surplus shows its powerfully bearish influence and the advance in September due to higher cotton has been lost.—Boston Record.

**"AOME" HALF-HOSE.**

Another case of this well-known 25c. black cashmere half-hose has just been received by W. R. Brock & Co., in all sizes, from 9½ to 12 inch. The reputation this sock has established shows that value will at all times force itself to the front rank.

**CANADIAN AND IRISH FRIEZES.**

McMaster & Co. show a very full range of Canadian and Irish friezes, mantle beavers and overcoatings; also of black and colored curl cloakings. Goods and value are right, and the sale of these goods is continually on the increase.

**A NEW LINING.**

A line of paper lining is now being offered by Dingman & Co., under the brand of the "Perfect Fibre Lining," which for elasticity, durability and fineness, they claim excels any lining in the market, and retails at 20c. Samples will be sent on application. Three colors and weights.

**UNDERWEAR.**

Heavy and medium weights for men, women and children are shown by Brophy, Cains & Co.

**RIBBONS.**

S. F. McKinnon & Co. remind ribbon buyers that their stock is thoroughly assorted in right makes and correct colors, all widths.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

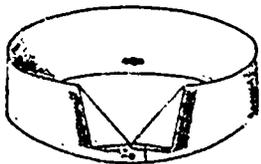
All goods made by us are stamped as follows :

Absolutely No

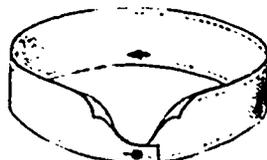


TRADE  
CELLULOID  
MARK.

Others Genuine



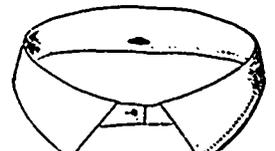
**STERLING**  
Sizes 12 to 18½ in.  
Front 2 in.  
Back 1½ in.



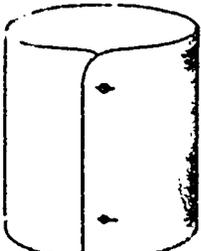
**VULCAN**  
Sizes 13 to 18½ in.  
Front 1¾ in.  
Back 1½ in.



**BRIGHTON.**  
Sizes 14 to 18 in.  
Front 1¾ in.  
Back 1½ in.

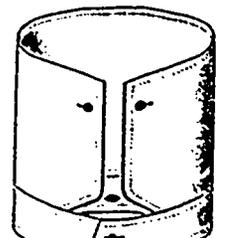


**ROYAL**  
Sizes 12½ to 20 in.  
Front 1¾ in.



**EXCELSIOR.**  
Sizes 8 to 11½ in.  
Width 3½ in.

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



**FIFTH AVE.**  
Sizes 9½ to 11½ in.  
Width 3½ in.

## THE CELLULOID COMPANY

# JOHN FISHER, SON & CO.

442 and 444 St. James Street, MONTREAL

## WOOLLENS and Tailors' Trimmings

STOCK WELL ASSORTED TO END OF SEASON

We wish also to remind woollen buyers visiting the **English** markets that our **Huddersfield** House offers exceptional advantages to those requiring cloths for the tailoring and clothing trade, as we have constantly in stock a large assortment of newest cloths and designs in both **WOOLLEN** and **WORSTED SUITINGS** and **PANTINGS**, and are regularly adding new and latest designs as they are being produced.

**JOHN FISHER & SONS,** St. George's Square  
HUDDERSFIELD, ENG.

## DISTINCT

--AND--

### Valuable Advantages

ARE SECURED BY A

## POLICY

IN THE

## CONFEDERATION LIFE ASSOCIATION

..... HEAD OFFICE: TORONTO

UNCONDITIONAL  
EXTENDED INSURANCE  
PAID-UP POLICY GUARANTEED  
CASH VALUE GUARANTEED

A simple promise to pay to the heirs of the insured the amount of the policy dependent only upon the due payment of the premium.

Send for particulars to the Head Office, Toronto, or to any of the Company's agents.

FALL

1896

# Perrin's

Canada. Lesrooms

PERRIN FRERES & CIE.

7 Victoria Square

MONTREAL

# Gloves

SPRING

1897

**WOMEN WHO STEAL FROM SHOPS.***London Drapers' World*

As the days begin to get shorter, and artificial takes the place of natural light, it is only reasonable in the ordinary course of things to expect an outbreak of that extraordinary disease known to us as kleptomania. Its meaning is better appreciated among tradesmen as shoplifting, though a generous vocabulary and a too considerate law recognize the less vulgar synonym. At Liverpool a day or two ago a mother and daughter, highly respectable, of course, were suddenly discovered to have in a capacious bag a quantity of goods which they had abstracted from various counters during their morning inspection of certain shops. This detection caused the one to faint and the other to run for brandy. But they were brought together again, and at the Police Court, as usual in these cases, it was pleaded that the elder prisoner had acted under "some extraordinary influence," and the other had nothing to do with the thefts. The magistrate, after observing that these cases had been rather frequent of late, and it was not much compensation to shopkeepers to be told that a "sudden impulse" was the cause of their losing goods, bound the daughter over not to do it again, and fined the mother £5, including costs. We agree with the magistrate in his remarks, but not with his method of conveying their import. A small fine is too easy an alternative for an offence for which badly dressed people would get imprisonment, and we are afraid that so long as this leniency is shown towards the victims of "extraordinary influence" the prevalence of "sudden impulse" is not likely to grow less.

**AN AFRICAN BRIDE'S TROUSSEAU.**

I wonder, says an English correspondent, if any of my readers ever booked a more curious order than one which reached a well-known firm of merchants in London a short time ago. It came

from the West Coast of Africa, and it was in the handwriting of a native prince. This writer was about to be married, and the order was for a trousseau for his dusky bride. The details supplied were of the most meagre description. A few measurements were given—taken, the writer was careful to point out, by himself; and where these were insufficient—as, for instance, in the case of gloves and boots—they were supplemented by outline sketches in charcoal, the young lady having laid her hand or foot upon the paper to facilitate the process and to ensure accuracy. Au reste, the order was carte blanche, everything to be thoroughly up to date, regardless of expense.

**EVENING WEAR.**

W. R. Brock & Co. have just passed into stock pure silk gloves for evening wear, in shoulder, elbow and long-wristed lengths, black, white, cream, Nile, pink, sky, heliotrope, tan, etc. They are put up in boxes of assorted sizes, 5¼ to 6¾.

**VEILINGS.**

Veilings this season have been in great demand, especially in black and white and heavy mesh effects. A fine line is shown by Dingman & Co.

**LADIES' GOLFERS.**

Brophy, Cains & Co. say they sold a large quantity in October; they will clear the balance this month.

**CLEARING LADIES' JACKETS.**

S. F. McKinnon & Co. are showing a large stock of ladies' jackets, well assorted in sizes. New numbers to arrive this week in heavy rough cloth. Big inducements offered to clear odd lines in this department.

They last twice as long as others.

"OMO"

DRESS SHIELDS

Made of Neutral Fibre without use of Chemicals.

LIGHT  
WHITE

CONTAIN NO RUBBER,  
ODORLESS.

WATER-  
PROOF.

THE OMO MANUFACTURING Co.,

Factory, MIDDLETOWN, CONN.

USED BY  
THE  
MOST  
FASTIDIOUS

FOR SALE  
BY  
LEADING  
CANADIAN  
MERCHANTS

CANADIAN DEPOT: 20 Front St. West, Toronto. F. ROBERTSON & CO., Selling Agents.

# Gault Bros. Co.

MONTREAL



## DEPARTMENTS

*Cottons and Staples*

*Woollens Imported and Domestic*

*Mantlings and Costume Cloths*

*Dress Goods and Linens*

*Gent's Furnishing Goods*

*Smallwares, Curtains, Etc.*

*Carpets, Rugs and Squares*

*Shirt Factory*

**CHANGES OF STYLE.**

NOTHING is of more vital importance to dry goods interests, says The New York Dry Goods Economist, than a radical change in fashions, for if the choice of the arbiters of styles strikes the popular fancy the change itself makes a vastly increased activity in all branches concerned. That we are on the eve of such a change seems highly probable when such artistic couturiers as Worth, Doucet and Rouff simultaneously issue new dress confections which are decided departures from present styles.

The Economist's Paris correspondent, visiting the establishments mentioned, saw several models embodying startling innovations. If these new designs find favor in the eyes of the fashionable set of Paris, American modistes will be quick to follow suit.

The changes are mainly directed towards the abolition of the plain skirt, which has so long prevailed. There have not been wanting during the past two years indications in this direction. These, which have principally taken the form of trimmed effects, have, in a measure, paved the way for the somewhat startling changes which now appear. The change in the shape of sleeves described by our correspondent is not new to New York, but is interesting because it is likely to establish the shape for the coming season. New styles are shown in collars, the principal features of which are their height and tightness.

**SILK VELVET.**

S. F. McKinnon & Co. are showing all leading colors in their popular Peerless brand silk velvet.

**RUSH ORDERS ATTENDED TO.**

On the first of November the Alaska Feather and Down Co. stopped working overtime. They will keep their full staff employed

longer this year than usual, a large quantity of stock being made up in anticipation of the usual sorting orders, generally marked "rush."

**FOR HOLIDAY TRADE.**

Among the attractive lines showed by James Johnston & Co. for holiday trade is a range of embroidered handkerchiefs, in both silk and Swiss lawn. These goods possess in a marked degree the qualities of novelty, value and style--something that looks rich and sells low.

**ADVANCE IN LAWNS.**

Lonsdale, Reid & Co. say that their import orders for 400, 500, 600 and 700 Victoria lawns are larger than ever, and they will be unable to book many more orders, except at the advanced rate which has just been established in Europe.

**IN GOOD DEMAND.**

The Williams, Hurlburt Co., Ltd., of Collingwood, are compelled to run overtime on account of the pressure of orders. Their well-known hosiery and ladies' and children's mitts are in great demand.

**SPECIALS IN CASHMERE GLOVES.**

Dingman & Co. are showing cashmere gloves which retail at 15, 20 and 25c., the popular prices, which the trade say excel in value.

**SILK HANDKERCHIEFS.**

W. R. Brock & Co. are showing some special value and attractive novelties in silk handkerchiefs of all descriptions for neckwear, etc., just received for the holiday season.

# Talking Machines

... For the Holidays ...

If you want the loan of a TALKING MACHINE for Christmas or New Years, don't delay making application.

Already a considerable number of orders have been booked for the holiday season.

Every machine is now promised for the month of November, but we still have a few open dates in the first half of December.

**THE KING-JONES CO., Ltd.** Manufacturers of Textile Buckskin and Textile Buckskin Comforters,

44 FRONT ST. E., TORONTO

NIAGARA FALLS, N.Y.

and

LONDON, ENGLAND

# LOOK AT THESE DOLLS

A few leading lines of our big assortment! New goods at prices that will clear our stock in a few days. . . . .

**Washable Dolls,** with hair and fancy shirt.

No. 308	16 inches,	\$12.00 per gross.
" 303/51	21 "	19.20 " "
" 303/60	23 "	24.00 " "
" 303/62	25 "	2.40 per dozen.
" 303/65	26 "	2.75 " "
" 303/70	28 "	4.00 " "
" 303/76	30 "	5.40 " "

**Kid-Body Dolls,** with bisc. heads, shoes and stockings.

No. 234/1	11 inches,	\$ 1.60 per dozen.
" 514	13 "	2.00 " "
" 511	16 "	4.00 " "
" 521	19 " Moving eyes	8.40 " "

**Fairy Dolls,** kid body, with moving eyes and LONG CURLS.

No. 527	14 inches,	\$ 8.00 per dozen.
" 529	16 "	12.00 " "
" 530	18 "	21.00 " "
" 531	23 "	33.00 " "

**Dressed Dolls.**

No. 702/43	Washable head,	18 in.	\$2.00 per dozen.
" 292/6	Joint'd bisc. "	11 "	2.00 " "
" 330/2	" " " "	12 "	2.40 " "
" 614	" " " "	13 "	3.00 " "
" 325/1	" " " "	14 "	4.00 " "
" 325/2	" " " "	17 "	8.00 " "

**Jointed Dolls.**

No. 234/4 Special,	14 inches,	\$2.40 per dozen.
" 234/5 with fine curls,	15 "	4.00 per dozen.

**TERMS: NET CASH.**

These are the goods you must have to make your store attractive for the Holiday Trade.

Make up your order from above list; you could not do better by personal selection!

**Nerlich & Co.** 35 Front Street West **Toronto**

.. IMPORTERS ..

## HOW PEOPLE DRESSED IN 1800.

IN the early part of the century dress, under the patronage and through the example of the Prince Regent (afterwards George IV.), was of a very exaggerated and striking character. The head and neck were so muffled up that the faces, either of men or of women, could not be seen. Powdered hair, pigtailed and Hessian boots were common in the streets. Gentlemen wore padded and buckramed coats, expanding into an arch in front, and scarcely descending below the region of the heart, while behind they terminated in long but sharp and narrow swallow-tails, with balloon-like trousers, whose length and ample volume were in ridiculous contrast to the pinched and short-waisted coat. At the beginning of the present reign the loose and easy surtout and frock-coat were worn, with black stocks or black ties. The clergy, however, retained the white neckcloth, and, strange to say, it also became the necessary distinction of footmen, butlers and hotel waiters. The old court dress coat had disappeared from dinner parties and balls, its place being usurped by the swallow-tailed dress coat.

The style of ladies' dress had been revolutionized about the end of William IV.'s reign. The unshapely short-waisted robe was succeeded by one of larger dimensions, longer and fuller, with a moderate amount of crinoline, and long pointed stomachers. This was the prevailing fashion when Victoria commenced her reign, with this slight difference, that a sleeve puffed at the shoulder, and called the "leg of mutton sleeve," had been introduced. Ball dresses by this time were very much like those of our own day, except that they were made of heavy, rich materials. Of ladies' costume at the beginning of the reign the most ugly and uncouth part was the multiform, but generally preposterous, bonnet with which their faces were concealed. The crown was, in itself, large enough for a modern hat of reasonable proportions, and from it

the leaf grew out, expanding round the face, in shape somewhat like a coal scuttle, and trimmed elaborately with feathers and flowers. The dressing of the hair was, of course, as the form of the bonnet. Sometimes it was worn in a pyramid six inches in height, and stiffened by a plate of tortoiseshell, but it was generally arranged in short curls around the face.

Dress no longer distinguished the aristocracy from the middle class, and the only difference in the case of the working class was that the material was coarser. In the country districts old women still went to church with a scarlet or tartan plaid over the head, on which was a nicely-starched "soo-backit" mutch; and old men were to be seen in knee-breeches, blue home-made coat, with ribbed wire-wrought stockings and stout shoes. Shoes cost from 11s. to 15s. a pair, and even those made for Sunday use were of great thickness and weight. Except in a few large towns, there were no shoe or tailors' shops. The tailors and clothiers were two distinct callings. The customer went to the clothier for his cloth, then took it to the tailor to be made up. All boots were then made to measure, for it was not till the sewing machine era that ready-made boots were introduced. What shops there were made no attempt at display. The window-panes were small and the show within nowise brilliant. There were no tempting tickets of "Latest style, 3s. 11 1/2 d." Customers went to the shop for what they wanted, and the absence of a price ticket afforded wider latitude for haggling.—Drapery World.

## READY FOR HOLIDAY DEMAND.

The C. Turnbull Co. of Galt, Ltd., have had a very busy season, but are still in a position to fill promptly any sorting-up orders in their ladies' perfect fitting ribbed vests, drawers, and non-shrinkable, full-fashioned, lambs' wool underclothing in ladies', men's and children's.

## Ahead of the Times

is almost as bad as being behind the times.

It's best to be on time. We are now busy on Styles for Spring 1897, and about December 1st. we will be able to show you samples of our

### Spring Mantles Spring Capes Spring Costumes

You can rely upon our styles. They are invariably the correct thing, and our goods are made up with a view to supplying the trade with a perfect combination of

**STYLE, QUALITY AND FINISH.**

**Pugh Bros. & Co.**

MANTLE MFRS.  
140-141 Street West

TORONTO

## BELGIAN SEWING COTTON.



Grand Prize: Paris and Antwerp

## BEST AND CHEAPEST

Strong, Even and Elastic

Solo Agent for Canada:

**Jno. A. Robertson**

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

Board of Trade Building.

... MONTREAL

# "A Perfect Fitting Shirt"

This is the way our labels are marked. The goods are worthy the name. They are in every way a perfect fit, and carefully made. We have more than doubled our White Shirt Department, and we are now ready to sell at prices which will give a big profit to the retailer. We have a line at \$4.50 per dozen that no other maker can touch.

We are now handling the largest ranges of Shirts and Collars of all kinds; Regattas, Black Sateens, Flannels, Flannelettes, Tweeds and Fancy Stripe Sateens in black and colors, in Fancy Oxford and ordinary Shirtings.

We also carry a full range of Tweed Pants. All selected patterns and most carefully gotten up.

We have the largest line of Overalls in Canada, and our customers have found that they can always buy cheaper from us than from any other manufacturers, as our output is so large we can afford to sell at low profit.

Our travellers are now on the road with Fall Goods and will start early for Spring with big ranges. Kindly reserve orders until you see our samples.

M. L. SCHLOMAN  
MONTREAL

The Irving Umbrella Company

Limited

20 Front Street West

TORONTO

Manufacturers . . .

Parasols

AND

Umbrellas

CHRISTMAS SAMPLES

NOW READY

. . . Sorting orders filled in one clear day . . .

FURNITURE . . .  
.. COVERINGS

In All Grades.

Tapestry Curtains  
Silk and Cotton  
Draperies

Wm. Taylor Bailey

27 and 29 Victoria Square  
..... MONTREAL.

BLACK  
BROCHE  
SILK

SPECIAL VALUE

75cts.

OUR SPECIALTIES

Dress Goods and Silks

WILLIAM AGNEW & CO.

305 and 305<sup>1/2</sup> St. James Street  
MONTREAL

**"CANADIAN" BRAND WOOL CARPET.**

TWO years ago the Royal Carpet Co., of Guelph, began making a wool carpet from pure fleece wool, which they called "Canadian" brand. The success of this carpet has been unmistakable. It is now kept in stock by the best carpet houses in Canada, and they all speak highly of it. The makers claim it to be the best wool carpet in the market for durability. Another feature, equally satisfactory, is that when first put on the market this brand was sold at one price, and not a yard of it has been sold since at a less price than that originally fixed.

These features indicate a policy THE REVIEW likes to record. As to quality, care is taken to have every colored wool in the carpet of the same grade, so that the standard is sustained all round. The maker believes that the Canadian wool he uses is better than that in any imported goods, and being thus certain he gives a guarantee with every roll. The trade are thus enabled to recommend with confidence, and experience has already shown that the Guelph establishment has acquired a name for this carpet which helps its sale.

Then, as to fixed price, that is another point in which THE REVIEW sympathizes with the maker. It is an absolute rule, so that one merchant never gets the better of another, and no slaughter of the goods can take place. In the rage for cheap stuff in every line it is satisfactory to find a concern which will keep the quality up and (therefore necessarily) the price.

This yard-wide wool carpet is well suited to Canadian houses, up-to-date in pattern, and enjoys a high reputation with the trade who have handled it. Those merchants who have not yet seen the goods may write for a sample to the Royal Carpet Co. of Guelph, as the head of the concern, Mr. Burrows, says he is willing to respond to such enquiries.

**RUGS, ETC.**

A good trade may be done at Christmas in rugs. John MacDonald & Co. are showing (really for spring, but with delivery possible for holiday trade) some attractive lines in Moquette and Imperial rugs and mats. They retail from \$1 to \$10. In the same department other lines well suited to the season were noted. Two lines in tapestry curtains, one to retail at \$6, another at \$14, are striking. The effects are shown in blues, greens, and terra cottas. These tapestry curtains are exceedingly handsome, even the lower line. There are also some pink and white counterpanes that will go. The floral designs are in white and pink and white and blue. The counterpanes are reversible and good value to retail at \$3 and \$4.

In the large range of chenille curtains there are likewise certain no-holiday snaps. The shelia material is finer in texture and is shown for the first time this season. These curtains are in plain colors, without dados, and set off a room with marked taste.

**ITEMS OF NEWS.**

Mr. Geo. I. Cains, of S. Greenshields, Son & Co., returned Saturday from his wedding trip. His marriage to Miss Aimee Cowan took place early last month. Mr. Cains was one of the most popular bachelors in Montreal and will be much missed in Benedict circles. Just at present he is receiving the congratulations of the trade on all hands. A more substantial testimony to the respect in which he is held was a dinner at St. James' Club, tendered to him by his bachelor friends.

Mr. J. R. Strome, dry goods merchant, of Brandon, Man., has sold to Mr. Tassmore, late of Ontario, his branch store in Rapid City.

The employes of the W. E. Sanford Manufacturing Co., Hamilton, have been notified that a reduction in wages will take place, beginning on November 1, and to amount to 10 per cent. all around. To a correspondent Mr. Sanford stated that the reduction was necessary, owing to the constantly increasing demand for cheap clothing. The cut will be applied to about 150 employes, but the people employed in the outside shops will not be affected.

John Barr, one of the oldest and best-known commercial travellers in Toronto, died Nov. 2nd at the age of 77 years. Deceased was a native of Scotland, and had for many years represented in Canada well-known English houses.

**SPECIAL VELVETEENS.**

The "Eclipse" velveteens shown by Dingman & Co. are great value; 24-inch, all colors, silk finish, 30 to 37½c.

**EXTRA VALUES IN MEN'S UNDERWEAR.**

James Johnston & Co. are offering special drives in men's underwear. They also have a complete range of boys' underwear, all sizes and makes. They make this branch a specialty.

**SEALLETES.**

Brophy, Cains & Co. are showing a range of these goods at prices that must ensure quick sales.

# Z. PAQUET

Importer of **SKINS**

AND MANUFACTURING FURRIER.

**BLUE SILVER FOX, A Specialty.**

LARGE STOCK OF ALL GRADES OF :

**Persians, Astrachans and Greenland Seal Skins.**

165 to 171 St. Joseph Street, QUEBEC.

7 Victoria Square, MONTREAL.

**THIS IS THE LABEL**

That proves you've bought the best Thread sold in the market : : : :



**Clapperton's Thread**

is Strong, Even and does not Snarl.

**WM. CLAPPERTON & CO.**

165 St James Street . . . . MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

**BARBOUR'S** SUPERIOR

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED 1784

5,000 EMPLOYEES



The Best Known

The Best Made

ALWAYS KEPT AT HIGH STANDARD.

When purchasing LINEN THREADS be sure that the name of **BARBOUR** and the trade mark of the hand are on each label. **Quality and Length Guaranteed.** Beware of short-length imitations, and of threads marked "linen finish" that are cotton.

**Barbour's Lace Books, 1, 2, 3 and 4,** contain instructions for embroidery and lace making. By mail, 10 cents each.

**Barbour's Advertising Dolls,** by mail on receipt of 6 cents.

**Barbour's Advertising Yachts,** by mail on receipt of 3 cents.

**THOMAS SAMUEL & SON,** Sole Agents for Canada

8 St. Helen St., Montreal, or 22 Wellington West, Toronto.

WHOLESALE TRADE SUPPLIED.

**"Eureka"**

when seen on woolen goods, is just stating in a particularly brief way that these goods are the very best quality made.

It makes no difference whether it is blankets, tweeds, or yarns, it means the same thing.

There are none better, and mighty few as good.

Have you sent us your order yet? It is getting late.

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

EUREKA, N.S.

1896. FALL 1896.

**Fancy Dress Goods**

For Immediate Delivery.

Boucles in all colors; all-wool and silk Tartans; two-toned Costume Cloths; our special 23-inch Eclipse Velveteens, black and colors; Sealettes, Mantlings, Beavers, Gloves and Hosiery.

Our travellers are now showing special lines for Spring, 1897, Prints, Parasols, Lace Curtains, Laces, Jute Carpets, and our celebrated Victoria Lawns. Don't fail to see our values.

**LONSDALE, REID & CO.**

18 St Helen St. MONTREAL

## TRADE NOTES.

CALDECOTT, BURTON & SPENCE are meeting with success in their clearing lines of women's and children's underwear.

Lonsdale, Reid & Co. are showing a beautiful range of laces for spring import.

John Macdonald & Co. have some blouse silks in new designs for the Christmas trade.

A cable from Germany, October 26, stated that prices in hosiery and gloves were advancing.

Wyld, Grasett & Darling are jobbing some lines in men's winter underwear, top shirts and suspenders.

John Macdonald & Co. are showing special lines in Japanese silk handkerchiefs and motto handkerchiefs.

In golf mantlings, two-tone curls, rainproof sealettes and a selection of melton and beavers are seasonable lines at John Macdonald & Co.'s.

There is an enormous demand in all centres of fashion for narrow velvet ribbons, especially in black. James Johnston & Co. have a complete stock of these goods on hand.

Lonsdale, Reid & Co. are making a range of silk handkerchiefs and mufflers a special feature for the Christmas trade. Samples of most of them are in the travelers' hands, but there are a few more to come in yet.

In fancy linens for Christmas, W. R. Brock & Co. are showing five o'clock cloths, sideboard cloths, tray cloths, carving cloths, doyleys, napkins, table cloths, etc., in sets to match or separately. Useful as well as ornamental presents.

James Johnston & Co. are showing two special makes of fabric gloves. The first is a range of fine gauge silk-finished cashmere

gloves in blacks and colors; the other a special line of men's and boys' full regular heavy wool gloves in useful dark mixtures, \$2.25 per dozen. This line they control.

Baker & Brown have just been appointed sole agents for Canada for Simon, May & Co., of Nottingham. This firm handles especially laces, lace curtains, veilings and frillings. This is the first time they have had a regular representative in Canada, though some of their goods were sold here indirectly.

The kid glove trade has been phenomenally large this season. Caldecott, Burton & Spence held a very heavy stock in these goods, and have control of some favorite lines in 4-button, 4-dome and lace. Buyers would do well to see these goods. Caldecott, Burton & Spence always keep their regular lines well stocked in every size.

Mr. John Fisher, of John Fisher, Son & Co., Montreal, who spends the greater part of his time at the Huddersfield (England) house, is now spending a few months in Canada. He says that worsted and woolen cloths as a whole were very low twelve months ago, but they have never been cheaper nor have manufacturers ever shown better value than they are doing at present. The impression in England is that if McKinley is elected in the States it is very probable that some goods, especially worsted coatings, may advance immediately after the election, as the impression is that the tariff will be increased. Speaking of the prospect of the woolen trade generally, both here and in England, Mr. Fisher does not think that prices are likely to change much in the near future.

## THE "ALPINE" UNDERWEAR.

James Johnston & Co. have made a name for these goods, and the goods are worthy of the name. All sizes, ladies' and children's, at popular prices now in stock.

# E. A. SMALL & Co.

MANUFACTURERS OF



## Clothing

WHOLESALE

— MONTREAL

Our travellers are now on the road with Samples for Spring, 1897.

Letter Orders carefully attended to.

# JAMES JOHNSTON & CO.

26 ST. HELEN STREET MONTREAL

**Staple and Fancy**

## DRY GOODS

..WHOLESALE..

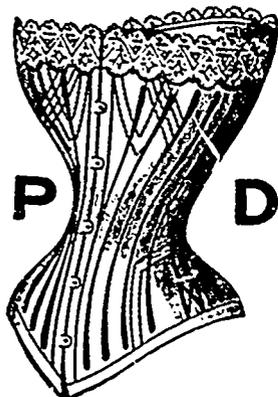
**ASSORTING - NOVEMBER - 1896**

Our stock for present trade is complete in every department. Merchants preparing for holiday business will find an unrivalled assortment of suitable goods in our range. Order early so as to secure prompt deliveries.

**SPRING 1897.**

Our travelers are now shewing special lines in *Dress Goods, Prints, Parasols, Laces, Embroideries, Hosiery and Gloves.* Newest styles and best values ever shewn in the Dominion.

### Manufactures Royales de Corset P.D.



10 Gold Medals

. and .

Diplomes d'Honneur.

The celebrated P. D. corsets are unrivalled and justly renowned for perfect fit, beauty of style and finish. They are designed and cut by the most eminent artists, and only the very best materials are used for this nonpareil corset.

The numerous branches of the house all over the civilized world prove the enormous output of P. D. corsets, which have never been equalled by any other corset manufacturer. P. D. corsets have received the highest awards at all leading international exhibitions during the last 20 years. This is a record no other makers can show, and testifies to the many qualities of the P. D. corset, the superiority of which is now nowhere seriously contested.

Sole Agents for Canada.

**Konig & Stuffman,**

10 ST. HELEN ST., MONTREAL

## Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and

**TAILORS'**

**TRIMMINGS**



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

### THE MERCHANT'S CORNER.

As to advertising in dull times it does not seem necessary to say more than that the most successful men in business kept their names most prominently before the public in season and out of season. It is just as reasonable for a man to expect to secure employment without seeking it, says The St. Louis D.G. Reporter, as it is for a firm to expect to secure business without advertising for it. No matter how well known a name may become, the majority of people will forget all about it in a single year's time if it ceases to be brought to their attention. A familiar proof of this statement is found in the names of defeated candidates for high office. How thoroughly well acquainted the public becomes with their names, and yet how soon these same names vanish from the memory! No matter how little a name may be known, it can quickly be given wide publicity by a judicious use of printers' ink. Advertise liberally and continually that your business may prosper and your name be remembered and honored both in your own and other countries.

There is a great temptation when times are dull for merchants to neglect their insurance. But this is the very worst sort of economy. Insurance against fire, says The Chicago D. G. Reporter, has come to be as necessary an expense as the payment of rent or taxes. To go uninsured is merely to go into the insurance business for yourself on a small scale. But the whole modern idea of insurance is founded on the spreading of risks over a large area. Only the owner of enough buildings to make a small town can afford to carry his own fire risks. For the dry goods merchant one business is enough. It pays to keep up your insurance through bad times and good.

### LADIES' FEATHER COLLARS.

Ladies' feather collars are all the rage just now in London and Paris. Kyle, Cheesbrough & Co. have just received their repeat order in this line, the demand being so great that it was difficult to get it filled. These are just the thing for Christmas trade.

### LADIES' WRAPPERS.



We venture to say there is not a lady in Canada, who can afford one, who is not possessed of a wrapper which she dons in the house when she wishes to feel thoroughly comfortable. Until lately she has been in the habit of buying her material at the local dry goods store and having her dressmaker construct the garment. Now every up-to-date merchant keeps a stock ready-made from which she can choose a perfect fitting garment, and at the price she formerly paid for the making alone. Boulter & Stewart are showing a large range of these goods from American makers, and those interested will find everything from the cheapest to the best among their samples.

### McMASTER AND CO.—CHRISTMAS GOODS.

For the Christmas season McMaster & Co. will have many desirable lines, including. Embroidery and butcher linens in all widths, from 18 to 40 inches, narrow silk and satin baby ribbons for fancy work and confectioners' and stationers' requirements, pongee and

pongor silks, in all delicate shades, for fancy work; initial handkerchiefs in cambric and silk; Swiss and Irish embroidered handkerchiefs, plain hemstitched handkerchiefs for ladies and gentlemen, genuine eider down quilts, satin or sateen finish, plain or frilled, in all sizes and colors; art draperies, art silks, tapestry and damask table covers, chenille table covers and curtains, fancy rugs of all sizes and makes in exquisite designs. Clearing lines are also to be picked up at this season. First come, first served.

### LADIES' BLOUSE WAISTS.

Judging from the activity shown among the blouse makers, the coming season is likely to be the largest by far in the history of this most useful and comfortable garment. Boulter & Stewart, who represent American makers in these goods, report sales for spring as being very brisk in blouses and wrappers, and no doubt it is largely due to the beautiful novelties in these lines they are now showing.



### JAS. JOHNSTON AND CO.

Jas. Johnston & Co., Montreal, have taken advantage of the season immediately before the spring goods arrive to purchase a large addition to their warehouse. The old warehouse consisted of a basement and four floors, each about 125 feet by 95 feet. The addition, which fronts on Notre Dame street, has a basement and four floors, each about 80 feet by 70 feet. The alterations which are being made are almost completed, and the building will be all ready for the spring goods. The street floor will be the entering and packing room. The first floor will be taken up with smallwares and notions. Canadian hosiery and gloves will be stocked on the second floor. The top flat will be used for storing reserve cases of Canadian hosiery, etc. Mr. Slessor is naturally much pleased with the new warehouse and invited THE REVIEW to come back when things were fixed up and see what an improvement it would make. "We'll have room to turn round now," he said.

### SPECIAL IN CREPONS.

Wm. Agnew & Co. have just received a consignment of crepons and can give immediate delivery of same at 45, 55 and 65c., regular terms.

### CASHMERE AND SILK MUFFLERS.

W. R. Brock & Co.'s men's furnishings department is showing for the Christmas and holiday trade a choice selection of silk, cashmere and velours mufflers. These goods are direct from the largest and best manufacturers in the world. For style, value and variety they commend themselves to the trade.

### DRESS GOODS.

S. Greenshields, Son & Co. report a large demand for velveteens in blacks and colors. They have shipments coming in almost every week, in colors such as myrtles, navys, browns, etc., in their celebrated "Stanley" make. They report clearing lines in dress goods previous to stock-taking. Samples and prices on application.

# Kyle, Cheesbrough & Co. Montreal

THE  
LACE  
WAREHOUSE  
OF  
CANADA.



Importers of Novelties in

Dry Goods  
Trimmings  
Silks, Braids  
Curtains

Embroideries  
Gloves, Hosiery  
Muslins and  
Dress Goods, etc.

## UNLOADING

We are offering through our travelers special drives on most of our fall and winter lines. We want to make room for the spring goods which are now on the way out.

:: SPRING 1897 ::

Our travelers are also carrying samples of Laces, Embroideries, Parasols, Gloves, Hosiery, Underwear, Buttons and Dress Goods for the coming spring trade. Don't fail to see our samples before placing orders.

## Neckwear For . . . Christmas and Spring

*GLOVER & BRAIS'* travellers will show samples from second week in November.

Import Underwear and Half-Hose; largest range in Cotton and Cashmere.

Exclusive Patterns in Fancies.

*GLOVER & BRAIS* MONTREAL

**JOHN MULDREW & CO.**

THE announcement last month that Messrs. John Muldrew & Co. were temporarily embarrassed was received with general regret. It was known that the difficulty was due to trouble of a domestic nature, for which Mr. Muldrew was not responsible, and much sympathy was expressed both by the trade and the public at large. Since then satisfactory arrangements have been made, and the firm is once more pushing business vigorously. The occasion afforded a display of the hearty appreciation felt for Mr. Muldrew's character and business standing, and the creditors of the firm exercised the greatest consideration in the circumstances, knowing that popular opinion would support them in so doing. All his life Mr. Muldrew has pushed Canadian goods with zeal and success, and as a strong friend of the industries of the country all hope to see his business prosper from this time onward. There is every reason to think that it will. No man stands higher in the trade than Mr. Muldrew, he has had a long and thorough business training, and host of friends throughout the country. THE REVIEW unites in the general hope that the firm under its new arrangement will meet with increased success and prosperity.

**MUFFLERS FOR PRESENTS.**

A cashmere or silk muffler makes a good present. Wyld, Grasett & Darling have these goods to retail from 10c to \$5, at all prices. The silk are shown in grey effects, small checks, hair line stripes and navy grounds, with white embroidered figures.

**THE STEAMSHIP CANADA.**

Canadians who crossed the ocean last month on the new steamship "Canada," of the Dominion Line, are loud in their praises of that fine vessel. Our buyers do not, as a general rule, use the St. Lawrence route, but the "Canada" is pronounced equal to the ves-

sels from New York, and both as to speed and accommodation has given the greatest satisfaction. We believe in recognizing Canadian enterprise, and this steamship seems to be a good evidence of it. The "Canada," though her engines are new, has made record trips both on the inward and outward voyages, and the quick passages secured both for freight and passengers, have called forth warm praises which are, from all accounts, deserved.

**SEVERAL NOVELTIES.**

Among the specialties in the market seen at F. Robertson & Co.'s, is a pretty article retailing for 25c.—a hand-painted and ribbon-trimmed curling tongs holder, which is scoring a great success. It is lined with zinc as a protection from hot tongs. Another novelty is the long narrow pin-cushion made in 9, 18 and 36-inch sizes and intended to place against the mirror on the dressing table. The rich, heavy cord for cushions, got up in rich silk for fine fabrics, is proving a phenomenal success.

**LOOK OUT FOR THIS.**

In haberdashery and men's furnishings John Macdonald & Co. will be unusually well supplied for Christmas trade and their showings will be fully represented toward the end of the month. Several special lines are now on the way and will shortly be in stock.

**FOR THE BABY.**

Nothing could be more suitable for presents for infants than something in fancy knitted wool goods to keep out the whistling winds of "Jack Frost." W. R. Brock & Co. are showing a large assortment of the latest productions in wool caps, hoods, hootees, infantees, mitts, clouds, jackets, toques, tams, etc., any of which would make suitable and acceptable presents.

**B. LEVIN & CO.**

Importers and Manufacturers of

**Furs and Caps**

Coon, Grey Lamb, Persian and Seal Jackets,  
Capes and Caps.

491-493 St. Paul  
Street . . .

Montreal

**PARTNER WANTED**

With from Four to Five Thousand Dollars, to take an active interest in a profitable and long established Clothing, Furnishing and Hat and Cap business. Turn-over last year, \$35,000. A young man with practical experience preferred.

APPLY TO

JOHN CALDER & CO., Hamilton.



PATENTED

⌘

**VELVET BINDINGS**

MR. MERCHANT,—METEOR is sold by all MERCHANTS, wholesale and retail, because the customers require it, and merchants cannot afford to lose sales during these hard times. Made in all shades, and all the "Knights of the Grip" can show you "METEOR."

# Our New White and Colored Shirts

## .. FOR SPRING 1897 ..

are now in the hands of our travellers, and are meeting with marked success. Also Foreign and Domestic Hosiery and Underwear for import and placing orders, which will well repay a careful inspection. . . . .

For immediate shipment we have a

### FINE RANGE OF TIES

in all the New Shapes, freshened by some of the latest novelties in the market.

### UNDERWEAR

A full assortment. Also a few cases only of our famous No. 3058 Scotch Knit, to retail at 50c. per garment.

### ENGLISH HAND-SEWN BRACES

Large variety. . . . .

### GERMAN SHIRTS

- No. 1. Open Back, with Bands.
  - " 2. Open Front, with Bands.
  - " 3. Open Front, with Cuffs attached.
  - " 4. Open Back, with Cuffs attached.
- All sizes from 14 to 18.

### ENGLISH COLLARS

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

LETTER ORDERS SOLICITED AND CAREFULLY FILLED

**Matthews, Towers & Co.** 73 St. Peter Street **Montreal.**

# 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

## HOLIDAY TRADE WINNERS

Dry Goods merchants should carry Dry Goods Novelties. If your Holiday Stock is right in your line—dry goods—more people will see it, and buy, than if you carried the same articles sold by a dozen other exclusive stores. See the point? These cushions will sell if they're given half a chance—they fit into your stock—they represent good profit—they satisfy every purchaser.

### Alaska Down Cushions

Made of finest goose down. Made in perfectly down-proof cases. Covered in tasty art squares with the stylish full frill.

### Fancy Chair Rests

Little cushions—single and in pairs—of choicest down and prettiest coverings—many of them in odd shapes. Easy selling novelties.



ALASKA FEATHER & DOWN CO. Ltd.

MONTREAL

## HOLIDAY NECKWEAR.

THIS cut is a fac simile of the printing done by E. & S. Currie in aluminum on their individual tie boxes. These boxes are got up with fine enameled cover in assorted light shades, pink, sky, white, etc., and each holds a single scarf.

This is an article for Christmas presents that is having a ready sale to all the leading dry goods houses. Even those who do not



handle men's wear recognize the fact that it will be a good seller to ladies for the holiday trade. The enormous range of handsome new patterns in silks shown by E. & S. Currie for the Christmas season is being appreciated by their friends, the sales being heaviest in graduated derby, string lumbards and their novelty shape in puffs and bows.

## ALL NEW IDEAS SHOWN.

There is a fine display of fancy goods at John Macdonald & Co.'s this week. Among the numerous articles were noticed pin cushions, fancy clocks, bronze ornaments, fancy work boxes, trays, mirrors, etc. The latest ideas are all represented.

## THE CASE OF THE COUNTRY MERCHANT.

N.Y. Dry Goods Chronicle.

COUNTRY merchants, who are denied the advantages of a city press, must resort to circulars or communications by mail. The customary circular, while it is unquestionably a good thing, becomes after a time an old story; it is apt to grow monotonous and is too often disposed of by the recipient with a perfunctory scanning, cast aside and forgotten.

To create an active interest in the goods offered, one should first of all strive to create an individual interest in the announcement. To this end I suggest that your next issue of this class of advertising take the form of a stereotype letter, printed in script or typewritten form, the communication to be of a friendly, personal character, as of a personal letter coming from an acquaintance or friend. For instance, the supposed letter is written from "Springfield, Ohio," and properly dated, the usual conventionalities being duly observed; the letter goes on to say:

"MY DEAR FRIENDS,—I arrived here in due time and have spent my time since in getting acquainted with the place, visiting points of interest and looking through the principal stores, etc. I spent all day yesterday shopping in Blank's dry goods store. 'The Old Stand' they call it. Yet it is as moderate a store, as promptly up to date, and as good a place to trade as I ever put a foot in. The goods I saw were exceptionally choice and the prices surprisingly low."

After this may follow a description of various articles or departments, together with prices, the story to be told in the same fashion,

the letter form and its confidential character to be continued throughout and closed in the usual style of a personal communication:

"With kind regards, yours very truly,

"EVANGELINE."

The person receiving such an epistle will read it from "Dear Friend," to "Yours truly." Not only that, but will be interested for a time, at least, in trying to recall who "Yours truly" may be. I will not venture the guess that one reading will not end the matter, but that the communication will be gone over again and again in an effort to recall the writer, and the items therein chronicled will fix themselves in the pockets of the reader's cranium, and take root there, and will, I believe, exert an influence in your favor upon that person long after the letter writer has been found out.

Country people love a letter with an appreciation that city people, more actively engaged among throngs of their fellow creatures, scarcely realize. They will pocket a communication of the kind I submit, take it home and make a family affair of it, and after they do uncover the writer—if they do—they will not forget him nor what he wrote.

Again, there is no danger of such a missive miscarrying; it goes straight to its destination, every line, and if there is a trifle more expense attached to it there is no waste of material, as there certainly is in the case of common circulars. Of course it should be gotten up on a good quality of paper, not necessarily linen letter paper, but a fair grade of calendared stock. In no sense should it be a sham in appearance.

## BUSINESS CHANCE.

E. A. RAMSAY, 13 YEARS' BUSINESS EXPERIENCE. FOR PAST FOUR years active member of firm Wilcox & Ramsay, General Merchants, Virden, Manitoba is withdrawing from said business. Will soon be open for engagement. Prepared to take interest in, or will buy out, established thriving business. Correspondence solicited. Address, E. A. Ramsay, Virden, Man. (11)

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

## MARINE INSURANCE.

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

For rates and further particulars apply to

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

## BEAVER LINE STEAMSHIPS

Sailing Weekly Between Liverpool and Montreal.

STEAMERS	From LIVERPOOL	From MONTREAL
Lake Superior	Sat., Oct. 21	Wed., Nov. 11
Lake Ontario	" " 31	" " 18
Lake Winnipeg	Wed., Nov. 1	Sat. " 21

Steamers sail at daybreak on the advertised date

Excellent accommodation for all classes of passengers.

## RATES OF PASSAGE.

FIRST CABIN—\$45, \$50 and \$55 single. Returns, \$90 and \$100.

SECOND CABIN: \$31 to Liverpool or London. Round trips \$66.75.

Steerage at lowest rates.

Special facilities for all kinds of freight. Goods carried to all points on through bills lading at lowest rates.

Weekly winter service between Liverpool and St. John, N.B., in connection with Canadian Pacific Railway short line. Quick despatch at lowest rates.

For further particulars apply to

**D. W. CAMPBELL,**  
Manager,

Or any Local Agent.

**MONTREAL.**

# Christmas Neckwear



To arrive about the end of this month, the latest effects in Men's Neckwear. The "Kempton," "Persimmon," "Barrington," "Clipper" and "Eastbourne" are all new, and confined to us for the Dominion. Samples will be submitted to the trade shortly. Invoice to hand of another large shipment of our 652 Black Cashmere Half Hose, all stamped "Iron Frame." Price \$2.25.

TOOKE BROS. - - Montreal

## BARLOW & JONES

LIMITED

Spinners and Manufacturers

LONDON  
MANCHESTER.

Manchester Building,  
Melinda Street

..... TORONTO

Flannelette  
Department

1896-97



English . .  
Flannelettes  
Ceylon . .  
Flannels

Importers should see this range of **ENGLISH FLANNELETTES** before placing their orders—All widths from 28 to 39 inches—New and Choice Designs—Sterling value—Send for samples.

MILLS:

ALBERT MILLS, BOLTON.  
EGYPTIAN MILLS, BOLTON.  
PROSPECT MILLS, BOLTON.  
COBDEN MILLS, BOLTON.

**R. H. COSBIE**, Agent for Canada

MANCHESTER BUILDING, MELINDA STREET,

WAREHOUSES: 7 Portland Street, Manchester. |  
92 Watling Street, London.

TORONTO

**GLOVES AND HANDKERCHIEFS.**

**S.** GREENSHIELDS, SON & CO. advise having just received a shipment of gloves which completes their range. Amongst them are the low and medium lines of black and white ringwood, fleeced, in beautiful patterns at \$2.25 per dozen. Buyers should see this line and also the lines in black, white, tans and fancy ringwoods, specially put up in boxes containing one pair, and suitable for holiday trade. Amongst the lines of handkerchiefs received lately by this house for holiday trade, there is a large assortment of plain and brocaded silk handkerchiefs, lawns and cambric embroidered handkerchiefs in the latest designs. They report the special lots of Swiss embroidered goods, as well as the new fine and heavy oriental lace edges, going rapidly. The two special lines of ladies' and gent's initials on fine cambric are also selling well.

**DOWN QUILTS AND PILLOWS.**

It is high time for those merchants who have not already bought to lay in their stock of these goods, as the cold weather is upon us and customers are on the lookout for such goods.

The Toronto Feather and Down Co. are now showing beautiful designs in down quilts which can be retailed from \$4 up, beside the pure white wadding ones at very low prices. They manufacture everything in quilts, pillows, sofa cushions, etc., and if their representative has not reached you yet, a postcard will bring him at once. Their address is 74 King street west, Toronto.

**WOODEN QUILTS.**

This does not refer to coffins, as some might think, but to Textile Buckskin comforters, manufactured by The King-Jones Co., of Toronto. They are made from pure wood fibre, soft and pliable as silk. They have the warmth of an eight-pound pair of blankets

and an eiderdown quilt combined, at less than half the cost of either. They are medicated in such a way that nervous people and those troubled with insomnia will find that they not only sleep better under one of them, but that they sleep the kind of a sleep that refreshes. The price is within the reach of everyone.

**AN IDEA WELL PRESENTED.**

H. Shorey & Co., Montreal, have hit on a novel plan. They are sending out to the various merchants an advance card. It consists of a first-class photograph of Hon. J. D. Edgar, Speaker of the House of Commons, mounted on the regular gilt-edged photo-card. On the back are a few words calling attention to the approaching visit of their traveler and announcing a special line of goods. It is so neatly gotten up that merchants receiving them will no doubt preserve them, and keep in mind the intended call of a traveller of this enterprising firm.

**CLEARING OUT LINENS.**

A clearing sale in linen damask, tablings, towellings, crashes, etc., is announced for the 10th inst. by Caldecott, Burton & Spence. This is a trade event of some importance. The firm are enlarging and specializing their business, and in order to make room for the expansion of other departments are closing out their linen department altogether. Some very special bargains therefore will be offered, and an enquiry sent this week will elicit full particulars for REVIEW readers.

**UMBRELLAS.**

Some handsome goods in sterling silver-mounted handles, ladies' umbrellas, for the Christmas trade, are shown by John Macdonald & Co.

The Wholesale House that  
supplies you with . . .



## North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

## NOTHING DECEPTIVE

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

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

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

**NOW IS THE TIME  
FOR CHROCHET WORK**

## Victoria Crochet Thread

This cut  
a ball of  
Crochet  
It is made  
shades  
colors and



Represents  
Victoria  
Thread.  
in 40  
22 self  
18 shaded

It is made in Nos. 20 to 80 in White, Cream and Ecru; shaded and solid colors in Nos. 20 and 40. The best seller is No. 40. There are cheaper and inferior makes being offered. Be sure you get the "Victoria."

A good storekeeper's stock is not complete without

**Victoria Crochet Thread  
Morse & Kaley Knitting Cotton  
M. & K. Turkey Red Embroidery Cotton  
M. & K. Fast Black Darning  
M. & K. Ball Mending, Black and Colors**

Ask for the above goods. If your jobber does not keep them, drop us a card and we will give you names of those who do.

**R. HENDERSON & CO.** Agents for Canada  
323 St. James St. Montreal

TO THE.....

# Clothing Trade

WE ARE OFFERING AN  
EXTRA VALUE IN

Black Venetian Worsted  
Morning Coat and Vest at **\$5.00**

WE CAN ALSO RECOMMEND TO  
THE TRADE OUR LINES IN

Men's Pants, viz.:

C38, at \$9.00 doz ; C2, C3, C5, C6, C7, at \$12.00  
doz., B91 and B93 at \$15.00 doz., C25 at \$18.00  
doz., which are of extra values.

SAMPLE ORDERS  
SOLICITED.

All correspondence promptly  
attended to. . . .

The.....

## G. A. THORPE MFG. CO.

Office, Factory and Salesroom:

25 Melinda Street - Toronto.

# Popular Price—

Retail  
. . for **50<sup>C.</sup>**

We have the best values in Mitts  
and Gloves in the market  
this season.

◆◆◆

Send for Samples to

## Hudson Bay Knitting Co.

. . MONTREAL . .

## PEWNY'S

# Kid Gloves

Our full, fresh stock of Fall  
Shades and Blacks now on hand.  
We also have a number of small,  
well assorted job lines at very low  
prices, of which we will be pleased  
to send you samples.



## EMIL PEWNY & CO.

. . Sun Life Building . .

MONTREAL

Buy  
A  
Taylor  
Safe  
Best made

## RIPLEY'S "PIRLE" FINISH.

INTERESTING FACTS FOR CANADIAN DRY GOODS MEN.

A RECENT visitor to Canada has been Mr. H. Sutcliffe Smith, who represents the great dyeing house of Edward Ripley & Son, Bradford, England. His mission to this continent is partly in connection with Ripley's new "Pirle" finish on woolen and worsted goods, a question he has discussed with the wholesale trade in Canada, and possessing a practical interest for the retail merchant and the tailor as well.

In England "Pirle" finish has just been heralded as a very important contribution to modern dyeing methods. Its various qualities are of vital consequence in the sale and reputation of the materials finished by this process. For example, "Pirle" finish is permanent and unalterable. It does not spot with rain, and even complete saturation in water does not spoil it. In the appearance and handle of the cloth the finish is quite apparent, and the bright, clear look of the fabric enhances its value. When used in wool mixtures, black venetians, black corkscrews, etc., "Pirle" finish presents a remarkable feature, both in touch and look, when compared with similar materials not so treated, and, most important of all, goods treated by this method will stand the application of the hot iron without the finish being affected. These are some of the merits claimed for "Pirle" finish, and no doubt when this new dyeing and finishing process, which is already arousing great interest, is regularly introduced into this market and regularly brought to the notice of the trade, it will arouse much greater discussion.

Scarcely less interesting than the new finish is the history and standing of the old firm which is bringing it forward. The Bowling Dyeworks of Edward Ripley & Sons have been in existence for three-quarters of a century without change in the name or proprietorship, except that son has succeeded father, and younger members of the family fill the places left vacant by the older generation. The growth of the works has been coincident with the expansion of Bradford itself. Early in this century George Ripley and a partner—later on replaced by his own son, Edward Ripley—started a small dyehouse near the site of the present works. Edward Ripley's son became Sir Henry Wm. Ripley, Bart., was sometime M.P. for Bradford, and by his vigor and ability enlarged the scope of the enterprise. The dyeing business rapidly developed as a great industry after 1835, on the introduction of cotton warps. The Ripley establishment acquired a great reputation in fast blacks and navy blues, and successfully undertook many experiments in perfecting the color and finish of the goods dyed. Under Sir Henry Ripley the Bowling Dyeworks expanded greatly. As a public man he was well known for his charities and munificence in various ways. He passed away in 1882, being succeeded in the baronetcy by his eldest son, Sir Edward Ripley. Mr. Wilson Sutcliffe, one of the partners, was associated for over 30 years in the management, retiring in 1883, and during his time devoted great energy to perfecting the finish of mixed fabrics. The principal partners to-day are Mr. Henry Ripley, J.P., son of Sir H. W. Ripley, Bart., and Mr. Henry Sutcliffe, the eldest son of Mr. Wilson Sutcliffe, J.P. The establishment is the largest dyeing works in the world. A few figures will illustrate its magnitude. The annual value of the dyewares consumed alone is £30,000. About 100 tons of coal are consumed each day. Over 400,000 pieces of cloth and dress stuffs pass through the works per annum, or about 23,000,000 yards. The employes number 1,200, and of these many have spent a lifetime in the place. The area covered by this large establishment, including reservoirs, is about 35 acres. One can always rely on goods turned out by this firm, and bearing their stamp, as reaching the highest standard of excellence.

Mr. Smith is delighted with Canada, and thinks there is a very great future before the country, and regrets that English capitalists

do not invest more money here, as he feels confident that eventually the results would be more than the most sanguine could anticipate. He has now gone on a visit to the United States.

## HIGH-CLASS CORSETS.

Konig & Stuffman, Montreal, had just received a shipment of corsets when THE REVIEW called on them. Speaking of the prices paid for corsets, Mr. Konig showed some which cost as high as \$11 and \$12 each, wholesale. In spite of the high price the firm considers that the Canadian market is a good one for their goods, and says that the demand for the higher priced lines is continually increasing. The cost is mainly due to the scarcity of good whalebone. In fact, they say it costs as much to use first-class whalebone as it would to use silver.

## TALKING MACHINE FOR THE HOLIDAYS.

The King-Jones Co., of this city, write us that the demand for talking machines is on the increase. Every date in November is now filled, as well as a number of dates through December, and orders are now coming in rapidly for the holidays. One thing noticeable about these orders is that the greater number of them come from towns where a machine has already been on exhibition. This shows that the machines have given satisfaction, and that even for a return trip there is no better drawing card.

The company has just put in a new stock of records, including all the latest songs and music. Any merchant securing the loan of one of these machines for the holidays has a drawing card, sure.

## CHRISTMAS PARASOLS.

THE Irving Co. report very favorably, and are well pleased with the results, of their holiday novelties, the retail trade having taken up with the idea well. The fine assortment of handles being almost a collection of art, has never been seen before in the Canadian market. Spring orders are coming in well, although at present the factory are working on orders for December 1st delivery. The smallest-rolling mixture umbrella yet turned out was shown THE REVIEW, the half dozen measuring 8½ inches in circumference in the thickest part, about the size of one umbrella of two or three years ago. The umbrella is of the tube variety, and a specially patented rib is used to obtain this result, as well as the finest cut runner and notch. The price quoted: \$24 to \$27, according to the handle put on, including cases. Samples of novelties in some stylish combinations, in bordered and striped effects, also on the tubes, were seen. These were just being turned out. Leather-cased goods are in demand, but considerable trouble has been experienced in getting leather that is satisfactory. A small lot has been purchased, and is expected this week, and a further lot is being tried for.

## HANBURY A. BUDDEN

Attorney and Solicitor

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

## MILLER BROS. &amp; CO. MONTREAL . . .

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

GOLLARS Comet, Opera, Hanlan '78, Oro and Marquis.  
**MOZART CUFFS**  
 Angelo & Raphael Reversible 11-12-13 Collars and Cuffs.

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

THE SANFORD CO.'S REMOVAL.

SENATOR SANFORD has stated lately that he has been contemplating the removal of his great clothing manufactory from Hamilton to Toronto. He said he had two possible locations in Toronto in view, but he had not decided whether he would leave Hamilton or not. He said if his firm were located in Toronto a much bigger jobbing business could be done than is done at present, and in the manufacture of overalls he could more successfully compete with his rivals in Toronto, where the price paid for making this class of goods was a good deal lower than in Hamilton. If the Sanford Manufacturing Co. remains in Hamilton it will be necessary to get in machinery for the manufacture of overalls, so as to make it possible for the company to do its share of the overall business. The Senator said he was considering not only the extension of the clothing trade which he has at present, but branching out into the manufacture of ladies' mantles and costumes. At present the mantle supplies come chiefly from England and Germany, and the supplies of ladies' made-up gowns from the United States. Toronto being a more important distributing point than Hamilton, the Senator thought it better adapted for these contemplated branches of his big business, and, taking everything into consideration, it would be to his interests to remove to the Queen City. He said he paid 25 per cent. higher wages than his rivals in Toronto pay.

A WORD TO THE RETAILER.

[Ottawa Journal.]

If the Retail Merchants' Association will put in practice a system of refusing credit to unsafe customers, they will benefit themselves and they will benefit the general public. It should not be forgotten that the paying public is the sufferer always by the dead-beats who get credit. The necessity of providing for losses by bad

debts forces merchants to keep up prices higher to paying customers than they would otherwise need to. This may not be done consciously always by merchants, but that is the inevitable result.

Another thing. Unless retail merchants begin to do a thoroughly safe business, and as far as possible a cash business, they cannot hope to hold out against the departmental stores. In all the larger cities the departmental stores are selling for cash only. It is stated that in one of the largest department stores in Toronto the other day, the wife of the proprietor, although she was known to the clerk, was refused credit. The clerk said his orders were so strict that he would have to have authority from the proprietor himself to make an exception even in such a case. The firm keeps no books for its retail business except a cash book. This cash business is one of the secrets of the cheapness which the departmental stores are able to show. If the ordinary retail merchants are to have any chance of existence against these huge competitors, they must get rid of bad debts.

BUTTONS DOING WELL.

The Berlin Suspender and Button Co. said to our representative: "Don't know whether it is the result of advertising in THE DRY GOODS REVIEW, or the superiority of our goods, the fact remains that our business has largely increased over last year. The old idea that there is only one firm in the country that can make braces is exploded. We have great value in braces at \$2.25 per doz."

TAMS AND TOQUES.

Now is the time for tams and toques for driving, outing parties and winter amusements generally. A. A. Allan & Co. have a shipment of German toques in silk, cashmere and wool, assorted colors and attractive patterns, to retail at 35 to 50c.

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES OF . . .

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

WALKER BROS.

Manufacturers' Agents

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

McDougall, Barrett & Co.

168 MCGILL STREET

. . . MONTREAL

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

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

MCDUGALL, BARRETT & CO.

Sole Proprietors

# Mark Your Orders "FB & Co."

When ordering **Linen Threads**, and you will have the strongest and best thread made.

Agents for Canada  
**John Gordon & Son**  
Montreal.

**FINLAYSON, BOUSFIELD & Co.**  
JOHNSTONE, SCOTLAND.

## HOW TO SELL UMBRELLAS.

**D**ON'T have the silver or gold trimmings black and tarnished ; make somebody responsible for the department and insist upon having the stock in first-class condition at all times. It is not much trouble and you will sell more umbrellas than you imagine, writes T. H. Burchell, in Dry Goods Economist.

Don't have umbrellas in your stock with broken buttons or torn cases.

Sticks will break and so will ribs ; buttons will come off and so will ties and ferrules.

Keep a drawer for such goods, for if a customer happens to get her hand on an umbrella out of order, and she will if it is in sight, you will find it difficult to make that sale.

The majority of merchants make the mistake of having too many prices. Our experience is that buyers who do not have too many prices generally sell the most goods.

In this way you will find that your sales-people will be better posted and can more easily effect a sale.

We do not mean that you should not have lots to sell at different prices. We are speaking of your regular stock. Keep a lot of good, slightly stuff, say from 25 pieces up to 200, according to the amount of your business.

At the first sign of rain put them on a centre counter near your main entrance, put on a price ticket and you will find that you will make sales that you now lose.

Do this religiously when it begins to rain and you will get better results from that counter than you imagine.

In advertising use cuts. Any cut of one or more umbrellas will answer.

Keep your stock clean in a glass case out of the dust, but not out of sight.

Have a few blocks on the counter with about a dozen in each, with price ticket.

Only one price in a block. Keep a line of school umbrellas and see that they are shown—they must be schools with short handles and tops. Don't think that people will not pay more than 50c. for a child's umbrella. Nothing is too good for the little ones.

In dressing your windows put in a few slick umbrellas. You can put them in with millinery, dress goods, etc. Our best city retailers find that a few nice umbrellas look well with all kinds of dry goods.

Properly bought and managed you will find it one of the most profitable departments in your store.

The sales of umbrellas for November and December are very heavy, and if you do it right you will be pleased with the result.

## ALMONTE'S NEW BLOCK.

THE DRY GOODS REVIEW man when in Almonte found The R. C. Wilson Co., successors to Wilson & Wilson, had removed to their fine new two-storey brick store—the White Block—early in August. The building is 75 x 26 feet, with a handsome plate glass front, and gives considerably more floor space than the shop they had vacated. The store presents a fine appearance from the street, and is quite an acquisition to Almonte's mercantile establishments. We trust both its owner and the lessees may be properly rewarded for their enterprise.

## BOUGHT BEFORE THE RISE.

Anticipating the recent advance in German cotton hosiery, Caldecott, Burton & Spence have made heavy contracts, and will give the full benefit to their friends and customers.

# Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers



Suitings  
And  
Coatings  
Trouserings

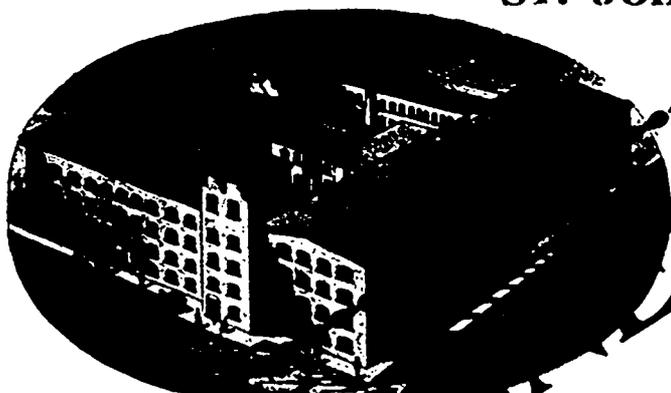
In WOOLEN  
and WORSTED

OUR manufactures of Woolen and Worsted Cloths, *besides being cheaper*, are equal in point of style, colorings and quality to anything imported. Canadians, as a people, should frown down the existing prejudice—for it is only prejudice—in favor of the imported article. To the *general purchasing public* we would say, try the goods made by this Company, and be convinced of their merits.

We make to order (in quantities) and sell to the wholesale trade only. Ask any reliable wholesale house to see our samples. If you buy, you can make no mistake—the goods are *right* in every particular.

## W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

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

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

## MATERIALS FOR WINTER GOWNS.

"FOR the winter wardrobe all shades of brown, clear dark green, navy and grayish blue, clear gray, not a steely shade, and reddish violet are suitable for the street," writes Emma M. Hooper, in 'The Ladies' Home Journal'. "Black is also very fashionable in smooth and rough goods for street costumes. Among the latter are English and Cravenette (waterproof) serges in large and small cords at one to two dollars a yard; silk-warp Eudora from a dollar and a half up, cheviot-finished serges from a dollar; mohair figured goods from a dollar and a quarter, and plain mohairs from seventy-five cents. All of these goods are of double width, and eight yards forms the usual dress pattern. In colored goods the plain ladies' cloths are worn again, and these should be sponged before making them up to prevent spotting. The merchant selling the dress can be requested to send it to the city where professionals do the sponging for about fifty cents a dress and retain the gloss as no one else can. Ladies' cloth, like velvet, should be made up all one way of the cloth or the pieces will shade differently. Seven yards of cloth is a good pattern. Rough boucle fabrics having curls of hair will be selected for visiting and church wear, making them up with velvet or plain cloth accessories. Silk and wool mixtures require velvet or silk combinations."

## STICK TO THE OLD CUSTOMERS.

"A bird in the hand is worth two in the bush," any day. Hang to your old customers. When one of them gets in a huff and thinks he is an injured party, look into the matter and see where the trouble lies. Don't let him get out to air his opinions among his friends until you have tried to bring him back into the fold. Usually incidents of this sort are based on grounds that are too frivolous for a quarrel, and certainly not sufficient for a retailer to lose trade over. If you are at fault, make amends. If the customer is the guilty party, meet him half way. Independence is a valuable quality, but pigheadedness is enough to ruin any business. Independence does not prohibit a man from getting at the truth and illustrating it, by any means. Every old customer who transfers his patronage elsewhere must be replaced by a new one, and it is easier to hold the old one if the proper means are employed at the right time.

## A NEW FIRM.

D. H. MacGillivray and A. C. Macdonald, who have been with A. Kirk & Co., Antigonish, N.S., have resigned their positions and have engaged in business, on their own account, in dry and fancy goods in that town. While THE REVIEW discourages new firms opening a new business and favors seeking partnership with their employers, it must at the same time wish Macdonald & MacGillivray every success. They should make a good combination, Mr. Macdonald having charge of the business department and Mr. MacGillivray the buying and selling. The latter spent the latter part of October in Montreal purchasing stock. They will also handle books, stationery, and fancy goods.

## A FINE ROBE.

A sleigh robe seen by THE REVIEW at A. A. Allan & Co.'s is as fine a specimen of this luxurious article as a Canadian could wish for. It is of Siberian musk ox, the animal's whole skin being left intact and so perfectly treated that the long, glossy, black-brown fur gives the robe an appearance far ahead of the best buffalo. It is well lined and edged, and measures eight feet long, and in width, at the narrowest part, is five feet. The end of the robe retains the contour of the animal's head and can be used as a hanging robe over the back of a sleigh. It may be retailed for \$40.

## Save Double Freights...

Shipments to Western firms which have then to be reshipped North, South or East, can be economically handled by us.

Write for  
particulars

BLAIKLOOK BROTHERS, MONTREAL

## TO MANUFACTURERS AND OTHERS

We are always open to buy jobs if you have any odd lines you wish to clear out, make the price right and we will buy them.

We also do a General Commission business. Consignments received and stored free of charge, all business done on a cash basis, and accounts settled monthly.

## GILMOUR, SCHOLFIELD &amp; CO.

Wholesale Dry Goods Importers and Jobbers,

364 St. Paul St., MONTREAL, Que.

World Wide Popularity

The Delicious Perfume.



## Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE"

THOMSON'S

ENGLISH MADE,

"Glove-Fitting," Long Waisted, Trade Mark,

CORSETS

At Popular Prices:

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

## B. &amp; C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

# SIZES

## Men's and Boys' Underwear

FALL AND WINTER, 1896-97.

WE make a specialty of sizes  
**34 TO 44 INCHES**

in all our standard lines. These goods are kept on hand, and dealers can thereby assort their stocks at any time.

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

# Kelly's Blouses

are creating a SENSATION for STYLE and GENERAL EFFECT not EQUALLED in the trade. . . . .

## SPECIAL DESIGNS

CONFINED PATTERNS—every buyer can control his own style. A perfect fit guaranteed in every instance. Low lines made equally as well as those higher in price. NO SLOP WORK—every blouse made in the factory, under the supervision of a THOROUGHLY COMPETENT MAN.

Write to us for LARGE PEARL BUTTONS, all sizes in stock.

**F. F. & C. B. KELLY**

8 St. Helen St., MONTREAL

# THE . . . C. TURNBULL CO. . . OF GALT Limited

ESTABLISHED 1859

Whenever you want to sort up your stock of Woolen Underwear we can do it promptly in any of the following lines:

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 . . . .**

# Telling Effect!

So Constant has become the demand for Hermsdorf-dyed Hosiery and Gloves that the far-seeing retailer is careful to ask, even when a special price is quoted on a lot of black hosiery or gloves, "Is it Hermsdorf Dyed?" If it is he can use the lot with "telling effect" because the **quality value** and the **Hermsdorf dye value** enable him to present the best of arguments for drawing trade.

**Hermsdorf dye value** has great drawing power and is being used everywhere with telling effect.

This stamp is positive proof that  
it's Hermsdorf Dye.

*Louis Hermsdorf  
Dyer*

American Bureau of Louis Hermsdorf,

78-80 Walker Street, New York.

THE DOMINION COTTON MILLS COMPANY.

## MAGOG PRINTS.

A Full Range of PURE INDIGO PRINTS is now being shown to the trade. Ask Wholesale Houses for Samples.

All Goods Guaranteed and stamped "WARRANTED PURE INDIGO."

D. MORRICE, SONS & CO., Montreal and Toronto  
Selling Agents.

## THOMAS MEALEY & CO.

MANUFACTURERS OF

### Wadded Carpet Lining

MEALEY STAIR PAD.

AND

### STAIR PADS

HAMILTON, ONT.

OFFICE.—  
24 Catharine St. North.



## RELIANCE BRAND HOSE

Ribbed Hose, Plain Hose,  
Elastic Over Hose.

Ladies' and Children's mitts in great variety. Sorting orders promptly attended to. Best value for the quality in the market.

## THE WILLIAMS, HURLBURT CO.

OF COLLINGWOOD, LTD.

Been Making Homespuns 30 Years

ARE you interested in the latest novelties in cloths? If so, Oxford Tweeds and Homespuns for Spring will please you. Nobby for business and outgoing suits.

Ask Travellers for our Goods.

Oxford Manufacturing Co.

OXFORD, N.S.

## Re-dyers and Finishers

OF DRY GOODS IN THE PIECE  
ALSO MILLINERY GOODS

AN HONEST CLAIM

OSTRICH FEATHERS DYED,  
CLEANED AND CURLLED

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

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

291 McGill St., Montreal 123 Bank St., Ottawa  
90 King St. East, Toronto 47 John St., Quebec

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

THE BEST RANGE OF

## CORSETS

MANUFACTURED IN CANADA

are made by the . . .

## CANADA FEATHERBONE CO.

They will give your customers the utmost satisfaction. You make a mistake if you do not handle them.

## WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE  
AND  
MARINE

Head Office

Toronto,  
Ont.

Capital Subscribed - \$2,000,000.00  
Capital Paid Up - 1,000,000.00  
Assets, over - 2,320,000.00  
Annual Income - 2,400,000.00

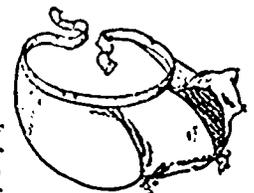
GEO. A. COX, President.

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

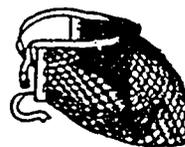
C. C. FOSTER, Secretary.

## THE BUSTLE IS HERE

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



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



BRUSH & CO.

Toronto.

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**TO THE TRADE**

*Ontario*                      *New Brunswick*  
*Quebec*                      *Manitoba*  
*Nova Scotia*              *British Columbia*  
*Prince Edward Island*

**THE CHRISTMAS TRADE**

This season's business is short and decisive, and it is only those whose stocks are thoroughly equipped who can profit by the sale of articles suitable for Xmas and Holiday Presents. You don't require to invest much capital in procuring a most attractive stock of useful and ornamental goods, such as: Art Silks, Pon Pons, Silk Tassels, Chenille Cords, Stamped Linens, Linen Floss, Wood and Brass Rings, Victoria Crochet Cotton, Berlin Wools, Down Cushions, Pin Cushions: all for fancy work.

**Metallic Goods.** Pin Cushions in a variety of Animals, Birds and Fish; Ash Trays, Match Holders, Whisk Holders, Paper Weights, Severettes, Crumb-Trays and Brushes, China and Bronze Ornaments.

**In Great Assortment**—Fancy Work, Japanese, Shopping and Lunch Baskets, Shopping Bags, Purses, Pen Cases, Ink Stands, Blotters, Block Note Books; Handkerchief, Jewel and Glove Boxes; Photo Frames, Fancy Hand Mirrors: Hair, Nail and Cloth Brushes, Whisks, Dressing Combs, Shell Hair Pins, Hair Pads and Frames, Kid Curlers, Curling Tongs, and Pins, Toilet Soaps, Perfumes, Toilet Sets (for the toilet table), Ornamental Clocks and Candlesticks.

**The Latest Novelties**—Neckwear, Gloves, Handkerchiefs, Dress Shirts, Collars, Cuffs, Braces, Half-Hose, Mufflers, Silks, Mantle Cloths, Umbrellas, etc.

Kindly order the class of goods required to the amount you wish to invest, or write us for a detailed list. We shall be most happy, either to make a selection for you or send you a list promptly.

**FILLING LETTER ORDERS A SPECIALTY**

Letter Order Department

**JOHN MACDONALD & CO.**

*Wellington and Front Sts. East*

*. . . Toronto*

**SOLE AGENTS  
FOR THE  
CELEBRATED  
THOMSON'S  
GLOVE-FITTING  
CORSETS**

**SOLE AGENTS  
FOR THE  
CELEBRATED  
C.B.  
AMERICAN  
CORSETS**