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WAREHOUSES AND FIRES  
THE IMPORTING RETAILER  
FLEECE VS. PULLED COMBING

In This Issue.

1895  
*THE CANADIAN  
DRY GOODS REVIEW.*

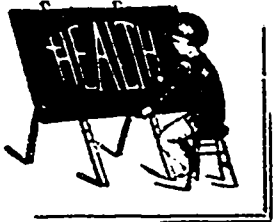
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Vol. V.

TORONTO AND MONTREAL, FEBRUARY, 1895.

No. 2.

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**WAREHOUSES AND FIRES.**

**WAREHOUSES** of the present day are in many cases not what they should be, and when a fire gets into them, firemen are powerless to save them.

A merchant's first duty is to see that his town or city provides adequate fire protection. Merchants must not be selfish drones and allow their town or city to run itself as it pleases. Such inaction is uncitizen-like. Moreover, when trouble of this kind comes, the merchant is the one who suffers most. Toronto's fire protection was totally inadequate, and yet the owners of large warehouses made little or no protest. One seven-storey warehouse was recently built in this city, and its builder does not seem to have taken any means to protect it, either by showing the City Council what would be his predicament in case of a fire with a pressure that would only carry a stream three storeys high or by putting waterpipes and hose through his building. There are many five and six-storey buildings in this city whose owners are just as negligent.

We take this opportunity of giving a few hints as to fire protection.

In the first place, a large warehouse should be fitted up with waterpipes and private hose. Some buildings in Toronto have these, and Wyld, Grasett & Darling would undoubtedly have been heavy losers at the recent fire had it not been for the

adequate protection they had provided for their beautiful building. The cost of an outfit of this kind is a cheap premium for insurance.

In the second place, the roofs and cornices of all high buildings should be fireproof. In case of a big fire in the neighborhood, the cornices and roof are the most liable to catch, and it is imperatively necessary that they should be impervious to heat and sparks. If the cornices are galvanized iron, they should be mounted on iron, not wooden, brackets, and no wood should be touching the iron. If these points are observed in building, and the walls are strong, a fierce fire can easily be prevented spreading.

Walls should be of a proper thickness. A 24-inch wall between two warehouses saved millions of dollars' worth of Toronto's wholesale property on the night of January 10th. The thickness of walls should be regulated by municipal by-laws, and enforced by proper building inspection.

Structural iron pillars and beams must be encased in fireproof material. If not, they warp, twist, and expand with the heat, throw down the partition walls which they support, and force out exterior walls in which they rest. If not protected from the fire, they are worse than wooden beams.

Elevator shafts must be fireproof. These should be lined with iron, or made entirely of iron. At night, doors should be closed down on each flat, so as to cut off all draughts. This is an exceedingly important point to be observed in the construction of buildings.

Lastly, stairways should be at the opposite end of the building to the elevator shaft, if there be only one. This is only humaneness for humanity. Human life is too precious to be carelessly jeopardized, and it is jeopardized when the only stairway is close to the elevator shaft.

**MONTREAL CLEARINGS.**

The clearings at the Montreal Clearing House during 1894 reached a total of \$546,600,000. In 1893 they were \$568,732,000. The decline, which is equivalent to 4 per cent., is the smallest recorded by any of the large cities of the continent. In New York the decrease was 22 per cent., in Boston 9 per cent., in Philadelphia 10 per cent., and in Chicago 8 per cent. The average decline in all the clearing house cities was 16 per cent. Montreal, though fifteenth or sixteenth of the great cities of the continent, stands tenth in the extent of her clearing house business a position she has held for several years now. The figures of 1894 speak well both for the actual and relative volume of her business transactions.

THE IMPORTING RETAILER.



QUESTION to which we have devoted considerable space recently requires just one more article. This question is: "Shall the large retailer import or shall he buy from the jobber?" Articles on this subject were published in our November, December and January issues.

The Monetary Times of December 21st, in an article on the dry goods trade, spoke as follows: "Shall the wholesale warehouseman continue in the Canadian trade? has been recently asked and answered by a novice apparently trying to cater for the ambitious retail country importer, who wants to sell his people by flattering their vanity."

The writer of this article is the "novice" referred to.

We would refer our ancient and esteemed contemporary to an article in The New York Journal of Commerce of January 17th, the greatest trade paper on this continent, and one which is followed and quoted by every other trade and financial journal in Canada and the United States—even by The Monetary Times. The article referred to commences as follows:

"The dry goods jobbers are, it would seem, the latest class of business men to feel the effects of the concentration of business in the department stores. As these stores are able to buy in exceedingly large quantities there is, the jobbers claim, a growing disposition among them to ignore the jobber and buy all their goods from manufacturers and importers direct. No matter how great a bargain the jobber is enabled to offer, the same reluctance is shown in inspecting the goods. The reason given by the retail buyer is that, owing to the large quantity of goods he is able to handle, he prefers to deal direct with first hands."

Will The Monetary Times still say that this tendency on the part of large retailers to import does not exist? The writer does not claim to be a Newton or a Columbus, but he does claim to notice what is going on, and in this case he noted a tendency in the trade four months ago, before it was noted by The New York Journal of Commerce.

We have never, however, said that the retailer was wise in importing. To know which is the wiser course for the retailer to pursue is to know something which is not known by any commercial writer on the continent, and is a question which depends on many local circumstances which it would be impossible to analyze and group, and to draw therefrom a positive, general rule.

The opinion of The New York Journal of Commerce, however, is worth having: "That the retail buyer is thus placing himself at a disadvantage, the jobbers argue, must be evident, on a calm consideration of the subject. The large jobbing houses have ample capital at their command, and are able to immediately take large quantities of merchandise from manufacturers and agents who prefer to sell a large quantity of goods at a loss in order to procure working capital to proceed with their new season's productions."

The article then goes on to enumerate instances where jobbers are enabled to offer goods at less than the manufacturer can in the same quantities. Another paragraph is worth quoting: "Some of the jobbers blame the manufacturer's agents for

the attitude of the retailers, as instances are known, they say, where packages have been broken to effect sales. The large jobbing houses have, it is urged, an abundance of capital that enables them to procure large quantities of goods at prices very much closer than a retailer could procure them, and in many instances they are enabled to sell under the manufacturer's regular prices. One jobber was offered an immense lot of suspenders recently, the lot being much larger than any retailer could handle, as the manufacturer was anxious to turn them into money, and accordingly made very liberal inducements to the jobber. The jobber was able to offer the goods at such an advantage that retailers would benefit by purchasing, even those accustomed to getting their goods direct."

HOW THEY BUY.

The big retail stores have a way of buying essentially their own. They are the bears on the market. They will not buy until they have to, and they do not have to until the manufacturing for the season is nearly over.

Towards the close of the selling season, the wholesalers have sold all they expect to, except for a few sorting orders. This happens just about the time the retailer is beginning to sell. At this particular time, the wholesaler begins to think of clearing out the surplus of his stock, and he is willing to cut off all his profit and take cost if terms are short and the customer sure.

The manufacturer is even more inclined to clear than the jobber. He has filled all his orders and all his repeats. His overmakes must, therefore, be got rid of at once.

With the jobber and the manufacturer in these weak positions, the big bearish retailer is in his glory. He will not buy except at a reduction of 20 to 50 per cent. Shirts and drawers sold by jobbers at \$7.50 are bought from the manufacturer at \$5.50. Flannels sold by the jobber at 18 cents are sold by the manufacturer to the big retailer at 14 cents. Tweeds sold by the jobber at 40 cents, are bought by the retailer at 30 cents. And so on through the list.

Whether this is right or not is not for THE REVIEW to say. These are the truths of the case, and are facts and circumstances which cannot be refuted. They can simply be faced and watched.

This is one of the great reasons why the large retailer is making such an impression on this market. His centralized and concentrated power is the magic that knocks prices and profits into a cocked hat.

Like sin, he is hated, but he is still with us.

STRIKES AND BUSINESS.

Business men who have been reading the accounts of the 'street railway employes' strike in Brooklyn, N.Y., must be struck with the fact that the solution of the labor problems now pressing for consideration is of the greatest importance to men who do a retail business, and in fact to all classes of merchants.

Since the strike was inaugurated, a great many of the retail stores have been obliged to suspend a portion of their employes, as customers were unable to reach the stores to make purchases. One large store suspended 500 employes at once. The eff-

of the general local trade must be something enormous, and its magnitude is more easily imagined than described.

The lesson is plain. Business men must study and aim to understand labor problems. Understanding them, they must attempt by municipal and national laws, such as the establishment of labor bureaus and compulsory boards of arbitration, to prevent any conflict between labor and capital whereby business would be interrupted. There never was a time in the history of democratic government when the interest of business men in these social problems was more necessary for the maintenance of a proper equilibrium among all classes of the community. These deadly interruptions—of which Canada has yet seen very few—must be prevented at all hazards.

The rule for the guidance of those interested should be that "Prevention is better and less expensive than cure."

### THE OLD, OLD SUBJECT.

ONE of the oldest subjects which THE REVIEW discusses is the long credit system. But we are thankful to say that the situation is improving, and the cash system is rapidly permeating the retail trade.

The Winnipeg Commercial in its last week's issue quotes a letter from a Glenboro' merchant to his customers. It runs as follows:

"Believing that the present system of doing business in Glenboro', of giving credit from six to twelve months of the year, is injurious alike to the merchant and his customers, we announce that on and after January 1st our business will be conducted on a purely cash basis. Experience has taught us that to meet the demand for cheaper goods, which has arisen during the present depression, we must sell for cash. Selling for cash means buying for cash, and buying for cash means that we can sell at prices that will astonish you. The new era begins on January 1st, when our books will be closed.—J. F. Fumerton & Co."

We can name a dozen Ontario merchants who have adopted the cash system during the past year. We can name a dozen who have been trying it for several years. But we have failed to discover one retailer who adopted it and then dropped it to return to the credit system. The cash system is a success.

Its adoption is a difficult task, requiring nerve and backbone. Those who do not adopt it are too weak to strike out for themselves, and not strong enough to deny that the credit system is wrong.

### THREE REPRESENTATIVES.

The importance of the dry goods trade as compared with other portions of our commerce, internal and external, and the leading part played in the commercial world by the men who are at the head of the dry goods trade, is evidenced in a most telling way by recent events. Three leading wholesalers occupy three leading public positions in Canada's two great wholesale centres.

Warring Kennedy, sole owner of the wholesale dry goods business of Samson, Kennedy & Co., has been elected Mayor of the city of Toronto for the second time. James A. Cantlie, of James A. Cantlie & Co., manufacturers' agents, has been

elected president of the Board of Trade of Montreal. Stapleton Caldecott, head of the wholesale dry goods firm of Caldecott, Burton & Spence, has been elected president of the Board of Trade of Toronto.

These three men are large-minded, capable citizens, as well as shrewd and successful business men. Each is broad and liberal enough to give part of his valuable time to that unthankful and tiresome business known as "taking an interest in public matters." That they do so, shows that they have a desire to see the country which gives them protection and citizenship, and in which they have made their wealth, happy and prosperous.

One peculiar feature of the matter is that Mr. Kennedy is an Irishman, Mr. Cantlie a Scotchman, and Mr. Caldecott an Englishman. Thus, once more, in the words of Mr. Muir's famous national song:

The Thistle, Shamrock, Rose entwined  
The Maple Leaf Forever.

A sketch and portrait of each of these three men is an important feature of this issue of THE REVIEW.

### BRITISH AND CANADIAN TRADE.

THE Canadian trade returns for the first half of the fiscal year ending 30th December, show the following comparative results: The exports were valued at \$72,599,132, a decrease of \$4,305,258 as compared with the corresponding period last year. The imports for the period decreased \$6,321,567, the total value being \$54,572,395. The duty collected during the six months amounted to \$8,701,038, as against \$10,198,562. For the month of December there is a greater falling off in the exports than in any one month for some time past, the decrease being two and a half millions. On the other hand, the imports are increased about \$300,000. The duty shows a reduction of \$40,000 in the month, indicating that the increase in imports was mostly in free goods or those of low duty.

British imports have shown an increase of £3,817,540 upon the year 1893, or an improvement of considerably under 1 per cent.; while for the same period exports show a decline of £1,900,626, or something like the same proportion of decrease. During last month imports declined over three and a half millions sterling, of which raw materials for textile manufactures account for no less than £1,452,376. The increase on the year under that heading now stands at £2,615,998. On the other hand, exports declined on the month £231,511, and this is almost wholly accounted for by the depreciation in business in yarns and textile fabrics, which amounts to £234,104. On apparel and articles of personal use there is also a decrease of £73,771. The year closes showing a decline in the exports of yarns and textile fabrics £464,024, and on apparel and articles of personal use £807,784. Business through the medium of the parcel post shows a large increase both in imports and exports. On the import side it amounts to about 23 per cent. "Is this evidence of the fact, says The Drapery World, which has been surmised over and over again, that consumers are dealing with Continental centres rather than making their purchases at home? If so, it is a striking object-lesson on the disadvantages to the retail trade of the introduction of a system that shall make trade through the post more enticing to the great houses than it is at present."



## DOMESTIC COTTONS ACTIVE.

THE cotton position continues steady, and no change in values is to note since the decline noted some time ago. Jobbers assure THE REVIEW that the demand for spring account is quite equal to that of last year. This is especially so in the case of demand from the west, but the enquiry from the south shore, viz., in the Eastern Townships district of Quebec, is not so good. Sales agents in Montreal for the mills told the same story about a good demand. In fact, last week the mills notified their agents to withdraw their samples for the finer grades of Oxford shirtings, fine zephyrs and checked gingham, as they cannot accept any repeat orders for these goods unless the buyers are willing to take delivery after the middle of April. Up to that date they have all the orders they can attend to.

## WHITE GOODS IN FASHION.

"Demand for white goods of all descriptions," said a leading Montreal importer to THE REVIEW, "is going to be one of the leading features of spring and summer trade this year." He went on to point out that the fashion for the color which is symbolical of purity extended to everything, from the crown of the head to the sole of the foot, in ladies' wear. For instance, in gloves; every importer had not only laid in large supplies of the white undressed kid with fancy trimmed edges, but they already had a large enquiry for them, while advices from France stated that the factories had all they could do to keep even with their orders for this line of stock. In fine Swiss muslins the same state of affairs prevails, and Montreal importers who wished to place repeat orders for these goods could not do so because the makers had orders to occupy them until November, and, as they could not promise delivery before that date, the importers will simply have to work along on what supplies they have already arranged for. The same enquiry is experienced for other lines of white goods, such as ducking, etc.; in fact, it promises to be a great white season.

## A GOOD POLICY FOR RETAILERS.

It may be taken for granted that every retailer wishes to do a large business, have a good class of customers, and make money.

The shortsightedness of the policy adopted by many retailers at the present time, in devoting most of their attention to having "bargains" in every line, and making a specialty of anything that is cheap, is very apparent, and the object of this article is to outline a course which will remedy this state of affairs.

To put it in a few words. Is there not a larger profit (other things being equal) in sales of \$10 than in sales of \$5.

The practice of selling only cheap goods, and selling cheap goods cheaper, is bound to come to a stop some time or other,

as even now the profits in low lines of goods are cut almost to nothing.

The plan which THE REVIEW has to suggest is as follows:

1. Sell the best instead of the cheapest. The advantage of this are numerous; higher prices mean larger sales and larger profits; better goods mean a finer class of trade. Beyond this, some lines of high-class articles bear a brand and are sold under a guarantee, and the beneficial effect of this, in increasing business and retaining customers, is almost incalculable.

2. Advertise. The advantages which advertising has for retailers seem to be very imperfectly understood in Canada at the present time; most of the advertising in this country is done by the manufacturers, and a few of the larger retail houses, while the great majority of dealers are content to take bad times as they come, without making any attempt to better them by an investment in printer's ink. The question whether advertising pays hardly requires to be argued; it is merely a matter of directness of style, care in selecting mediums, and sterling goods to back up the advertisement. The best results will be found to accrue from giving publicity to the fact of handling a branded article which is already well known. Here is where another advantage of high-class goods comes in: numbers of them are so extensively advertised by the manufacturers that a word on the subject in an advertisement will be understood and appreciated at once.

3. Be up to date. When an article becomes popular, don't run counter to public opinion by pushing other goods; should a certain line be asked for, it is better to take a little trouble and order it specially than to endeavor to substitute what is not wanted in place of what the public require.

4. Have bargains and cheap lines, but have them only because you are forced to, and

do not give them the bulk of your attention.

We think that if the above program is put in operation for the year 1895, retailers will find that, instead of doing a small business on small profits, they are selling more goods and making more money than in the year which is past. Even if they sell the same amount of goods but increase their profits, it will do.



## A LUCKY FURRIER.

"I tell you, Tom Dunnet is a lucky fellow," said Herman S. Scheyer, Montreal, to THE REVIEW. He referred to Mr. Dunnet, the Toronto furrier, whose place and its contents were destroyed in the second great fire there last month. "He went to Toronto without a cent, and by hard work has made \$100,000. He was trying to sell his business and stock, but there have not been as great profits in furs lately as there were at one time, and buyers were not climbing over each other to make him offers. The fire came just in time to clean out his stock, which was fully covered by insurance. I tell you, he's a lucky fellow," and Mr. Scheyer drew a long sigh and wished he were as lucky.

## SIGNS AND PRICE TICKETS.

Q. H. "Can you give me an idea of where I will be able to get a nice sign printed in the newest style of sign is like? I also want to know where these city stores get their figures printed, or do the clerks print them off hand? They are a nice large

REMARKS: The best thing we have seen for some time was a 22 feet long by 4 feet deep sign made for a Montreal laundry at a cost of \$50. The letters were carved instead of being sawn out, and just fancy enough to be noticed without detracting from the effectiveness of each letter. They were painted in gold, and mounted on wood, painted black. Such a one can be got in most large cities. For a cheap but effective sign a blue wooden background with white lettering can be made by a good local painter, but to an enterprising business the golden letters glittering in the sun may and do attract new customers, and it is worth our correspondent's consideration whether the best would not pay in the long run.

A sign painter gives us the probable cost of a plain but substantial gold-lettered sign. One, of the dimensions noticed above with a moderate amount of lettering, would cost about \$35. Signs of smaller size would cost a proportionately small sum, and a sign 22 feet by 4 feet with blue background and white lettering can be gotten for \$25, and smaller ones for smaller prices.

As to price tickets, the best of these are made by professional ticket painters. There are several men in Montreal and Toronto who do nothing else but paint these tickets, and similar lettering. They work mostly to order for the city trade. In many houses one of the firm, or an employe, does this work. We know of one firm which bought several sets of different styles of letters. These were carefully cut out. They were laid on Bristol board, and the outline traced in pencil and filled in

with India ink, or painted the desired color. This is probably the cheapest way of all. The cardboard may be improved by adding a plain or fancy border, but not too fancy to detract from the strength of the figures. A ticket painter is sending our correspondent a few samples and prices. -EDITOR REVIEW.

## COMPETITION THIRTY YEARS AGO.

The interesting little incident related by Mr. Sumner, of Hodgson, Sumner & Co., in his bright sketch of James A. Cantlie, the new president of the Montreal Board of Trade, will be relished by many a modern traveler. It shows that there was just as much competition thirty years ago as there is to-day.

It was just as hard to sell goods then as now. Times, too, were just as dull. Even in the brightest days we are inclined to say things are slow and wish for the good old times when people did more business and made more money.

There is a lesson for young travelers in Mr. Cantlie's career. Never mind what your competitors are doing, you are on the road to sell goods.

## SPECIAL IN COTTONS.

It is exceeding difficult to procure specials in grey and white cottons in the present low state of the market. Nevertheless, W. R. Brock & Co. boast of their special white to retail at 10 cents and their special line of greys in three qualities.

They have done a big trade in cottonades this season, and have also secured a few cases of dyed cottons from the recent great sale in New York at which some 2,700 packages of cottons were sold.

# Spring Importations

Are coming forward and being passed into stock as quickly as possible. Prints and Dress Goods for the coming season are unusually attractive, and we look for a large share of the trade for these lines.

## Letter Orders

As usual, we are giving letter orders our best attention.

Samples of any line of goods sent on application.

## GENTS' FURNISHINGS, HOSIERY . . . . .

Ask our travelers to show you our specials in these lines. Prices much lower than last season.

# Knox, Morgan & Company

WHOLESALE DRY GOODS.

HAMILTON, ONT.

## DON'T RUSH THE SEASON.

BY TAPE-MEASURE.

TOO many retailers have a tendency to rush the season, and this is about the only thing some of them do rush. They want to show their spring goods while the snowdrifts are still lying around in profusion and people are thinking more of furs than of prints and muslins. Those who do this make an error.

The mistake is due perhaps to the desire of preventing a competitor showing his goods first. But this mistake is overdue, and should be retired.

The time to show spring goods is when everybody has begun to think of them, and that is a point each retailer must decide for himself. It certainly is not much before April 1st.

When the retailer does bring on his spring goods he should do it with a rush. If I were a retailer—and, of course, it is possible that I may some day know something about trade—I would close my store for two days, somewhere along about April 1st. During these two days I would put away all the winter goods that I had been foolish enough to buy and couldn't sell, thus hiding my failings from the public. I would then open up all the spring goods I could squeeze out of the wholesalers, all being concealed until that time. With a blast of trumpets I would inaugurate my spring sale, and I would keep it humping right along, never allowing people to imagine that I slept more than four hours out of the twenty-four.

Of course, it would be exasperating to see Bill Smith & Co. showing spring goods two weeks before I was ready. But I would compose myself in patience, keep pushing my sorting trade, cleaning out broken lots of winter goods, and letting B. S. & Co., have the little extra that they might get out of it. I would tell myself that they were only teaching the people the styles and making them a little weary of their lines by showing them two or three times before the customers were ready to purchase.

I would advertise my spring opening far and wide. It would be on such a date that there would be no snow on the ground. I have seen spring openings held on a day that was cursed by a blinding snowstorm. Were they flat? Yes, as flat as the snow was, after being trodden on for two days. I would have the interior of my store filled with taking displays, the perfume of flowers, and satisfied customers. My spring opening would be an event, and everybody should recognize the fact.

But some one may say: "What would you do during February and March?" Do? Why, do what I did during January. That is, I would sell winter goods. During February I would advertise them well and cut prices here and there. Along towards March 10th I would have a big bargain day. You will notice, everything I would have would be "big," to correspond, I may tell you confidentially, with the size of my head. On that big bargain day, there would be a big slaughter; not a ruthless killing, but a judicious slicing here and there.

There are two kinds of mud-turtles, one that doesn't and one that does. The one that doesn't is an easy-going defenceless creature, always shoving his head into the air, but never making much of an impression on the atmosphere. The other is somewhat inclined to take things just as quietly, but keep your eye on him when he takes a notion to do anything, for he is a "snapper," and when he does anything it invariably makes an impression a deep, double, unforgettable impression. The spring opening should be as a movement of the "snapper."

## FLEECE VS. PULLED COMBING.

THE course of the wool trade during the past year has been in favor of Canadian wool growers and so in favor of most Canadian manufacturers. This, at first sight, may seem to be a contradiction in terms, but an explanation is easy. It is simply this: Fleece combing wools have gone up in price, and pulled wools have gone down. Fleece combing wools are grown in Canada and exported; pulled wools are imported for the manufacture of domestic knitted goods, etc.

Fleece combing wools have gone up in price on the Canadian market on account of free entry into the United States, and because the worsted manufacturers of that country find that Canada's long clipped wool just suits them. They use this wool for the manufacture of yarn, braid, serges, dress goods, etc. Some Canadian manufacturers have sold large stocks of Canadian fleece during the past six months, and bought United States pulled wool with the proceeds, the exchange being profitable, and the pulled wool more suitable for certain classes of manufacturing.

Pulled wools have been very cheap during the past six months. It is said that a United States dealer recently placed 100,000 lbs. with an Ontario manufacturer at 18 cents, payable twelve months after delivery. There must have been an over-abundant supply on the United States market.

On Jan. 18, 1894, prices were as follows:

Fleece, combing.....	17 to 18	cts. per lb.
" clothing.....	20 to 20	" " "
Pulled combing.....	17 to 18	" " "
" super.....	20 to 22	" " "
" extra.....	24 to 26½	" " "

Prices were about average, and fleece and pulled combing, the two classes we have been discussing, were about the same price.

On May 31, 1894, prices were as follows:

Fleece, combing.....	15 to 16	cts. per lb.
" clothing.....	18 to 20	" " "
Pulled combing.....	16 to 17	" " "
" super.....	17 to 19	" " "
" extra.....	21 to 22	" " "

Here it will be noticed that pulled combing was even higher than fleece, as the change in the United States tariff was not definitely settled. This change took place in August, and the result was not fully apparent until late in the year.

Now look at the prices on Dec. 6, 1894:

Fleece, combing.....	17 to 18	cts. per lb.
" clothing.....	18 to 20	" " "
Pulled combing.....	15 to 16	" " "
" super.....	17 to 19	" " "
" extra.....	21 to 22	" " "

Here the price of pulled combing is two cents lower than fleece combing. This clinches the opening arguments of this article.

Since the first week in December both classes of wools have advanced 1 to 2 cents per lb, but the difference is still the same, viz., that Canadian fleece is worth two cents more than United States pulled combing.

The bondholders of the Canada Shipping Co. offer the creditors 37½ cents on the dollar, which will no doubt be accepted, as, under the circumstances, it is a good offer.

# The "Distingue"

## WATERPROOF

Is admittedly the Best Selling . . .

in the market, as proved by the experience of years. . . .

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:



**S. GREENSHIELDS, SON & CO., Montreal,**

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *It is the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

**McMASTER & CO., Toronto,**

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

**GAULT BROS. & CO., Montreal,**

say: "We recommend 'The Distingue' garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

**ROBERT LINTON & CO., Montreal,**

say: "'The Distingue' garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

**WYLD, GRASETT & DARLING, Toronto,**

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

**CAVERHILL & KISSOCK, Montreal,**

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

**LONSDALE REID & CO.**

say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."

**VICTORIA.**

The Distingue Waterproof.

**Reliable Proofing! Choicest Designs!  
Reasonable Prices! Newest Styles!**

ASK TO SEE SAMPLES.

**OXFORD.**

The Distingue Waterproof.

Every garment has a silk label or hanger bearing the registered title

# "The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

## SELECT BUSINESS MEN.



OTH parties are now selecting candidates to run in the coming Dominion election contest. It is of the utmost importance that successful business men should be selected.

There has been too much trucking of late to Patrons of Industry, Trades' Unions, and such like. Both have many excellent features to commend them. If the really good men in these organizations were the leaders, they would be deserving of support, but in most instances they are simply professional politicians who are in politics for what they can make out of it.

Take the leaders of the large deputations of alleged starving men in Montreal, Ottawa and Toronto at different times in the past few years. They carried a black flag, and demanded work or bread. Many of them were offered work, but refused to take it. The other day a similar starving deputation was raising a riot in St. John's, Newfoundland. It was found that the leader had a house well filled with provisions, and was living more comfortably than many a well-to-do citizen.

If this toadying to such organizations continues, our politicians will get us into the same position as Newfoundland is in to-day. There the political parties vied with each other in doing favors for the fishermen, farmers and laborers, as against the business men. The latter were heavily taxed, and the money freely spent in bribing, directly and indirectly. As a result, the country has been brought to a state of bankruptcy.

Some merchants may be in a constituency where it is policy for the party to support a Patron, or one of the various other third parties. In such a case they must compel the party to give them a voice in the selection of the candidate as the price of their support. They should see that such candidate is a man who has made a success of the particular work on which he depends for a livelihood; that he can afford the time and money to go into politics; that his character is above reproach. In any and every case, level-headed business men should be pushed forward and supported by their fellow business men, so that the Dominion Parliament may enact laws which will be favorable to business interests.

## HOW TO PAY BROKERS.

"I WISH you would draw the attention of your numerous European friends to a class of agent who 'does them up,' so to speak," said a broker on Saturday morning.

"Their scheme seems to have originated in New York, but some Canadians have picked it up. They go to England, or to some European country, and call upon leading firms. They represent the immense importance of the American and Canadian trade, and express surprise that the firm has not been doing an enormous business there. The people would have their goods if they were only properly placed before them. They (the brokers) explain they have the best connection with the trade in the country, visit every part of it, and would not mind taking one more agency if the European firm were willing to pay them to do the work. The innocent European manufacturer always felt that he should do a profitable business in America, but never before had he found the right man to do it. He willingly agrees to pay \$2,000 to \$5,000 a year and expenses

for three, five, or ten years. A contract is prepared and signed. The American returns to his native shores.

"The European soon begins to receive orders, not large, but numerous, and he feels quite pleased with his agent's work. Time runs on and orders increase, and goods are shipped, but when the day of reckoning comes it is found that the expenses have eaten up the entire proceeds of the sales. The manufacturer has to pay salary in cash.

"One English firm, which is doing a good business in Canada, had to pay on a five years' contract about \$25,000 expenses to an American firm. Another firm is paying a Canadian broker \$2,500 a year, and I am told his total sales do not amount to that. It is no wonder, therefore, that many European firms are disgusted with business on this side.

"The only safe way is to pay by commission. There are now any number of reputable firms who are ready to take good agencies on a commission."

THE REVIEW agrees with the broker. Any good broker is only too glad to get an agency on commission. There are circumstances, however, in which it may be advisable to pay salary and expenses, but no manufacturer should close a contract of this sort until he has made a careful inquiry as to the ability and standing of the firm he proposes to engage.

## A HASTY TOILET.

The Spring Trade Number of THE DRY GOODS REVIEW has been making its toilet for some months past. It will appear bedecked outside and inside with fancies and ideas for the



Spring and Summer trade. Our subscribers who are enquiring so anxiously for it must have patience. We will double the advertising of last year and give double value. Many large houses are giving points which will be of great value to our subscribers.

## HALIFAX PROTESTS.

ONE great trouble that the people of the Maritime Provinces have is that they cannot fully consider themselves Canadians, and cannot get the other provinces to do so. There has never been anything but "the old flag" to draw the provinces together, and it is British rather than Canadian.

Viewing these circumstances, it would seem that the Canadian Government would be wise to relegate the Pacific cable and Australia-Canadian steamship line into the background until after the fast Atlantic service is settled in such a way as to give the Maritime Provinces and Western Canada a common interest.

Probably the best way, and also the most consistent way, would be to extend the present protection policy, and force all trade with Great Britain through the four great ports: Montreal, Quebec, St. John and Halifax. If Canadian manufacturers are protected by a tax of 30 per cent. on competing foreign goods, why would it not be just as equitable and fully as businesslike to protect Canadian shipping, Canadian dock-owners and Canadian railways by imposing an extra tax on all goods imported from Europe via Canadian vessels and Canadian railroads only?

There is an objection on the part of Canadians to allowing the New York or Fall River manufacturers making goods for Canada, and why should there not be equal objections to New York transshipping our European imports that have come over by United States ships and are being sent on by United States lines to Buffalo, Detroit, etc.?

At a meeting of the Halifax Board of Trade, on January 15th, the members approved of a resolution previously passed at a conference of the Boards of Trade of New Brunswick. It was this resolution that prompted the foregoing thoughts. It reads as follows:

Whereas, it is manifestly the duty, as well as the interest, of each section of the Dominion, to assist in promoting the welfare and prosperity of the whole country; and whereas it would be advantageous to the Dominion generally that the import and export trades should be conducted over Canadian railways and through Canadian seaports;

Therefore, resolved, that the managers of the Grand Trunk, the Intercolonial, and Canadian Pacific railways, as well as the various Boards of Trade throughout the Dominion, be requested to promote the foregoing idea so far as practicable, especially by utilizing Maritime Province seaports during the winter season, when the St. Lawrence is closed to navigation. And, further, resolved that the Dominion Government also be requested to co-operate in every possible way, more particularly when arranging future steamship subsidy contracts, which should always stipulate for the use of Canadian ports only, and thus carry out the policy of "Canada for Canadians."

## DO NOT WAIT TOO LONG.

Viewing the trade as a whole, it may safely be said that the retailer may wait too long before placing his spring orders. There are special reasons why this advice is more applicable at this season than at preceding ones.

In the first place, the jobbers' stocks are smaller than usual. Do you want proof? If so, see the figures showing the volume of goods imported. If this is so, and trade is equal to last year, the last man on hand must take what he gets, and that will be what other men leave.

In the second place, those ordering late will get the poorest patterns. In ordering this year, jobbers have maintained the length of their ranges, but taken smaller quantities of each variety. Hence, the best selling lines will be cleaned out sooner than usual. Verbum sap, etc.

## BUSINESS FAILURES.

Messrs. R. G. Dun & Co. have published the following statistics of the failures in Canada for 1894.

Province	No.	Assets.	Liabilities.
Ontario . . . . .	826	\$ 5,159,776	\$ 6,288,442
Quebec . . . . .	664	5,546,657	7,671,421
British Columbia . . . . .	78	1,047,073	925,106
Nova Scotia . . . . .	117	393,127	599,580
Manitoba . . . . .	82	637,060	604,984
New Brunswick . . . . .	80	684,224	1,451,712
P. E. Island . . . . .	7	39,816	63,013
Newfoundland . . . . .	2	2,323	8,957

Total . . . . . 1,856 \$13,510,056 \$17,616,215

The following are the banking failures in Ontario, Quebec and British Columbia for the past twelve months, as published, by the same firm: Ontario, four, assets \$170,490, liabilities \$184,993; Quebec, one, assets \$181,859, liabilities \$164,777; British Columbia, one, assets \$581,960, liabilities \$527,044; total, six firms, with assets amounting to \$914,309 and liabilities \$876,814.

## HOW TO RETURN GOODS.

**J**OBBERs and manufacturers occasionally complain that retailers return goods which they have ordered with the simple explanation, "Don't want."

Sometimes the cases are not opened; at other times they are, and the goods displayed for a few days; then, fearing they cannot sell, they repack them—carelessly, very often—and ship back. The jobber writes for an explanation, but can get none. If he is a man of some backbone, he will either insist on the buyer accepting the goods, or instruct his men never to sell that house again. Too often, he meekly submits, but he remembers the man and watches for him in future, and makes him suffer eventually.

There is another class of business men who buy more than they really want, often under the influence of good salesmen. When the season comes round, and before they unpack and handle the goods, they figure that they have overbought, and write at once to the house, explaining the circumstances, and asking them to be good enough to take back a portion of their purchases.

A house which will not then endeavor to help a customer out, does not deserve the trade in the future. There are some houses that will be only too glad to put themselves out for such a customer.

The men who return goods without explanation, and who will not answer letters concerning their actions, are not business men. They should join the Patrons of Industry, and find their level. The men who ask permission to return before doing so, are trusted and respected, and favored when opportunity offers.

*"Is the Spring Number of THE DRY GOODS REVIEW out yet?"  
Is an enquiry from Vancouver, B.C. "I have just finished  
stock-taking, and do not want to buy till I see what is offer-  
ing and what is new."*

## STAPLETON CALDECOTT.

ON January 24th Mr. Stapleton Caldecott received the highest honor that could be bestowed on him by the merchants and other business men of Toronto. He was elected to the position of president of the Board of Trade, and that without opposition. It is needless to say that Mr. Caldecott will be an efficient president, and that much may be expected during his term of office. His clear comprehension and wide knowledge of all questions relating to trade, and his energetic executive methods, are the qualities which will ensure success and advancement under his regime.

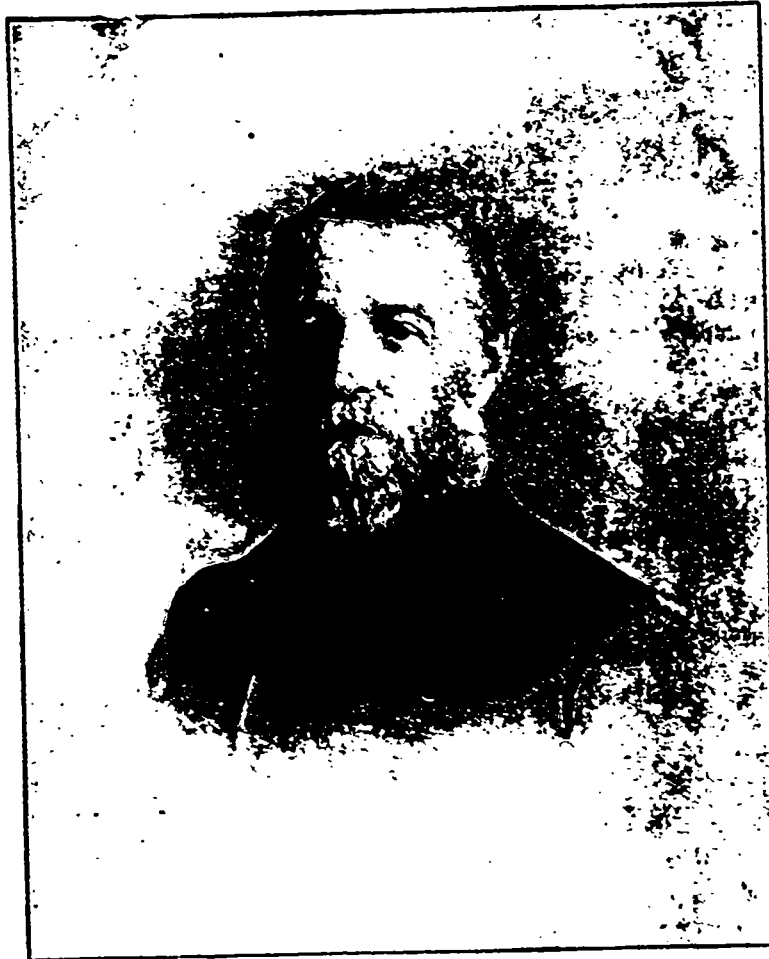
Mr. Caldecott has long been a leading member of the Board of Trade, and a member of the most active committees, especially those on Insolvency and Assessments. He succeeded the late Hon. John Macdonald as chairman of the Dry Goods Section in 1889, and remained in the position five years, being succeeded last year by Mr. Alexander. In 1894 Mr. Caldecott was first vice-president of the Board, and gave great satisfaction in this position.

Mr. Caldecott is head of the wholesale dry goods house of Caldecott, Burton & Spence, and was born at Chester, Eng., in 1836, his father being Robert Caldecott, merchant, of that ancient city. A freeman of that city by reason of birth, he is fully qualified as such to vote in all parliamentary elections there. He was educated at Chorlton Hall School, Manchester, and commenced his business career in 1850. After serving his apprenticeship he went to Liverpool, Glasgow and London to complete his business education. Mr. Groucock, founder of the firm of Groucock, Copestake, Moore & Co. (being the firm of which George Moore, the famous philanthropist, was a member), was Mr. Caldecott's godfather, and when that gentleman died his godson made up his mind to seek his fortune in other fields. He was offered and accepted a position in a wholesale dry goods house in Montreal as buyer. This was in 1858, which marked the commencement of his business career in Canada. For some years he traveled all over the Dominion, representing first J. M. Ross & Co., then Thomson, Claxton & Co., and ultimately T. James Claxton & Co. In this latter firm he acquired an interest which, however, he gave up with the object of coming to Toronto with Messrs. Burton, Harris and Spence. He entered into partnership with these gentlemen in 1878,

founding the present business of Caldecott, Burton & Spence. An Englishman of note, who practised what he preached, once wrote: "Education is not to be confounded with the mere teaching of reading, writing and arithmetic, nor with what goes by the name of history and geography. It means the teaching of the condition of well being, and the training of youth to the observance of these conditions." Mr. Caldecott is evidently imbued with the same belief, and ever since coming to this country he has been a zealous friend of young men, and has made their well-being his special and thoughtful care. When in Montreal he was one of the moving spirits in the Mercantile Library Association, the Mercantile Literary Society, and the Young Men's Christian Association. He was honored by being made president of the Library Association, and was for several years vice-president of the Y.M.C.A. He is a member of the

Church of England, and also took an active part in church affairs while in that city, having been a church warden, delegate to the synod, and Sunday school superintendent. When he moved to Toronto he continued his active interest in young men and Christian work generally. He is at present a delegate to the synod for St. Paul's Church, where he worships: teacher of a large adult Bible class, which meets in the North End Church Hall; treasurer of Wycliffe College; and has held the office of president of the Young Men's Christian Association, being now one of its trustees. He is a director of the sanatorium for helping the victims of narcomania, a director of the Bible Society; president of the Victoria Industrial School at Mimico, and connected with other educational institutions.

He was one of the founders of the Commercial Travelers' Association of Toronto, and also of



STAPLETON CALDECOTT.  
President of Toronto Board of Trade for 1894.

Montreal, and held the office of director in both associations.

Mr. Caldecott has been a frequent contributor to the press, writing chiefly upon religious subjects and questions of social economy. He is a strong advocate of temperance principles. Politically he is a Liberal, holding free trade views, yet a strong supporter of British connection. In this latter respect he is loyal to the core. As an evidence of his patriotism, at the time of the Fenian raid he joined the volunteers, and served as a private in the field. When the battle of Ridgeway was fought, he was with his company all that day and the following night, guarding Victoria bridge, Montreal, against a probable attack by the enemy.

# Black

Was never more popular than at present.  
The highest class of Black Dress Fabrics  
"For Gentlewomen."

Black Crepon  
Fancy Crepon

Silver Crepon  
Cream Crepon

Silk Mixed Crepon  
White Crepon

ESTAMINES, in Black, Navy and Cream. COATING SERGES, in all the leading shades at popular prices.

Fancy Colored Dress Goods  
Fancy Silk Mixed Dress Goods  
Tweed Effect Dress Goods  
Ladies' Costume Dress Goods  
Mourning and Half Mourning  
Dress Goods

All with Trimmings to Match

Plain and Fancy White Cotton Dress Fabrics.  
Washing Zephyrs, Plain and Fancy.

It will pay you  
to buy . . .

**OUR LINENS**

Prints are now arriving and will be shipped early in January.  
Special lines, extra value, in Sunshades and Umbrellas.

Hosiery, Gloves  
Underclothing  
Laces

Embroideries  
Handkerchiefs  
Our Specialties

## BROPHY, CAINS & Co.

196 MCGILL  
STREET

**MONTREAL**

The leading thought of Mr. Caldecott's life has been that success ever waits upon the man who aims in the right manner, in the right direction, for the right purpose; that integrity, capacity and determination will create opportunity; that true success in life consists not merely in making a large and prosperous business - which many accomplish whose lives have been sad failures - but in bending every energy to the greater and higher purpose of the development of a high and lofty character; and that when business is conducted upon correct principles it can be made not only to yield profitable results, but assist in the building up of that righteousness which is alike the glory and the safety of nations. Guided by these principles, it is not surprising that his firm has been successful in building up a lucrative trade extending from the Atlantic to the Pacific, and in earning for itself an enviable reputation for just and upright dealing in all its business relations.

### AMERICAN PRINTS.

Last month THE REVIEW referred to the fact that some very low offers had been made on American colored cottons and prints in Montreal. Enquiry this month among leading houses in the trade in that city demonstrates that so far the visits of American travelers and the circulation of innumerable circulars have not led to any large business being done in these goods. Possibly two or three odd lots have been placed here and there, but that is all. As a leading Montreal wholesaler put it, the cheaper grades of Canadian prints are jobbing out at a lower price than American can be laid down at, which effectually bars the prospect of any severe competition unless the Americans

offer still lower. If they do so the manufacturers here are very apt to repeat the tactics they followed last fall, when they resolved upon a radical decline to meet this prospective American competition. At present the lower grades of domestic prints are jobbing out at about 5c. Now, allowing that the American offers were low, even if they could be had for 1c. less, to lay them down duty paid would put them above the level of the jobbing basis for domestic, and when the jobber's profit is calculated in addition it will be recognized that the difference has to be of a substantial kind to permit serious competition from the American article.

### AN ADVANCE IN MUSLINS.

Retailers must be careful this season when placing their orders for Swiss spot muslins. Within a short time these goods have been advanced on the Swiss market some 30 or 35 per cent.

But, in spite of this, it would be unwise for the Canadian retailer to place his orders at a price higher than that of last year. Most of the large jobbers placed their orders before the advance occurred, and hence will be able, if they wish, to supply at the old prices.

The importing retailers will be at a disadvantage in this class of goods, as they usually purchase later than the jobber, and hence would more likely be caught by the advance.

"Isn't my subscription to THE DRY GOODS REVIEW paid up. If so, why don't you send me the Spring Issue?" is an anxious enquiry from Sr. John, N.B.



## WE ARE MAD.

WE are mad and we don't care who knows it. In October we inaugurated a window-dressing contest which required photos of three well-dressed windows from each contestant. The first prize was \$20, the second \$10 and the third \$5.

These were cash prizes, and you cannot inflate the value of cash in this country, hence \$20 meant \$20. It would have been paid in gold or its equivalent (which in this case is our cheque).

What was the result? That's just what makes us mad. The result was that three contestants, who are always alive, sent in their three photos each. Does that indicate the number of dry goods merchants in this country who take an interest in keeping their windows bright and attractive? If it does there is something radically wrong somewhere.

We recognize that it is a sort of "give-away" on ourselves and on the trade to acknowledge these facts, but we are honest or we are nothing. Of course, frosted windows and a busy holiday season explain the matter partially, but still not entirely.

Now, in order to give the trade a chance to redeem itself, we have decided to extend the time for this contest until

## APRIL 15th.

Each merchant competing must dress three windows and have a photograph of each taken. These three photos must be mailed not later than the date mentioned.

Remember, the First Prize is \$20; the Second \$10, and the Third \$5, and that the winning windows will be published in THE REVIEW.

If you have not the time to get up three windows let us have photos of one or two for publication—not for competition. Show your wholesaler and your manufacturer that you are alive; give others in distant parts of Canada ideas and get theirs in return.

We did not put up our good gold for fun, but to buy ideas for you and from you. Within the past month we have had many enquiries from our subscribers, asking for books and information on window dressing. In reply to these enquiries we would say that it is impossible to get anything on window-dressing that would be of value to the majority of our readers. All we know or hear of is given in these columns each month.

## SPECIAL MONTREAL NEWS.

TRAVELLERS for Montreal houses started out on their spring placing trips about the middle of the month and their experience has been encouraging on the whole. In some sections in fact, notably in some of the more important districts in Ontario, the orders on spring account are better than they were last year, while in others there is a falling off. On the whole, however, the consensus of opinion is that the spring orders so far received are equal to last January. In Quebec buyers have been a little backward in placing their orders, notably on the south shore in the Eastern Townships.

Letter orders have been very good also, and the expectation derived from this fact is that the retail traders want supplies. In this connection it is worthy of note that the wholesalers are pursuing a cautious course. More than one jobber in Montreal showed THE REVIEW a whole sheaf of orders that they had decided not to fill, and in view of the fact that this caution prevails it is gratifying to note that the trade generally report the volume of trade to be almost, if not quite, equal to that of last

January. The fact that the cautious spirit has not materially diminished the volume of business is a good proof that the trading that is being done is being carried on on a healthy basis.

All accounts agree that stocks of winter goods have been pretty well broken into, and as buyers operated very cautiously last fall it is anticipated that the stock carried over will be smaller than usual. Another gratifying fact was that a large amount of arrears which were due in December were wiped off, quite a few of which accounts had already been written off by the firms interested as bad.

During the past two weeks all lines of spring cottons and woolens have shared in the enquiry. This is notably the case with serges and cashmeres, which give every indication of being good popular lines this fall. Linings of all descriptions have experienced a good demand, which is generally a good sign, as it shows that the expectations are that other lines will be wanted.

There is a good sale for duckings of all descriptions, which promise to be very fashionable, and large lines of these have been disposed of, while a good enquiry is also experienced for Canadian sateens. Spring underwear and hosiery are well enquired for, and both prints and denims are wanted.

Fancy prints, woolen and worsted dress goods, ribbons and laces are fairly well enquired for, but the volume of trade in these is not large.

There is a stock of oil cloths and a fine assortment of Wilton, tapestry, Brussels, and other carpets in the new premises acquired last year by Thibaudeau Bros. The firm is making this department of its trade a leading line this year, and is sparing no pains to push it along.

A visit to the first flat of the large warehouse of Thibaudeau Bros., on St. Paul street, will convince any reasonable person that the firm's stock of both domestic and imported prints is an unusually large one.

Advices to Thouret, Fitzgibbon & Co. from abroad state that the feeling is very firm on all lines of white goods, from gloves to muslins. All the leading manufacturers of these goods are booked ahead until the middle of November, and, as a consequence, are not very anxious to enter up any orders for future supplies.

Fancy goods, spring woolens, Canadian sateens, ribbons and laces have all been active this week.

For any repeats on fine imported muslins, on which buyers demand delivery before the middle of the summer, sales agents are asking an advance of 10 per cent. in value.

Thouret, Fitzgibbon & Co. expect their first shipment of spring gloves in the course of a fortnight. The firm has provided for a fair quantity of stock in excess of its actual spring orders, thus offering in these goods the great advantage of fresh stock, which all buyers will readily recognize.

## HOSIERY AND GLOVES.

W. R. Brock & Co. are as usual ahead of the times in these departments. They have established a reputation for having "up-to-date" goods and what the trade require. A special effort is always made to have extra value to retail at popular testing prices, and for this reason they have been unusually successful. The trade has to admit that 25 cents is a popular price at which to retail gloves and hosiery. W. R. Brock & Co. ask buyers

who demand the best to inspect the following: "Magnet," a ladies' Hermsdorf's stainless black hose, 40 gauge, Macco yarn, having double soles, heels and toes, with high spliced ankles; "O 13," a ladies' 2-1 ribbed black cashmere hose; "A A," a ladies' extra special plain black cashmere hose; "Special," a ladies' Hermsdorf stainless black tafetta glove; 520, 521 and 522, ladies' black, colored and cream pure silk gloves; 505, 506 and 507, ladies' black, cream and tan pure silk mitts.

Any one of these enumerated lines can be retailed with a good margin of profit at the popular price named.

### S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. report that their spring orders, so far, indicate good prospects for cashmeres, prints, muslins, Swiss spot muslins and Priestley's cravenettes.

There are good indications of a satisfactory demand for English flannelettes, and also that zephyrs will be largely worn this spring. On their first flat the above firm show a large range of these goods, such as woven and printed flannelettes in various designs, and fine Scotch zephyrs.

A full range of prints is a heavy line with S. Greenshields, Son & Co. They control the well known "Crums" print in the Montreal market, and it is meeting with great recognition from the trade. A full line of Canadian and imported prints is also carried for buyers to select from.

In dress goods Priestley's "Eudora" cloth, a new feature, promises to be a strong favorite. It is a silk warp cloth, and can be had only from S. Greenshields, Son & Co. They carry also their usual full range of other dress goods. Noticeable lines in this connection are their Lappet muslins, in which they offer special value, and some striking numbers in "Peau de Soie" and "Faille Royale."

An extensive range of box cloths and worsteds will be certain to attract attention in this firm's woolen department, while as usual they show an extensive range of smallwares, hosiery, gloves, ribbons, laees, etc. They note in this connection a very gratifying demand for ribbons, and look for a good spring trade in them this season. The firm also carries its usual large stock of carpets and housefurnishings.

### A CHANGE OF MARKET.

It may not generally be known, says Dun's Review, that the feathers of wild fowl form such an important factor in the feather and down business. The Alaska Feather and Down Co., of Montreal, have recently completed arrangements with the Hudson's Bay Co., whereby they have secured the entire amount collected annually on the coasts of Hudson's Bay and Labrador, amounting to the large aggregate of six tons per year. These feathers are gathered mainly by Indians, and are from geese, ducks (including the eider duck), gulls and partridge, and are said to be of a very superior quality. When it is considered the small weight of feathers contributed by a single bird, a faint idea may be conceived of the tremendous slaughter there must be to secure 12,000 pounds of feathers. These feathers have been shipped to England by the Hudson's Bay Co. for the past 200 years, and are sold at auction. They continue to be shipped there as usual, and are reshipped to Montreal in unbroken packages, when they are taken in hand by the above named company, who have an extensive plant, and are converted into

pillows, cushions, eider down bed covers, and, in fact, everything in which feathers can be utilized. The first shipment of 3,000 pounds has just been received by this company.

### SPECIAL NOVA SCOTIA LETTER.

HALIFAX, Jan. 26.

The dry goods trade in Nova Scotia during the present month is reported as being very good. Buyers ordered freely, but collections have been exceedingly slow. This is particularly the case in the eastern parts, where dealers are awaiting returns from Newfoundland which will never, never come. The outlook for the year is fair, but there is nothing to indicate a better or more satisfactory trade than last year.

Our wholesale men report the prospects for trade on P. E. Island very poor. The island is now looked upon as an unsatisfactory field.

Sol. Clarke, of Mount Stewart, P. E. Island, is here, trying to effect a compromise with his creditors. He was burned out a short time ago. His liabilities are \$17,000, and his creditors number 75, scattered over the island, the provinces and Quebec and Ontario. He is offering 50 cents on the dollar.

The retail trade in Halifax has had a good month, although the mild weather has slackened the demand for heavy goods.

Two English drummers have been here for the past week, taking orders for clothing. They canvassed every man who could pay for a suit, and as Halifax is very, very English, they took a large number of orders. One of them remarked the large number of men who wear knickerbockers. They were shocked to learn that such were not considered "good form" in England.

The early closing movement has at last reached this city. The retail dry goods merchants and their employes will petition the Legislature for an Act similar to that of Ontario. The movement was started by a young lady clerk in Barnstead & Sutherland's.

Mr. Geo. McLaughlin, of Annapolis, has opened a branch at Middleton, with his son, W. W. McLaughlin, in charge.

Mr. Robert Pugsley, of Etter & Pugsley, Amherst, has gone to Europe. He will visit the principal markets on the look-out for dry goods novelties.

James Paton & Co., of Charlottetown, have made a new departure for that city. They have adopted the "cash down" system.

The Yarmouth Woolen Mills Co. have enlarged their plant by the addition of eight double-width Knowles looms. So far the mills have not proved a paying investment, but the directors are hopeful for the future. Some of their goods have been placed in Quebec and Ontario by James Cantlie & Co., Montreal, selling agents for the mills.

The annual meeting of the Eureka (Pictou Co.) Woolen Manufacturing Co. was held last week. The year has been the best in the company's history. A satisfactory dividend was declared and a snug sum carried to rest. Additional machinery is being put in, as the company were unable to fill all orders during the past year.

TAUNTON.

"Where is my Spring Number of THE DRY GOODS REVIEW?" writes a subscriber. "Don't forget me, because I want to see what new goods are offering, and if there are any new ideas."

## WARRING KENNEDY.

TO BE elected Mayor of the city of Toronto is a considerable honor; to be elected by the largest majority ever given to a candidate for the office is a great honor; but to be re-elected for a second term is a greater honor and one seldom bestowed. By electing Warring Kennedy to be Mayor of their city for 1895, the citizens of Toronto have conferred this "greater" honor upon him. He was re-elected not because he was her most wealthy or most blue-blooded citizen, but because he was an honest, God-fearing, broad-minded business man, who in his term of office had spared neither his physical nor mental powers in his endeavor to promote the city's interests.

Few business men are willing to sacrifice their time and business to serve their city or their country. But those who do, deserve laurel wreaths for the sacrifices they make in undertaking work which too often is paid for only with severe criticism, and, perhaps, opprobrium.

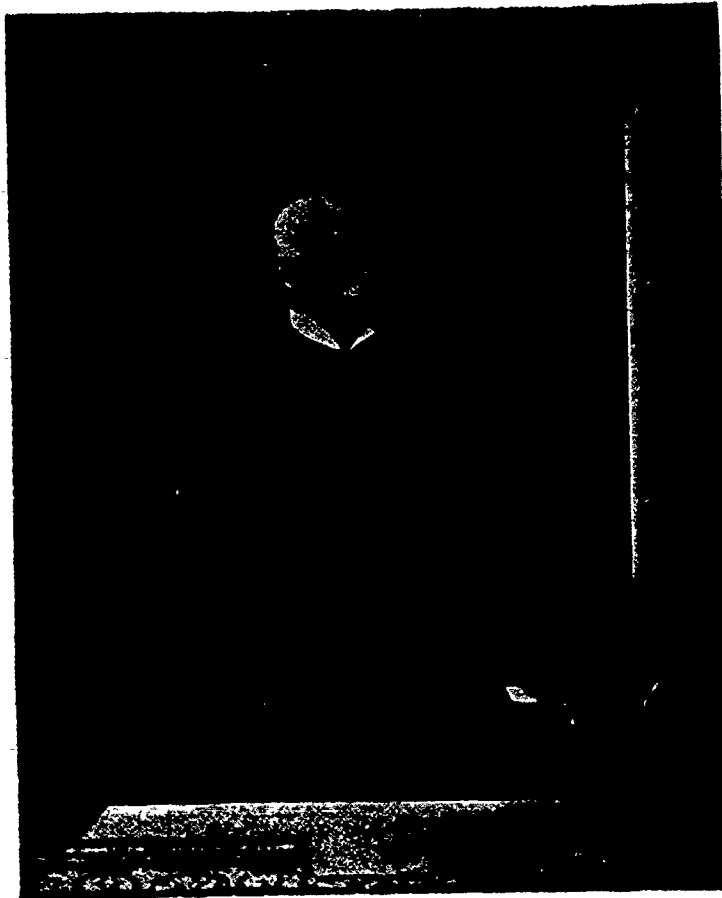
Bacon says: "The mould of a man's fortune is in his own hands." Mr. Kennedy, who is now sole surviving partner of the wholesale dry goods firm of Samson, Kennedy & Co., has exemplified this saying in his self-made record. He is a native of County Down, Ireland, and commenced his business career as an apprentice in a dry goods store in the town of Kiltrea. At the expiration of his apprenticeship he went to Belfast, where he lived for several years, occupying various positions of trust. Like many other young men of push and enterprise, he decided to try his fortune in Canada. He arrived in Toronto in 1857, during one of the greatest commercial crises that the country has passed through. Nothing daunted, he accepted a subordinate position, but his natural force of character soon drew marked attention to him, and his services were eagerly sought after.

His advancement was rapid, so much so that he was drawing the yearly salary of \$4,000, when in 1869 he formed a partnership with Mr. A. G. Samson and Mr. Alexander Gemmel, both since deceased, under the name of Samson, Kennedy & Gemmel. The three partners were all previously connected with the establishment of John Macdonald & Co. The firm commenced business in the warehouse, corner of Scott and Colborne streets, and, a few years ago, on the retirement of Mr. Gemmel, the firm name was changed to Samson, Kennedy & Co., under which it will continue.

Mr. Kennedy has, by persistent labor and application, won commercial and other honors of the worthiest description. He

has always been an indefatigable worker, not only in business but in helping along anything that enlisted his sympathy and approbation. He is a man of wonderful vitality and energy, earnest and persevering in his zeal for the good of his fellows, and untiring in his labors for the betterment of their condition, both morally and physically. He took a leading part in the organization of the Commercial Travelers' Association of Canada in 1871, being one of the charter members, and when the first annual meeting was held the following year he was honored by being elected president, and is now an honorary director. His interest in the association has never flagged, and when the Commercial Travelers' Mutual Benefit Society was formed in 1881 he was appointed treasurer, which office he still holds. He also takes a warm interest in the Commercial Travelers' Circle, which has for its chief object the promotion of temperance among the fraternity. As an evidence of his popularity he was

elected alderman in 1871, polling the largest vote on record, up to that time, in favor of any of the city fathers. In 1887 he was asked to run for Mayor, and, although he was unsuccessful in the contest, he polled a very large vote. He was several times urged to enter the political field, but declined, much to the chagrin and disappointment of his friends, as he is a ready, fluent and forcible speaker. His fellow-countrymen also showed their appreciation of his merits by electing him president of the Irish Protestant Benevolent Society in 1872. Mr. Kennedy is now chairman of the Board of the Toronto General Burying Grounds Trust; senior honorary secretary of the Upper Canada Bible Society; a member of the High School Board, and of the Board of Management of the House of Industry. He is also a member of the Executive Council of the Mutual Reserve Fund Life Association, and chairman of the



WARRING KENNEDY.  
Mayor of Toronto for 1894 and 1895.  
[From an oil painting.]

Canadian Board, and takes a keen personal interest in its affairs, as he does in everything with which he is connected. The oil painting from which the accompanying photo is taken was presented to him by this company.

Mr. Kennedy's devotion and loyalty to the cause of Methodism are known far and near. As local preacher, class leader, trustee, and Sabbath school superintendent he earned for himself the esteem and admiration of his co-religionists. He has been on several Conference committees, and a delegate from the Toronto-Conference to the General Conference, where he always took a prominent part in debates. He was the first layman to occupy the position of secretary of the Conference.

## SILKS AND LACES.

CHEAP grade fancy blouse silks promise to be consumed in large quantities during the coming season. To meet the demand John Macdonald & Co. show a long range of colorings in 21-inch pongors and pongees at a very low price. The leading shades are light blue, pink, buttercup, anemone, coral, turquoise, and cardinal. A line of similar silks in very small fancy checks has been an extremely fast seller.

A direct importation from Japan of Kaiki silks is worth mentioning. Light blues and pinks predominate.

Faille francais in all the leading colors is in full stock. A special line in a black peau-de-soie is shown.

This season will also be a great lace season, the orders already placed with the jobbers surpassing any previous recent season. Pointes predominate, especially heavy pointes, pointe d'Irlande, pointe de Venice, etc. Valenciennes are very good, and large ranges are shown. It requires a row of tables, side by side, for the full length of John Macdonald & Co.'s ware house, to show the enormous range of laces that they carry.

## STYLES IN CURTAINS.

Curtains are a specialty with John Macdonald & Co., judging from the immense stock now being opened up. They, of course, carry all kinds, from lowest to highest grades.

The newest lace curtain is a net with plain centre and fancy border, the latter being close and heavy. The small all over figure follows closely.

Chenilles are lower in price than ever, although this is a remark made almost every season. In the cheaper lines, plain

bodies, with dadoes, still hold the lead. All-over patterns are similarly undisputed in the better goods.

This firm also show a splendid range of chenille covers, goods which are now within reach of the ordinary consumer's pocket.

## SPECIAL LINES.

Every merchant is looking for special lines, and most wholesale houses try to meet the demand. W. R. Brock & Co. have five special numbers in 54-inch black Italians, doe-skin finish, which is said to be unalterable under the iron. These were a manufacturer's clearance, and for this reason are offered at "bargain" prices.

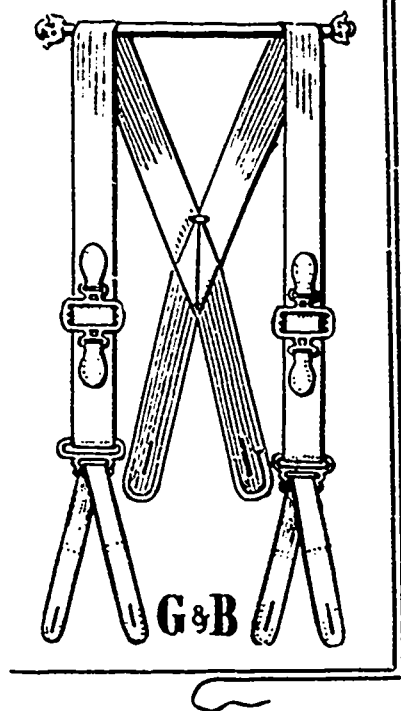
In this issue they advertise a line of job American prints, which they claim to be running off at exceptionally low prices.

Fancy cotton goods will soon be in season. Their range is the largest they have ever shown, and includes plain and fancy chambrays, zephyrs, crepons, crinkles, piques, cords, harrieteens, drills, ducks, brocaded sateens, etc.

Ducks for tents and awnings are shown in long range, and they have sufficient stock to meet all demands for this maturing trade.

In dress goods they have some noticeable lines. In blacks the range is lengthy, including black silk stripe crepons, and black figured granites, satins and soleils. Plain colored dress goods in serges, satin cloths, armures, jacquards, and satin-finish chevots are much in evidence, as well as a generous display of fancy dress goods.

Their silk department is well replenished for the spring trade, and includes some specially chosen cheap lines of plains and fancies for dress and trimming purposes.



## Bonne-Tenue Braces

Expositions  
UniversellesPARIS { 1878, Medaille D'or  
1889, Grand Prix

THIS sanitary brace is the most stylish, the lightest, most comfortable, and durable; elastic only at the back two lower ends; no rubber over shoulders; the most desirable for the medium class to the highest. No brace will represent so many advantages. Whoever uses them once will never change. They are made only in neat stripes on light ground, Selfs, White, Fawn, and Black. To suspender buyers we offer all advantages. Selections from English, French, German, American, and Canadian makers, from the old reliable two-piece brace without leather, to the highest grades in silk.

## Neckwear

2,000 Patterns to select from. Representatives in all provinces.

## Summer Vests

Fancy Cashmere Effects, Steel Checks and Stripes, \$9.00, \$10.50, \$13.50, \$15.00, \$18.00, \$21.00, \$24.00.

Navy Cashmere Vests with White and Colored Spots and Figures. \$16.50, \$18.00, \$21.00, \$24.00.

White Ducks, detached buttons, \$9.00, \$10.50.

## GLOVER &amp; BRAIS

Wholesale Importers and  
Manufacturers  
Men's Furnishings

184 MCGILL STREET

MONTREAL

## JAS. A. CANTLIE.

BY GEO. SUMNER.

**M**R. JAMES A. CANTLIE is a native of Scotland, having been born at Dufftown, Banffshire, in 1836. As a lad he was trained to business in the town of Aberdeen, and by painstaking efforts soon won the esteem of his employers.

Coming to Canada in 1863, his first position was with the late firm of Messrs. W. Stephen & Co. His ability soon secured him the position of traveler for the firm. Once started on the road he found difficulty in securing orders on account of competition, and so informed the firm in his daily letters. After having sent off many such, one morning he received a reply to the effect that he had been "sent out to sell goods, not to send in reports of what other firms were doing." The young traveler sent in no more reports, but at once applied himself with all his tact and energy to obtain orders, in which he was most successful.

In 1869, in company with others, he began business as a manufacturers' agent for the sale of woollens and cottons, which business he still carries on successfully, having also a well equipped warehouse in Toronto under competent management. In the course of his career he has disposed of enormous quantities of goods.

He was one of the founders of the Dominion Commercial Travelers' Association, in which organization he has held various offices of trust, and for two years was its honored president. He still takes a deep interest in the association, especially in the benevolent fund. The association's high position to-day is due in no small measure to the work of his master hand.

He was one of the originators of the Merchants' Manufacturing Co., which company to-day stands second to none in the cotton manufacturing industry.

He is president of the Dominion Transport Co., another of our successful institutions.

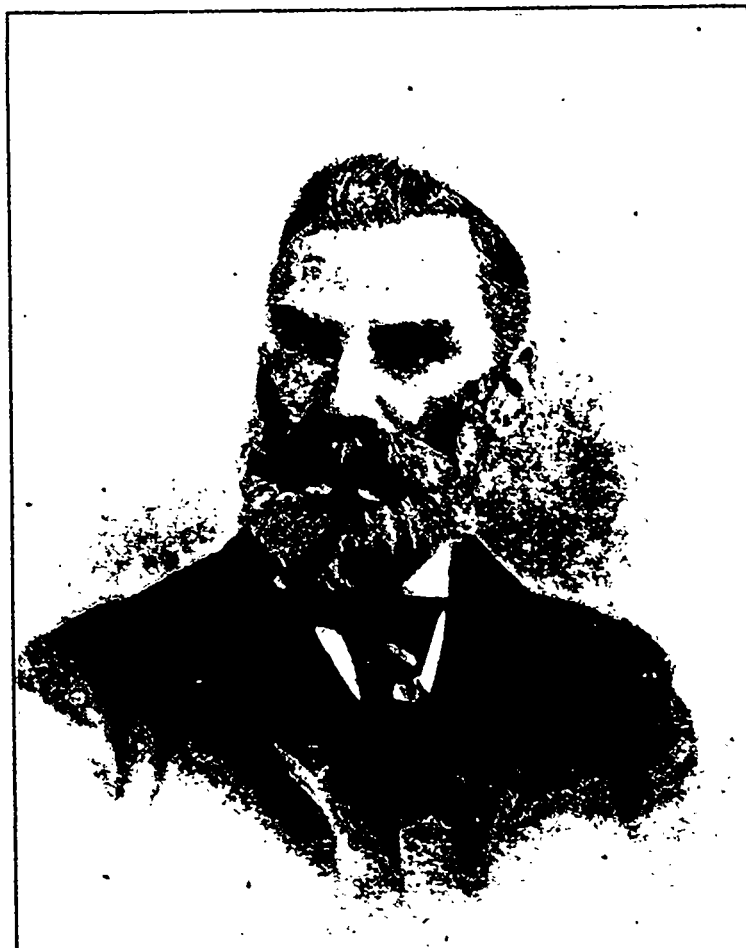
Recently he was unanimously elected to the presidency of the Montreal Board of Trade. He has done much active work on the Board, having held office for many years. During the past year he gave much of his time, assisting in the framing of an insolvency law for the whole Dominion, which is likely to be adopted in the near future.

He has always taken a deep interest in all questions affect-

ing the commercial interests of Canada, never sparing himself when active work or the aid of his voice could help any desirable object. Having the strength of his convictions, in debate he presses home his arguments with much force: he is a capital fighter when in opposition; would scorn to do a mean action, means to do right, and thinks everyone ought to know that he is doing right. As a master, he is much respected by his employes, genial in disposition, as true as steel; a man whom one is proud to call his friend.

Socially, he is one of Montreal's most highly respected citizens, is a brother-in-law of Lord Mount Stephen, and intimately connected with Montreal's best families.

He is a very devoted disciple of Isaak Walton, and generally gets the largest salmon and the biggest basket of trout.



JAMES A. CANTLIE,  
President of Montreal Board of Trade for 1894.

## PROVIDENCE.

"You know," began the drummer, as a soft and tender smile played over his face, "I was in St. Louis about two years ago, and wanted to get a cheque cashed. Like any other fool, I went to the bank alone, though knowing I would have to be identified. The teller threw the cheque back at me, and I handed him my card, a lot of old letters, the strawberry mark on my left arm, and all that, but it was no go. I must get some one to identify me, though I didn't know a soul in all that town. Do any of you believe in Providence?"

One impulsive individual said he did, but the others maintained a discreet silence.

"Well, I went out on the street and wandered up and down, wondering what I should do. In the midst of the rush I caught sight of a familiar face and I soon had the man by the arm."

"Say! you remember me, don't you?" I asked.

"No, sir."

"Never saw me before?"

"Never."

"But you are in error. Didn't you use to live in Elmira, N. Y.?"

"I did, sir."

"Lived on Cherry street?"

"Yes, sir."

"Had a daughter named Maude?"

"Sir, who are you?"

"Had a daughter named Maude. Don't you remember

that on a certain occasion you came home and found a young man sitting up with her and booted him out doors?"

"Ah! I do remember."

"Well, I am the booted young man of the dim past. Come down to the bank and identify me as Dobbs."

"With the greatest of pleasure."

"Gentlemen," continued the drummer, as he heaved a sigh. "It is needless to add that I got my money and that the old man had a cocktail with me."

"But it was funny that you should admit that he booted you out of his house," protested one of the audience.

"How, funny? I was there and I was booted. Why conceal the fact? He was the girl's father. He had a right to boot me."

"Gentlemen, I don't belong to any church, but I do seek to be a good man, and I ask you if the hand of Providence was not in it? I spark a girl. Her father comes home and boots me. Years elapse, and just when I want \$250 on a cheque to get out of St. Louis I run across the booter and he helps me out. If not Providence, what is it?"

"It's a blamed old drummer's yarn," growled two or three men in chorus, and then all rose up to drink another lemonade. - Detroit Free Press.

**TORONTO FEATHER AND DOWN CO LTD.**

The above named company advertise on another page that they are now making a specialty for the coming season of "Summer" or light weight quilts.

Their manager has just returned from a tour of the Ameri-

can markets and factories, and they are now producing the latest novelties in the above lines. They also show a large range of down pillows, plain and fancy covered, household-pillows, etc.

**FOSTER & PENDER ASSIGN.**

One of the heaviest failures reported in Toronto for some time was announced last Saturday evening, when Messrs. T. G. Foster and David A. Pender, trading under the name of T. G. Foster & Co., wholesale upholsterers' supplies and carpets, and Foster & Pender, retail upholsterers, made an assignment to E. R. C. Clarkson, for the benefit of their creditors. The liabilities will exceed \$100,000, the principal creditors other than the Dominion Bank being English houses. The assets are understood to almost equal the liabilities.

The firm formerly dealt extensively in the wholesale trade. Their warehouse in Colborne street was destroyed by fire five or six years ago. There was considerable salvage, and the firm decided to dispose of it at retail. They secured immense premises at 14 King street east, and subsequently decided to continue the retail business in connection with the wholesale department. The firm was pushing and energetic, but the loss occasioned by the fire, together with the large expense they were put to in fitting up their new warerooms, the immense stock they had to carry to meet the competition in their line, and the slowness of collections, crippled them. A member of the firm visited England and secured an extension, and an effort was recently made to secure a further extension, but this failed, and the assignment followed.

It is understood that the Dominion Bank is secured.

**WE ARE SHOWING**

This month a splendid range of

- Belt Ribbons**
- Belt Buckles**
- Side Combs**
- Back Combs**
- Hair Ornaments**

*Etc.*

Probably the largest assortment in the trade.

SEND FOR SAMPLES

**Macabe,  
Robertson  
& Co.**

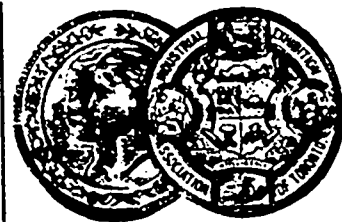
8 Wellington Street  
West . . . .

**TORONTO**

**The "ALASKA"**

**FEATHER AND DOWN CO., Ltd.**

Prize  
Medal  
And  
Diploma



Toronto  
Industrial  
Exhibition  
1894

Manufacturers of

**DOWN GOODS**

and

**FEATHER PILLOWS**

Head Office and Factory **MONTREAL** 111 St. Jacques Street

Branch: 28 Front St. E., Toronto.

Where we keep a completely assorted stock of all our lines for the convenience of the Western trade. A call is kindly solicited; Mr. J. H. Sherard is in charge.

"ALASKA" is our Name, Brand, and Trade Mark.  
It is a guarantee of perfection.

## SPRING MILLINERY.

**A**CTIVE preparations are being made by all the wholesale millinery houses for the spring openings to be held about March 1st. Large importations are being passed through the Customs daily, and the London, Paris and New York markets are being closely watched by buyers for the latest novelties.

The shape of the season promises to be the broad-leaved flop, of which several varieties are illustrated herewith. This is a revulsion from the crumpled and twisted forms of last

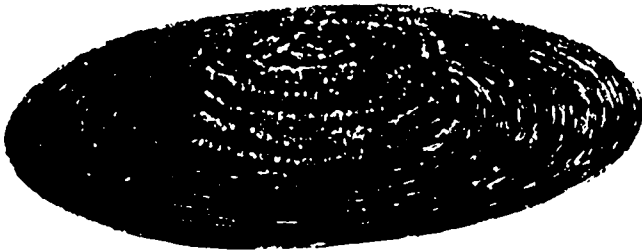


FIG. 1.

season. The straight leaf, as shown in Fig. No. 1, has, perhaps, been the best seller of the season, the original of the illustration being picked from the stock of a leading Toronto wholesale house. Figs. 2, 3 and 4 are merely slight variations of Fig. 1, and indicate a few of the large number of similar styles of this class of hat.

Paris hats have not yet been shown in Toronto, but the writer was afforded a glimpse at a few by the kindness of Miss Mahaffy, head milliner at Reid, Taylor & Bayne's. A fancy "race-meet" hat consisted of bright green tinsel crown, running forward into two curving ears, with bright pink ribbon daintily bunched in the back and front, and with poppies. Another odd hat consisted of a jet crown about three inches in diameter, encircled by a row of red roses, some two dozen in number. But the leading hat was a combination of black lace and gauze, and red roses clustered around a not overhigh

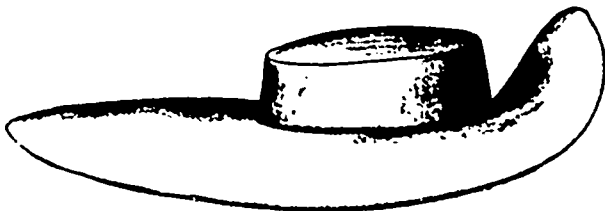


FIG. 2.

crown, and resting in a perfectly flat, broad brim. It was a gem. In bonnets, the shape is more butterfly than ever. The depth from front to rear varies from one to three inches, and the width from side to side from one to three feet. That is, the bonnets are narrow from front to back, but wide and generous at the sides. Some queer combinations were shown, the characteristic one being a union of pink and purple.

In flowers, which are the leading thing, as everybody knows by this time, the variety is great. The cornflower in natural and other colors, violets in natural colors, hyacinths in natural colors and also in whites, pinks, etc., poppies and shaded poppies, iris, Scotch heather, cowslips, chrysanthemums, blue bells of Scotland, orchard, etc., are the leaders, and are gorgeous to behold in the beauty of their multi-shaded radiance. Large flowers and large hats are to be the feature of the season.

In D. McCall & Co.'s they were beginning to open up spring stock. Mr. Blackley explained one innovation they made this season. Heretofore they sold their parasols mostly by import

orders, and as a consequence their samples were chosen early and did not contain the newest novelties sometimes secured by the importing retailer. In order to protect their customers and secure them the latest goods, they decided not to send out their parasol samples until they had received the latest novelty, and to sell from stock only. They found that this was a pleasing innovation to their customers, and were certain that this move would be beneficial to both.

Speaking of parasols, some pretty ones are noticed. Chene silk, an old fashioned effect, is one of the latest things in fancy parasol tops. It is shown with lace insertion, as many of the fancies of this season are. Taffeta shot silks are also favorites just now and here insertions are used. Fancy striped silks and black and white combinations complete the leading part of the range.

## A BOARD OF APPRAISERS.

Two important changes are necessary in the Customs Department. Mr. Watters, the acting commissioner, should be given another position where he would cause less worry and annoy



FIG. 3.

ance to the trade. He was a good accountant, and to that work he should be again assigned.

There should also be a Dominion Board of Appraisers, made up of capable men from the leading departments of business. With such a court there would be no such thing as importers at one place passing goods in free, another paying 20 per cent., and another 35 per cent., as is constantly done.

Attention was drawn to one article this week which pays \$3.90 duty in Toronto, 80 cents in Montreal, and has been brought in free at a number of outlying ports. Halifax dry goods men have brought goods in at Montreal and paid freight to that point. A Montreal wholesale hardware house says that a London firm can import at a less rate of duty than they can.

The United States tried to go on without such a board, but now it is recognized as a most valuable institution. Unfair



FIG. 4.

rulings are often given, but this board sets them right. In Canada the importer generally has no appeal, and often suffers severe loss.

**Spring Trade Number of THE DRY GOODS REVIEW will reach every dry goods merchant, milliner, gent's furnisher, etc., etc., in Canada. It will be mailed February 25, in time to catch the Millinery Opening buyers. Page rates reduced for this Number.**

## THE SYNDICATE.

RYAN BROS., Owen Sound, have taken up the cudgels in behalf of the Retail Syndicate. They have been writing letters to their local papers declaring that THE DRY GOODS REVIEW doesn't know anything about the Syndicate, is published in the interests of wholesale merchants, and is a generally ignorant journal. THE REVIEW has much pleasure in receiving Ryan Bros.' kind opinions; perhaps they will have a good effect, as most of our readers will believe the contrary simply on account of the source of the above statements.

Speaking of the Syndicate and Ryan Bros., they say:

1. We visit the leading manufacturing centres of Europe.
2. We buy direct from the loom.
3. We pass by wholesale houses and manufacturers' agents.

By these statements they attempt to show that the Retail Syndicate can buy goods as cheaply as the Canadian jobber, and hence considerably cheaper than the retailers who buy from the jobbers.

Let us examine the first. Of course, Mr. Ryan can visit the leading manufacturing centres of Europe. Even the writer could, if he were able to borrow the necessary traveling expenses. But Mr. Ryan would be unable to buy from the large manufacturers at these centres, simply because they would know nothing about him, and because his purchases would be trifles too small to be bothered with. Mr. Ryan is trying to mislead.

"We buy direct from the loom." This may be so, but THE REVIEW must be pardoned when it ventures the assertion that one good-sized box would hold all that Ryan Bros. buy direct from British looms in one year.

"We pass by wholesalers and manufacturers' agents." This

is true; but it is equally true that they do not pass by them all. They purchase three-fourths of their domestic goods through agents and wholesalers, and seven-eighths of their foreign importations through similar sources. They undoubtedly purchase more than this percentage, but it will be wise to place it as low as generosity will permit.

Ryan Bros. cannot gain access to the large manufacturers, either Canadian or British, and they know it. They may buy from a few small ones here and there, but this is not worth mentioning. They belong to the Syndicate, and the Syndicate belongs to a wholesale house in Glasgow, which wholesale house buys from the manufacturer on the same, but no better, terms than the Canadian wholesaler.

## A NEW CHAIRMAN.

The Dry Goods Section of the Toronto Board of Trade held its annual meeting about a week ago, and the chairman of 1894, Mr. Alexander, reviewed the year's work.

Officers for 1895 were then chosen, and John D. Ivey was elected chairman and Andrew Darling, of Wyld, Grasett & Darling, vice-chairman.

Mr. Ivey has been a member of the Section for a considerable time, and has always taken an active interest in its affairs. He possesses a good knowledge of the various questions which are before the trade at the present time for settlement, and it may be expected that under his regime the section will be as progressive and aggressive as usual, or even more so.

Although Mr. Ivey is still a young man, he seems to possess the confidence of the wholesale dry goods men of the city.

# Wholesale Millinery

Preparing for our

# OPENING

SEE NEXT ISSUE.

## D. McCALL & CO.

Wholesale Millinery and Fancy Dry Goods

12 and 14 Wellington St. East, Toronto

1831 Notre Dame St., Montreal



## WINDOW-DRESSING.

A STORE without windows would be as bad as a man without eyes— and windows poorly dressed are properly called eye sores.

The idea of getting something for nothing is not a healthy one to cultivate. But window-dressing is a means of advertising where the cost is reduced to the minimum, and if properly done the returns are great.

It is astonishing sometimes to see how well a window can be made to look with only a few articles. Here is a suggestion for a shoe display: In the background of your window make a large magnet. You can make it in a short time, and the amount of lumber required will cost little. Drape it in appropriate colors and display your footwear about it. The card should read: "Our prices act as a magnet on the public."

Window-dressing, to be successful, should and must change with the different seasons of the year. A July trim will not work in January. Window-dressing, of all things, must be up to date. Don't forget this.

Pitch right in now and get up some good spring displays. Perhaps you are going to have an election in your town. Get to thinking and get up something characteristic. Why, you ought to think of something good. The women are going to vote this fall more than ever before. It seems that woman suffrage has come. Now, make the best of it. Show your genius in a window display. Let the ladies know that you are thinking of them. Make a nice ballot box and have ladies in costumes voting. It will make a big hit. Have the ballots so they can be seen, and make them read like this: "I vote for Blank's hosiery." or "I vote for Blank's tailor-made cloaks," or "I vote for Blank's dress goods at cents per yard," and so on. Then have a card in the window reading thus: "Good Results from Woman Suffrage." If you will do something like this the ladies never will forget your store. It will be the talk of the town, and that's what you want.

It is school season now. Little people should all be in school. Every mother likes to see her child appear well. Make a display of school children's costumes and see if you can't improve on what is being worn. If you can, you will bring trade to your store.

Every swell girl likes something nice to wear about her head when she steps out to a neighbor's house. A handsome fascinator hits the most of them. If you show what people want they will buy, and you can anticipate their wants by showing things that will appeal to their needs and desires.

People will not think much of you unless you think a heap of yourself. Just so, the public will not care for your displays unless you show that you have first cared for them yourself.

A display seen through a dirty window glass may be just as good as any, but it will not bring the trade of a clean window. Appearances are almost everything.

Some stores take great pains with their window cards. The card is nicely written, in black and red letters, say, and then it is encased in a nice oak frame. The frame can be used, of course, for any number of times. A few even go so far as to place the framed card on an easel or standard, but this, it seems, is carrying the matter a little too far. Great care should always be taken in writing cards. The letters should be uniform, and on a straight line. Punctuation, if any is used, should be correct, and there should be no grammatical errors. The initial letter

should be large, and often of different color from the rest. Following is a good, attractive style:

MAKING A DRIVE IN  
THESE AT—25 CENTS.

The card that tells the story in the briefest possible manner is the card that wins. Here is a card noticed in an underwear display:

DERBY RIBBED  
\$1.25  
PER GARMENT.

Puns in card writing are indulged in by the lower class of merchants, as a usual thing.

## DINGMAN &amp; LORIMER.

A well-selected stock of laces, veilings and handkerchiefs is carried by Dingman & Lorimer, at 56 Bay street, Toronto. These are specialties with them, and hence are collected to the best advantage.

This firm also does an extensive business on import order in embroideries, dress goods, linens, velveteens and silk velvets.

## STAPLEY &amp; SMITH

*Manufacturers of the Celebrated*

**"HIBERNIA" AND "STERLING"**

HIBERNIA  
HAND MADE  
TRADE MARK  
S&S

STERLING  
LOCK STITCH  
TRADE MARK  
S&S

## UNDERCLOTHING

Nightdresses

Chemises

Knickers

Drawers

Dressing-  
GOWNS



Skirts

Camisoles

Slip-bodies

Combinations

Tea-Jackets

128 LONDON WALL, LONDON, ENGLAND.



## THE WORST MONTH

**O**F the year—January—is now past, and so is stock-taking. The retail trade in every nook and corner of the Dominion are prepared to buy more freely, and consequently are watching the trade press for new goods, new ideas, and bargains. Have you anything to say on this, the opening of the new era of good times? There is no brisk buying yet, but live retailers are looking about before doing so. One great source they depend on for reliable information is the Spring Trade Number of **THE DRY GOODS REVIEW**. We are issuing it a month later this year, on account of the Millinery Openings. We are therefore receiving enquiries from our subscribers daily as to when they may expect it. The advertising received so far is ahead of the total advertising of last year's Special. Let us have copy at once so as to insure a good position.

The Wreath of Fame

## GENERAL NEWS.

ON Wednesday, January 30th, at 2 o'clock, Suckling & Co., Toronto, sold en bloc the following stocks: Fyfe & Co., Barrie, dry goods, \$10,800; J. W. Dale, Mitchell, dry goods, \$5,800; Brown, Waite & Co., Smith's Falls, \$10,300; Maynard Bros., Orillia, tailors, \$4,400; D. Lavery, Kirkfield, general store, \$3,300; Bowes & Co., Kingston, dry goods, \$2,500.

T. S. Lobb dry goods merchant, Queen street east, Toronto, headed the poll in the recent election for school trustee for No. 1 Ward.

The stock of furs in the store of Mr. Joseph Rogers, Winnipeg, was destroyed by fire last week. The loss is estimated at \$25,000, and insurance at \$16,500.

It is stated that the regular service of the new line of steamers between Belgium and French ports and Canada will begin in April. The steamers will run to Montreal in the summer and to Halifax in the winter.

J. J. Hannan, men's furnisher, Montreal, has won his suit against the Windsor Hotel of that city. This case settles that the hotel is liable for accepting c.o.d. parcels addressed to their guests. If the clerk marks the account O. K., he is responsible to the merchant, whether he collects from his guest or not.

On the morning of Jan. 9th, fire was discovered in the large dry goods and tailoring establishment of E. E. McGaffy, Lindsay. The fire originated in the basement and had made considerable headway before the firemen arrived. The stock carried by Mr. McGaffy, valued at \$33,000, was very much damaged and is mostly a dead loss. It was insured in the following: Alliance, \$5,000; Manchester, \$3,000; United Fire, \$2,000; N. B. & M., \$6,000; Western, \$3,000; Lancashire, \$3,000. The building is insured in the Western, \$4,000; Royal, \$3,000; Lancashire, \$3,000, and London and Lancashire, \$3,000.

## CARPETS AND ART SQUARES.

American carpets and art squares find their way into this market in considerable quantities. The Philadelphia manufacturer sells his goods in Canada usually at a pretty low figure, so as to overcome part of the handicap of the duty.

J. H. Black, 50 Bay street, Toronto, sells goods of this character on commission. He represents the Bromley Bros. Carpet Co., in three-plys, unions, jaspers and art squares; Barnes & Bever, manufacturers of chenille curtains and covers; Star and Crescent mills, who make draperies, portieres, covers and rugs to match; Lehigh lace mills, lace curtains.

He also represents Delacamp & Co., Japan, rugs, mattings and silks, and Siemssen & Co., China, Chinese mattings.

## NEW WINDOW SHADES.

Menzie, Turner & Co. are putting new goods on the market all the time. The feature of the window shades for 1895 is the lace fringes used in the cheap goods. Laces are dear, and, up to the present, have only been put on the market at prices which placed them beyond the reach of the ordinary class of consumer.

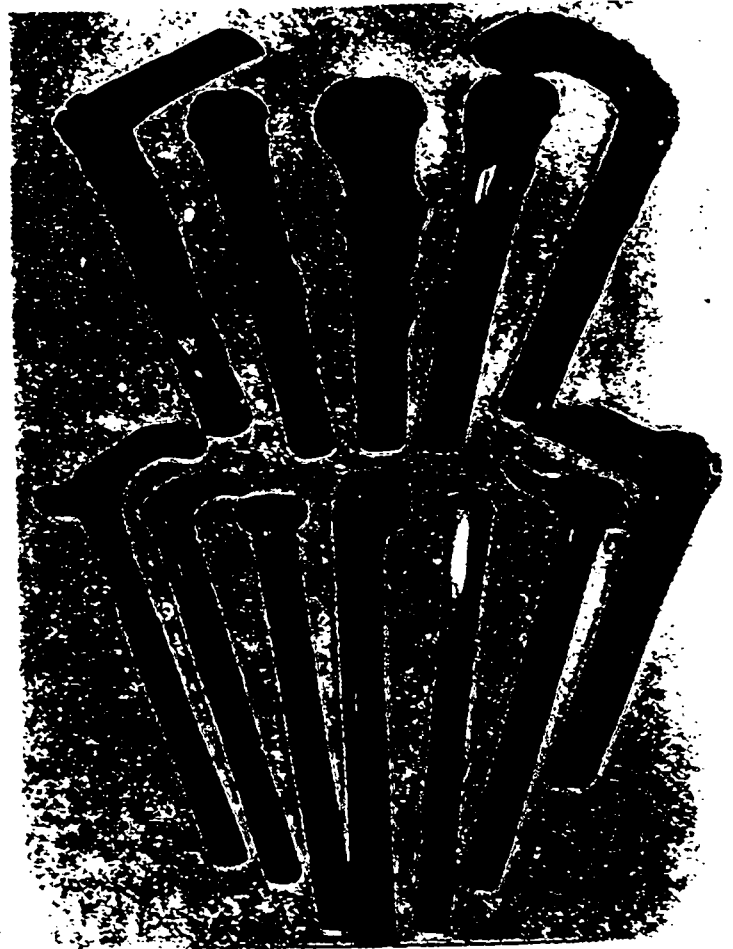
This season has seen a great change and good mounted shades can be retailed at 75 cents, 80 cents and \$1. These are

well made, and very attractive. Retailers should have no trouble in disposing of them.

## PARASOL HANDLES.

It is the handle that gives character to the umbrella or parasol, when it is a woman that is purchasing. It is the first part examined by her, and it must suit, no matter what the rest of the article is like.

Recognizing this, Irving & Co., manufacturers, Toronto, have paid special attention to handles, and have arrangements whereby they receive regular supplies of the latest novelties from the New York and Paris markets. A few of the newest things are illustrated in the accompanying cut, and when these handles are placed on the very neat tight-rollers manufactured by this



Nos. 1,818, 1,830, 1,815, 1,808, 1,832  
Nos. 1,096, 1,242, 1,191, 1,255, 1,002, 1,241, 1,214  
Handles shown by Irving & Co.

firm, they have a striking appearance. Of course, the same handles are used also on wood sticks and in a variety of coverings and styles.

Nos. 1,818, 1,830, 1,815, 1,808, and 1,832 occupy the first row and are natural wood; Nos. 1,830 and 1,808 are silver or namented below the knob, and No. 1,832 has a silver plate on the end of the crook.

The lower row are lighter novelties. No. 1,096 is a chased gold handle; No. 1,843 is a combination of dark wood and a gold crook; Nos. 1,090 and 1,255 are colored stone knobs, with filigree ornaments; No. 1,840 is a plain gold design, and 1,835 a natural wood, with a characteristic metal tip.

With such arrangements for securing the best, Irving & Co. will, no doubt, command a large part of the Canadian trade.

# SAMSON, KENNEDY & CO.

THE

## Great Fancy Dry Goods House

. . . OF CANADA . . .

IMPORTERS OF IRISH LINENS AND DEALERS  
IN DOMESTIC STAPLES

During 1894 we have heard a great deal of complaining about the dulness of trade, but such has not been our experience, as our sales for '94 have been the largest in the history of the house.

**WHY?** *We attend to our own business only. We keep expert buyers of long experience, who are thoroughly posted and know where to put their hands on goods that are adapted for the Canadian trade, and the live merchants of Ontario are now well aware of these facts.*

The **SUCCESS** Which we Have **ATTAINED** During 1894  
Stimulates us to Further Efforts for 1895.

*Our Imports* from the European markets are daily arriving, and will be **complete** in every department **by February 10th**, and will comprise **a larger stock** and more **extensive range** than we have ever shown before.

On January 2nd *our eighteen traveling salesmen* started for 1895, and notwithstanding the fact that merchants adhere to the policy of **conservative buying**, we are pleased to state that the results up to the present have **far surpassed** our most **sanguine expectations**.

We would be pleased to have you call and **inspect our stock** when in the market, or look through **our samples** when placed before you by **our representatives, feeling satisfied** that we can make it interesting **to you to trade with us**.

Motto { "We Always Lead;  
We Never Follow." } Orders { No order so large that its details escape our attention.  
No order so small that we do not cater for it.

# SAMSON, KENNEDY & CO.

44, 46 and 48 Scott Street, 15, 17 and 19 Colborne Street,

And 25 Old Change.

LONDON, ENGLAND.

.....TORONTO

## TRADE GOSSIP.

**B**y a decision of the Quebec Court of Appeal, the Globe Woolen Mills Co. won against its employes, who were suing it for injuries resulting from accidents.

The knitting mills at Port Dover work overtime.

The Palmerston woolen mills are again in operation.

Owen Sound merchants are generally elated over the results of the Christmas trade.

Henry Michie, dry goods, Fergus, Ont., lost slightly by a fire on New Year's night.

G. W. Blair, tailor, Lindsay, lost by a fire in that town on January 13. Insurance, \$1,000.

F. W. Watkins, one of Hamilton's most pushing retailers, has been elected alderman for 1895.

J. W. Gage, of Bartonville, and Charles Treganza will open a dry goods store in Hamilton about February 1st.

A. J. McMurtrie, clothing, boots and shoes, etc., Wellington, is selling out and contemplates opening in hotel business.

J. M. L. Schiomon will do business in Montreal as a manufacturer, under the style of the Canadian Shirt and Overall Co.

O'Neill & Co., dry goods, Gravenhurst; fire, Jan. 4: loss, \$3,000, insurance, \$2,500. Lawrence, general store, Buckingham, Que.; fire, Jan. 3: loss, \$13,000; insurance, \$3,000.

H. A. Stone, dry goods, Yonge street, Toronto, has assigned. This is another man crushed out by the big departmental stores. Th. liabilities are \$22,000 and assets \$26,000.

On Dec. 28, E. M. Edsall, of Bowmanville, dealer in bankrupt stocks, was burned out. At Lindsay, Ont., Kerr & Co., dry goods, lost slightly by smoke and water.

It is not often that a retail store is found under the management of a joint stock company. The Dawson Leggatt Co., of Drumbo, Ont., are, however, being incorporated for this purpose.

James Murray, traveler for Messrs. Green Shields, Montreal, on getting off a train at Shediac recently, slipped and fell and broke his leg badly below the knee.

Wyld, Grasett & Darling have forwarded a cheque for \$100 to Chief Ardagh, of the Toronto fire department, in recognition of the services rendered by the brigade on the night of the great fire.

The Canning Woolen Mills Co., owned by Wilcox & McCosh, at Canning, Ont., are in difficulties. Their principal manufacture is blankets, and their output of these became too large.

A very sad accident occurred in Montreal recently whereby Mr. Louis Ship, merchant tailor, at 2,091 Notre Dame street, lost his life. He was struck by a shunting train at the Mountain street crossing.

At the annual meeting of the Calgary Board of Trade, the following officers were elected for 1895: President, Jas. Bannerman; vice-president, A. McBride; treasurer, A. Allan; secretary, J. S. G. Van Wart.

G. H. Rodgers & Co., of Winnipeg, have had a branch store at Brandon, but are now closing it up. Mr. R. B. Rodgers, who has been in charge, will open up a clothing and furnishing store in Winnipeg on his own account.

The Retail Dry Goods Merchants' Association of Montreal, at a recent meeting, passed a resolution protesting against the commercial tax, and urging the local members of the Quebec

Legislature to see that it is reduced 3 per cent. during the second year, and entirely abrogated after the third year, according to understanding. It is not likely they will gain the request.

The Winnipeg city travelers have been making arrangement for a reunion. The entertainment will take the form of a conversation, a concert for an hour, after which supper will be served, and the evening conclude with dancing.

Notice of dissolution of partnership heretofore existing between F. H. Doull, Wm. Doull and W. H. Gibson, doing business under the firm name of Doull & Gibson, wholesale clothiers, Montreal, has been filed and a new partnership registered between F. H. and Wm. Doull.

The Standard Shirt Company is being incorporated to do business in Montreal, with a capital of \$200,000. W. Yulle, J. R. Gordon, C. B. Gordon, S. Bell and A. McIntyre are the applicants. The notice does not say what kind of shirt they will manufacture. It is to be hoped that it will be a Canadian shirt worthy of the public's confidence.

J. T. B. Lee, manufacturers' agent, Toronto, is forming a joint stock company to be known as the J. T. B. Lee Co., to buy and sell dry goods and carry on a general commission and agency business in dry goods. G. R. Buckham and Thomas Buckham are the principal other applicants. Capital stock, \$250,000.

Messrs. Pratt & Watkins, Hamilton, who for several years have closed their stores at 6 p.m. on Saturdays, have notified their employes that during January, February and March they will close on Saturdays at 3 p.m. Poor deluded mortals! What a lot of sales they must lose, just to give a few insignificant employes a chance to live a few years longer!

The merchants of London, Ont., are delighted because one of the most popular of their number has been elected to the mayoralty. This gentleman is John W. Little, and he is a very successful and public-spirited merchant. London is to be congratulated on having a clear-headed business man at its head for 1895.

Montreal lost an old resident on December 30th, in the person of John Hutchison, who died at the age of 73 years. Mr. Hutchison was born at Forres, Morayshire, Scotland, on the 15th of May, 1816, and came to Canada in 1836, where he became an extensive importer. In business the deceased was a success, and by his unflinching energy and push was enabled to retire comfortably some eight years ago.

Hugh J. Jones died suddenly in Buffalo recently from apoplexy. He was a salesman in Adam, Meldrum & Anderson's cloak department. He went to Buffalo about two years ago from Toronto, where he had been employed by Eaton & Co. Prior to that time he was with H. W. Brethour, of Brantford. He was also at one time engaged in business for himself in Brantford. He was a salesman of much ability.

Burglar alarms may be worth every merchant's consideration, according to the following paragraph: "Thomas Coulter, of Port Robinson, has an electric alarm between his store and residence, and early yesterday morning, hearing the alarm, he seized a revolver, and started for the store. He thinks a confederate must have given the alarm, as three men ran out of the store. Fortunately for them the revolver failed to go off. Mr. Coulter found a quantity of valuable goods piled up ready to carry off, his electric alarm, no doubt, saving them."



(OUR NEW PREMISES)

# JOHN D. IVEY & CO.

16 and 18 Wellington St. West, = = Toronto

## TWO FIRES IN TORONTO.

TORONTO and Toronto's citizens were "all stuck on" Toronto's fire department for many years. Nobody ever imagined for a moment that there could be a fire big enough to seriously affect the business portion of the city. But when two of these occurred in one week, sweeping away over a million



S. F. MCKINNON &amp; CO.'S BUILDING BEFORE THE FIRE.

dollars' worth of property, the citizens realized that their confidence had been misplaced. The result has been that two fire engines have been placed in commission, and other steps taken to render the fire protection more efficient.

Merchants are responsible that the fire protection in their particular towns or cities is adequate. If they do not assume this responsibility, then they should bear their losses meekly.

Another lesson to be learned is that all business men should attend carefully to their insurance, and even if they have been paying premiums for twenty or thirty years without ever having had a loss, they should not be lulled into a seeming security by such a course of events. "Insure well and always" is the only safe rule of conduct.

The first fire broke out on Sunday, January 6, and destroyed The Globe building, Nicholas Rooney's dry goods warehouse adjoining the former on Yonge street, and the places of the Toronto Lithographing Co., Brough & Caswell, Haworth Belting Co. in the rear of The Globe building. The fire was strong enough to leap two streets. Crossing Melinda, it gutted Harry Webb's restaurant, and crossing Jordan street, it attacked and destroyed S. F. McKinnon & Co.'s new building, into which they had moved but a few days.

The fire occurred on Sunday, and on Saturday the writer had occasion to walk through the McKinnon building. The first three flats were empty, and would have been let for offices as soon as completed. The fourth flat contained the office, and on every one of the upper four flats boxes and trucks of goods were piled, with unfixed shelving and counters here and there. The carpenters were busy putting up hand-railings on the stairways and doing other similar finishing jobs. No doors had been hung, and the elevator shaft was open on every flat. The fire caught in the cornices of this huge seven-storey building

and worked onto the roof, while the firemen were unable to raise water to that height on account of insufficient pressure. From the roof the fire worked down through the open airways and elevator shaft, until everything inflammable from garret to cellar was consumed. The stock was small, as a millinery stock always is at this season of the year, but nevertheless would total up to nearly \$120,000. The insurance on this was \$100,000. The building was insured for \$30,000, which was only about one-half its value. An accompanying photograph shows this building as it would have looked when finished, and another shows the majestic ruins after the fire had left nothing but the walls and girders.

Mr. McKinnon arrived home from England a few days after the fire, and has since decided to re-build. In the meantime, they have located in the large warehouse on Bay street, formerly occupied by Bryce, McMurrich & Co., and just adjoining that occupied by Wyld, Grasett & Darling. This place has all been kalsomined and repainted, and is now being rapidly filled with spring goods.

Nicholas Rooney was the only other member of the dry goods trade to suffer by Toronto's first great fire. He was in his own warehouse at 62 Yonge street, where he did a very conservative business, one of his chief lines being linens. His loss is estimated at \$49,180, and the insurance is \$40,000, \$12,000 of it being on the building.

The Williamson Rubber Co., manufacturers of dress shields, had premises next to the McKinnon building, and one of the tall walls of that building crushed in their premises. The loss will be covered by insurance.

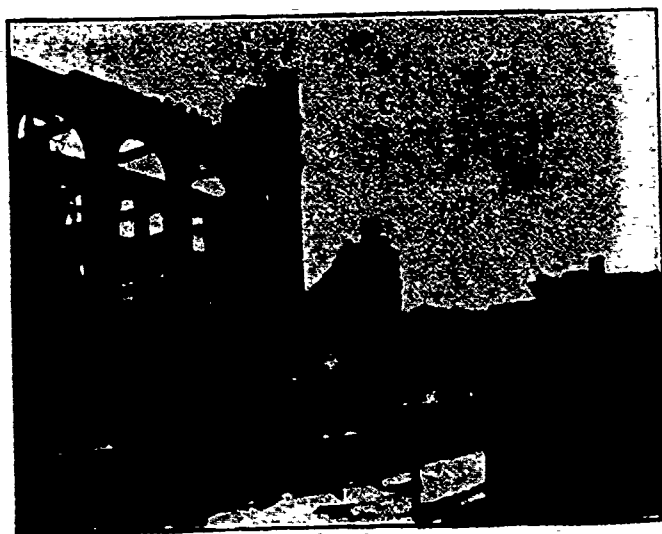
The second fire occurred on the night of Thursday, January 10, and the following firms lost everything:

Osgoodby building, Melinda street, in which fifteen other firms had offices.

Brereton & Manning, wholesale furs, 24-26 Wellington street.

Thomas Dunnet & Co., wholesale furs, 30 Wellington street.

Boisseau & Co., wholesale clothing, 32 Wellington street.



S. F. MCKINNON &amp; CO.'S BUILDING AFTER THE FIRE OF JAN. 6TH.

Robert Darling & Co., wholesale woolens, 34 Wellington street.

R. H. Gray & Co., whitewear, 24-26 Wellington street.

Hart & Riddell, wholesale stationers, 27 Wellington street.

of the losses and insurance are as follows.

	Loss.	Insurance.
J. W. Woods, owner Osgoodby building	\$ 50,000	\$ 25,000
G. D. Ross & Co., Montreal	10,000	
J. E. Knox, agent	42,000	30,000
R. Darling & Co., clothing	80,000	60,000
B. Bodo & Co., furs	3,000	covered
C. C. C. Silk Co.	1,000	"
W. H. Grasett & Darling	750	"
R. H. Gray & Co., white goods	170,000	100,000
Dunnet & Co., furs	70,000	40,000
Boisseau & Co., clothing	55,000	50,000
Brereton & Manning, furs	50,000	25,000
Paton Mfg. Co., Sherbrooke, Que., samples	150	none
J. E. McClung & Co., agent	1,400	none
W. P. Rodger (Harper's needles)	2,500	1,500
H. P. McIntosh, agents	1,400	none
Menzie, Turner & Co., window shade samples	500	none

The following are the new addresses of some of the firms :  
 S. F. McKinnon & Co., 61 Bay street ; Geo. D. Ross & Co., 10 Front street west ; Nicholas Rooney & Co., 60 Yonge street ; Dunnet & Co., 34 Front street west ; Brereton & Manning, Merchants Building, Bay street ; Boisseau & Co., 18 Front street east ; R. Darling & Co., 53 Yonge street ; R. H. Gray & Co., 27 Front street west.

NOTES.

S. F. McKinnon will rebuild on the previous plans with a few slight internal alterations.

E. Boisseau & Co., wholesale clothiers, have already opened up a new warehouse at 18 Front street east, have put in a new

stock and are filling orders. They have lost no time in getting started again, and their customers may rely on having all orders promptly attended to.

There was a salvage of about \$5,000 on Thomas Dunnet & Co.'s stock of furs, due to over insurance, and \$2,000 worth of furs saved in vaults.

J. W. Woods, manager for Gordon, Mackay & Co., was owner of the Osgoodby building. He will rebuild at once on nearly the old plans.

R. H. Gray & Co. owned their own building on Wellington street. They were the heaviest losers by the fire and have been obliged to seek a compromise with their creditors.

The insurance on Robert Darling & Co.'s stock was \$90,500, and the insurance companies have decided to take the saved stock and pay the whole amount of insurance. The companies expect to realize \$40,000 from this source.

NEW MACHINERY.

Oxford Manufacturing Co., Oxford, N.S., have just added to their plant a new Knowles fancy broad-loom, capable of weaving everything, from a camp blanket to the finest tweed.

A lot of new machinery has also just arrived from Philadelphia, and, when running, will be a novel as well as most useful contrivance. It is designed to convey the wool from the mixing and picker room on the ground floor of their new detached iron building to the fourth floor of the main mill, where it will be distributed into bins for carding. A powerful revolving fan forces the wool with a strong current of air through about 200 feet of 11 inch galvanized iron pipe. It will be a great labor-saver.

# Spring and Summer Quilts

Made in the Latest  
... American Styles



Sizes : 5x6  
5x8



These Are Light Silks and beautiful goods : lined sheet wadding and hand-worked wool edges.

PRICES from \$13.50 to \$30 doz.

WRITE FOR SAMPLES

## Toronto Feather & Down Co.

LIMITED

BOULTER & STEWART  
Sole Agents

30 Wellington St. E. TORONTO



## SURROUNDED BUT UNHURT.

ON page 27 is the cut of a beautiful building which was threatened with destruction in both of Toronto's great fires. In the fire on January 6th only a small two-storey building and a lane off Jordan street divided it from the flames as they surged through the McKinnon building. In the fire of January 10th only the warehouse occupied by the Corticelli Silk Co. stood between it and the burning warehouse on Wellington street west. This building, which has thus been surrounded by the fire fiend, was occupied at the time by J. D. Ivey & Co., who had moved into it a day or two before the first fire took place. The escape was providential.

This building is a beautiful one for a millinery warehouse, being well lighted by large windows on three sides, and consisting of six large square flats. In it goods can be shown to great advantage.

At present the walls and ceilings are being kalsomined and re-decorated under Mr. Ivey's supervision, and is assuming a very charming appearance. The colorings adopted are soft and somewhat neutral, hence the effect of much sunlight is softened and made pleasant. The different flats are being done in different colorings.

Mr. Ivey, when asked whether he felt justified in thus adopting larger premises and putting in a heavier stock, remarked that, of course, times were hard and trade in general not brisk. Still, he had confidence in the trade, and this confidence, combined with a knowledge that during the past two or three years his trade had steadily increased and expanded, was sufficient, he thought, to justify him in this step. He admitted that it would mean a larger staff and heavier expenses, but was certain that his customers would feel that he was losing no opportunity of placing himself in the best position to meet their wants.

He would have in this building a place where customers could go to rest, to write, or to have their parcels checked. He would also have room for customers to study his model hats, and opportunity would be afforded any milliner to make a copy of any imported hat, using her own time and materials.

This year his stock of pattern hats would be larger than ever, of necessity. In fact, all departments would be enlarged. On the day the writer called some 150 cases were being passed. All the goods are well forward, and will be ready for inspection by the time of the openings, which will take place about the first of the month.



FIVE WAREHOUSES DESTROYED ON WELLINGTON ST. WEST ON JAN. 10TH.

Rolt, Darling & Co. T. Dunnet & Co. R. H. Gray & Co.  
Housen & Co. Breerton & Manning.

## ODD TRIFLES.

George A. Thorpe, formerly with Gordon, Mackay & Co., has transformed himself into a manufacturer and an importer and jobber, under the style of George A. Thorpe & Co. The head office is at 62 Bay street, Toronto. Mr. Thorpe will no doubt, meet many of his friends, who will give him encouragement in his new undertaking, and he in turn will do his best to serve their interests.

The Chicago Dry Goods Reporter recently commemorated its twenty fifth anniversary by reducing itself to the respectable size in which this journal is issued. It also adopts a nice new cover, and several other brightening features. The Reporter is one of the few "bright and good things" that come out of Chicago.

The Hudson's Bay Knitting Co. have some new lines in knit goods to put on the market in May next. They have nothing to announce yet, as they have just applied for patents on them.

The Garden City Carpet Manufacturing Co. is being incorporated with a capital stock of \$10,000. They have bought the Gates & Gardner stock in their city, St. Catharines, and are now running 27 looms until 9 o'clock every night. Mr. Syer should feel gratified with his success. A new dye house is being built in their factory and other improvements made. Mr. W. J. Wilson, of Port Perry, will represent the company east of Toronto.

Henry Rehder, general merchant, Paris Station, Ont., writes THE REVIEW, that its

complimentary remarks on W. R. Brock & Co.'s letter order department were none too strong, and cheerfully endorses its excellence and superiority.

A list of the creditors of the insolvent estate of C. J. McIntyre & Co., dealers in small wares, St. Paul street, Montreal, has been filed in the Insolvency Court, and shows the liabilities to be about \$27,000. The principal creditors are: A. A. McDougall & Co., Montreal, 2,467; Cook, Sons & Co., London, Eng., \$2,069; James Heath & Co., Leicester, Eng., \$1,190; Jabez Johnson, Hodgkinson & Pearson, Manchester, Eng., \$1,157; Montreal Cotton Co., \$1,066; Wm. Rumsey & Co., Manchester, Eng., \$1,065; Stewart, Moir & Muir, Glasgow, Scotland, \$1,059; Kalka, Rothenstein & Co., Leeds, Eng., \$1,020; Wm. McLaren, Sons & Co., Glasgow, \$1,013. Among the indirect creditors are Blaiklock Bros., \$1,500, and Boyd & Co., \$970.

## DRESS GOODS.

In dress goods, Caldecott, Burton & Spence have been going ahead of recent years, and their stock this season is a pleasing one.

Since they secured the sole Canadian agency for the Alsace-Lorraine dress goods they have done a big business with them. Their import orders will almost entirely clean out the stock of fabrics now arriving, and few pieces will be left for the sorting trade. Neat, small patterns in quiet toned colorings are the characteristics of these goods.

In plain goods, coating serges are having the run this season that whipcords had last season. These are dyed goods from both French and British factories. Blacks and navy are far ahead of all other colors, although in French goods other colors, such as fawns, browns, etc., are selling moderately.

## THE SLAUGHTER OF SEALS.

The people of British Columbia are rejoicing over the season's work of their sealers, which has been one of extraordinary success, says The New York Cloak Journal. They have made, it appears, most remarkable catches in Behring Sea, in spite of, or rather under, the Paris regulations, and one vessel broke all records by a total of about 4,500 skins, of which 3,200 were taken in Behring Sea within a period of forty days. The total catch for 1892 is given as 54,000, that of 1893 as 70,000, and that of 1894 as 95,049. These last figures, of course, include the catches in all waters. Some of the Victoria owners of vessels professed to believe before the season opened that the various prohibitions put in force against them would ruin their in-

dustry. But now, in spite of the close season, lasting throughout the months of May, June and July, in spite of the sixty-mile radius of protection around the Pribylov rookeries; and in spite, finally, of forbidding the use of firearms in hunting the animals, the various vessels have returned with great catches.

All this is very well from Canada's point of view, but are the Paris regulations furnishing a proper degree of protection to the fur seal? Are such results for pelagic hunting compatible with the purpose which the Paris regulations had in view? If the heavy catches of the schooners were due to a great increase in the seal herd, the case would be quite different. But there are no indications of such increase. A letter from an officer of the Behring Sea fleet represented long ago that a visit to the seal islands showed that there were "not as many females there as last year, and the seals are evidently diminishing year by year." Naval officers who have lately returned on the patrol fleet say that great numbers of seals lie upon the surface of the sea beyond the belt around the Pribylov Islands, where the hunters have killed many of them. One officer has just been quoted as even predicting the extermination of the animals within five years, if the present rate of slaughter is continued.

The Paris tribunal certainly did something to avert the unrestricted slaughter of the seals, but the Government should take steps to secure more stringent regulations for the season of 1895.

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*Advertisements in Spring Number of THE DRY GOODS REVIEW may be printed in two colors if desired. We have a large range of fancy cuts and designs, which we will gladly loan to advertisers. That is, advertisers who like good advertising.*

WE HAVE 

# REMOVED

TO . . .

 **18 Front Street East**

Where we are manufacturing full blast as though nothing had occurred, and will deliver **Spring Goods** on regular time. Our friends and customers will understand by this that there is no more inconvenience than by removal.

---

## E. BOISSEAU & CO.

WHOLESALE  
CLOTHIERS

18 Front Street East **Toronto**

## GOOD PROSPECTS.

ONE firm that is going to do a large business in 1895 is the Montreal Silk Mills Company. Judging by the preparations which are being made, their range of samples for the fall will be something entirely unparalleled. This firm made a great stride last season, when they determined to sell direct to the retail trade, and the support which they have received has amply justified the step they took.

The policy on which they conduct their business is to make just what is wanted, make it of the very best materials, finish it in the very best manner, and offer it at the very closest margin which the quality and finish will allow. The one thing which they refuse to do is, to deteriorate the quality for the purpose of cutting the price. After the orders are taken, they are not content to sit down and take a rest, but they make it their business to co-operate, to the utmost extent possible, with the dealers in selling the goods. The advertising done by this firm is enormous, ingenious, and well directed, but what they consider to be their very best advertisement is the guarantee which they give with every article bearing their label. They make it an invariable rule to immediately replace any garment which is not entirely satisfactory (whether from the fault of the wearer or the maker) and they say, that for inspiring public confidence, and increasing the popularity of the goods, there is no advertisement that has paid them better.

The success which this firm achieved last year was not by any means the result of chance or good luck; it has been accomplished by hard work, intelligent advertising, and good goods; and all dealers who sell underwear should carry "The Health Brand" as a leader.

The samples for the coming fall will include everything that can be desired in the way of all-wool underwear for ladies and children. The quality will be of uniform excellence; the fit of each garment (as the result of careful and exhaustive experiments) will be absolutely correct in every detail; the finish will be perfect in all respects, and every article will be covered by a guarantee to replace it in the event of its proving unsatisfactory, from whatever cause.

In addition to this, the advertising, which was commenced so well last season, will be followed up in the most extensive and skilful way, and all who order "The Health Brand" may rest assured that it will be the most profitable line they ever had.

The samples will be handled (as was the case last season) by the energetic and popular travelers of Hermann H. Wolff & Co., in whose hands they are sure to receive the treatment which they deserve.

## AWAITING RESULTS.

No store can expect to build a valuable patronage by means of advertising within a few days. Advertising is not a thing that can usually be expected to explode like a shotgun immediately the trigger is pulled; but it is more like the avalanche which begins in a small way at the top of the mountain, and accumulates in size and force as it slides down the sides.

The first advertisement which any firm may place in a paper does not usually bring back enough returns to pay for the outlay upon it. It is the repetition of advertising which gradually builds up a healthy sentiment in the minds of people in favor of your store and your goods.

The hardest lesson that an advertiser ever has to learn is that advertising increases in value the longer it is continued,

and that one has to wait sometimes for a considerable while before he gets enough results from it to satisfy his expectations.

Every advertisement used, if it is written in a proper manner and inserted in the proper medium, is bound to create an impression upon some minds. If your advertisement can present your store favorably to say five persons each time it appears, while it may not at first seem at all profitable (as the trade of five persons may not in any appreciable degree begin to pay for the expenditure of the first insertion), still the accumulation of five new friends every time your announcement is inserted will by-and-by make quite a host of friends who will be well disposed toward you.

Thus, an advertisement not only brings new friends to you, but it keeps the old friends in touch, and stimulates in them a desire to purchase from you; and the old and the new together are what will make the business finally a profitable one.

## WANTED.

TO MANUFACTURERS AND COMMISSION MERCHANTS. TRAVELLERS would like lines on commission, covering territory from Winnipeg to Pacific Coast, calling on Wholesale Dry Goods and larger Retailers. Address Box 1, Dry Goods Review office.

A. B. MITCHELL'S

## RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

## Counting the Proceeds

Of the Year's Business.

I am at your service for assistance, inspection, or advice

A. C. NEFF, CHARTERED ACCOUNTANT, AUDITOR, ASSIGNER, ETC.

Tel. 1040.

Canada Life Building

TORONTO



"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 &amp; CO'S, TORONTO.

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

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

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.



# Thibaudeau Bros. & Co.

Importers of —

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN **DRY GOODS**

**THIBAUDEAU FRERES & CIE.**  
Quebec.  
**THIBAUDEAU BROTHERS & CO.**  
London, Eng.  
**THIBAUDEAU BROS. & CO.**  
332 St. Paul St.  
**MONTREAL**

## Carpets

TO THE TRADE

IT'S easy enough to keep going after you have got the start. By handling for years only first class goods and studying our patrons' wants, we are enabled from our unrivalled stock to fill orders for Carpets, Linoleums, or Oilcloths. We are able to supply you with samples of sure selling goods. State your wants, and by either Freight or Express we will forward your order. You are saved all the annoyance of hunting through samples. We arrange all that for you.

We give special attention to Church Carpets, handling several lines exclusively.

**John Kay, Son & Co.**

34 King Street  
West,

**TORONTO**

# Our New Spring Patterns

Have struck the popular fancy and are going with a rush.  
Now let us call attention to our

*Just as Novel*  
*Just as Pretty*  
*Just as Good*  
*Just as Desirable*  
In every way.

Beaver Brand of 3 Plys  
Empire Extra Super  
Cotton Chain Extras  
Fine All Wools  
Empire Extra Heavy Super Unions  
Medium Unions and  
Light Unions

SEE THEM.

## EMPIRE CARPET WORKS

Selling Agents:  
J. B. Dolan, for Western Ontario,  
Henry Smith, for Manitoba and Northwest,  
Chas. T. Doyle, from Toronto to Atlantic.

ST. CATHARINES.

ART SQUARES  
and  
STAIR CARPETS

## CONTINUOUS PUBLICITY.

BY NATHANIEL C. FOWLER, JR., DOCTOR OF PUBLICITY.

EVERY man thinks he has a hard time of it. Most every man does. Every man thinks his trade is the worst trade there is. But it isn't.

Hard times and good times are pretty evenly mixed, and will be.

Every man thinks that his business can't be run like anybody else's business.

He fools himself.

While every man has his own method, every successful man succeeds by following the methods of other people, slightly changed and adapted to his own method of business-doing.

There are fundamental principles which are always found in success, and without which success is never possible.

Occasionally a man sails against the tide, in a boat of his own construction, steered by his own peculiar rudder, and manages to get ahead sufficiently to justify him in believing that he understands navigation.

Such men are exceptions, and their methods of success mean failure to almost everybody else.

Better walk, or run, if you can, in the beaten road of success than to make tracks across unknown land, which may lead to a desert on the other side of the horizon.

Originality is to be fostered, but over-originality is as bad as under-originality.

Because one man succeeds without advertising does not prove that the ninety and nine men can do without it.

Because one man makes \$100,000 a year without advertising is not proof conclusive that he wouldn't make \$200,000 if he advertised.

Ninety-nine per cent. of all business men do more or less advertising.

The man who succeeds, and advertises, is not generally foolish enough to make the experiment of attempting to succeed without advertising.

He lets well enough alone.

His business with advertising has paid, and he continues to advertise, and his business continues to pay.

Every failure-of-a-man may and may not advertise, but few progressive advertisers are failures.

Advertising in its broadest sense does not refer exclusively to announcements in the local or national paper, but covers the entire ground of trade-reaching, with the exception of personal solicitation.

The letter-head, the envelope, the circular, the price-list, the catalogue are all a part of advertising, and should be added to the advertising appropriation.

Nobody moves from one block to another unless for better accommodations, or because the old block is going to be pulled down, or because the town centre has moved away from him.

The longer a man has been in a place the better off he is.

Age is one of the fundamental conditions of success, and the oldest store or place of business, all things being equal, ought to do the most business.

The successful man never discharges a clerk for the sake of discharging him

The longer a clerk has been with him the better clerk he is, and the more money he can bring into the store.

Continuity and success are one and the same thing.

The firm name is never changed unless it has to be.

The style of the firm letter-head remains the same unless a new design is necessary.

The same line of goods is carried year in and year out, unless the line has worn out its usefulness.

Don't think that I advocate old-fashioned methods.

Far from it.

Use all the new things that have been proven to be good, or seem to be worth the experiment, but don't give up the old things.

Keep your feet in the road of old-fashioned success, no matter what you may do with your hands in grasping new ideas.

If advertising is worth anything, and 5,000,000 advertisers say it is—5,000,000 honest, money-making witnesses, who don't advertise for the fun of it—then advertising should be continuous.

There is no more sense in stopping advertising than there is in discharging clerks because the times happen to be dull.

The man with a big store during the holidays doesn't go into a smaller store in January or February because trade is not quite so brisk.

He expects to lose money during certain seasons of the year, and the wise business man doesn't make a heavy cut in expenses.

His customers are about him, even though they are not buying.

He must keep up the appearance of good business, though he may be doing, for the time being, poor business.

People buy all the year around.

They may buy more during December, and in certain lines may buy more during other months of the year.

Every business must have its good time and its dull time, but the buyers are there, the buyers must not be forgotten, and the buyers must not be allowed to forget the store or office.

Outside of necessities, fully three-fourths of the articles purchased are purchased in the minds of the buyers from one week to six months before the trade is consummated.

Dull-time advertising is the trade-bringing accomplice before the sale.

It not only makes it impossible for the coming buyers to forget the advertiser, but it assists them in making up their minds to buy certain things when the buying season arrives, and they are liable to go to the store of the concern whose name has been always before them rather than to that of the concern which only advertises when the buying season is fully on.

Better advertise extensively before the good times than during the latter part of the good times.

If the advertiser has a column advertisement just preceding the buying season and during that season, I would not say that it is necessary for him to use so large a space during the dull times.

Let him cut his space, but let him never leave out his advertisement.

If the advertiser proposes to advertise to any extent, let him keep his advertisement in the paper continuously throughout the

Ask for  
①

# “BALEINETTE”

(ROSENWALD'S PATENT)

The New Patent Continuous

## REAL WHALEBONE

Cheapest and Best Real Whalebone Ever Produced.

**NO** PIERCING  
SPLITTING  
WASTE

Does Not Require Casing

**IT** SUITS ALL MATERIALS  
IS EASY TO SEW  
IS PLIABLE AND DURABLE

Always Gives Satisfaction

Send at once for Samples and Prices, which can be had from

J. Johnston & Co., Montreal  
Olney, Amsden & Sons  
London, England

J. Macdonald & Co., Toronto  
J. Collier & Co., Manchester,  
England

**YOU SEE THOSE HATS**



THEY ARE THE  
**Hawes  
Wilcox and  
Avenue**



Three of the  
**Latest  
American  
Blocks**

Write to A. A. Allan & Co. and get their prices for them in case lots—"3 doz. in case." There is no reason why you cannot make cent per cent on them.



HAWES



WILCOX



AVENUE

# A. A. ALLAN & Co.

Letter Orders  
Carefully  
Attended to.

51 Bay Street, TORONTO

year, unless he be one of those few exceptions who handle lines of goods which can be only sold during one or two months of the year, and even in that case he had better advertise at least two months before the selling season arrives; but there are so few of these men that there is no necessity of discussing their special side of the business.

This article is a general one, and does not treat of exceptional exceptions.

The majority must rule, and, as advertisers are almost invariably intelligent men, the majority of them furnish a rule safe to follow.

In every town, big or little, the successful business man advertises all the time, frequently varying the size of his advertisement.

These men who advertise for business would stop advertising if they were not convinced it brought them business.

These men have made the success of every town and every city in the country, and these men advertise continuously.

The man who thinks he knows it all himself, and who will not learn from others, who will not accept the vote of the majority, is generally a failure, and if a success, gains his success by methods so strange as to be beyond the analysis of human calculation -- he is an exception, having no part in business economy or business success, and which teaches nothing to anybody.

#### A SAMPLE FROM OUR TRUNK.

WATFORD, Ont., Dec. 27, 1894.

THE J. B. McLEAN PUB. CO.:

GENTLEMEN,-- Enclosed find amount of our account. We appreciate your efforts in keeping before the trade your many and pointed references to business in THE DRY GOODS REVIEW. We would not be without it. Wishing you every success, we remain,

Yours truly,

SWIFT BROS.

#### IT IS NOT OUR FAULT.

We receive complaints now and again that subscribers do not receive THE DRY GOODS REVIEW regularly. This is not our fault. Your copy is mailed, without fail, on or about the first of each month. It is almost impossible for us to miss you, and the mistake must be in your post-office, or in your own office. In investigating complaints of this kind, we almost invariably found that the paper was captured and laid aside by the one first receiving it from the post-office, generally a clerk. An investigation usually resulted in the proprietor subscribing for additional copies for his clerks. We will gladly send extra copies.

#### ACROSS THE POND.

The Drapery World of Jan. 12 says: "The past few days have seen the arrival of many Canadian buyers on this side. Among those this week are: A. B. Boas, Montreal, Robert Darling, wholesale woolens, Toronto; J. B. Campbell and H. C. Fletcher (R. Simpson, general dry goods, Toronto); J. J. Gratton (Grafton & Co., Dundas, Ont.); S. Harris, wholesale furrier, Montreal; G. W. Kennedy (W. A. Murray & Co., Toronto); G. D. McKay (McKay Bros., Toronto); A. McLaren (McLaren & Co., St. Catharines); John Murphy and J. A.

Ogilvy, Montreal; J. O'Hara (Gordon, Mackay & Co.); I. Ritchie, Belleville; E. K. Spinney, Yarmouth, N.S.; R. Waldron, Kingston, Ont.; -- Nelson, furrier, Montreal; W. Flavell, Lindsay, Ont.; -- Gilchrist, Peterboro', Ont.; R. M. Anderson (Northway & Anderson, Orillia); E. M. Hayton, Montreal; J. W. Hector (Carsley, Sons & Co., Montreal); J. McWhirter (J. White & Co., Woodstock)."

#### LIMITED LIABILITY.

SAYS The Drapery World of London, Eng.: "Our contemporary, The Investor's Guardian, also deals at length in its current issue with the company question, giving the following table of the companies registered during the past three years:

Description of Companies Registered.	Total for 1872.	Total for 1893.	Total for 1894.
	2,371 Cos.	2,112 Cos.	2,671 Cos.
Miscellaneous.....	£20,617,155	£19,767,339	£16,551,431
Manufacturing.....	22,484,434	16,269,232	25,593,031
Mining.....	16,774,800	16,845,791	24,729,879
Trams.....	337,000	133,500	1,476,000
Shipping.....	5,979,098	3,605,326	3,755,500
Breweries.....	4,552,850	4,382,514	6,979,157
Railways.....	5,080,000	1,668,000	1,246,710
Land and Agricultural...	6,716,936	2,787,950	4,384,303
Electric.....	1,596,825	2,045,500	2,387,107
Financial and Bank....	7,341,755	11,213,926	10,097,500
Gas.....	436,800	530,280	311,100
Water.....	260,000	31,000	236,000
Telephone.....	2,532,015	3,368,300	4,879,725
Insurance.....	973,500	694,265	902,600
Hotels.....	.....	1,377,700	1,435,100
Cycling.....	.....	.....	.....
Totals.....	£95,683,168	£84,720,623	£105,101,228

"Although the figures of 1894 do not reach the gigantic total of 1888, they are nevertheless very large, and show that an increasing number of ordinary trading concerns are taking advantage of the principle of limited liability. Mr. Knox, whose paper we have already referred to, reminds us that there have been 44,600 companies registered since 1862. Of these only 18,361 are now in existence. Notwithstanding these figures there is, nevertheless, some ground for supposing that under proper laws companies with limited liabilities will in course of time gradually supersede ordinary partnership arrangements for trading purposes."

ASK YOUR JOBBER FOR :--

CORDS, BARREL BUTTONS

Tassels, Pompons,  
Chenilles...

Manufactured by

MOULTON & CO., MONTREAL

MILLER BROS. & CO. MONTREAL

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

COMET OPERA HANLAN  
76 ORO MARQUIS  
MOZART CUFFS, RAPHAEL,  
ANGELO Reversible Linen Collars & Cuffs

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

TRADE MARK.  


**JOHN FISHER**

**SON & CO. . .**

**WOOLLENS**

.. AND ..

**TAILORS' TRIMMINGS**

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

... ALSO ...

60 BAY STREET  
**Toronto**

**JOHN FISHER & SONS**

Huddersfield, Eng.  
London, Eng.  
Glasgow, Scotland  
Belfast, Ireland

13 ST. JAMES STREET  
**Quebec**

**S. Greenshields, Son & Co.**

**MONTREAL AND VANCOUVER, B.C.**

FOR

**SPRING, 1895**

Our travelers are now showing a full range of Samples in our different departments. Extra value in Dress Goods, Peau de Soie, Gloves, Hosiery and Linens.

**CANADIAN GOODS**

See our samples of Cotton Goods. We are offering a number of lines

**BELOW MILL PRICES**

**Thouret, Fitzgibbon**

**& Co. MONTREAL**

Sole Agency

And BERLIN, Germany

Jammet's  
French Kid

**Gloves**

Orders  
for  
Sample  
Packages  
Solicited.



Trade Mark

La Chartreuse  
Laced

Andree . .  
Button

SPECIALTIES.

**NO OLD STOCK CARRIED.**

**La Chartreuse**  
(laced)

**Blacks**  
Very Choice

**JUST OPENED**

**A  
Magnificent  
Test**

Toronto, 15th January, 1895.

MESSES. I. & J. TAYLOR,  
TORONTO:

Gentlemen,

It was our good fortune to have our three vaults protected by your fireproof doors; and we wish to acknowledge our feelings of extreme satisfaction at the splendid manner in which these doors saved the contents from the fury of the great conflagration of last week, when everything not contained in the vaults was swept out of existence. On opening vault doors on Saturday morning we were surprised to find that the varnish on the inside door was not even blistered.

Yours truly,

(Signed) THOS. DUNN & Co.

**Get  
Taylor's**



## FOREIGN MARKETS.

THE Draper's Record, of Jan. 12th, says: "The large and influential meeting of cotton masters and others interested in the trade, held at Manchester, on Tuesday, was somewhat remarkably unanimous in the opinion expressed concerning the new Indian cotton duties. The resolution condemning those duties was passed, with only two dissentients. The most important section of the resolution affirmed 'that, if necessary, and if no other remedy can be devised, India should be subsidised by the Imperial Government rather than this important trade (the Lancashire cotton industry) should be seriously injured and crippled by the imposition of the said import duties.' The suggestion has not found much support, except in the Manchester press. At the same time, it seems very unjust to taunt Manchester men with subordinating national to trade interests. As Mr. Whiteley, the member for Stockport, pointed out, there is an old saying, "Near is my shirt, but nearer is my skin:" and although party politics may be very near to Manchester merchants, their bread and butter, and the means of their getting it, must be nearer still. However great India's financial needs may be, it is clearly unjust to satisfy them at the sole expense of Manchester, and that is practically what the Indian Government are now doing."

## TRADE AT MANCHESTER.

A Manchester correspondent writes under date of Jan. 10th as follows:

"During the past week travelers have not met with noteworthy results, as was to be expected at the commencement of the year. In the woollen trade some good styles of Yorkshire cloths are being offered in competition with Scotch makes. Carpets are dull, and reduced profits are, as a rule, the result of the past half-year's trading. 'Linos,' however, hold their own well, and the trade is one of the most promising in the floor-covering branch.

"A good deal will be heard in the trade before long concerning a new unspottable trousering finish for dress goods, suitings, and cloakings. Fabrics treated by the process, it is claimed, will be unshrinkable and impervious to water. The invention, although English, has not yet been introduced in this country. Dress goods and woollen buyers generally on the look out for a good season 'special' would do well to note this paragraph, and to await developments. They will first be approached from Yorkshire.

"The statistics of the various textile industries here show that, on the whole, the last year was a prosperous one. The exports of printed calicos show a slight falling-off, but grey and bleached goods a considerable increase. The last month shows a heavy decline in our trade with China and Japan—only natural under the circumstances, but not the less to be regretted. India also furnishes an unsatisfactory record as far as cotton goods are concerned."

## RIBBONS ADVANCING.

The constant falling of the Basle ribbon market, and the unsettled state of prices, which for the last few years has operated to the detriment of both the producer and the holder of stock of the manufactured article, has finally induced the Basle manufacturers to meet and discuss the question of their future prospects. In comparing notes, it was ascertained that, regardless of the cost of silk and the rise in wages, the values of silk ribbons in that city have sustained a depreciation which cannot readily be explained in the face of a fair demand for the article.

The result has been serious loss of capital. A resolution was unanimously passed that all manufacturers should, from the middle of December, raise their prices to the level of a 10 per cent profit on their trading, and that a diminished production would be willingly met by them if such a measure proved to be necessary in order to bring about a sounder condition of the market.

## LAST YEAR'S SILK TRADE.

Messrs. Chabrieres, Morel & Co., in their annual review of the Lyons silk trade, state: "The year 1894 has been one of continued depreciation. It was thought that after a heavy decline during six months prices would have reached their lowest, but the hope proved to be a deception. The following shows the rates of the principal articles from the Far East during the year:

	Jan.	May.	Dec.
	Fr.	Fr.	Fr.
Japan filature, No. 1, 12, 10, 12 . . . . .	41.42	37½	36½
Canton filature, No. 2, 10, 12 . . . . .	33.34	29½	29
Tsatlee Gold Kilin. . . . .	25	22	20½

## WHAT SILKS ARE SELLING.

A report from Lyons says: "Plain silks have a good market. The favor of the fashion continues for colored corded silks, mousselines, shot silks and embossed crepons, the latter article being also required in printed styles. Cotton shot textures, such as satins, meet with a restricted inquiry, and the demand for wool mixed textures has also slackened down. The reduced market for this class of goods is largely made up by the demand for all-silk goods. Broche silks have found ready buyers. Black damasks are selling to a good extent for the present season, and as regards colored damasks, very good orders have been given out for the summer season. Shot broches also show a good tendency."

## KIDDERMINSTER.

The slight, steady improvement in the carpet trade continues: machinery is not fully employed throughout the town, but some few firms have a fair amount of work in sight. Orders for Axminsters are plentiful; but there is much room for improvement as regards Brussels. New business in yarn is distinctly bad. Spinners maintain their prices firmly, although buyers for the time are indifferent. Deliveries are better, and particulars for delivery this and next month are more freely given out.

Copy for the Spring Number of THE DRY GOODS REVIEW must reach this office not later than February 15 if you want a good position.

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We are busy getting up our range of new Spring Mantles, Cloaks, Golf Capes, etc., samples of which are now well forward and will be in the hands of our special mantle travelers on an early date. Our collection is very attractive, and embraces the very latest New York advanced styles, and at popular prices.

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Our travelers are showing the whole range. We control Canada for Turner-Seymour Mfg. Co., Torrington, Conn., manufacturers of Brass Goods, Ann Arbor Mfg. Co., Ann Arbor, Mich, Shade Pulls and Novelties.

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WITH the kind greetings of the year, we desire to call your careful attention to our new importations for the **SPRING SEASON OF 1895**. With the keen competition of trade of late we have been stimulated to greater care and keenness in buying, which, supplemented with our ability to buy for cash, has resulted in our making purchases for this season that will enable those buying from us to make that necessary desideratum - a **PROFIT**. During the past fortnight we have received large shipments in Prints and Linens.

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The variety of styles and patterns is much superior to previous seasons, embracing the latest novelties in our

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The superior finish, durability of wear and fastness of color, have gained for our prints a reputation superior to anything in the Dominion. It will be to your profit to inspect and order same.

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