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NOVEMBER, 1892.

THE CANADIAN

DRY GOODS

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.

WE HAVE TAKEN

This front page of THE DRY GOODS REVIEW to talk to our friends in the trade, with the view of drawing special attention to what we are producing.

The cold weather is rapidly approaching, so it would be wise to make up your sorting orders for the "*Health Brand*" quickly, and send them in.

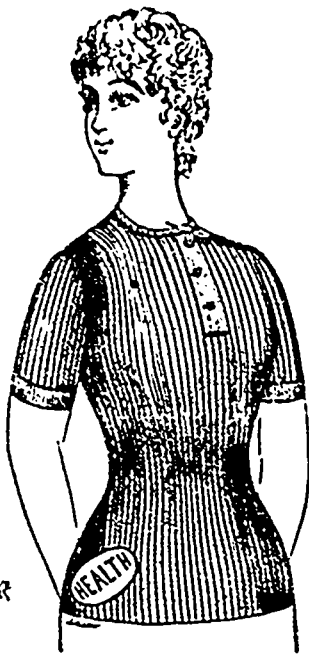
Our Spring samples, which comprise cheap and pretty novelties in Pure Silk and other combinations of materials, outside of the regular staple lines, will be very shortly in the hands of the wholesale trade, and we would beg

your careful attention to these, and comparison as to values, before buying any other make.

THIS IS WELL WORTH REMEMBERING.

The Montreal Silk Mills Co.,

MONTREAL.



GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

PRIOR TO STOCK-TAKING

WE OFFER Special Inducements in all Departments,
Particularly close prices on CLEARING LINES.

GORDON, MACKAY & CO.

THE BOYD, BOWER & BRUMELL CO., LTD.

3 Wellington St. West, TORONTO.

IMPORTERS OF Fancy Dry Goods, Ribbons, Laces, Smallwares, Berlin Wools, Fingering Yarns, Gords, Tassels, Stamped Linen Goods, Novelties in Art Needle Work.

We are now showing novelties for the Holiday trade in Fancy Enameled Wooden goods, Plush Boxes, Celluloid Goods, Silk Head Rests, Hand painted Silk Ties, Hand painted Glass Bottles, Baskets, Japanese Goods, etc. We are also showing many novelties only to be seen at our warehouse.

Perforated Stamping Patterns—We show the largest range in the trade. We carry everything that is required in the Fancy Goods Business.

Write for Prices and Samples.

Letter Orders Solicited—Which will receive prompt attention.

THE BOYD, BOWER & BRUMELL CO., LTD.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full Fashioned Underwear in all Wool, Merino and Medium. Men's Full Fashioned Underwear in all Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

CANADIANS!
MILES & CO.
TAILORS

Have removed from 21 Old Bond St. to
4 Sackville St., London
Best Scotch Tweed
and Angola Suits
FROM £3 15s.

THE CELEBRATED
GUINEA TROUSERS, Etc.

**STEWART &
McDONALD,**
GLASGOW.

Toronto Agency: 30 Wellington St. East.

Special lines of Linens always in stock.
Close buyers would do well to inspect our samples.

W. MOWAT.

SP

R. Parker & Co., Dyers and Finishers.

ALL WOOL AND UNION DRESS GOODS Dyed and Finished, guaranteeing no shrinkage in the width.
RIBBONS, SILK AND UNION, Dyed, Finished and reblocked.
BRAIDS, Dyed and made up in gross and One dozen bunches
OSTRICH PLUMES, Cleaned, Dyed and Curled, in the Best Styles.
FINGERING YARNS, Berlin Wools, Dyed and made up.

Send for Wholesale Price List.

Works and Head Office:
787 to 791 Yonge Street.

R. PARKER & CO., TORONTO, ONT.

—WOOLLENS AND
TAILORS' TRIMMINGS—
JOHN FISHER, SON & CO.,

Balmoral Buildings,
Montreal,
Canada.



Huddersfield,
England.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head Office, Toronto, a piece is set apart where they can see all the latest newspapers and the latest issue of trade papers from all parts of the world, where they can in their correspondence or obtain any information. Parcels may also be directed to the Head Office.

SITUATION WANTED.

Position wanted by first-class Stenographer; 7 years experience; highest business and personal references. Address, Miss E., care DRY GOODS REVIEW.

THE CANADIAN DRY GOODS REVIEW

Vol. II.

TORONTO, NOVEMBER, 1892.

No. 11.

THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN
Dry Goods, Hats, Caps, and Furs,
Millinery and Clothing Trades.

Published Monthly by
THE DRY GOODS REVIEW CO.,
TORONTO

J. B. McLEAN, H. C. McLEAN,
President. Manager.

HEAD OFFICE 10 Front St. E.
MONTREAL OFFICE 148 St. James St.
E. Desbarats, Manager.

NEW YORK OFFICE Room 41, Times Building
Roy V. Somerville, Manager

EUROPEAN BRANCH.
Canadian Government Offices,
17 Victoria St., London, S.W.
R. Hargreaves, Manager.

CURRENT DRIFT.

REPORTS from Great Britain indicate that the cutting of prices in cotton thread, which Canada witnessed during the past summer, is likely to become general. The English manufacturers such as Chadwick, Lee and Roworth have been pursuing a course of business which seems to be displeasing to the thread kings of Paisley—the Coates firm. The Scotch blood at last is up, and the slogan has been heard. The result will be financially disastrous to all, but it may bring about a better understanding among all concerned. It seems to resolve itself into a struggle for supremacy in the thread world. Somebody will be benefitted while the giants fight, and that somebody will be the consumer; but after the battle is over, and honor has been satisfied, then somebody has got to make up the deficiency, and then the rag tag of the earth—the much-to-be-pitied consumer—will have to pay for it. Let the war begin—for you cannot prevent it. Like the thunder shower it must wear itself out.

Poplins have experienced a stronger demand this season, than in previous seasons. This seems to be a peculiarity of the Canadian dress goods trade alone. The Textile

Mercury takes the Irish poplin manufacturers to task because they do not establish amicable relations with the wholesalers, but prefer to sell direct to the consumers. It would seem that the journal is right and the manufacturers wrong. But shouldn't a man be able to do as he likes with his own? A few decades ago, this question would have been regarded as needing no answer; but now it is different. The advanced of democracy, socialism, and liberty has narrowed individual liberty, and hampered individual action. The good of society, the welfare of the community, the rights of the proletariat are coming to be more dwelt upon and of more consequence. Slowly but steadily, socialism is permeating the world's institutions, the world's inter regulations, and the world's thoughts, and some predict a speedy arrival of the time, when a man will never pursue his own interest first, but rather that of the community.

At a recent meeting of the dry goods section of the Board of Trade, it was decided that the Dominion government should be asked to act at once concerning the proposed Insolvency Act, as the country was suffering from the lack of a proper Bankruptcy law. The need is much felt among all classes of mercantile trade. A wholesaler of this city remarked a few days ago, that accounts in the Maritime provinces were so uncertain, that when word arrived that a merchant had failed down there, his firm simply closed the account into the loss and gain account, and tried to forget that they ever had such a customer. But the bill proposed last session had many serious defects which should be remedied before passage: the main objection to it, being its complicated and lengthy nature. The main feature of the bill were as follows. Creditors have power to attach the property of insolvent debtors who refused to assign, unjust preferences are prohibited, provision is made for the equal distribution of

the assets among the creditors, and provision is also made for the discharge of insolvents. There are to be no official assignees, but, except in counties or districts containing cities with a population of more than 20,000 the sheriff of the county or district and in the Province of Quebec the prothonotary; is to be a guardian, and in counties and districts where there is a city of over 20,000, the Board of Trade is to appoint a guardian to take charge of the insolvent estates and call meetings of creditors, and at such meetings liquidators are to be appointed by the creditors. These provisions are apparently all right but they might have been written down in a more concise form.

Some people are taking strong exception to the article on Mercantile Evolution in the previous issue of THE REVIEW. They decidedly object to the idea that the big store is displacing the small store, and that distribution is centralizing. It must not be understood that we thought this change to be imminent, but rather that the change is both possible and probable. People must not expect that what is now, will always be; nor even that what is, is best, and that change means ruin. Change does not mean that the retailers of this country are to be deprived of a livelihood; it simply means that no young man will enter the trade in a small town, if he thinks the central machinery is too strong for proper profits. He will go to a larger and stronger town or away out of range of the big cities into northern Ontario, or the unbounded west. The old men will struggle on and die. The people will need just as great a quantity of goods as ever, and every man will find a place somewhere. The change is going on now, has been going on and will continue to go on. We don't see it, because it is so gradual. Moreover the towns won't necessarily vanish; certain stores will exist and certain trades will be carried on. But there will be more concentration. The little villages of from 25 to 100 houses are now vanishing; some towns in Ontario are growing, and we suppose it is the same in the other older provinces. A few large towns and large cities, will displace numerous small villages, and numerous small towns.

THE COTTON SYNDICATE.

THERE have been murmurs of war against the Cotton Syndicate during the past few weeks, especially in this city. A cotton factory has been talked of, but not seriously, by men of wealth. But to say the least, all dealers are not perfectly satisfied with the prices and methods of the syndicate.

It is often a little stone that makes a big ripple, and it was a little thing that caused an outburst of anger among Toronto wholesalers. The company commenced to charge for baling goods, an innovation, and there were a few unpleasant remarks made—by whom, no one knows, but at any rate they were made. We understand that the company have decided to remove this grievance, and henceforth the baling will be free.

But since the formation of the syndicate over a year ago, prices of cotton goods have advanced considerably. Grey cottons have advanced at the mills between 16 and 17 per cent., and colored shirtings have advanced from 10 to 17½ per cent. Tickings and cottonades have advanced but very slightly, and that only on certain lines. Now this advance can be added to the lowering in price of raw cotton, which has declined nearly 19 per cent. Thus combined, the advance on greys and colored shirtings is seen to be very large; and the question presents itself—Is this advance greater than circumstances justify? Much can be said on this question, and it is hard to arrive at a satisfactory conclusion. Before the buying up of all the mills, goods were sold at prices much below the cost of manufacture, and much money was lost. Hence a rise in some prices were necessary in order to put the business of making cottons on a paying basis. This has certainly been done, and now prices are high enough. This is certain. But whether they are too high or not, is an undecided question. It is not apparent that wages have advanced, but it is certain that the quality of raw cotton is not so good this season as in previous seasons. This is a circumstance which cannot be left out of consideration.

Still in spite of the fact that prices were below cost of production last year, and that raw cotton has been inferior in quality, many persist in saying that cotton goods are too high, and that importation will soon begin. If prices are too high, they will be a boomerang to the manufacturers; and this remains to be seen. It is extremely probable that another mill will be started in Canada, or English goods imported to compete with the goods of the syndicate, before we have reached another November. When people get to starting and hearing rumors that any manufacturer is making fabulous sums of money out of his business, capital is soon forthcoming to establish opposition. But whatever may be the future course of prices, the condition of the domestic manufacture of cotton goods, or the fate of the present cotton syndicate, the latter must be credited with a business skill and energy which has placed our cotton manufactures on a paying basis.

CARPETS AND THE TARIFF.

JUST now there is a strained state of feeling among the carpet men with regard to customs regulations. For example when the dealers here object to certain of the appraiser's decisions they write to the commissioner, but he refers the matter back to the appraiser. This is a farcical method of appeals. Hence the persons who object must send to the minister of customs, because no satisfaction can be got in any other way, and then the matter dies; or at least ceases to be a live issue. Such is the dealers' side of the question.

Then the manufacturers have a larger grievance. United States cotton and jute carpets are being sold as unions on this market. This is a deception worked on consumers and on the customs department. One of the United States carpet papers has a quite laugh over it, and points out that there is a big demand from Canada for unions," and in the next sentence says that some Philadelphia firms have shipped large quantities of cotton carpets to the Dominion this season. The carpet men of this country have been trying to have this matter regulated and have asked the government to do so several times during the past nine months, and the dilatoriness of the remedy has been displeasing to them. But it was gall and bitterness, when they read the sarcastic little speech of the aforesaid trade paper, intimating that cotton carpets made good "unions" for Canadians. The dealers and manufacturers claim, that the whole difficulty can be obviated by directing these goods to be classed under "two ply and three ply carpets of which the warp is composed wholly of cotton and other material than wool, worsted, hair of Alpaca goat, or other like animals" on which the duty is 5 cents per square yard and twenty per cent. At present these goods come in under cotton manufacturers N. E. S. or under jute goods, on which the duty is only 25 per cent. This makes a considerable difference, e. g. a carpet which can be laid down here for 38c. under the first and proper class, can be laid down now under the last two classifications at 34c. The remedy is simple—direct that such goods come under the first class.

It may be asked, What are the reasons for this? The answer is easy. In the first place the consumers are getting poorer carpets which are being sold as unions, and it is necessary that proper and just goods should be sold. An ordinary customer in a retail store can not tell a woollen thread from a jute thread that is pulled out of a carpet. For jute and the worst kind of shoddy are used in the manufacture of these United States carpets. Moreover they are displacing good unions of domestic manufacturers. Domestic carpet manufacturers should be protected from such frauds. But the Canadian manufacturers base their claims on higher grounds even than this.

They say that at present the appraisements are wrong, and that they are asking for justice only, not for favors. These are strong contentions, and the government should attend to the matter at once.

There is nothing in modern manufacture which should be guarded against more than this selling of cheap, deceitful goods. This tendency has been made a great deal of by writers who have written on the evils of competition. Manufacturers in the United States are kept busy filling spring orders, during a few months preceding the spring delivery. But after this period there are not so busy, as fall orders are not so large, and if they can make goods, and sell them even at cost price, in order to keep their mills full and their machinery running, it is a bonanza for them. They do not seem to care what class of goods they sell, as long as it brings them the almighty dollar. But the Canadian market should not be their dumping ground, and it lays with the Minister of Customs to say whether it shall be or not.

THE PERSONALTY TAX.

ENOUGH has been written concerning this pernicious municipal tax to supply a student with five years' reading, but still it is with us. The cities of the United States have been trying to free themselves from it, but with only moderate success. In Canada, the leading cities from Halifax to Victoria have labored with the problem; but still the oppressive and inequitable tax is used by our municipalities. The rulers of this country are too conservative altogether. The fathers of the municipality think that what was good enough for the grandfathers is good enough for the grandsons. In fact they find this problem too heavy for them, and for fear of making new mistakes, they retain the mistakes of the past. This is a nice rule of thumb, but it is exceedingly disastrous to the welfare and morals of the community.

Equality should be apparent in all systems of taxation, but it is not one of the results of the personal property tax. Part of a community's personal property cannot be found by even the shrewdest assessors; and when part cannot be found, the part that is found bears its own share, and the share of the unfound part. For example, suppose a municipality tried to tax a man on his bank deposits—does any sane man think those deposits would be there, when the assessor came to examine the books. They would be withdrawn. Theoretically they are taxable in Ontario; practically they are exempt.

Moreover, a personal property tax is inexpedient. It drives moveable property away from the municipalities which impose the tax most thoroughly. Now in cities, the value of real estate depends altogether upon the accumulation or personal property upon it.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, ONT.

Keep this List before you !

- Wool Yarns. 3 Ply. Saxony. Baldwins.
- Hosiery and Gloves. Full Range.
- Ladies' Hygiene Vests. All prices in stock.
- Meltons. Our 8 and 10 cent lines are unexcelled. Full stock of Garnet, Brown, Navy Blue and Myrtle.
- Navy Estamine Serges yet in stock but selling rapidly.
- Fancy Dress Goods. We are offering some big inducements, to clear.
- Overcoatings. All the best makes. Send for samples.
- Sealettes. The best values in the trade. Send for samples.
- Flannels. All prices in stock in Grey, Navy and Fancy.
- Blankets. Grey and White. Stock well assorted.
- Shirts, Drawers and Top Shirts. Fine assortment of all the best lines. Production is limited, owing to burning of Mills, and we advise you to keep your stock assorted early in the season.
- Linen Department. Stock bought when the market dropped. See our samples and compare goods.

An increased share of your trade solicited through our representatives, or through LETTER ORDER DEPARTMENT which is steadily growing. **Keep your Winter Stock Well Assorted for the Next Two Months.**

and to drive away this moveable property is to create in this way, a double loss in assessable property.

Some forms of personal property are already exempt, and thus the burden falls more heavily on the other classes. For example, in Toronto all machinery in actual use for manufacture is now exempt, by a by-law.

But the greatest and gravest objection is the fact that a man must perjure himself or pay more than his share of taxation. Suppose you have two men doing business with \$50,000 capital, mostly in form of merchandise, one claims that his debts are so great that he is worth almost nothing, and he gets off with an assessment of \$5,000. Many men make such a statement who have few or no debts but do it to escape taxation. The other, being more honest admits a net worth of \$50,000 and is taxed on that. He pays ten times as much taxes as the other, and perhaps makes less profit. Tax debts as well—that is make no deduction for them, and the assessment is unfair and double taxation results. Exempt debts, and fictitious debts are created with a view to escaping taxation.

There is a strong idea abroad that a man who is engaged in commerce should pay full taxes. These men are the bone and sinew of our country, and their burdens should be lightened. In Toronto the merchants are suffering very much, as they pay the double share in many cases, due to faulty assess-

ments; and then this double share is again doubled by reason of the exemptions of other classes.

Now the personalty tax should be done away with for the above and other reasons. A tax on realty is better because realty is visible, easily valued, and permanent in location. It derives an increased value from public security and public works, and it is a permanent source of revenue. A personalty tax might work fairly as a Dominion tax, but it is useless as a municipal tax.

The Dry Goods Section of the Board of Trade are about to ask the provincial government to appoint a commission to investigate the subject. This is the least it could do towards learning truth. The dry goods merchants of this city are well knowledge in this matter and know whereof they speak. The most indefatigable worker for this reform is Mr. Paul Campbell, of Jas. Macdonald & Co.; but the movement has the sympathy of nearly all the leading merchants and other public men of the city.

A BUSINESS GUIDE.

Mr. C. C. Fleming, of Owen Sound, a member of the Institute of Chartered Accountants of Ontario and the author of several works, has issued a book, entitled Expert book keeping, an advanced work in connection with this subject, which has never been treated by any other writes in as special a manner. It deals almost entirely with the formation, incorporation, and book keeping, of joint stock and loan societies, churches,

partnerships, auditing, investments, municipal book-keeping, etc. It contains both the Dominion and the Provincial laws relating to corporations. Besides this it contains a great deal of information which is valuable and useful for all kinds of book keepers and business men. It will be of special benefit to officers, shareholders, etc., of all classes of incorporated concerns, as well as to students of the advanced branches of book keeping. The author has treated his subject in a clear yet exhaustive manner, and has produced a classic work on this subject. The book is elegantly gotten up and contains 337 pages.

LITTLE VS. MUCH.

Advertising to business is what the paste pot is to the editor—the grand motive power. But there is advertising and advertising. He who takes a quarter of a page in a journal, and puts into that space sufficient matter to run an edition of a half-penny evening paper, fondly imagines that a big business must result therefrom, because he has thoroughly and exhaustively described the wares he has to dispose of. But a vain delusion it is indeed for he finds, on comparing notes, that the advertiser whose announcement occupies double the space in the same journal, and who says what he has to say in a few well-chosen words, gets more enquiries and more direct business than his more wordy rival. Advertisers take as large a space as you can say as much as you can—in as few words as you can; and as often as you can.—Ex.

Mr. Corrigan acknowledges a debt of gratitude to the DRY GOODS REVIEW, as the success of his advertising scheme mentioned in another column was partly due to ideas received therefrom. But it requires an intelligent business man to make a paying venture from mere ideas.

ADVERTISING ADVICE.

INGENIOUS ADVERTISING.

SOMETHING startling in the way of advertising dropped on the town of Gananoque not long ago, and stirred the town to its very depths. It came like a gentle breeze, growing stronger and stronger as the interest grew deeper and deeper, until at last the merchants who had opened the cave of winds, and stolen the storm, were struck themselves by a blast so strong, that their doors had to be locked to keep out the crowd, and an extra watchman and revolver guarded the safe for one night.

One day the town and surrounding country were deluged with a storm of small hand-bills set up in fair display type as follows

COMING.

ONE NIGHT ONLY.

Positively the best play on record entitled the
BIG DROP.

In Six Acts.

- Act I—Fell in Love at first sight
Act II—A Great Sacrifice made to gain a Reputation
Act III—A Mystery to be solved
Act IV—Another mystery, the whole town excited over the great slaughter
Act V—A Duel is fought and witnessed by lunatics.
Act VI—The mystery is solved and everybody goes away pleased.
Between Acts there will be a great display of Novelties.

Don't forget the date
SATURDAY, OCTOBER 22

Look out for large circulars next week

Everybody wondered who was trying to spring a joke, but very few people understood it. Its mystery was its greatest quality. The large circulars came. The front page of this four page poster contained in large type, the substance of the smaller. The back page contained only the words. Don't forget to attend the Big Drop, October 22nd, 1892. The two inside pages were filled up with reading matter telling about the big drop in prices at the dry goods store of Corrigan & Co. The story was well told, and well flanked with columns of information concerning the prices and quantities of stock. Below is the description of the last act.

ACT VI—The mystery is solved and everybody goes away rejoicing

First The reason we are the only store in town that sells for cash is that we can afford to sell cheaper as we have the use of the money, which enables us to save our discounts, which is in itself a fair profit. The majority of wholesale houses terms are 5 per cent. off 30 days, or 4 months' time, which means by paying cash you save 5 per cent. every 3 months, or equal to 20 per cent. saved in one year simple interest. If a customer owes an account for one year, the merchant to whom he owes it is simply losing 20 per cent. of his account, providing he cannot take advantage of his discounts.

Second We are free from any losses of bad accounts.

Third Our expenses are light, and our

profits at the end of the year have not to be divided among two or three.

Fourth The greatest secret is in knowing how to buy. Goods well bought are half sold. After a person has bought hundreds of thousands of dollars' worth of dry goods they should have some idea of what suits the people. Our Mr M P Corrigan has had ten years training with one of Canada's greatest dry goods men, Mr. F X. Cousineau, now of Toronto, proprietor of the Bon Marche. When only one year employed with Mr Cousineau he was appointed buyer for different departments of his store, and when only twenty years of age was sent on several occasions to Montreal and Toronto to buy thousands of dollars worth of goods. He was also buyer for the last six years for the late firm of Cousineau, Quinn & Corrigan, of this town.

ADVERTISING SPACE.

Here lies a difficulty which many retail merchants have encountered, and which has remained unsolved or solved in various ways. How much space should I use, is a question which every merchant must answer for himself. He must consider in the first place how much money he is willing to spend per year in advertising. Then he must consider where he is going to spend it, and thus figure down, how much he can afford or spend on a certain medium, say the daily paper in his city or town called the Star. He has studied the matter over carefully and finds that this paper is perhaps more worthy than its competitors and an advertisement in it will bring greater return than in any other paper. He allows it a more liberal sum than to any of the others, but does not discard all others, unless absolutely useless.

Then the question arises shall the contract be made for the same space all through the year or shall it be for a certain amount of space to be used at discretion. The former plan is used by many, but it is not suitable for some classes of mercantile business, because there are dull seasons when small advertisements are sufficient, and rush seasons when a larger space can be used to great advantage. But it may here be interpolated, that an advertisement should never be removed altogether; it may be safe to contract it, but it is never safe to remove it altogether.

The Holiday season is here and holidaying advertising should be more stirring, more striking than at any other time. More space can be utilized at such a period than in ordinary seasons, and hence the latter of the two above-mentioned plans finds its advantages at holiday season or on special occasions. But circumstances alter cases.

BUSINESS AND ADVERTISING.

Fortunes have been made and lost in advertising. Fortunes have been made and lost in business. Those who lose often become soreheads, grow disgusted and cry out, 'Fraud' Because we are less familiar with

advertising than with business we are more deeply impressed with the failures in advertising and more easily led to believe that it is a matter of luck and uncertainty, subject only to whim and caprice. But this is all wrong. The same maxims apply to advertising as do to business. "First creep, then walk, then run." Put the same energy and thought into buying and using advertising space that you do into buying and selling goods, and you will earn even larger profits. If you have never advertised before, begin at once and lay aside ten per cent of last year's profits and invest that amount in advertising, carefully, judiciously, slowly. Study, trace, and classify the results, and, arriving at conclusions borne out by the facts, modify or revolutionize your advertising accordingly. To do a retail business without advertising, where there is competition, is like using a sail-boat to catch a steamer. Ten per cent of your profits invested in advertising is a good rule to follow in beginning. Your ability to do advertising, like your ability to do business, is the chief factor in bringing the result

ADVERTISING MOTIVES.

There are various motives in advertising. A merchant in a large Western city had built up an enormous retail dry goods store from small beginnings, having come from the East a poor boy. He was solicited to invest several hundred dollars in advertising in a finely illustrated Eastern periodical. He was gratified when he thought how his old friends in the East would stare in amazement at the picture of his establishment and the flattering account of his successes, and he concluded to make the contract. Not long afterward he was heard telling how he had invested hundreds of dollars in advertising and it never paid him a cent. But he was greatly mistaken, for he got just what he was bargaining for—taffy, flattering publicity, tickled vanity.

Men who buy advertising space just to see their names in print; men who give out advertisements simply to secure somebody's good will; men who make advertising contracts simply to make a great splurge before the public, all get what they pay for, but they don't get trade, which is the thing to advertise for. The man who gets trade through advertising is the man who buys space and writes his announcements with the sole object of getting trade. He studies to attract, to convince, to sell; he does not study to win applause or admiration.

The Cocheco Mfg Co have printed on a cloth a doll and elephant, which upon being cut out, sewed as directed, and stuffed with cotton, makes a durable, cheap and safe toy. There are two dolls or elephants in each yard. This should form a strong novelty for the holiday trade. These goods are for sale by all jobbers, the agents being Lawrence & Co., New York.

WYLD, GRASETT & DARLING.

Our Travellers are now on their respective routes with Spring Samples of Imported and Canadian Woollens, Dress Goods, Prints and complete ranges of Canadian Staples as well as full lines for sorting trade.

Orders solicited through our Travellers and by mail.

WYLD, GRASETT & DARLING.

V THE COLUMBUS BRACE

Is made by C. N. Vroom, St. Stephen, N. B. It is detached in the back and gives ease of motion and is easy on buttons. We have other specialties and a fine assortment of all grades of Suspenders. Don't buy until you see our samples. Orders by mail will have prompt attention.

C. N. VROOM,

St. Stephen, N.B.

FOR THE ASSORTING TRADE.

We are constantly in receipt of repeat orders and merchants visiting the city will find our stock specially attractive for the assorting season. Just opened the undernoted desirable lines, viz - Colored Henriettas in Creams, Cardinals, Navys, Myrtles, etc. BLACK HENRIETTAS, all prices, special value. BLACK VELVETEENS, all prices, special value. COLORED VELVETEENS, Navys, Browns, Garnets, and scarce shades. NAVY AND BLACK ESTAMENS, all prices, A 1 value. NAVY AND BLACK HEAVY DRESS DIAGONALS, all prices, A 1 value. BRONZE, FAWN AND BROWN Cheviot Serges, new and fashionable goods. BLACK MANTLE BEAVERS, CHEVIOTS, SERGES, DIAGONALS, etc. Splendid Range of New and Fashionable TWEED ULSTERINGS. BLACK AND GREY ASTRACHANS AND SEALETTES—Extra value. BLACK VELVET RIBBONS, Satin and Linen Backs, all Numbers.

NOTE - We are now offering some very cheap clearing lines, in DRESS MATERIALS, DRESS ROBES, DRESS TWEEDS, CHEVIOTS, HOMESPUNS, etc., also prior to stocktaking we will offer clearing lines of odds and ends in every department at sweeping reductions.

INSPECTION RESPECTFULLY SOLICITED.

ALEXANDER & ANDERSON, 43 Front, Street West.

THE GALT KNITTING COMPANY LIMITED, GALT, ONTARIO.

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

The Maritime Provinces, Mr. Wm. D. Cameron.
Montreal, Quebec, Ottawa, Mr. John F. Haskell.
Ontario, Mr. J. E. Warnock.
Manitoba, Mr. M. H. Miller.

WHOLESALE ONLY.

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

J. H. CAMERON, 10 Front St. E.

Subscription to THE DRY GOODS REVIEW, \$1.00 per year.

THE LEE SPOOL

— TOOK THE —

- Gold Medal at the Jamaica Exhibition -

— AS THE —

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St.,

Toronto.

WINDOW DRESSING.

DISPLAY OF HOLIDAY LEADERS

HANDKERCHIEFS can be displayed very nicely in about a thousand different ways. The filmy embroidered and initialed handkerchiefs which are now in great demand can be nicely displayed by taking a sheet of cardboard and making a good sized cylinder. Over this place a colored cloth, draw tightly, and then pin the handkerchiefs to the cloth, letting them drop in loose folds from the centre or affixing point. A row of these should be placed every three or four inches in the depth of the cylinder. If it can be hung so as to revolve somewhat automatically, it will be more noticeable. Some dealers use a pasteboard cone instead of a cylinder. A cone about four feet high, hanging in the centre of a window, looks well.

Neckwear may be well displayed if each tie is placed on a laundered shirt. Or they may be left unfolded and hung over a brass bar, if alternated with a pair of cuffs or a collar. Dark ties need a relief of white in some way, or a proper effect is not produced. Dress ties and shirts show best in combination.

Silk mufflers may be displayed by using the methods usually adopted for displaying either handkerchiefs or ties.

Cashmere and woolen gloves are best displayed in boxes. This is also a suitable display for kid gloves, hosiery and light underwear. A good stock is generally to hand, and a profuse display can be introduced as a change. In a furnishing store kid gloves can be nicely shown by hanging over a brass rod, alternated as in the case of ties. Many dealers place packages of lined gloves in the bottom of their windows, the wrist of one glove protruding a few inches and one of the

flap corners turned back, so as to show the lining.

A millinery window is never complete without hangings and a mirror. Lace curtains at the back and a mirror at the side do very nicely. Art muslins are much used for draping millinery windows. Then a deep plush, velvet or felt cloth must be used on the floor, and it must be kept scrupulously clean and neat. The colors of the window drapings and floor cover should not be too gaudy, or they will detract from the harmony of the colors in the headwear. A mourning millinery window should be all blue and white. Children's white bonnets alternate beautifully with mourning millinery.

AN ENGLISH DISPLAY.

The following being a description of an English advertisement of Canadian goods is interesting. The Drapers' Record says:—

Blankets in themselves, however tastefully arranged, cannot be said to make a catchy window. A firm in York has struck upon the happy idea of making their annual blanket show an exhibition of unusual novelty. The establishment in question has been noted for years for its unique displays, and its knowledge of the art of window dressing. Upon each row or pile of blankets are placed some exquisite specimens of Canadian photography, chiefly representing scenes in the snow, each of which appropriately describes the article it is attached to. For instance, a pair of dainty cradle blankets bears a photo of two Canadian youngsters with their toboggan, and labelled "a nice little pair," with the price; another instance, a large and strong looking blanket is embellished with the picture of two sturdy Canadians standing in snow shoes, and the words, "a very stout pair," such and such a price; a third instance is a pic-

ture of several hundred Canadian gentlemen, in their blanket-like costumes, having the notice in large letters, "Don't shiver, but join our club," and so on humorously throughout the very pretty shop front, many of the photographs being three feet square. This, no doubt, accounts for the unusual sight of a crowd of men minutely inspecting stock in a draper's window.

An abandonment was recently made on behalf of the creditors of the gent's furnishing and glove firm of Messrs. Godbee, Brown & Co., Montreal, on whom a demand for assignment was made some few weeks ago by Perrin Freres & Co., of Grenoble, France, and Montreal. The total liabilities will amount up to about \$15,000, with the creditors scattered in Montreal, Galt, Hamilton, Quebec, Sherbrooke, New York, Brooklyn, Rochester, Boston, Newburyport, and Lynn, Mass., New Haven, Conn., London, Edinburgh, Glasgow, and Grenoble. The principal ones are Messrs Parent Freres & Co., \$1,901; Gault Bros. & Co., \$2,081; George T. Slater & Sons, \$803; H. H. Wolf & Co., \$755; N. E. Brails, \$699; H. Shorey & Co., \$548; D. Macnaughton \$550; Ames, Holden & Co., \$489; John Murphy, \$427; F. & T. Leclair, \$417; Glover & Brails, \$402; Campbell-Lane estate, \$725; Bank of British North America, indirect, \$14,500; W. Brown, Ottawa, \$2,800; Gale Manufacturing Co., Toronto, \$1,184; Wyld, Grasset & Darling, Toronto, \$1,058; Hyslop, Caulfield & Co., Toronto, \$841; Samson, Kennedy & Co., Toronto, \$522; and John Macdonald & Co., Toronto, \$697. At a meeting of the creditors held subsequently Mr. John McD. Haines was appointed provisional guardian. The assets, which consist of stock, fixtures and good will, are put down at \$35,000, but they will not realize anything like this amount at a forced sale.



THE DRUMMER on the road.



THE DRUMMER'S return to the office with less than the usual number of orders.

MONTHLY COLLECTIONS.

THE great objection among retailers to monthly collections is the fact that the drop-letter postage is two cents per letter. It seems unfortunate that such an excellent system as this should be negated by a faulty postage system. Our postage costs us dear, because the federal government has seen fit to use the postal system as a colonizer, and for this reason many offices are kept open and postal routes used which do not nearly pay expenses. True, we have had a certain reform in having an ounce rate of three cents instead of the same rate for a half-ounce. But nevertheless the two-cent drop letter rate bears heavily on business men in the matter of statements. In England statements can be sent for the same rate as printed circulars, and if a regulation such as this were adopted by the Postmaster-General, it would be a great boon to business men. All other classes of drop-letters might be left at the present rate. This would not mean a serious loss to the department; in fact the history of such changes shows that it would increase rather than diminish revenue. Moreover, the prosperity of the government depends on the progress of trade, and this would be a powerful factor in putting business on a firmer footing. It would allow of statements of accounts being sent out more promptly; it would induce a shorter credit system, it would aid prompt settlements, and thus benefit business generally.

Monthly settlements are useful to business men, both creditors and debtors. It teaches the debtor carefulness in the amount of credit he assumes; it helps the creditor in obtaining prompt remittances and settlements. In a large business it is positively necessary. In a small business it is not so necessary, nor so profitable, because where accounts are small the expense is as great as where the accounts are large. But even in this case the arguments used above regarding cheaper postage for statements applies just as fully, because in this class of businesses accounts must be rendered at least once every three months, and thus the amount of postage is as heavy, correspondingly, as where the larger class of business houses send out monthly statements.

No dealer should allow any account to run longer than three months, unless there is a counter account, and even then there should be an adjustment and striking of balances every quarter. Where customers are agricultural there might be an exception with regard to certain customers, but here we are leaving exceptions out of consideration. Each dealer must arrange for his own exceptions. But to allow an account of any size to run for longer than three months is like driving along the edge of a precipice—you cannot tell at what moment you may be thrown over and crushed in the fall. It is not safe.

The great departmental stores in the cities do a strictly cash business, and consequently can afford to sell on closer margins. Thus the retailers of this country, outside of these big bazarr stores, are cutting their own throats. Men pay cash—why? Simply because they are forced to. But if a man knows he can get credit, he will not pay cash. This is a rule to which there are, we are glad to say, a few exceptions.

But the men who pay cash in the modern retail business of this country are very foolish—because they lose the interest on their money, which they might otherwise receive. A cash customer is seldom treated with more respect than a credit customer, often with less. Thus it is seen that it rests entirely with dealers themselves as to whether short credits and few losses, or long credits and many losses, shall be their practice and experience. In nine out of every ten failures the fault is bad debts and poor financing, and the sooner monthly or quarterly settlements are adopted the sooner the retail business will be on the solid rock.

OUR MONTREAL LETTER.

The aggregate movement in dry goods and allied lines since our last letter has been fair on the whole; but during the latter portion of October and the first part of November there was some falling off in trade. This, however, is not considered unfavorable, for dealers generally expected a gradual diminution in the sorting-up trade. Speaking generally, therefore, there has been little change to note in the position. Summing up all over Canada, our remarks of last month can be repeated. Reports regarding remittances have been good throughout the month, and prospects seem to be encouraging.

In heavy dry goods business has been limited in its proportions as compared with last month, but up to the middle of November sorting-up orders were of a very satisfactory character. Travellers have commenced to start out with their samples of spring lines, but it is yet too early to speak of returns.

The fine weather that has prevailed during the fall has interfered with the actual demand for dress goods, but with a spell of cold weather dealers expect to see better trade.

Business in fancy goods and millinery during the latter part of October was not as good as some dealers would wish, the weather in interfering with the movement in this line, as in the case of dress goods. Travellers for fancy goods and millinery expect to get out in the course of a week or so.

In underwear, knit goods and other similar lines of woollens, the warm weather has naturally prevented the demand from developing to its fullest dimensions. Dealers believe, however, that the goods are wanting, and that it only requires seasonable weather to induce a good demand.

The movement in cottons has been for small wants only, but agents of the various mills here claim to be booking good orders on spring account from jobbers. This is taken as an indication of a good business next summer, as the percentage, according to their statements, is larger than at the corresponding period last year. Owing to the combine, values on colored lines rule very firm, and as the production is limited, there is little prospect of any lower values. This fact is having a sympathetic effect on other lines of cottons.

In clothing the actual movement is small at the moment, as the fall de-

mand is pretty well over. Houses here, however, report fair orders on spring account from their travellers in the Maritime Provinces and the North west. In the central provinces their men are not all out yet with complete spring lines, and it is too early to give an opinion of the prospects.

The advance in silks to which we referred last month has fully developed, the expectations for an advance all round being realized. We note an advance in broad goods last month, and the appreciation has extended to all lines of silk manufactured in Canada, the rise being equivalent to ten per cent. There is nothing in the indications to silk manufacturers here indicating any change abroad. All coincide regarding the firmness of the raw silk market.

The wool market has ruled steady here throughout the month, and the fact that several cargo lots of imported wool have been turned over may be taken as an indication that the woollen mills require supplies. In this connection a wool salesman who has just returned from a trip through Ontario and Quebec states that all the mills report plenty of orders.

BUYERS RETURNING.

Some of the buyers for our big houses have returned, but not all of them.

Mr. R. L. Gault, of Gault Bros., returned via the Vancouver on the 2nd of November.

Another passenger on the same steamer was Mr. Jos. Slessor, of Jas. Johnston & Co.

Mr. John McLean, of John McLean & Co., only sailed for England a few weeks ago. He is expected back sometime during the first part of December.

Mr. J. Kissock, of Caverhill, Kissock & Blinmore, is expected back by the close of the month. Mr. Kissock, it is understood, has been consulting some of the famous London occultists during his sojourn in England regarding his eyes.

Mr. Jno. Robertson, of Robertson, Linton & Co., is expected to sail for home in the course of a week or so.

Mr. Fisher, the buyer for the men's furnishing department of Wyld, Grasett & Darling, has just returned from a trip to Europe, and as a result of his visit there, the house is offering a number of desirable lines in neckwear especially suitable for the holiday trade.

Jos. Kellert, with the Montreal Waterproof Clothing Co., Montreal, was in the city this week showing a fine range of samples. He is one of those travellers who is known and liked by everybody, and his order book shows that he has not been loafing while in the city.

Toronto Fringe and Tassel Company

Manufacturers of

FRINGES, CORDS, POMPONS,
TASSELS, DRESS UPHOLSTERY, and
UNDERTAKERS' TRIMMINGS.

19 Front St. West, TORONTO

THE MONTH'S TRADE.

THE past month's trade has been very satisfactory to the wholesalers. There has been an increased demand for all lines of goods. Numbers of buyers have run into the city, and odds and ends have been picked up very rapidly, but of course at shaved prices. This pushing of broken lots and remnants is due to preparation for stock taking. Stocks of all kinds are getting low; and every head of a department is desirous that the stock shall be as low as possible by December first. That is the day when the business of the year will be summed up and profit or loss reported.

Most houses are taking stock at present, or preparing for so doing, and many special drives are being offered in clearing lots. These oddments and endments are well worthy of the attention of dealers who can handle odd lines in any class of goods. The goods are new, fresh and popular, but the quantities are odd.

Fancy dry goods of all kinds are selling extra well. It is not all the houses that make a specialty of this class of business, and this makes it much more profitable for the few who do engage in it. It is a somewhat risky trade, but a profitable one; and which requires attention only at a slack season. This latter remark will apply to both retailer and wholesaler, as both may push fancy lines with considerable profit, just at this season of the year. The lines of fancy goods shown are really excellent in many cases; that is, the goods are both artistically fancy and eminently useful.

Spring orders are quite satisfactory and no one is complaining.

A strong demand is being experienced for men's and boys' heavy gloves of all kinds, and most of the houses have been compelled to re-order during the past week.

In overcoatings the demand is for friezes. This fall the domestic friezes or etoffs, as they used to be called, have been in stronger demand. The ready-made clothiers have consumed large quantities of this class of goods. It is an imitation of the Irish goods, and is much cheaper. The domestic manufacturers have made a fairly good bit in these goods. All other kinds of overcoatings are selling moderately, as the weather is not severe.

In tweeds the wholesalers are complaining that the demand is running to lower priced goods. These shoddy goods can be given a nicer finish, and consequently sell better to the middle class of consumers. These goods are partly domestic and partly imported, but it may be safely ventured that the bulk is imported. People demand cheap goods and they get them; but in the most cases it is veritable trash.

The feature of the past three weeks has been the great demand for cottons. This may be due to the announcement made a few weeks ago of an eighth advance on greys, and the expected advances on other lines. The demand has been on all lines of shirtings, cottonades, tickings, etc. But these have been sold by the wholesaler at the old prices, with a dating of December 1st, but as soon as the dating changes to April 1st it is expected that all the houses will advance their prices more or less. In fact, it will be necessary to do so. Colored shirtings and grey cottons can

not be sold at the old prices when the dating of April 1st—four months—is given, and leave a profit to the wholesaler.

The lower grades in knit woollens—such as undershirts, topshirts, and half-hose are advancing slowly in price. This is due to the regulations preventing the importation of wares from Belgian, German and other continental ports. This has caused a falling off in manufacture, and a compulsory use of better material to execute orders placed for October and November delivery. Underwear in some low lines has advanced 35c. per dozen.

The sorting trade in such goods as hosiery and underwear is likely to continue strong well on to December. This is the result of small ordering in previous months, and now dealers are placing small and more frequent orders. Consequently the demand will be brisk until the retail season is nearly over.

Most of the houses are laying in a strong stock of fancy handkerchiefs for the holiday trade. The trade manifests itself very clearly with the wholesalers during the latter half of the present month. These gentlemen are preparing for this expected run on this line of goods, and many beautiful ranges in Irish, Japanese and other makes are displayed.

Cloakings are selling well at present in all lines; some houses report a very strong increase over last year in this class of goods.

Dress tweeds are not selling so rapidly as before, but the great demand is now on black and navy serges. The old stand-bys have sold well this season in all varieties, and at present stocks are very low. Although wholesalers were prepared for a moderate demand, they did not anticipate so great a reaction in their favor.

The fur trade is fairly good considering the weather. Some of the manufacturers are very busy; in fact, orders have in some cases been refused. The prices are well maintained, and business is on a good solid basis. The feature of the demand is the inquiry for capes in all kinds of furs and in all varieties of shapes and styles. This was not unexpected, but still the demand bids fair to go away beyond expectations. If anything like a severe winter should set in, October seals sold at advanced prices, and this has stiffened the prices of manufactured goods and braced up the ideas of the holders of skins. Seals will in all probability be much dearer next season than at present. This October advance will not materially affect prices for a few months, as October skins are not manufactured this season.

In hats the fedora is holding its own in all kinds of shapes and styles. The Tourist has had a big run in the States, and this is a fedora. The rolling brim and the round crown are the favorites, but all varieties of this neat soft felt class of goods are taking the fancy of buyers. People get tired of stiff hats and change to these more easy-going styles. In stiff hats the tendency is to order mainly in the old styles for spring, with perhaps a few of the more extreme designs now shown. But the latter are not becoming general. Tam-o'-Shanters are still in good demand, and promise well for cold weather. Heavy mits and gloves of all kinds are in strong de-

mand. Domestic manufactured lines are selling very well.

The millinery houses are quiet at present. The sorting-up trade not being very voluminous. Still most of them are doing a fairly good trade in fancy dress silks, and in spring goods such as parasols. Some straw goods are on the market, but it is too early to say much concerning them. Ready-made mantles are selling well. Furbimmed garments are in great demand, with beaver and astrachan leading. Among the better classes the Watteau pleat seems to be the prominent feature in heavy tweed, melton, beaver, and frieze jackets. Very few box coats seem to be worn.

NOTES.

Wyld, Grasett & Darling report a strong demand for overcoating, especially Irish and domestic friezes.

Gordon, Mackay & Co. are running off a special lot of 350 dozen comforters of full size, 72 x 74, in three ranges. These goods have proved quite a leader for them.

W. R. Brock & Co. are selling two lines of blankets which are taking well with the trade. Their sales in all lines of blankets have been large this year; but these lines are claimed to be extra good value.

Gordon, Mackay & Co. are making a specialty of several lines of fancy handkerchiefs, suitable for the holiday trade. Japanese handkerchiefs are shown in huge variety, while all other classes of fancies are in abundance.

Two special ranges of Turkey chintzes have just been opened up by Gordon, Mackay & Co. These are scarce goods, and they claim to be selling them at low prices.

Caldecott, Burton & Spence report a falling off in the demand for gauntlet gloves and an increase in that for lace gloves. These have been enquired after quite strongly during the past few weeks, as they are more suitable for fall wear with a jacket than the gauntlets.

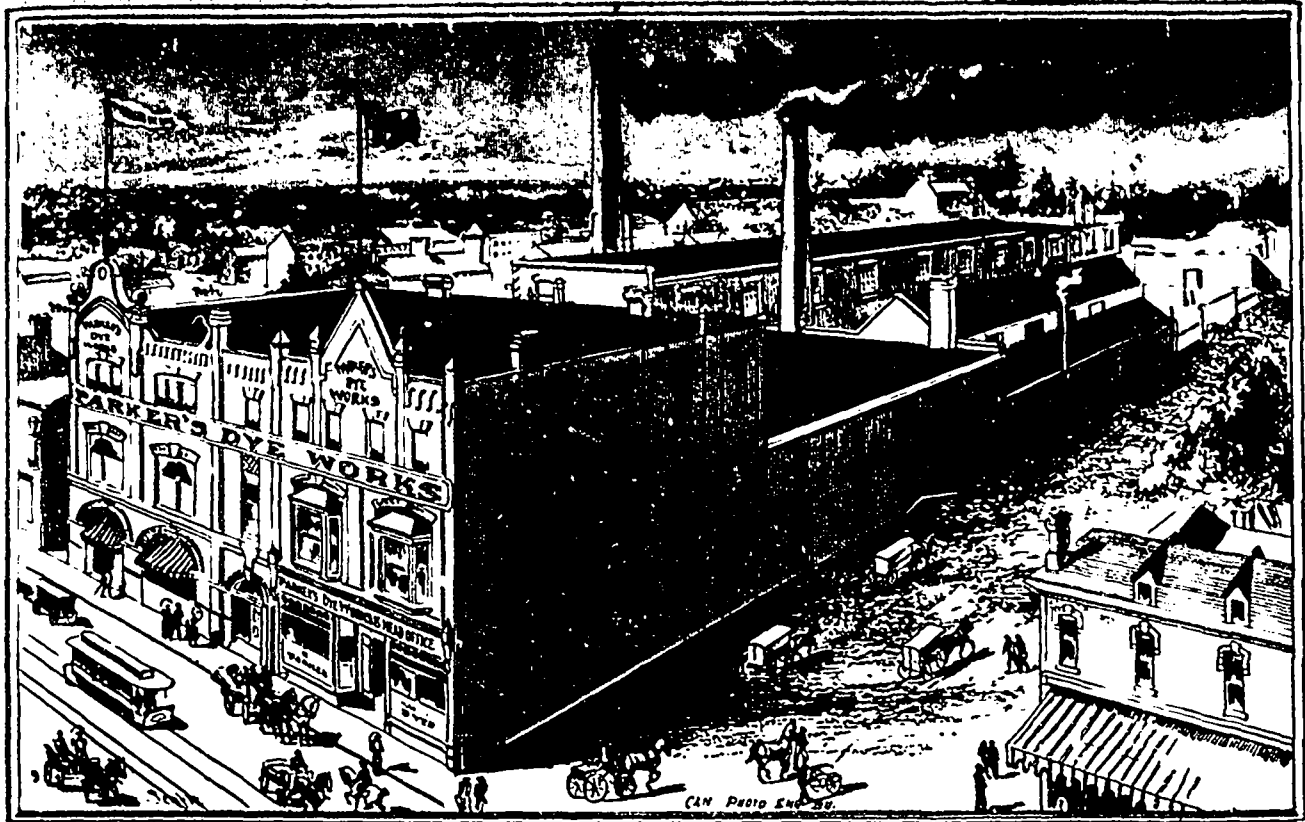
Gordon, Mackay & Co. have just received a shipment of white silk elastic in round and 6 and 8 cord; also black in round and 4, 6, 8, 10 and 12 cord. These goods are somewhat scarce at present.

John Macdonald & Co. have a line of overcoatings called the Montagnac. It is a very heavy nap goods, and combines the fact of making a dressy overcoating and at the same time one which is heavy and impervious to wind. The goods are of excellent quality, and their appearance and feel make them very saleable.

Gordon, Mackay & Co. are showing a good stock of St. Hyacinthe flannels, in light and dark greys, plain and twill. They have also restocked in white and scarlet Saxony flannels.

Wyld, Grasett & Darling are having a strong run on neckwear at present. This is a line which they make a specialty of, and their buyer is now in foreign markets securing the latest novelties for the holiday trade.

Alexander & Anderson report having a capital season in dress goods, and are now closing out some specially cheap lines to end up the season. They have just received navy estimanes and diagonal serges. These are repeats of these goods rendered necessary by the great demand for them; they have now in stock a full range of these goods at the different prices. In mantlings they



PARKER'S DYE WORKS AND HEAD OFFICE

R. PARKER & CO.

: Dyers and Finishers :

787 TO 791 YONGE STREET, TORONTO

WE MAKE A SPECIALTY OF THE
 Dyeing, Finishing of Dry Goods and Millinery Goods
 FOR MERCHANTS

*:: WE ARE PREPARED to do the Very Best Work,
 employ only first-class artisans, using the most approved
 dyes and chemicals, and having the latest and most complete machinery
 for finishing goods*

*.....We especially wish to call attention to the Dyeing and
Finishing of All-Wool and Union Dress Goods, which
by the aid of our New Machinery we can guarantee no
shrinkage in the width of the goods.*

GOODS RECEIVED FROM ALL PARTS OF THE DOMINION
 SEND FOR QUOTATIONS

DRY GOODS DEPARTMENT



All-Wool and Union Dress Goods dyed and finished, without shrinkage in the width, and made up as originally.

BRAIDS—Mohair, Military and other Braids dyed and made up.

HOSE.—All-Wool and Cashmere Hose dyed and put up in half-dozens, and boxed when desired. Our *FAST BLACKS* cannot be beat.

WOOLS.—Berlin Wool dyed and made up in quarter-pounds. Fingering Yarns dyed and put up in spindles.

TWEEDS.—Cloakings, Jersey Cloth, Meltons, etc., dyed and finished.



MILLINERY DEPARTMENT



OSTRICH PLUMES.—We beg to call special attention to our Dyeing, Cleaning and Curling of Ostrich Plumes. Milliners who have a quantity of old feathers on hand can have them dyed and cleaned and made up in Flats, Tips, Aigrettes, Pompons, Mounts, etc.

RIBBONS—Union and Soft Silk Ribbons dyed and finished equal to new and re-blocked.

NEW GOODS SHOULD BE FORWARDED TO THE WORKS DIRECT

R. PARKER & CO'Y

787 to 791 Yonge St.

TORONTO, ONTARIO

TO MERCHANTS



“ In Canada very few stocks of dry goods, millinery, etc., can be found that are free from pieces of goods which are in their original colors unsaleable, mostly owing to the changeableness of fashions, such cannot be disposed of except at great sacrifice and loss, and even if sold are rarely found to give satisfaction to purchasers, such sacrifices should not and need not be made.

“ Many merchants do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store, because they will not bring near their original cost price, forgetting at the same time that the longer such goods remain on hand the greater loss they cause of interest and principal.

“ We have already been the means of converting many thousand dollars worth of old and unfashionable goods into choice saleable stock, and we are fully assured that there yet remains millions of dollars worth of undesirable dry goods evenly distributed with merchants throughout the Dominion.

“ By sending to us for our wholesale price list, and making a careful calculation, it will be found that it pays to have the old stock re-dyed, and that by doing so it is the only possible way that the capital invested can be recovered.”

R. PARKER & CO.

- Dyers and Finishers -

787 to 791 Yonge Street

TORONTO, CANADA

To Our Many Kind Customers

We thank you most heartily and sincerely for the vast amount of patronage which has been bestowed upon us during the past sixteen years, and we feel that the efforts which we have put forth have not been in vain.

Our idea has been to do the best work, and as the demands of the trade required, we have from time to time added new buildings and the latest

- Improved Machinery -

Our latest addition has been machinery for finishing All-Wool and Union Dress Goods, one machine alone costing us over \$2,500.00. Goods such as Bedford Cords, Merinos, Cashmeres, Nun's Veilings, etc., can now be finished without any shrinkage in the width.

As in the past we will "Hold First Place," and our customers may rest assured that all goods which we take in hand will be dyed and finished as well as it is possible for them to be done, and as good work as is done in any part of Europe.

R. PARKER & CO.

Dyers and Finishers

787 to 791 Yonge Street, Toronto

BRANCHES AT

HAMILTON, BRANTFORD, LONDON, ST. CATHARINES, GALT, WOODSTOCK

have also received repeat orders, and have now in stock all the leading lines, such as beavers, chevrons, serges, diagonals, astrachans and salettes.

Wyld, Grasett & Darling are showing two special lines of blankets and are creating quite a movement for them. One is a special line of all-wool, and the other a special line of union, in all weights. In some lines of Campbellford flannels they are offering special inducements to buyers. Their stock is full and well assorted by recent receipts.

W. R. Brock & Co. have just had a repeat of their celebrated dollar line of honeycomb shawls. Among other special lines just received are a line of ladies' grey ribbed vests to retail at 25 cents; a line of ladies' heavy wool underwear, which they control on this market, and which is beautifully finished and can be retailed at a dollar with a wide margin; and a line of domestic lined gloves, heavy and substantial stock being used in their manufacture.

Foreign rattan goods are just being opened up by John Macdonald & Co.; the shipments contain such goods as letter baskets, work baskets, scrap baskets, lunch baskets, and music racks. These are really beautiful goods. A large shipment of several cases of silk handkerchiefs is to hand, and placed orders will now be filled. Repeat orders for men's heavy wool half-hose have just been received. Vases in great variety and in different kinds of ware are shown. Their stock of lined kid gloves has just been replenished by new shipments.

Gordon, McKay & Co. have just secured four thousand pieces of flannel-ettes in checks and stripes. This lot will comprise one hundred different patterns, but only one quality. These goods have been bought at about 20 per cent. below manufacturers' prices, and will be sold at a close margin. They guarantee them first quality and worthy of attention in all respects. Although cottonades have advanced in price, this firm is offering two special lines of overalls at low prices which are excellent value. They have large quantities of them.

John Macdonald & Co. have a number of special lines of small wares among which the following may be mentioned:—Lindsay's patent safety pins, pin and string tickets; H. B. Embroidery cottons; dressmakers' belt-ings, bone casing, seam bindings, horn strips, dress stays, leather-stitched braids, Barbers' linen thread, wire and hair brushes, miscellaneous pins, dress shields, hair curlers, loom-webs, elastic suspenders, corset and dress laces, linen, cotton, and silk handkerchiefs. All these lines have been sorted up during the past few weeks, and stocks are very complete at present.

Samson, Kennedy & Co. are opening up a lot of chenille curtains, which comprises a large range both as to pattern, color and quality. In children's and misses' wool caps and hoods they are showing a good range. One of their specialties at present is a line of cornice poles in antique oak, ebony, mahogany and ash, at all prices. For the cheaper class of trade these poles are taking extremely well, and the enquiry for them has been increasing, notwithstanding the short time they have been on the market. The poles are fitted up with wooden rings and brackets. They are also doing a good

trade in brass pole trimmings. In seat-ettes and mantle cloths their range is extensive at present, having been kept so by repeats, notwithstanding the strong enquiry for them and the numerous and bulky orders executed. They have a low line of all-wool henriettes which they are running on at present. A shipment of black and colored velveteens has just passed the customs and will soon be placed in stock.

John Macdonald & Co. have opened up another shipment of ladies' and children's fine ribbed wool hose. They are the balance of a manufacturer's stock, secured at a low figure, and early purchasers will get the benefit. Odds and ends of dress goods are now being offered at clearing prices, and are being rapidly picked up. Their lines of dress goods have been good sellers this season, and consequently odd and broken lines are valuable. A manufacturer's stock of braces, comprising over 2,000 dozens, has just been opened up. This shipment contains 23 different styles, and are placed on sale so as to be cleared rapidly at about one-third less than usual prices. They have also just passed into stock three cases containing eleven hundred dozen of manufacturer's job handkerchiefs. A case of ladies' portmonnaies have just been received in ten different numbers. They have refilled their stock of yarns by repeats in Saxony wools, fingering and domestic yarns. Eight different numbers of new style American corsets are being shown. They are extra good value, and with Thompson's English glove-fitting corsets, and the best domestic makes, their stock presents a very large variety.

Wyld, Grasett & Darling have placed in stock a fresh shipment of glass cloths in fancy checks ranging through all usual prices. They claim that these goods are of the best quality. In domestic shirtings they are offering some splendid drives. These cottons bought at old prices, and are now being sold at prices equal to the present cost at the mills. They are showing one special line in ladies' underwear at \$9 per dozen, which is taking well; this is a line of natural wool, the sale of which is controlled by them in this city. They are also pushing a nice line of laced kid gloves which were received recently. These are much in demand at present, and they carry a full range. In their furnishing department underwear is moving freely, and there is a strong demand for lined gloves in kids, napa bucks, buckskin, etc.; and also mufflers in fine cashmeres and silks. These latter are shown in fancy designs, such as polka dots, checks and Paisley patterns.

John Macdonald & Co. are in receipt of a shipment of the "Amazon" velvet skirt facing, the new fabric for facing and binding skirts. It is becoming very popular here.

Messrs. Gillespie, Ansley & Dixon have quite a collection of heads and horns of fur-bearing animals decorating their establishment. Among the most noticeable are: The head of a Cape Horn buffalo, which is very wild looking compared with the shaggy, ferocious looking head of the American aborigine, several heads of Peace River moose, which are remarkable for their length of nose and the size of their shovel-shaped horns; and the long

spreading horns of the Russian deer, much like our wapiti. Mr. Ansley during a recent visit to the West tried to secure a large musk-ox head, which is in the possession of the Hudson Bay Commissioner. He offered a good round sum for it, but did not succeed in obtaining possession of the prize. A very pretty musk-ox has recently been added to the museum of the University of Toronto. It is a medium-sized bull. It and its mate were killed last winter in the northern regions, and one was sent here and the other to McGill University in Montreal.

Mr. H. Adams, of Jas. Adams & Co., Belfast, Ireland, who has been home on a business visit, has returned to the city and may be found taking orders for all kinds of linen goods at 61 Bay street.

Messrs. Bradshaw & Sons have become comfortably settled in their new warehouse at 9 Wellington street E. Mr. Bradshaw, Sr., says that they have all the business they can attend to, and the busy aspect of their establishment bears out his words. They handle the output of several woollen mills, and do an extensive general trade.

Mr. William Mowat, who manages the Canadian office of Messrs. Stewart & McDonald, of Glasgow, at 80 Wellington East, is at present in Western Ontario on a business trip. This Glasgow firm do a general dry goods trade and their goods are justly celebrated. Mr. Mowat is doing an excellent trade for his firm.

Chalcraft, Simpson & Co., manufacturers and dealers in readymade clothing, have removed from 43 Colborne street to 62 Front street west. This was necessitated by the enormous increase in their business during the past year. By prompt attention and live management they have established an extensive trade.

Alexander & Anderson have received repeat orders in black and colored velveteens and black and colored henriettes in scarce shades. Another shipment comprises black satin-backed velvet ribbons in all numbers. Silk handkerchiefs and other lines of fancy goods are to hand for the Christmas trade.

In staple goods Alexander & Anderson are showing special values in grey and white cottons, shirtings, flannel-ettes, denims, etc.

W. R. Brock & Co. have a well-assorted stock of novelties for the holiday trade. These have been chosen with a special view to meeting the demands of all classes of traders, and will no doubt be carefully inspected by these different classes, especially by the pushing retailers who make a rush for big sales whenever the slightest opportunity offers.

Window Dressing

GRAND HOLIDAY PREMIUM OFFER, good until 31st Dec. (Harman's Xmas Pamphlet with illustrations and full particulars to trim holiday windows. Price 75c.) "300 ways," a book of 250 pages and 150 illustrations for dressing windows, also gives a series of displays for Christmas (Price \$1.20.) (Harman's new hammer with sliding handle for dressing windows. Price 50c.) This entire outfit mailed post paid for 82.25 or separate

Free. To Purchasers a Pamphlet of catchy ideas. Harry Harman, Room 1204, The Temple, Chicago, Ill.

Window Dressing supply Catalogue mailed on application.

CORRESPONDENCE.

To the Editor of THE REVIEW :

Sir, With regard to this question of returning goods, I am of the opinion that the wholesalers must bear with their own little troubles. We have enough of them, and they cannot shelve all their grievances on the poor retailer. The trouble is generally due to the great number of travellers and the intense competition among them. They must sell goods whether we want them or not. They tell us the whole truth about their goods, and a great deal more, and force us to buy, or at least put us in such a position and in such a frame of mind, that we are afraid not to buy, not physically, but morally afraid. You will find, sir, if you inquire, that the goods returned are not often staples. In fact, seldom will they be the usual and staple stock. But the parcels marked "returned" are parcels of novelties, fancy goods, new brands, new designs, etc., warranted by the traveller to sell at sight. But when they arrive and are opened up, the merchant thinks the matter carefully over, and he concludes they won't sell and he decides to send them back. This, I say, is a just privilege, due to the retailers who buy goods under the pressure of oily-tongued travellers. With regard to the bad packing, of course, I must admit that to be a real grievance.

Yours truly,

COUNTER.

Montreal, Que., Nov. 3rd, 1892.

To the Editor of THE REVIEW :

Sir, With regard to the circular sent out by the Dry Goods Section of the Toronto Board of Trade, I must say that I think the wholesalers are making a mountain out of a mole hill. By sending out the circular they have sent, they imply that this is a general practice among the retailers. Now, sir, this is not true, as far as I can judge of the trade. The majority of retailers may send goods back, but this majority do not send goods back for the reasons nor in the manner set out in the circular. The wholesaler may have made a mistake in the quantity or pattern, or may have substituted one line for another; in any or all of these cases the dealer is justified in sending back goods if they are not suitable for his purposes. And he is also justified in doing this at the wholesaler's expense; because when the wholesaler does anything of this kind, he knows that he is incurring this risk, and consequently the retailer should not be accused of wrong doing when he is doing simply what is expected.

Moreover, I decidedly object to the imputation that goods are generally damaged when returned, due to slovenly, careless packing. If some wholesaler has a few such customers, he should not endeavor to reflect this bad light on the whole class of retailers, but settle this matter with his own customers. The retailers in the dry goods business in Canada are, in my opinion, as gentlemanly and upright a class of business men as exist anywhere, and it is discouraging to them to have such general charges laid at their doors.

Yours truly,

GEORGIAN BAY.

Nov. 10th, 1892.

DRY GOODS FOOTBALL.

The Toronto wholesale dry goods clerks have been much interested as to the result of the contest for the shield presented to the League by THE DRY GOODS REVIEW. Exciting matches were played all through the season, and finally the team of Caldecott, Burton & Spence won the shield for the second time. Once more, and it is theirs forever. The teams of W. R. Brock & Co., and of Wyld, Grasett & Darling were tied for second place. Many believe that Brock's team is the best in the League, but Caldecott's are the champions, winning it by careful management and strong play. The team of John Macdonald & Co. withdrew from the League early in the season, on account of an unfortunate disagreement between them and the executive committee. They had a strong team. If possible the readers of this journal will be favored with a picture of the champions and their trophy in next issue.

IN MONTREAL.

There has been considerably rivalry between the employees of the firms of McIntyre & Son and Lonsdale, Reid & Co., regarding their prowess in Association football. The matter was decided by two matches early in the month, but the matter resulted in a tie, each house winning a match. Since then the weather has not tempted them to decide the matter.

The first match was played on Saturday, the 22nd October, the Lonsdales winning by two goals to none, all made in the last half.

On the 11th of November the two houses met again in the Crystal rink, when the McIntyres administered an overwhelming defeat to the Lonsdales, winning by a score of five goals

to two. Following were the teams on this occasion:—

McIntyre, Sons & Co.—J. Duhamel, F. J. Shaw, Jas. H. McKenzie, L. Clark, R. Park, D. Lynch, H. Shaw, P. Forster, W. McKenzie, C. Hostler, R. Bluning.

Lonsdale, Reid & Co.—M. Baker, W. J. Childley, J. Hannah, A. Chiquette, A. Gibb, W. N. Ahern, E. A. Lapierre, C. W. McFarlane, R. B. Murray, N. Marchbanks, W. C. Murray.

Referee, John Dolg

FURNISHINGS NOTES.

The Inverness overcoat will be in favor this winter with the best dressed county and town gentlemen, perhaps not so popular in the cities. The Chesterfield will be as popular as ever. But last year's fashions are not going to have much change, except perhaps a tendency to longer garments. The Clothier and Furnisher says:—"The overcoats of the winter will of course be longer—the long undercoats necessitate that—and then there is a tendency for greater length in topcoats, for cold weather wear, that has been fomenting in the fashions for several years past. They will be box in shape, rough and double breasted, with the lapel rolling lower than last year, save when the chill blast blows. There will be a minority of the long-tailed Newmarket-like overcoats; for they are tight-fitting and bind the undercoat, while they very noticeably vie in shape with the coachman's livery."

The fashionable hat is the Tourist, and it bids fair to conquer public fashion, taste and everything. The rush seems to be into all sorts of soft hats, lessening slightly the demand for stiff hats.

Everything indicates colored shirts for next summer's wear, both in negligence and ordinary.



WANT OF PERSPICUITY.

PARSHLEY (who has lunched at the same restaurant with GAYJER without seeing him)—Some infernal rascal stole my hat in there, just now!

GAYJER.—That's funny! I lost mine there, too! (And they part, resolving never to visit the place again.)

BUSINESS CHANGES.

ONTARIO.

P J. WALSH has retired from the dry goods firm of Walsh & Steacey, Kingston, and a new firm has been formed under the style of Steacey & Steacey.

W. C. McArthur, fancy goods dealer, Ridgeway, has assigned to Herbert Long.

Eccleston & Co. and Joseph Patterson, dealers in men's furnishings in this city, have failed, and their stocks have been sold. The goods were mostly bought up by city dealers, among whom were Quinn and the Army and Navy. There has been a large number of failures this year among the Toronto furnishers, and this lessening of the number may put the trade here on a better basis.

Isaac Coolidge, dealer in hats and caps, Brockville, has assigned.

When the creditors of M. W. Read, general merchant, of Bobcaygeon, who failed with liabilities of about \$5,900, met in the office of Campbell & May, assignees recently, Mr. Read had no offer to make, so the creditors instructed the assignees to offer the stock for sale. It will be put up at auction at Suckling's warerooms on Tuesday, Nov. 29. There is merchandise to the value of \$1,000; book debts, \$1,000; horses, \$300; and a house and lot estimated to be worth \$1,500.

QUEBEC.

Clarke & McCubbin, tailors, Montreal, have dissolved partnership.

P. Harkness & Co., dry goods, Montreal, have dissolved partnership, and Hilda Helen Gatehouse registered as proprietress.

The furnishing stock of W. G. Brown & Co., Montreal, is to be sold at auction on the 25th inst.

MARTIME PROVINCES.

Harris & Stewart, wholesale dry goods merchants, Charlottetown, P.E.I., have suspended.

M. M. Bruce, tailor, Campbelltown, N.B., is dead.

L. E. Jost & Co., dry goods merchants, Windsor, N.S., have assigned.

Henry Hermes, Jr., tailor, Halifax, N.S., has assigned.

MANITOBA AND THE WEST.

Hill & Wallace, dry goods, Lethbridge, Man., suffered by a recent fire. Fully insured.

G. W. Watts, millinery, Regina, N. W. T., has sold out to Miss H. A. Crooks.

Cope & Young, dry goods and commission merchants, Vancouver, B.C., have sold out their dry goods stock.

The dry goods stock of A. A. Richardson, Nanaimo, B.C., is advertised for sale by the assignee.

Macauley & Higginbottom, clothing, Victoria, B.C., have assigned.

A. M. McInnes, tailor, Nanaimo, B.C., has assigned to Jas. H. Simpson.

SOMETHING ABOUT FEATHERS.

The man who can understand woman and her vagaries is indeed a wonder, and in no case does she show her peculiarities more than in the constant changes through which she follows the Goddess of Fashion. In this connection your Montreal correspondent had an interview with a leading Montreal feather dealer recently that may prove interesting to the readers of the DRY GOODS REVIEW. "The feather trade," said he, "has been very slack recently;

It has been pretty slow business with me for the last couple of years. They are coming into fashion again, however, and before the fad runs to its legitimate conclusion, I expect to be able to recoup myself for the two dull years that I have had. What are they used for, and what kind of feathers? Oh! everything that fancy can suggest—from the long feather boas that you see blowing in streamers in a gale of wind to a regular aviary of all kinds of birds, from the humming bird to the bird of paradise. It is on ostrich feathers, however, that I hope to make my biggest deal. They are more in vogue now than for two years, and it will take five years at least for the style to run out. This is easily understood. First of all, the society leaders adopt the new idea, and I make a fair thing out of it; then they are followed by the women folk of the middle classes, and lastly the shop and work girls take up the idea. It is out of the latter that feather dealers make the most money. Why? For the very best of reasons. The rich lady has everything, from her storm bonnet to the dazzling creation of the millinery art with which she bewilders her envious female friends at church parade on a fine Sunday. The working girl has not, but wears her finest on all sorts of occasions, and as she is bound to be in the swim in this democratic land of ours, it is the most expensive she can afford. But she cannot have one to suit all occasions like her luckier. The natural result is that her feathers lose their curl, so to speak, and wear out more quickly, and that is where the feather man makes his money. The rich lady's hat and feathers may cost more at first, but the working girl will spend in the aggregate, in keeping her's in condition, by paying small sums from time to time, more than double what the others' cost. Yes, of course I want the rich lady's custom, but in feathers, like everything else in this world, it is out of the poorer classes that we make our biggest profits," and the feather man walked away, and the correspondent was inclined to coincide with him.

HOLIDAY DISPLAYS.

This is the time of year when the fancy goods dealer starts in to harvest the crop which he has not sown—unless he has advertised. But he is going in for a quick crop, and he sows the seed in window displays, and expects prompt returns. He will get it even if the other drill—the advertising—is left in the barn. The crop will only be half the size, but that is to be expected.

One leading point must be borne in mind. You cannot make your windows too showy. This is true because the coloring of nature has gone. Like the bobolink, she has cast off her many hued garment with all its brilliancy, and now has donned her sombre garments of white and grey. Then man kind looks to other sources for brilliancy, and find it they must whether it's in the gay ball-room, the brilliant theatre, the pleasant home fireside, or the trader's window. Coloring in all its richness will please, by contrast with nature's dullness.

If you are going to make a series of displays during the next two months, make a short survey of your store and jot down your leading and most attractive lines, not forgetting

the lines that you have a dangerously large stock of. Write the latter lines down twice. Then you have your list of window displays for the season, subject to one or two alterations later on, when you get something new.

When having decided what goods should be shown, all that remains to be done is to show them. If you have marked dolls as one line, fill your window with dolls, big and little, black and white, dressed and undressed. In the centre should be your largest, with a pretty bouquet of flowers, or in some other charming attitude. If you handle dolls' carriages, put one in and exhibit dolls in it. Do the same with dolls' cradles, beds, houses, etc. Arrange a doll tea party, showing your finest range of children's dishes. In fact a hundred different ways exist for showing dolls. If the dealer will take time to think of them. Dolls on swings, dolls at home, dolls on the street, dolls at work, dolls awake, dolls asleep, mother dolls, baby dolls, comic dolls, and various other kinds, ought to be represented. If you care to show plush goods, show plush goods. Do not do it in a mean, stingy way. Be generous, for it is the season of generosity. Don't do things in a half-hearted way, or your customers will be the half-hearted people. So with other lines. Fill your window full with a certain line and make huge displays. But do not get too general in your window dressing. Do not advertise your stock; advertise some particular line, by showing every possible variety of it that you possess. This is the advice; the application is more important, and it is the test of the ability of the dealer and his clerks.

Great Boons to Active, Busy, Wide-awake Merchants and Clerks are offered by the J. K. Cranston Store Office Supply Co., Galt, Ont. Here they are! Two of them! More to follow!



The Granston Trade Due Bills
In 1c., 5c., 10c., 25c., 50, and \$1.00

Each amount printed on Fine quality, different colored, Bristol Card Board.

DENOMINATIONS.

Used the same as money. \$500 per M. Will last 5 years. EACH BILL CAN BE USED and reused till worn out.

The Happy Thought Counter Check Book. No Carbon paper required. Send for Sample and Price Lists to J. K. Cranston, Galt.

J. K. C. GALT.
Dear Sir.—The Happy Thought Check Books are the best we ever used, and would not be without them. KAISER & JARRETT, Pine Grove, Oct. 27, 92.

TRADE CHAT.

A BRANDON Knight of the Goose Board recently had a narrow escape from death by a rifle explosion.

The Standard Shirt Co., Montreal, Que., suffered \$1,000 damages by a recent neighboring fire.

Corses have been found on the waists of Egyptian mummies.

The capital stock of the Kingston hosiery mill has been increased from \$100,000 to \$200,000.

It is rumored that Senator Sanford, of Hamilton, will remove his cotton mills from Dundas to Windsor.

On October 28th the collar factory of Miller Bros. & Co., Montreal, was damaged by fire to the extent of \$30,000.

Messrs. J. D. Williamson & Co., of the Lion, Guelph, Ont., have lately made extensive alterations in their ordered clothing department.

The tailor shop of Thomas McGillivray, of Essex, was entered at an early hour on the morning of the 14th inst., and \$125 worth of goods taken.

Messrs. S. F. McKinnon & Co. have entered suit against the city, claiming \$1,500 for damages to elevator by the sand in city water.

The Belleville police commissioners have awarded the contract for clothing to Brignall & Thompson, and that for boots to John McKeown.

Uriah Shoemaker, for years a clerk in the dry goods store of Groff & Hymonen, went to Detroit about eighteen months ago, and now his friends fear foul play, as he cannot be found.

Mr. William Munns has issued a writ for \$11,631 against John Macdonald & Co. There has been a good deal of complicated litigation between the parties, and this is simply another branch of it.

Messrs. Newland & Co., plush manufacturers, in Galt, Ont., intend starting a branch factory at Buffalo at once. They feel able to compete with any firm on the other side.

Mr. J. K. Macdonald has been re-elected president of the Toronto Children's Aid Society. Like the founder of the firm of John Macdonald & Co., he abounds in good works, a worthy son of a noble sire.

Northey & Co. have commenced an action against T. Eaton & Co., dry goods merchants, of this city, claiming \$25,000 damages for alleged breach of contract and for slander regarding the Northey Gas Producer.

Dry Goods Genius—How shall I mark these goods? Old Tapeyard—Just figure out fifty per cent. profit and add seven odd cents, so the women will think it's a bargain.

James Byrne, tailor, 258 Church street, Toronto, wants \$5,060 damages from M. McConnell, Peter Small, R. Bewolby, and P. Playter for alleged excessive distress and for wrongful entry on his premises.

Mr. W. G. Rickert, late of London, Ont., has been appointed western representative of Messrs. James Coristine & Co., Montreal, wholesale manufacturers of hats and furs.

Stirrett & Co., dry goods merchants, of Petrolia, Ont., are so well pleased with their trade there that they have withdrawn their branch store from Forest, and will centre all their efforts in Petrolia.

The Woodstock, Ont., Woollen Mills, G. Wetmore Merritt, Alexander Wills, and A. L. Trueman, incorporators,

have applied for a charter as the Woodstock Woollen Mills Co., Ltd., with a capital of \$20,000.

The St. Hyacinthe papers announce the arrival there from Sherbrooke of about 50 employees of the E. T. Corset Company, which has now removed its operation to the former city.

G. Wood & Co., Brandon, have opened the doors of their fine new store in Macdonald block. They show an immense stock of dry goods, mantles, furs, gents' furnishings and ready-made clothing.

Hyslop, Caulfield & Co. are defendants in a suit in which a man named Andrews is plaintiff. Andrews is a Montreal man who is claiming damages, alleging that they broke a contract with him by refusing to send him samples.

Mr. Fred. McGillivray, of London, Ont., died there recently. He was a traveller for Messrs. Dickson, Nicholson & Co., wholesale milliners, of London, and just before his sickness had accepted a new position with a Montreal firm.

The proprietors of the Montreal Silk Mills are turning their business into a joint stock company, the principal shareholders being L. Davis, John Haskell, John Burger, H. J. Joseph and S. Joseph, all of Montreal. The capital is to be \$75,000.

In another column will be found a holiday offer from the famous window dresser, Harry Harman, and dealers who have not yet secured his lending works on window dressing will do well to examine his offer carefully. His ideas on window dressing are practicable and original.

Messrs. Hamilton and Cassels, inspectors of the insolvent estate of Kilbourn, Bishop & Co., Owen Sound, have issued their statement. The claims against the estate amounted to \$12,852.55, and the assets are \$7,182.36. The expenses amount to \$1,314.62, leaving for the creditors 39 1-2 per cent. on their claims.

The Yarmouth Cotton Duck and Yarn Company are adding to their outfit a new mill, which they expect to have in operation before the end of the year. The new factory, with its equipment, will cost from \$70,000 to \$80,000, will have a capacity of 10,000 to 12,000 pounds per week, and will give employment to 65 or 70 hands. The old mill is kept fully at work and gives employment to 130 hands.

The Y. M. C. A. held a reception to the dry goods employees of this city on a recent evening, when about 300 young men and ladies were present. Invitations had been sent to all the large wholesale and retail establishments. A gymnastic exhibition was given in the gymnasium, where Mr. Stephen Caldecott made an address, in which he pointed out the benefits the Y. M. C. A. held out to young men.

An order in council has been passed providing for the entry into Canada free of customs duty of horse hair when, besides being cleaned as provided for free admission under the terms of tariff item No. 279, it is also dipped or dyed. Such exemption from duty will only apply to cases in which the horse hair so cleaned and dipped or dyed has been imported by a manufacturer of horse hair cloths for use in his own factory in the manufacture of such cloths.

A strike has been in progress among the employees of Holbrook's clothing

establishment at Ottawa. Seven men demanded of Mr. Holbrook that he should compel the girls working for him to join the tailors' union, and when he declined they left work. Mr. feels that he has no right to compel his working girls to join any organization, and much less have his men a right to dictate in the matter, and he has given the men to understand that if they do not return to work in a reasonable time, he will fill their places with others.

The International Monetary Conference will be held at Brussels November 22, with seventeen powers represented besides the United States. The governments which have accepted the invitation of the United States to send delegates to the conference are Austria, Hungary, Belgium, France, Germany, Great Britain, Greece, Italy, the Netherlands, Portugal, Roumania, Russia, Serbia, Spain, Sweden and Norway, and Switzerland.

A good story is told of a recent transaction. A traveller sent to his house an order for about \$100 worth of goods at sixty days, which he had taken. The house looked up the rating of the customer, and not being satisfied wrote to him and said that it would fill the order if he would pay the first \$200 cash and the second \$200 in sixty days. The customer replied: "Your terms are accepted, but you can cancel the first half of the order."

For some time past Thomas C. Watkins, the well-known Hamilton dry goods merchant, has been in ill health, the result of too constant attention to business, which at his advanced age, 74 years, causes a much greater strain than in a younger man. On the advice of his physicians he has decided to take a rest, and has gone away to recuperate. It is hoped that he will be benefited by the change and that a short time will suffice to restore him to his usual health and vigor.

The following Irish news will be interesting. In September the exports of linen piece goods exhibit an increase to four countries only—viz., Germany, 38.1 per cent.; British North America, 37.3 per cent.; British East Indies, 19.1 per cent.; and United States, 19.1 per cent. Amongst the decreases are Spain and Canaries, 60.9 per cent.; Foreign West Indies, 49.1 per cent.; Italy, 43.2 per cent.; Brazil, 43.1 per cent.; and Australasia, 40.3 per cent. The nine months' shipments, however, are still above those of 1891, by 9.2 per cent. and 6.2 per cent. in quantity and value respectively.

A meeting of the clerks of the town of Renfrew, Ont., was held the other evening, to consider if they would take steps to try to induce their employers to continue the early closing movement—six o'clock three nights in the week—the year round, instead of for the summer months only. All agreed that they would like to get the concession; but the general store clerks were not quite sure, if they were the bosses themselves, that they would want to close up so promptly any nights in the winter months, when far-off customers get in late in the day and want to do their shopping at night. It was decided, however, to name a committee to find out the opinion of the senior merchants themselves on the matter, and D. W. Stewart, W. R. Barnard and J. E. Morley were selected.

MILLINERY

WHOLESALE
SORTING UP TRADE.

WEEKLY SHIPMENTS OF
NOVELTIES

ARRIVING.

Everything New and Fashionable found in our
Departments.

ORDERS SOLICITED.

D. McCALL & CO.,

12 and 14 Wellington St., East, Toronto.
1831 Notre Dame St., Montreal.



— THE —
AMAZON
VELVET SKIRT FACING
A NEW FABRIC FOR FACING AND BINDING SKIRTS.

ADVANTAGES:

DURABILITY—Will outwear a dozen old-fashioned braids.
SEATNESS—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.
ECONOMY—Being done up in continuous lengths (3 yards) sufficient for each skirt

ALL FASHIONABLE DRESS SHADES.
MANUFACTURED BY
MEYERHOF, MARX & SIMONSON, MANCHESTER.
Representative . FRED KING, 61 Piccadilly, Manchester.

WHOLESALE ONLY.

WE beg to inform the trade that we have now in stock a complete line of Fur and Wool, Stiff and Soft hats of the most desirable shapes, from the following manufacturers :

LINCOLN, BENNETT & CO.,
WILKINSON & CO., and
J. E. MILLS,

and that we are in a position to fill orders for fall trade without delay.

The Fur department is receiving special attention, and we invite an inspection of our samples on the road.



B. LEVIN & CO.,

491 & 493 ST. PAUL STREET,

MONTREAL. P.Q.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 illustrates a bonnet of velvet having a soft crown, spungled knot in front and a soft plaiting around the head, with darker upright feathers



FIG. 1.

ers in front. Ties of satin ribbon, knotted carelessly on the left side.

Fig. 2 represents a capote of beige-colored felt trimmed with a border. Alsatian bow and soft ties of emerald-colored velvet, with a bird's head



FIG. 2.

and tall algettes in a lighter beige shade.

Fig. 3 represents a misses' hat of gray felt, trimmed with a band and side bow of lighter satin ribbon and



FIG. 3.

two broad quills, flocked with black near the top.

Fig. 4 shows a child's hat of pearl

gray felt, having a full crown, similar to a pastry cook's cap, of velvet a shade darker, with band and bow on the side and two erect ostrich tips



FIG. 4.

in front. This soft flat is allowed to droop in any way it naturally falls.

Fig. 5 illustrates a tan colored felt, having a furry beaver border, with a large bow at the left of the front



FIG. 5.

of fancy plaid ribbon, having two brown quills thrust in it, and a band of brown velvet around the crown.

PUSH AND PLUCK.

The successful merchant to-day must be intelligent, energetic, and push himself and his wares to the front. The business world is now filled with active, alert and progressive workers. Onward and upward is their motto. The world seems to have grown tired of old things, old ideas and old ways. The pulse of trade has been quickened by the progress of science in utilizing steam and electric force, and now wants new ideas and new things. The merchant who cannot keep pace with the times is succeeded by those who can. No matter what the business is, it requires push. Push rightly and intelligently directed accomplishes more than talent or money. Those possessing this irrepresible energy, or whatever else it may be termed, find that the greater the effort made the easier of accomplishment plans become. Constant push to do a certain thing increases the will power and suggests through continued thought new ways and means of doing it. The better matured plans are, the easier their fulfillment. The man who says, "I will do so and so," and is noted for his push and pluck, impresses those around him with the idea that he will do what he says, and that is half the battle gained. Keep up the stroke and you will not only succeed, but have others rely upon you.

What push can accomplish was told to the writer by an old Philadelphia merchant some years ago. He said that when he stepped ashore from a foreign vessel on the wharf at Philadelphia he was told by the captain that to succeed in this country he

must have a "motto." He said he did not know what a motto meant. It was explained to him and he started out to find work. As he walked along he saw the sign "Push" on a door. Well, he said, that is a good motto, and pushed and walked into an office for real estate conveyances. He was asked what he wanted. He replied, "Work; the sign 'push' on your door is my motto, and I want work." The agent after talking to him a few minutes was pleased with the boy and his motto and hired him. Success followed. He made a fortune and attributes it to push and pluck. How many merchants can say the same thing?—Ex.

A LIVE CONCERN.

The special advertisement of R. Parker & Co. in this issue is worthy of the attention of all the merchants of the Dominion. It contains information which is of inestimable value to every dealer in dry goods, and moreover, this information is reliable. Every dealer knows to his sorrow the loss he sustains annually on account of the low prices received for goods which are not in the fashionable swim. If this loss can be prevented, it will be a grand boon for the dry goods trade of Canada. Messrs. Parker & Co. confidently assert that this loss can be remedied or prevented, and the testimony of merchants who are regular customers of the company fully bear out the assertions here presented. The illustration of the dye works, situated on Yonge street, in this city, show how an extensive establishment is required to do the delicate work which the company undertake. With the new and improved machinery now in operation, the company is prepared to do all the trade that comes in their way.

SPECIAL ISSUES.

We omitted to mention in our October the excellent issues of the Dry Goods Economist of September 10th, and also that of the Drapers' Record of the 17th of that month.

Our English exchange, the Drapers' Record, is always welcome to our desk and we are pleased to receive its autumn special number. The paper is remarkably well edited, always contains the latest and best news, and this issue surpassed all its previous attempts.

The Dry Goods Economist issued a Columbian edition as its fall special number, and an extremely handsome issue it was. The cover was handsomely lithographed and suitably designed, while the advertisements were numerous and striking and the reading matter just what one would expect from this live journal, with twenty-five per cent. of the unexpected added.

The American Hatter also issued a Columbian Edition for October. The front page of the cover showed the Columbus Exhibition of 1492 and also that of 1892. The issue is artistic throughout, and its reputation for hat news will be fully sustained by its efforts on this occasion.

The Hat Review has issued an extra edition for October. The reading matter is pleasing and very valuable, while the general make-up of the paper is really creditable.

CARPETS AND CURTAINS.

THIS month has been a quiet one with the jobbers as regards sorting up orders. There has been but small inquiry for carpets for immediate delivery. With regard to curtains the same may be said. A large number of orders have been placed during the past month by retailers for spring delivery. These have been very satisfactory, and the total amount of orders surpasses previous seasons in a slight degree. The orders in some cases show a tendency to buy better classes of carpets, although large quantities of cheap carpets are still being sold.

Both with retailers and jobbers the stocks are light at present, and the feeling is good. Manufacturers have nearly all sold their spring output, and are busily engaged in manufacturing the goods already ordered.

SPRING CURTAINS.

John Macdonald & Co. have just sent out to the trade their book of lace curtain designs. This book contains the latest additions to their stock for spring delivery. The designs this year are a decided change from those of last year. Many of the new curtains have designs in which there is no repetition, but simply one large pattern. An example of this is noticeable in their two leaders for spring, the Maypole and the Fountain, which are two of the most striking designs that ever have been shown in the Canadian market. These are Nottingham goods; but in addition to these they carry a large range of Swiss and Irish Pointe, and their spring samples are all new designs, fresh from the Continental markets. They also handle a large range of patterns in curtain nets, and are now showing new designs for spring.

A NEW JOBBER.

H. Bradford Clark, recently in the commission business in Montreal, and previous to that connected with the Hault Manufacturing Co., of Ingersoll, has opened a warehouse at 32 Colborne street, in this city. Mr. Clark will sell for several French and Bel-

gian firms who manufacture table covers, curtains, furniture coverings and other specialties of this class. A line of saddle bags or furniture rugs is one of his leaders. He will carry a sorting stock, and has entire control of the Canadian business of the firms whose goods he sells. His business will be with the wholesalers and leading retailers only.

A HUGE CARPET FACTORY.

The Canadian carpet industry is still in its infancy, and there is plenty of room for development. Toronto boasts of the largest carpet factory in Canada. On the 20th of August, 1891, the newly formed Toronto Carpet Manufacturing Co. opened their establishment to do business. Having thoroughly studied what not to do, what to avoid and how to avoid it, and finally what must be done and how to do it, their agents started on the road with a line which speaks for itself. Orders came pouring in from merchants who had determined never again to buy Canadian carpets. Success followed on their efforts so rapidly that it was soon evident that the premises Nos. 1 and 3 Jarvis street would never accommodate the increasing business. Arrangements were therefore immediately entered into for a new factory that would give the room and facilities required. The building, situated on the south west corner of Jarvis and Esplanade streets, has a frontage of one hundred feet with a depth of seventy-four storeys high, and lighted on three sides. On the ground floor will be found the looms, two and three ply, of both Murland and Crompton build, and also some art square looms. On the second floor are the offices, superintendent's rooms, show room, dyed stock, shearing, rolling and shipping departments. The next floor contains the cop-winders (a new one of the Altemus make has just been added), twist-ers, spoolers, warpers, designing and card cutting and machinists' apartments, the top floor being devoted to the crude yarns. Across a lane twenty feet wide is the engine house; beside the engine house is the dye house, 35 by 80 feet, part of which has been set apart as the drug room. Over the engine room and dye rooms are the drying rooms, which connect with the main building by a bridge over the lane, making it most convenient to the dyed yarn bins on the office floor. As a protection against fire two immense water tanks, holding seven thousand gallons, are placed on the roof, to which are connected hydrants on each floor, and as there will be

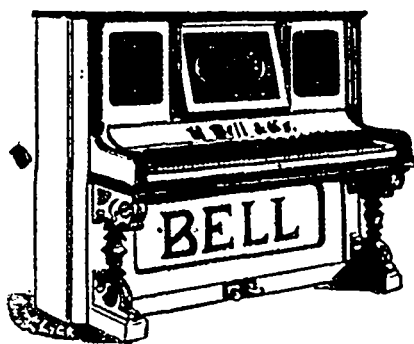
no fire of any kind in the main building, the power and heating being supplied from across the lane, and it being intended to light the factory by electricity, all risk has been done away with. Every comfort needed to make it a cheerful and healthy factory has been looked to, and with plenty of sunlight and air, the factory hands will be able to turn out more and better work.

The officers of the company are: Jas. P. Murray, president, Jno. A. Murray, vice president; F. B. Hayes, sec. treasurer; Henry Wolfe, superintendent. They manufacture all kinds of two and three-ply Ingrains, Cotton Chain, Medium and Union carpets.

The president and vice-president having been for many years connected with the finest dry goods trade in Canada, the secretary-treasurer's long service as accountant with one of our banks, and the superintendent having graduated from one of the largest Philadelphia factories, places this company under officers who, with their technical knowledge and experience, their energy and progressiveness, will not be satisfied until "the Maple Leaf brand" of ingrain carpet shall be known throughout the length and breadth of Canada.

When our representative was passing through the factory he was shown the first Axminster rugs and carpets ever made in Canada. The company hope to have the machinery in sufficiently good running order to place a line of these goods on the market for the spring retail trade.

After an illness of some months' duration, Mr. George Boyd, Sen., passed away on Monday evening, the 7th inst., at his late residence, 63 Wellesley st., Toronto. Mr. Boyd, in the course of a long and busy life, did much to advance the material prosperity of this his adopted city. He was born in Dumbarton, Scotland, in the year 1815, and came to Canada in May, 1857, taking up his residence in Toronto. He associated himself with his brother-in-law, Alexander Buntin, and J. Y. Reid in establishing a wholesale paper and stationery manufacturing business, and the firm, which is still in existence, enjoyed great success in its undertakings. In 1880, however, Mr. Boyd retired from active business life, and from that date he devoted his attention to financial matters. He was a director of several companies in Toronto, as well as in other places, and was a well-known figure among the business men of the Dominion.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

Are the choice of the musical profession everywhere for Full Rich Tone, Substantial Construction and Elegant Appearance.

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BRANCH WAREROOMS:

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.



FANCY GOODS.

TIII. Sunflower pin cushion is again to the front, but much improved by the addition of green leaves and two hanging yellow buds. The whole article is made of felt, and makes a good selling novelty. A similar article is a fancy felt whisk holder, with a large white water lily, with appendant buds, as an ornament.

A neat horsey whisk-holder is made of a silver stirrup, with a silver bit and small strap as a hanger. It is exceedingly chic and novel.

A large range of celluloid novelties is carried by the Boyd, Bower & Brummell Co. The latest addition to this range is a little holder made of oval celluloid segments, fastened to a paste-back after a fish-scale pattern. The whole is hand-painted, and makes an exceedingly pretty and useful wall ornament.

During the month of September fancy goods to the value of \$162,560 were entered for consumption, the duty amounting to nearly \$50,000.

The Copp Clark Co. have some very handsome lines in albums, dressing-cases and fancy inkstands, which they are clearing at present. These are fresh imported goods, not job lines.

Mr. E. Nerlich, of Nerlich & Co., is at present in New York, picking up the latest fancy goods novelties for the Xmas trade.

Warwick & Sons are now busy delivering their import orders for albums and Xmas cards. Their trade is all import, but their range of samples this year was a magnificent one.

The month of October completes the shipments of fall orders, as well as of spring import orders. The goods are now in the hands of the dealers, and repeats of fast selling lines are coming in. Nearly all dealers are stocked, but those in small places have not yet placed their orders in many cases, as they want the goods to be fresh for the last two weeks. The goods may be fresh, but they will be fragments and endments. Travellers are all out seeking sorting orders.

Many dealers in fancy goods overlook the fact that the largest stock of fancy silks is carried by John Macdonald & Co. In pompons, floccelles, rope and other silks their stock is unsurpassed. But besides this class of goods they are carrying strong lines of general fancy goods, some of which merit mention. In paper-maché goods, they carry a great variety of all kinds of ornamental ware. Their bamboo furniture is finding good demand in such articles as screens, music racks, book stands, etc. A very pretty line of handkerchiefs and glove satchets are shown. The peculiarity is the addition of a well formed pansy, tacked on to the surface of the satchel, making a rich and striking ornament. Other lines of new goods opened up recently are portmanteaux, opera glasses, magnifying glasses, fan shaped photo holders with metal stands, per-

fumery and perfumery sprayers, soaps and Florida water.

Darner sets are a taking novelty. A glove darner set consists of a wood en darner for inserting into the finger of the glove, a shape of wax, an emery bag for cleaning the needle, and a button bag. These are all fastened together in a neat way by ribbons. A similar set is used for darning stockings. These are sold by the Boyd, Bower & Brummell Co. They show also a very pretty brush and comb holder, which is made of a square of tinted cloth worked in silk, fastened on covered pasteboard, this being caught up at two diagonally opposite corners, thus forming an oval receptacle. It is then finished with a frill of silk and lace and tied with a bow-knot of ribbons. They are also expecting novelties in hand-painted toilet stuff, and these goods will be in stock in a few days.

One of the newest lines in fancy goods is a very pretty enamelled ware. It is made from wood or cane, but enamelled so as to imitate the various colors of celluloid. The inventor or manufacturer of these goods has made a happy hit, and when these goods are decorated in various ways they make the noblest knickknacks that have been shown for some time. Towel holders are made of rings of this material and satin or silk ribbons; previously brass rings were used, but were much more expensive. Sponge racks are very nobby; but when these racks are lined with some delicately colored gauzy material and ornamented with little bows of ribbons, they make neat catch-alls to hang on the wall of a room for receptacles for spools, button hooks or any little articles that are likely to be lost if not kept in a certain place. Very pretty rattles are made from rings of this material decorated with ribbons and embossed in the centre with silk cord; little brass bells are fastened at various distances on the cords.

FANCY GOODS DEFINED.

A writer in a recent issue of the American Stationer writes as follows: Webster defines fancy goods as those articles which are distinguished from simple or plain, and no one will be inclined to seriously quarrel with this definition. The constant increase in the variety of the stock of the fancy goods dealer, however, is giving a wider significance to the term than it formerly had. The fancy goods house of to-day is a great bazaar, a sort of curiosity shop, a novelty in itself, and is becoming a more important factor every year. It not only handles goods which are distinguished from "simple or plain," but also includes the many which are accounted necessities. The fancy goods line now has in it a large percentage of the useful, and where both can be combined the value will generally be enhanced and the sale greater. The eye admires that which is beautiful, and sentiment will continue to spend its millions every year in purchasing what must please it; but there is, nevertheless, the practical ever asserting itself and demanding that manufacturers shall not only gratify the taste, but shall give to their goods that solidity of finish which shall render them of real service to the purchasers. Perhaps it is this desire for the combination of the useful and fan-

eful which has caused so many dealers in recent years to largely increase their stock. Fortunately or unfortunately, a fancy goods dealer finds that in order to compete with his rivals he must keep a collection of articles which he otherwise would have left untouched. Thimbles and coal scuttles, penholders and fire irons, work baskets and medicine cases, masks and bibles, clocks and jockey costumes, are only a few of the strangely different things which a modern house is now carrying. The dividing line between a fancy article and a novelty becomes every day more difficult to define. Southey says that the latter is the great parent of pleasure, but terms are becoming so mixed that it is difficult to keep track of the parentage. We do not expect that the fancy goods industry will, for some time at least, include washtubs or steam engines; but even this is not beyond the limit of possibility.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.

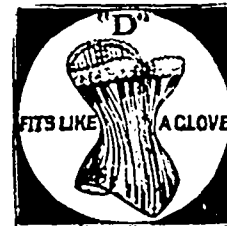
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ENGLISH MADE.



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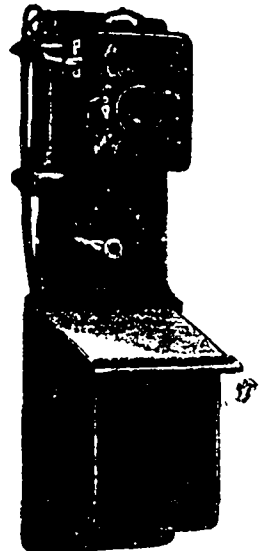
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W. R. BROCK. ANDREW CRAWFORD. T. J. JERMYN.

W. R. BROCK & CO.

Having had many years experience in the Wholesale Dry Goods Trade of Canada, we are in a position to assure our Customers that a well assorted stock of goods suitable to the requirements of our Country and offered to the trade upon fair Terms and at reasonable prices, has been our best mode of advertising, and surest means of retaining the business of those worth doing business with,

We still continue on these lines and ask a continuance of support.

W. R. BROCK & CO.,
TORONTO.

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 33 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

Goods examined, packed, shipped, etc., at the lowest possible rates, and which will be found to be considerably below those now charged by other firms. Large packing floors, hydraulic machinery, telephones to all Depots and Docks, also to Northern towns.

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L. Trotter, 13 St. John Street, Montreal.

A. A. ALLAN & CO.

WHOLESALE.

FUR DEPARTMENT--Ladies' and Gents' fine Furs a specialty. Ladies' Fur Lined Circulars at all prices. Sealskin Jackets on hand or made to order. Ladies' and Children's Grey Lamb Jackets and Sets in all sizes.

CLOTH CAP DEPARTMENT--As we are large manufacturers of these goods, special styles and prices in all grades.

A. A. ALLAN & CO.,

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When ordering **LAMA BRAID** if they order it put up in rolls and see that this label is on the cover of each box. We put 3 or 3 1-2 yds. on each roll as required.



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