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THE
CANADIAN

DRY GOODS

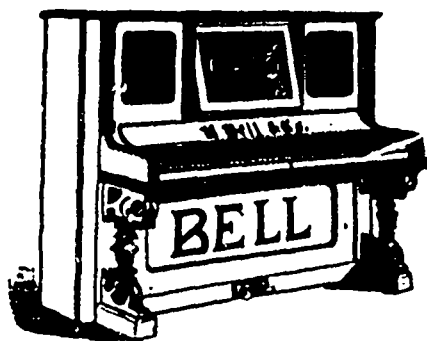
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THE CANADIAN DRY GOODS REVIEW

VOL. I.

TORONTO, AUGUST, 1891.

No. 8.

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.,

8 Wellington St. West, Toronto.

J. B. McLEAN,

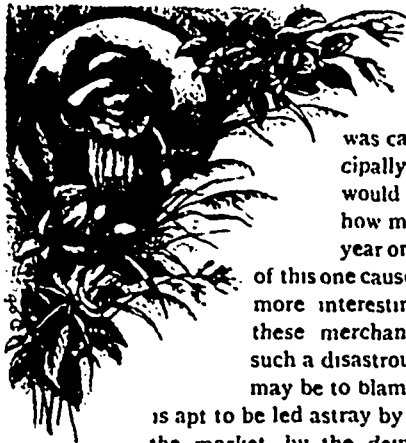
President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

INFLUENCES TO BE RESISTED.



THE recent failure of a large retail dry goods house in a Western city was caused, we are informed, principally through over-stocking. It would be interesting to know just how many failures within the past year or two could be laid at the door of this one cause alone, and it would be still more interesting to know what induced these merchants to place themselves in such a disastrous position. The merchant may be to blame to a certain extent, as he is apt to be led astray by the desire to be the first in the market, by the demand of his customers for variety and novelty, or by the expectation of "better times," but from what we can gather we are inclined to think that the evil is due more to the importunity of traveling salesmen. So keen has the competition among the wholesale houses developed that each has to keep a small army of travelers on the road who are constantly importuning merchants to buy whether they are in need of the goods or not. We are not finding fault with the travelers as most of them are simply carrying out their instructions to secure orders at all hazards. There are, of course, jobbers who are wise enough to exercise due caution in filling orders unless they are satisfied that the buyer is perfectly sound and that the orders are not out of proportion to the conditions of trade and the buyer's means of selling and paying for the goods, but it is equally true that there are others whose policy is to get their goods out of stock no matter what the consequences may be. The travelers of such firms as the latter must of necessity sell goods otherwise their occupation is gone. It is nothing to them that the merchant has already a sufficient supply for the season's trade, or that he may be on the brink of insolvency; all that they care for is to get an order. Whether or not the man pays

is a question for others, or for the future. The satisfaction and credit to them is now and for them, and is the only tangible fact often considered. In this way merchants are continually being led, coaxed, and driven into the trap by buying too many goods. A dull season may eventuate with the result that they are left with a lot of goods on their shelves, thereby losing the use of the capital invested in it until the next season, besides running the risk of the entire loss of that capital, or a portion thereof, by its being then old stock, and perhaps superseded by a better or more stylish article in the market. The safest course is for a merchant to buy only such quantities as his business experience tells him, even in a bad season, he can sell and pay for. Then, if a bad season comes, he has, most likely, been enabled to discount his bill, and got rid of his moderate stock, while his neighbor, who looked for a great trade and could not withstand the blandishments of the "Knights of the road," was unable to take advantage of the discount offered on his large bill, and goes over the season with his shelves piled high with unsaleable stock, which still must be paid for. Should a good season come, the merchant who has bought moderately has, perhaps, been compelled to purchase again, possibly to better advantage, for the season being well spent, he may have the chance of buying at a reduction on early prices, and with a knowledge of what to buy. But suppose he should run out of a certain line of goods and lose a few sales before being able to replace them, what is the disadvantage in the loss of the profit on a few sales in comparison with the disadvantage of locking up in old stock not only profits but capital as well as profits. As a rule, the oftener a man turns over his capital in business, the faster will it accumulate. Stock that is held over is eating itself up in insurance, wear and tear, change of style and demand, and locking up of capital. The careful buyer will not buy with a view to the largest trade possible, but to the smallest trade probable. With such it should not be so much a question of how much he can sell, but how much he can pay for. A merchant nowadays, has only to step on the train almost at his very door, and in a few hours he is in the heart of the wholesale trade of one of our large cities; therefore he has all the advantage of buying right at his door. There was some excuse for a merchant overstocking himself a quarter of a century ago when the visits of traveling salesmen were few and far between, and goods had to be bought to last for several months owing to the difficulties of transportation and travel, but there can be no such excuse now. There are merchants, we are well aware of, for whom this article may have little or no interest as they are sensible enough to understand that they know their own business requirements better than anyone else, and are quite capable of withstanding the seductive influences of the genial traveling salesman. There are, however, many who would do well to take the advice offered to heart, and we would ask them to bear in mind that there is profit in buying as well as in selling, and that they may lose more in the former than they make in the latter. It is no doubt a praiseworthy ambition and a legitimate advertisement to be the first in showing new goods and to be looked upon as the heaviest buyer, but wise old heads in business do not judge entirely of the amount of profits by the number of empty boxes upon the sidewalk.

TRADE AND THE CROPS.

EDITORIAL NOTES.



SINCE our last issue buyers have been very cautious in placing orders, and wholesalers have, consequently, not been overburdened in shipping goods. First placing orders for woollens are over, and retailers have bought sparingly, but one and all speak confidently of wanting more goods before the season closes. Wholesalers are, therefore, looking out for large orders during the sorting season owing to the good harvest. In cottons there is rather a firm feeling, except in colors. Trade is, however, brisk, and wholesalers have hopeful views of fall prospects. Although raw cotton is comparatively cheap, it is not expected that there will be a drop in price for next season. Agents are now placing new goods with the wholesale trade. The demand for dress goods, gents' furnishings, and other lines has not been brisk, but great things are looked for during September and October. The experience of last fall has apparently made buyers more than usually careful. Crop prospects in the early part of July were then very bright, but the next few days saw all hope of even a fair average crop blasted. But there is no such fear this season, as the harvest throughout Ontario and the greater portion of Manitoba at the present writing has been garnered in its great abundance. In Ontario the estimated yield of wheat is 30,437,652 bushels, as compared with 21,951,288 bushels harvested last year—in other words, about eight and a half million bushels more this year than last. The yield of oats will be enormous, being estimated at 37.1 bushels per acre, or 9.1 bushels higher than last year. Barley also shows a yield of 1.2 bushels per acre over the average. The estimated yield of Manitoba and the North-West is 25,000,000 bushels, or two-thirds more than last year, and there is every indication that it will all be harvested in good condition. Although in Ontario the hay crop is below that of last year, the report comes from New Brunswick that a magnificent hay crop is being harvested in prime condition. Taken altogether this year's harvest throughout the Dominion is a most bountiful one, and all have great cause to rejoice thereat. The Dominion Millers' Association estimate that there will be 22,000,000 bushels of wheat for export. It is estimated that the farmers in Ontario alone will receive for the wheat, oats and peas, which they have this year raised in excess of the crop of 1890 over sixteen million dollars on the basis of last year's prices. But owing to the shortage in the yield in Russia and Europe prices will rule high, which means more money to the farmers, and as a natural consequence more money to the storekeepers. We do not wonder, therefore, that the anticipations of an exceedingly brisk and prosperous fall trade are general, and bid fair to be realized to the fullest extent.

A COOL CUSTOMER.

An instance showing the absurd condition of the present insolvency law occurred in Toronto a few days ago. John Goodmurphy, a general merchant of Gore Bay, Ont., came to the city to meet his creditors, with \$3,300 in his pockets. When he faced them he laid before them a statement of his affairs in which was an offer of a compromise of 50 cents on the dollar. With the utmost coolness he told them that he had the \$3,300 with him, but that he intended it to remain there, as he believed in the levelling principle. They could either accept or refuse his offer of 50 cents, as it was a matter of indifference to him. The creditors very naturally refused and told him plainly that he would have to hand over the \$3,300. After considerable argument he gave up the cash, and signed three notes for another \$2,500 payable in three equal instalments. The liabilities were estimated at \$9,000, and assets \$9,500. By the transaction Goodmurphy is \$3,700 in pocket with which to begin business again. His conceptions of morality in business must be very blunt. To boldly and unblushingly confront his creditors with the open determination to defraud them shows clearly that Mr. Goodmurphy has mistaken his vocation. He should not be in business, that much is certain. He has been in business in Gore Bay for about ten years and had some lumber interests there which he disposed of before coming to this city to meet his creditors. It was the lumber money he had with him. In accordance with our present insolvency law the creditors were powerless to compel Goodmurphy to hand over the money to them, and if it had not been for the fact that one of his creditors reminded him that he held a power of attorney from him, which he had executed two years ago on getting an extension, and which gave the creditor power to assign all the debtor's effects, he would have most probably gained his end.

A report having reached us that a leading wholesale house in Toronto had issued a circular to the trade giving quotations for flannels considerably under current market prices, we made enquiry and found that the report was correct. The explanation obtained is that the market for some weeks had been so irregular that it was difficult to know what quotations to give, and as their rule is strictly one price they decided to put their quotations where they would not require to be moved for the season.

* * *

The special fall trade issue of the N. Y. Dry Goods Economist shows to what extraordinary proportions trade journalism in the United States has attained. The issue consists of 94 pages and cover, 66 of which are filled with advertising matter. This points to two apparent facts, viz., the popularity of the Economist and that New York jobbers and manufacturers have implicit confidence in the benefits to be derived from liberally supporting their trade journals. The number is full of most interesting reading matter to the trade, and is something that the publishers have every reason to point with pride and satisfaction.

* * *

As soon as the holidays are over we sincerely trust that our Boards of Trade will devote prompt attention to our Bankruptcy laws. The fact is we must have an Insolvent Act not only for the protection of our own traders but of English and foreign merchants and manufacturers as well, who have dealings with Canadian houses. In our last issue we did what we could to allay the irritation in the minds of the latter, but unless some step is taken soon to back up our statement that there is a strong desire on the part of our merchants to have an Insolvent Act passed they will, we feel sure, adopt some stringent measures for their own protection. The Drapers' Record has this to say on the subject:—"In a recent number we felt called upon to write somewhat strongly upon the state of the bankruptcy law in Canada and the loss entailed upon British creditors whenever their customers in the Dominion go wrong. It is some satisfaction that our protest has been endorsed not only in this country, but in the Dominion itself. We felt at the time that we were pleading the cause of Canadian credit, while vindicating the claims of British merchants. 'Surely,' we argued, 'Canadian traders as a class cannot approve of a scandal which flings its shade of suspicion over the good as well as the bad; over solvent as well as over insolvent. Obviously, the danger which British merchants run with Canadian customers, over and above the ordinary risks of trade, must be a detriment to the general credit of the Dominion.' This sentiment, it will be observed, has found a proper echo in the THE CANADIAN DRY GOODS REVIEW, whose outspoken article on the subject we reprint elsewhere. We hope the agitation will not be allowed to subside, but that the demand for reform will be speedily pushed to a happy consummation."

* * *

The Ontario Express and Transportation Company, whose advertisement has appeared in the four last numbers of the REVIEW, has after a long stubborn fight against the Grand Trunk Railway fully vindicated their position to do business on all Canadian lines of railway. Although beaten in the courts they brought their case before the Committee on Banking and Commerce at Ottawa, and succeeded in getting their bill passed which removes any doubt as to the legality of the formation of the Company, and permits them to do a general express business as soon as they satisfy the treasury board that \$500,000 of stock has been subscribed and \$100,000 paid up. As \$631,000 stock has already been subscribed and \$137,000 paid up the necessary authority to do business will, no doubt, be promptly forthcoming. The Company now threaten to sue the Grand Trunk Railway Company and the Canadian Express Company for the loss they have sustained through their action in preventing them doing business since May 1st. They claim that their loss has been \$1000 per day which mounts up to a respectable figure.

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.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

We heartily congratulate Merchants on the Harvest prospects, and the consequent improvement in the Business outlook since June.

With an assured bountiful crop in this District, shrewd buyers are picking up and some re-ordering cautiously the more desirable and strictly season's lines, knowing full well that Wholesale Houses bought sparingly in May, and that there will be no overstocks.

A BRISK RETAIL DEMAND may be reasonably hoped for in September and October, and we urge you to secure early your probable requirements of IMPORTED AND STYLISH GOODS.

OUR STOCK is now fully completed for FALL TRADE, and comprises exceptionally varied and attractive lines of Double Width, higher class Dress Goods and Mantle Cloths (including Plushes and Sealettes) which will not be repeated.

FLANNELS, SHIRTS AND DRAWERS---Only the best values being offered.

GENTS' FURNISHINGS---This department specially attractive this season.

LETTER ORDERS---Receive careful and prompt attention.

KNOX, MORGAN & CO.,

HAMILTON, ONT.

MEN OF MARK.

MR. PAUL CAMPBELL.

*Honor and shame from no condition rise,
Act well your part, there all the honor lies.*

—POPE.

Carlyle defines genius as an infinite capacity for taking pains, and that infinite capacity belongs in no small degree to Mr. Paul Campbell. Mr. Campbell is a native of Toronto, and is of Scotch parentage. He was educated in Upper Canada College, and on the completion of his course, in 1862, obtained a position in the house of John Macdonald & Co. In his early experience he discharged his duties with such conspicuous ability and integrity that all the time he was unconsciously storing up in the mind of his employer seeds of good will which ultimately showered upon him a profuse harvest of recompense. He gradually rose to the position of manager, and in the fall of 1887 was admitted to partnership. After the death of Senator Macdonald, in February, 1890, Mr. Campbell assumed a larger measure of responsibility. His record is one of which he has just reason to be proud. To have attained, at his age, the high position of such a partnership in what is universally acknowledged to be one of the leading wholesale dry goods houses on the American continent, is sufficient proof of itself that he is possessed of those rare qualities which make a successful business man in the truest acceptance of the term. Although trained in the counting house, it is well known that in every department of the business he has a complete mastery of the details. He is remarkably tenacious, holding firmly to his purpose and working it out with never ceasing vigilance and energy.

This characteristic has been strongly exemplified in his determined and persistent onslaught against the personalty tax. In this instance, at least, opposition seems only to have the effect of stirring him up to greater endeavor, and we are very much mistaken if he ultimately does not succeed in getting the law changed to meet his views. He seems, at present, to have no ambition apart from his business, but as he is a speaker of more than ordinary ability, we predict that he will yet have many chances of public distinction open to him if he should care to take advantage of them. Those who know Mr. Campbell well, cannot help being impressed by his deep earnestness and his high sense of honor. He will not be a party to any transaction wherein there is the slightest tinge of suspicion of wrongdoing, and is prompt to acknowledge a fault. Apart from his business life he has shown great activity in promoting the advancement of church affairs. He has been a constant attendant at Knox Presbyterian Church since he was a boy, and now occupies the hon-

orable positions of Trustee and Treasurer of that church. He belongs to the Masonic body, being a member of Zetland Lodge. He is a member of the Board of Trade, and deputy chairman of the dry goods section, and has always taken an active interest in all important questions brought before the Board particularly in those connected with the dry goods section. He holds a foremost place in commercial circles of his native city, and has the fullest confidence and esteem of his business rivals.

The house of John Macdonald & Co. is known by every dealer from the Atlantic to the Pacific. It was founded in 1849 by the late Hon. John Macdonald, whose business enterprise and sagacity built him up a princely fortune, whose charitable deeds placed him amongst the foremost philanthropists of the country, and whose memory will be warmly cherished as long as true worth and high example continue to be revered. During all the periods of prosper-

ity or depression, within the past half century, the business of the firm expanded and prospered to an extent wholly unparalleled in the history of the dry goods trade of this country. The magnificent establishment, in which the business of the firm is carried on, is one of the features of Toronto's mercantile architectural displays. It consists of a six-storey building, extending from Wellington to Front street east, with a handsome frontage on each street. The facade on Wellington street is of Ohio sandstone, while that of Front street is of the same material, with Oswego brown-stone trimmings, a mixture of material which harmonizes especially well with the contour of the edifice. The six storeys represent a floor space available for the business of 75,000 square feet, or about two acres. The complicated ramifications of this immense concern tax to their utmost limits the six huge flats of which the warehouses consist, and the army of employes working with the ease and smoothness begotten of



MR. PAUL CAMPBELL.

discipline and method, is fully engaged from morning till night in handling the vast amount of business passing through their hands. The spacious basement, or first floor, is used for an entry and shipping room; the second floor contains the staple and linen department; the third floor is occupied by the woollen department; the fourth floor is devoted to the silk, dress, hosiery and glove department; the fifth floor embraces the gents' furnishing department in the east wing, and haberdashery department in the west wing, and the sixth floor is known as the carpet department. The external and internal appearance of the palatial establishment is appropriately typical of the commercial condition of the firm itself. Besides Mr. Campbell the other members of the firm are Messrs. John Kidston Macdonald and James Fraser Macdonald, both sons of the late Senator. They are all shrewd, energetic business men, in the prime of life, and each animated with great hope and determination to maintain to the utmost the high reputation and traditions of the house.

HINTS ON BOOKKEEPING.

ARTICLE III.



ASOURCE of more trouble to Retail Merchants than any other book that is kept in connection with their business is the day book. Numerous are the disputes that arise between merchants and their customers over entries contained therein, and many a customer is lost because some one has blundered in the making up of these entries. What is everybody's business is nobody's business, and the custom that prevails so generally of allowing every one in the store to make entries in the day book is the principal cause of so many of these unfortunate disputes arising. The clerk who makes a wrong entry in the day book generally sticks to it that he is right even if a strong suspicion exists in his mind that he may be wrong. Being afraid of the censure of his employer, he rarely admits having made an error unless the error is so plain that there can be no doubt about it. The benefit of the doubt is seldom given to the customer, who leaves the shop feeling that he has been cheated and makes up his mind to deal somewhere else.

Disputes often take place over goods that have been returned because no credit entry has been made in the day book of the returns. When an article has been returned by a customer, which has been charged to him, credit should be given him in the day book for the amount, even if an exchange has been made for other goods of the same value, in which case the goods given in exchange should be charged, for many customers have a distinct recollection of returning goods, but no recollection of receiving an equivalent in value in other goods, and if no record is kept of the transaction it is impossible to prove the exchange. Every day book should have separate columns for the debit and credit entries, and the debit columns containing the amounts of goods sold on credit can be added up and entered in the ledger to the credit of merchandise account, then the credit columns containing the amounts of produce received on account and goods returned, when added up can be entered to the credit of merchandise account, and the sums total of these columns will balance the debit and credit entries made to the accounts of the different customers. By this means the double entry system is carried out without any more work than the single entry.

Mistakes often happen, too, by cancelling a day book entry when a customer pays for a bill of goods within a few days after getting it, by marking "paid" in the margin of the book opposite the entry. When the keeping of the day book is everybody's business an entry is often cancelled in this way after the amount has been posted to the debit of the customer's account in the ledger, so that accounts are often rendered with items included which have been paid for, causing customers to lose faith in the honesty of the merchant they are dealing with. An entry once made should never be cancelled or erased if books are to be kept accurately.

When the very common custom originated of crediting cash received on account in the day book we do not know, but it is a very bad one, for if no entry of cash received on account is made in the cash book it of course must go in with the cash sales, thereby showing an erroneous idea of the business done on a cash basis, and if it is entered from the day book into the cash book the day book entry is a useless one and only leads to complications in the bookkeeping.

Complications too frequently arise from the manner in which entries are made in produce dealings. It would be an excellent plan if every country merchant kept a produce account which would show the profit or loss made on all the produce handled, but such an account would need more careful attention than the majority could devote to it, therefore the next best thing to do in this matter is to keep a correct record of all the produce received on account by entering the full particulars in the day book when giving the customer credit for it. When a customer brings in produce and trades it over the counter for goods, if the exact amount of the produce is traded over there is no necessity for an entry when a produce account is not kept, but if the goods purchased amount to more than the produce or vice versa then the details of the whole transaction should be entered, to avoid disputes when an account is rendered, in place of the usual entry "balance on trade."

(TO BE CONTINUED.)

PUT IN THE KNIFE.

In every city there are two or three concerns who do the bulk of the business, says E. W. Osgood, in the Dry Goods Economist. The question naturally arises, How do these men succeed in a comparatively few years in making such gigantic strides and distancing older and long established competitors? They have all equal facilities for buying in the open market, yet one makes a large fortune, the other just about keeps even. The men who make the greatest successes to-day are the men who understand fully the discounting power of money, possess correct taste in buying, and ability in disposing of undesirable and slow goods at the proper time with the least possible loss. A man may advertise all he pleases, but if he has not the styles of goods people want and are in demand, he cannot make money; people demand style, and where two pieces of goods are offered for sale, one without style but cheap, the other good style but higher in cost, the latter will be preferred nearly always. Therefore there is no money in buying "off styles" because they are cheap. The money is made in selling new goods and closing out odds and ends before the season is over.

To illustrate this principle and how it works—Suppose you have bought for the spring trade 100 pieces of fine gingham, etc., costing 30c. to sell at 40c. On July 1st you find you have 25 pieces unsold. You decide to wait a while before marking down and on August 1st you still have them on hand. You now think that 30c. will close them out and you mark them accordingly. They don't move, however, at that price; the season is over and you have to carry them.

Now Jones in another town bought the same quantity that you did, and on July 1st decides to let his 25 pieces go. He wisely reasons that the season is well advanced and a cut of 10c. will not be sufficient inducement to move them but feels confident that 15c. will and puts them to 25c., which is a popular price, and in a few days he has disposed of the lot. The question now is how much has Jones made by selling, if anything, and how much will you lose by holding? Here is the way it works. Jones sells 25 pieces, say 1,250 yards at 25c.—\$312.50. He has the use of this money in his business, the discounting power of which is 18 per cent. per annum, which is \$56.25. He turns this money (\$312.50) over at least twice (\$625) and makes 8 per cent.—\$50, making \$106.25. He takes a loss of 5c. a yard on 1,250 yards \$62.50, which deducted from \$106.25 gives him a profit of \$43.75.

Now you have to carry \$375 worth of goods for a year—interest at 6 per cent., besides what the money is worth in your business, which is 18 per cent. more 24 per cent is what it costs you to carry those goods \$90. The next season the goods will not bring over 20c. a yard, which means a loss of \$125, besides \$90 that it has cost you to carry them a total of \$215. While Jones has actually made \$43.75 by selling his goods you have lost \$215 by holding, so that Jones is \$258.75 richer than you by the transaction.

This illustrates pretty forcibly the saying that the first loss is always the smallest because it may show a subsequent profit, whereas the second loss cannot be made good. Supposing a man has \$5,000 worth of show goods in a stock of \$100,000 and does not understand the art of when to sell and how to sell, it will be readily seen that if \$375 worth of goods create by carrying over a loss of \$215, \$5,000 locked up in such kind of goods might drag a man down.

Have we not here embodied the probable cause of the proverbial "dry rot" in business?

SO SAY THEY ALL.

Keenleyside Bros., Sarnia, Ont.—Enclosed we send you \$1 for the Review for one year. We like it thus far very well and think it promises to fill a long felt want.

C. Robson & Co., Halifax, N.S.—We enclose \$1 for a year's subscription to your ably managed journal.

A FRENCH VIEW OF OUR MARKET.



Our merchants will no doubt read the following article from the Textile Mercury, of Manchester, England, with interest:

The representative of a well-known shipping house has recently drawn up a special report on Canada as a market for European goods, and his remarks have, we believe, created much interest amongst the friends of the writer in Roubaix and Elbeuf, for whose benefit they were intended. We are able to give a summary of this interesting document, but it must be understood that we do not guarantee its accuracy, although we think it is substantially correct. M. Douay, the gentleman referred to, makes a detailed examination of

the principal woolen imports of the Dominion, and gives the names of countries of export and the values. He is of opinion that the result shows France to be in an inferior position, but it must be remembered that many French goods for British North America are shipped through English houses, and that it would not be safe to draw unfavorable deductions from the figures given by M. Douay. He himself admits that England ships large quantities of goods not of her own manufacture, and he is of opinion that France can entirely dispense with our services as intermediaries, as our intervention burdens the trade with extra charges. Moreover, sales are not pushed so zealously as would be the case if representatives or agents, with direct interest in the success of their principals, acted for French houses. In fashionable goods the great demand in Canada is for cheap stuffs, articles de luxe being difficult to dispose of in quantity.

Good medium cloths, however, sell freely, and M. Douay is of opinion that French houses can cater for this trade with every prospect of success. The following statistics are given as representing the woolen imports of the Dominion:—

STUFFS:—

England.....	\$2,300,000
France.....	20,000
Germany.....	40,000

FLANNELS:—

England.....	465,000
Germany.....	29,000
United States.....	6,000
France.....	6,000

HOSIERY:—

England.....	901,000
Germany.....	51,000
United States.....	5,500
France.....	5,000

SHAWLS:—

England.....	160,000
Germany.....	16,000
France.....	13,000

MANTLES AND OTHER COSTUMES:—

England.....	575,000
Germany.....	105,000
United States.....	13,000
France.....	5,000

The imports of carpets, valued at about \$1,000,000, come almost entirely from this country, as might have been expected, seeing that in this department of the textile trades our manufacturers certainly lead Europe. M. Douay, while regretting that his countrymen make such a poor showing in the above table, says that Roubaix dress goods, though only little known, are much appreciated, and their sale is capable of being increased greatly. Prospects of French success in the case of flannels are, however, more remote, and of hosiery it is remarked that German makes are much in favor. In mantles cheap goods are chiefly sold, and this explains the large proportion of German imports. In connection with M. Douay's report, which scarcely calls for comment, we have been favored with the following extract from a letter recently forwarded from Toronto: "German travelers have taken us by storm; scarcely a Frenchman to be seen—that is, representing a French house. Some of them are, however, employed by German houses, who think thereby their goods will be given a Parisian cachet."

WOOLEN DESIGNS.

In our May and June issues we touched upon the styles in woollens and gents' furnishings for our fall and winter season. From this month's issues of the New York fashion journals we learn that there the approaching season will be characterized by a great abundance of the most elegant and chaste designs. The general tendency is still to quiet patterns, though with the coming of another spring there will probably be a radical change in this respect. The novelty in coloring for fall and winter is the darkening of the tan shade of the past spring to a warm red brown and goods of this description have sold very freely. In texture, rough-faced goods are by all odds favorites, with the one exception that meltons and beavers will be leaders for over-garments. There will be another season of smooth-faced overcoatings, but fur beavers and shetlands will be in moderate demand. Meltons and patent beavers are the favorites, while for fall weights the new longitudinal ribbed worsteds in bedford effects bid fair to supplant in a certain measure the whipcords and covert cloths which have been so popular for several seasons back. Vicunas and venetians will also be largely cut for fall cloths and some Scotch overcoatings in brown have met with a very fair share of favor. In worsteds the fine twill for dress suitings are still first choice, with no apparent tendency looking to a change. The un-sheared worsteds, otherwise known as hybrids, for suitings are increasing in popularity and have sold very freely. The prevailing colors are browns, mixed grays and smoked blues. In suitings, a good deal is heard about the revival of the old-time tweeds, but the chevots are still favorites, of somewhat fancier, though not glaring, patterns than last spring. There is a tendency to use bedfords in place of the whipcords for certain suitings. There is the usual full supply of smooth twills and mixtures. Generally speaking it is more than probable that rough goods in suitings will secure the larger share of trade, and in colorings wood dyes will be mostly favored. In trouseings, stripes are, as usual, in the ascendancy, in a great variety of weaves, the herring bone being most conspicuous. Plaids of a broken design are the favorites in their class, with quite a sprinkling of large fancy patterns, though it cannot be said that the latter will in any degree be a feature of the season's business. In fact, the whole woolen and worsted market is characterized by moderation in patterns, and this is particularly true of trouseings. The sale of hard and soft buttons is about equally divided, but it is believed that as the season advances many self-covered buttons will be used, particularly in Scotch suitings. In the hard varieties, the colorings, as a rule, are in solids, grays and browns prevailing to a great extent. Overcoat sizes are being shown in red-brown, and are very choice. In braid buttons the plain ones have the greater demand, though fancy ones in colorings to match the vestings now in the market will be used very freely. Solid colors in body linings will be selected almost entirely. There is no disposition to revive stripes, though sleeve linings are a shade fancier than those used last season. This feature, however, does not predominate, and as the finish of garments this season will be notably plain, linings, etc., very naturally, following the general trend, will also be plain. The few braids that are used run in 8 to 12 line widths, and mostly plain.

FASHIONS IN GARMENTS AND FURNISHINGS.

Coats, with but few exceptions, will be cut longer and waists shorter, but there is no tendency to exaggeration,—on the contrary, there is a strong disposition to moderation, and a general effect is aimed at rather than a radical change. The finish will be plain.

Trousers will be a trifle narrower and vests will shew medium openings; the notched collar, medium wide, will be the favorite. Fancy vestings of figured cassimere picked out with silk are the newest, but full silk vestings will have a fair demand. The effects, however, are quiet.

In dress suitings the fine worsteds will generally prevail, though "cloth" will be cut for that purpose by many fashionable tailors. The finish, however, as in other garments, will be plain.

In furnishings, collars will be of medium height and the points will be hand-turned. Shirt fronts will be plain and pierced for either three or four studs, as fancy may dictate. Gloves will show more of a back stitching, and an effort will be made to revive the terra-cotta shades for day wear. In neck-wear, the four-in-hand and the Ascot shapes will lead. The former will be cut somewhat wider, though the standard 2½ inch width will have the largest sale. The knot should be made moderately close, tapering at the bottom, and not screwed up in a bunch. Tied in this way, a scarf pin can be appropriately dispensed with,—in fact there is a decided tendency with many good dressers to discard the pin entirely. The straight Windsor, which is easily tied, is again becoming popular. The colorings run largely to neutral tints, and anything glaring should be studiously avoided. The demand for those of white-figured silk will be large, as they will go well with the brown fall suitings, and are very appropriate. Tan and brown ties will also be sold freely.

GORDON, MACKAY & CO.,

Corner Bay and Front Sts., Toronto.

We are offering the following very desirable goods this week and our stock throughout the house will be found complete and attractive :

MANTLE CLOTHS--Tweed Effects, Beavers, Meltons, Box Cloths, Curls and Sealettes.
N.B.—Special Job Line of Silk Seal.

DRESS GOODS--The largest and best assorted stock of Dress Goods in Toronto.

SILK VELVETS--We have cleared a manufacturers' stock and offer the cheapest line of Colored Silk Velvet in the trade.

Staple Ribbons, Laces, Nets, Veilings, Silk Cords, Gimps, Dress Trimmings, in great variety.

Leading Lines in all Departments. Terms and Discounts Liberal.

GORDON, MACKAY & CO.

≡⊕ FOR THE RETAIL TRADE ⊕≡

“Patent Roll” Cotton Batting.

None genuine but the following registered brands :

NORTH STAR.

CRESCENT.

PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for Warmth and Softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dress-makers' Purposes, etc., etc

THESE GOODS are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls and may be obtained of all Wholesale Dry Goods Houses.

“BALED” Goods same quality but less price.

HOW TO CATCH THE SHOPPER.



THE following article in the Dry Goods Economist, written by a lady shopper, should be read by every retail dry goods merchant in this country as it contains many valuable suggestions:

One of the surprising experiences to an American woman on her first visit to Europe is her reception at the great shopping centres of London or Paris. Almost invariably she is met at the door by a dignified gentleman, who, with a profound bow enquires, "What would you like to

see, madam?"

On being told the personage communicates to an underling, saying:

"This lady wishes to see jackets, or parasols, or black lace," and straightway she is conducted to the appropriate counter where she receives the same deferential attention.

Of course, the floorwalker is common to all the large establishments, and as a rule he is ready to give all the information one wants, but the American floorwalker rarely speaks unless he is spoken to. It is a pleasant thing to many women to be spared the moment of hesitation that they feel in entering a strange store and not knowing in which direction to turn for the articles they seek. The foreign floorwalker responds with the same prompt courtesy if the visitor says she simply wants to look around and see what is to be seen. The New York stores, although much better worth seeing than many of the celebrated foreign ones, give very little encouragement to sightseers. Yet she who comes to see almost invariably remains to buy if you give her rope enough.

There is really no other one thing so important to the retail dealer as clerks with good manners. The American woman does not desire the obsequious servility she receives in England but she does like to be treated with polite attention. She knows well enough that the failure to suit her in a paper of hairpins or a bolt of tape will not affect the commercial standing of the house, but it is gratifying to her to have the clerk show a little regret if he cannot supply her wants. Women, especially elderly women, go for years to some favorite clerk who interests himself in their requirements, and very often when he leaves one establishment for another he carries his customers with him. Tired clerks hurried all day by a succession of often impatient customers can hardly be blamed for a brusque and indifferent manner, but it is a manner much easier to acquire than to get rid of, and produces an extremely unfavorable impression. I have heard more women express themselves as not intending to deal at a certain store on account of the disagreeable manners of the clerks than for any other one cause.

To avoid this it is essential to have enough clerks. At many large establishments one sees a sufficient force in charge of silks, dress goods, and other important counters, but a perceptible diminution when one seeks linings or small details. Here a woman often has to wait, catching the eye of one clerk after another only to be ignored or to be told reprovingly that he is busy now, until wearied past endurance she tries her luck at another store. This is a great mistake, for the shopper who buys a yard of cambric, or a card of hooks and eyes promptly and satisfactorily, may come back to buy her wedding trousseau, or go upstairs for the carpets and furniture for her new house. It is this weary waiting to be attended to, this tiresome watching to catch the first disengaged clerk while the precious moments of your morning set aside for shopping are rapidly slipping away, that drives many busy women from the big bazars. They prefer to sacrifice the convenience of getting everything under one roof and often at low rates, and go to the more

exclusive establishments, where one finds fewer things and pays more for them but does not have to waste valuable time waiting for them.

It pays any merchant to be known as one who, not grudgingly but promptly and cheerfully, makes good any loss to a customer through his fault or inadvertence. Women compare their shopping experiences very frequently and little instances of prompt acknowledgment and rectifying a mistake or accidental misrepresentation go from one to another and are a great recommendation of any house.

Many women go into a store where they have no particular errand just to look at what they are showing that day on the bargain table. Perhaps it is nothing they want, but just as likely it is, or at any rate they are tempted by the reduced price to purchase it. It is worth while to have a table in a certain place so that they know just where to find it, and to have as much variety as possible for that table. Change the character of the goods exhibited often so that there is some uncertainty about what one will find there. But do not offer worthless goods at any price. They may be sold, but intelligent buyers are not imposed upon more than once and they never forget where the imposition occurred. A store that offers a staple article of good quality at no matter how slight a reduction will always be popular with women who as a rule know well enough when they get their money's worth.

To have certain fixed habits of trade always interests women, who like to know what they have to expect. A certain store has for many years regularly taken off 10 per cent. from every sale, large or small, made during the months of July and August. Another has at exactly the same time every year a silk sale, at another time a linen sale, and so on. Customers learn to watch for these epochs and to profit by them, and in doing so become regular customers and bring all their wants to the store.

To most women it is a very great attraction to feel sure in entering a store that they will not be persuaded to buy. Even in the largest stores crowded with purchasers one is often exposed to this annoyance. It is so much more comfortable for the shopper, who as a rule knows quite definitely what she wants, to have the clerk show her the different articles, often suggesting and explaining with the more specific knowledge of an expert, and then let her decide for herself whether to purchase or not, feeling quite certain there will not be a sudden change in the clerk's manners if she decides not to buy. The clerk who is equally agreeable whether one buys or not is very rare, but when found he is always a favorite.

A great attraction to many women is a convenient and conspicuous place to check umbrellas, satchels and other parcels. A woman always stays longer and shops more thoroughly if her hands are free.

Another attraction is a system by which one is spared the ear-piercing shrieks of "Cash! Cash!" and the subsequent long waits for change.

And "finally, brethren," as the preachers say, if you want women to come to your establishments you must advertise, advertise freely, systematically and explicitly. Have the same place in the papers you use so that you can always be found without a search. Never adopt a set form but vary your advertisement frequently, if not with every insertion. Do not have complicated, hard to-read details, but a simple, striking statement, the simpler the better. And have what you advertise. Do not say, as some dealers do before the ink is fairly dry, that the things are all sold.

Women dearly love a bargain, but better than that they like to feel that they can depend upon being fairly treated, and that confidence is the best and most profitable result any merchant can gain.

Toronto Fringe and Tassel Company

Manufacturers of

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

27 Front St. West, TORONTO.

CASCADE ROLL BRAID



Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.

TRADE IN MONTREAL.

(By Our Own Correspondent.)

Dry goods travelers are sending in a good many orders, and the packing rooms are kept busy; but the volume of trade is very small, and will no doubt continue so until the crops are harvested and marketed. The prospects for a good fall trade are very promising, the country being bare of stock and a good harvest almost assured. Locally the trade is quiet owing to a large number of people being out of town, and several of the principal streets being torn up and impassable. Paper was very poorly met on the fourth, the reason being that the weather was so fine the farmers could not leave the fields to pay their debts.

The millinery houses report a very good trade doing in the Lower Provinces, but trade is very dull about the London and Kingston districts. They are sending in lengthy orders, but the quantities are very small. The only novelty on which there is any particular run is chiffons, which are in good demand for immediate use.

SILK PRODUCTION OF THE WORLD.

The Bulletin des Soies, gives a summary of the statistics of silk production for the world for the year 1890 as compared with those for 1889, from which we extract the following figures. The total for 1890 falls but a very little below that for 1889, the figures being respectively 11,128,000 and 11,252,000 kilos of raw silk. There has been a slight decrease in Japan—2,022,000 against 2,025,000 kilos—and a considerable falling off in Shanghai and Canton. The returns from other countries exhibit more or less increase, with the exception of Greece, which is stationary, and Brusa, which produced 1,000 kilos less than in the previous year. The increase in two countries is worthy of special mention—Syria, where the produce rose from 324,000 to 402,000 kilos; and Italy, in which, instead of 2,880,000 kilos, the amount reached 3,518,000 kilos. The returns for fresh cocoons are unfortunately incomplete, but as far as they go they are instructive. The proportion of the yield of raw silk to the amount of cocoons has slightly increased in Italy. The difference between the proportions obtained in some of the most advanced European countries and that reached in the Caucasus continues to be exceedingly large; whilst in Italy the proportion exceeds one-twelfth, in the Caucasus it does not reach one-thirtieth.

NAMES OF FABRICS.

Many kinds of dry goods possess old English names which are used, more or less corrupted, throughout the world. The origin of these old names is given by Sir George Birdwood as follows. Damask is from the city of Damascus; satin from Zaytown in China; calico from Calcutta; and muslin from Mosul. Buckram derived its name from Bokara; fustian comes from Fostat, a city of the Middle Ages, from which the modern Cairo is descended. Tafeta and tobby from a street in Bagdad. Cambric is from Cambria

gauze has its name from Gaza; baize from Bajae; dimity from Damietta, and jeans from Jaen. Drugget is derived from a town in Ireland, Drogheda. Duck, from which Tucker street in Bristol is named, comes from Torque, in Normandy. Diaper is not from D'Ypress, but from the Greek diaspron, figured. Velvet is from the Italian, vellute, woolly (Latin, vellus—a hide or pelt). Shawl is the Sanscrit sala, (floor), for shawls were first used for carpets and tapestry. Bandanna is from an Indian word, meaning to bind or tie, because they are tied in knots before dyeing. Chintz comes from the Hindoo word chett. Delaine is the French "of wool."

STITCHES IN A SHIRT.

The following singular calculation of the number of stitches in a plain shirt has been made by a seamstress: Stitches in collar, four rows, 3,000; cross ends of same, 500; buttonhole and sewing on button, 150; gathering neck and sewing on collar, 1,204; stitching the wristbands, 1,228; ends of wristbands, 68; buttonholes in wristbands, 148; hemming slits, 264; gathering sleeves, 840; setting on wristbands, 1,468; stitching on shoulder straps, 1,880; hemming the bosom, 393; sewing up side seams of sleeves, 2,554; cording bosom, 1,104; "tapping" the sleeves, 1,526; sewing all other seams and setting side gussets, 1,272; total number of stitches, 20,649.

THE EARLY CLOSING BY-LAW.

James Foy & Co., dry goods merchants, Port Hope, Ont., were the other day fined \$1 and costs for keeping their store open after seven o'clock p.m. in violation of the town by-law. In delivering judgment the Police Magistrate remarked that in comparing the by-law with the Act under the authority of which it appears to have been passed, it was quite evident that the Municipal Council had acted within the limits of the power conferred upon them by statute. The evidence clearly established to his mind that on the night in question the store was not closed at seven o'clock but was open as the clock struck eight with every appearance of business being done in the ordinary way. It was clearly open in violation of the law. The constable is the custodian of the town by-laws, and it was his duty to see they are enforced, otherwise other merchants whose shops were closed would hound him if he did not sharply look after any persons who did not follow out the by-law. In the circumstances he had made the fine as low as he could without turning the whole thing into ridicule on the governing powers of the town.

DOMESTIC WOOLENS.

The demand for domestic woollens is, we are credibly informed, in excess of the supply. Owing to the large repeat orders for the autumn trade the mills have been unable to make their spring goods and all are consequently late in their deliveries. The general cry is that they have more orders than they can supply in time. All the leading clothing houses are chafing under the delay, which, however, appears to be unavoidable.

GENERAL AND PERSONAL NOTES.



OGGIE & Co., dry goods merchants, Moncton, N. B., have decided to sell their stock at a sacrifice and go out of the business.

The Sherbrooke Worsted Company, Sherbrooke, Que., are to erect a large building for the manufacture of worsted goods.

Letters patent have been issued incorporating the Waterloo Knitting Company, Que., with a capital stock of \$30,000.

The well-known dry goods firm of Lindsay & Lang, Ottawa, has dissolved partnership and the business will hereafter be carried on by Mr. Lindsay.

What at first promised to be a dangerous fire was discovered on Saturday morning August 1st, just as the hands were going to work in the Ste. Anne Cotton mill at Hochelaga. The fire broke out amongst a quantity of cotton in the packing room, which is connected with the main building. Only for the automatic sprinklers, which did good service, the fire would likely have been a dangerous one. Streams from Nos. 8 and 13 assisted the sprinklers and soon had the blaze out. The damage will be about \$4,500, fully insured. The Dominion Cotton Mills company, who run the mill, will not be delayed in filling orders, as none of the made-up stock was damaged.

A knitting factory has been started in St. Boniface, Man., by John Ryan, late of the woolen mills.

The Adams Bros., from Paisley, Scotland, have commenced the manufacture of woven coverlets in Paris, Ont., and are now supplying the trade through some of the leading wholesale houses in Toronto. Experts say that the spreads are far in advance of anything hitherto manufactured in Canada, both in design and workmanship.

The dry goods firm of Elford & Monteith, Arnprior, Ont., has been dissolved by mutual consent. The business will be continued by Mr. W. H. Elford.

Ben. Allen, who for the past five years has filled the position of manager of the haberdashery and gents' furnishing department of McMaster Co., Toronto, was presented, on July 25th, by the employes of the establishment with a handsome gold-headed cane on the occasion of his retirement.

Isaac J. Cooper, shirt manufacturer, Toronto, has assigned with liabilities estimated at \$8,000, assets consisting of real estate and stock, value not yet known. His troubles are attributed to real estate deals.

The Montreal Blanket Company's works, at Cote St. Paul, Montreal, caught fire on August 17th, resulting in the total destruction of the picking department, a two storey brick building. The loss is estimated at \$5,000.

John Calder & Co., wholesale clothiers, Hamilton, Ont., have issued a novel and handsome fall catalogue, intended to hang in line with insurance and other calendars.

Preston & Norris dry goods store, Winnipeg, was burglarized on the night of August 6th, and some dollars abstracted from the till. The operator had secreted himself in the cellar during the day, or early in the evening, and when all had left the store, opened the trap door leading to the floor above, making his exit through a rear door.

G. B. Fraser, manufacturers' agent, Toronto, has left on a tour through Great Britain and the continent, during which he will combine business with pleasure.

The Dundas Cotton Mills will be sold by auction on September 1st, the present shareholders having thrown the property into the hands of the bondholders.

Edmund Ogle, senior member of the dry goods firm of Ogle, Campbell & Co., New Westminster, B.C., was married on August 4, at Dubuque, Ia., to Miss Emma Howe, of the latter city. Mr. Ogle is one of the most popular merchants in the Royal City and received many hearty congratulations on his marriage from his numerous friends.

WINDOW-DRESSING COMPETITION.

The Belfast correspondent of the *Warehouseman and Draper* writes: "The taste displayed in the dressing of the windows of the leading Belfast houses has often been highly spoken of, and, so far as I am competent to judge, I think that it merits all that has been said in its praise. I have often admired the effective way in which two objects of good window-dressing have been combined—the producing of a window attractive in appearance and beautiful to look upon, and at the same time such as will materially assist the immediate sales at the counters of stocks that it is specially desirable to clear. Sometimes, however, the houses go beyond all that, and, not content with dressing windows to fetch the public, one house will occasionally 'dress at' another. X. & Co., say, have a window to-day that excites a good deal of public attention in some way—in novelty or style, or goods or prices, or what not—and the next day Z, on similar lines, proceeds to out-Herod Herod. A notable instance of 'trumping the trick' in this way occurred last week. A leading house had a very beautiful 'linen window.' Fancy handkerchiefs, d'oyleys, linen embroideries, etc., were tastefully arranged around, and in the centre was a magnificent show of double damask tablecloths, napkins, tea-cloths, etc., embellished in places with the legend, 'same as supplied in May last to Mr. Vanderbilt.' The effect was fine, Vanderbilt was a name to conjure with, and the public looked on covetously and admiringly. Not very far away, however, in another establishment there forthwith appeared a window similarly adorned. Laces, handkerchiefs, and so forth, were displayed in still greater variety and profusion, and in the centre damasks and all kinds of table napery were arranged in a semi-oval, at one end of which was the handsomely mounted medal won by the firm at the Paris Exhibition of 1888, and at the other end an ornamental label announcing that these were 'the finest damasks ever manufactured in Ireland.' 'Mr. Vanderbilt' had to hide his diminished head before, 'the crowned heads of Europe,' for here and there on the table linen and fancy goods were handsome tickets in gold and colors announcing that these were 'as supplied by ——— to her Majesty the Queen,' 'as supplied by ——— to her Imperial and Royal Highness the Empress Frederick, of Germany,' 'as supplied to her Serene Highness the Princess Sophia, of ———,' and so on 'as supplied to' all sorts of grandees. I don't know how house No. 1 enjoyed the joke, but to any one passing immediately from the one house to the other, as I did, the effect was most comical.

"Though the instance I have just quoted is not a case in point, I think it is a mistake for houses, through the medium of their windows, to compete with each other in prices, etc., in the manner I have referred to in the beginning of the foregoing paragraph. It has a tendency to cultivate a spirit of keenness in a public already quite keen enough, and to foster the habit which prevails so largely of running from house to house comparing qualities and prices before buying—in many instances without buying anywhere. It is folly for drapers to complain of the keen competition that is abroad if they themselves do all that they can to encourage it."

RETAIL ADVERTISING METHODS.

Local retail advertising, says T. Pliny Moran, in *Printers' Ink*, is entirely different from general advertising, not only in the methods used, but in their application. The advertiser for a retail establishment must not only be able to write a leading article on any subject, but he should be perfectly familiar with all of the details and technicalities of each department of the business. Then, too, he must be very careful of his phraseology, for not only are his efforts read and commented upon by every one connected with the establishment, from the proprietor to the bundle boy, but a great many of the patrons feel that it is their special privilege to criticize any paragraph or sentence which does not meet with their approval. Especially is this true when he introduces some new idea, or makes a change from the old stereotyped style of offering a dollar's worth of merchandise for fifty cents. In general advertising, space and position are the most important things to be considered; while if the local advertisement is made readable and attractive, and changed daily, the public will look for it and read it with as much interest as they will the news column. What is wanted in retail advertising is something new and original, and from the number of bright, intelligent men who are now writing advertisements, we will surely see a great change for the better in local advertising in the near future.

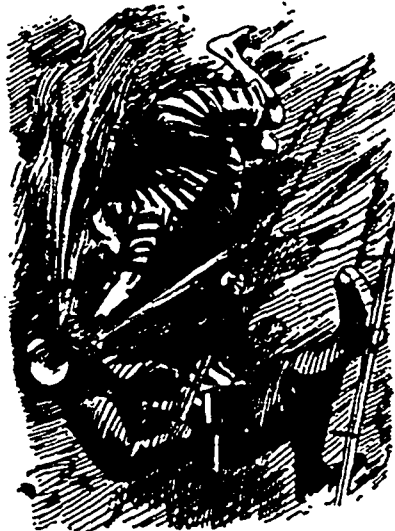
A SUBMARINE BATTLE.



Mr. Whimmley—Now for a real solid refreshment.



Mr. Whimmley—If I haven't (gasp) met Satan himself I'm no (gasp) judge!



Biley the diver—(His helmet being closed, it is impossible to know what he is saying.)



Biley—You come snoopin' round here any more an I'll drown yer!—Judge.

UNITED EMPIRE TRADE LEAGUE.

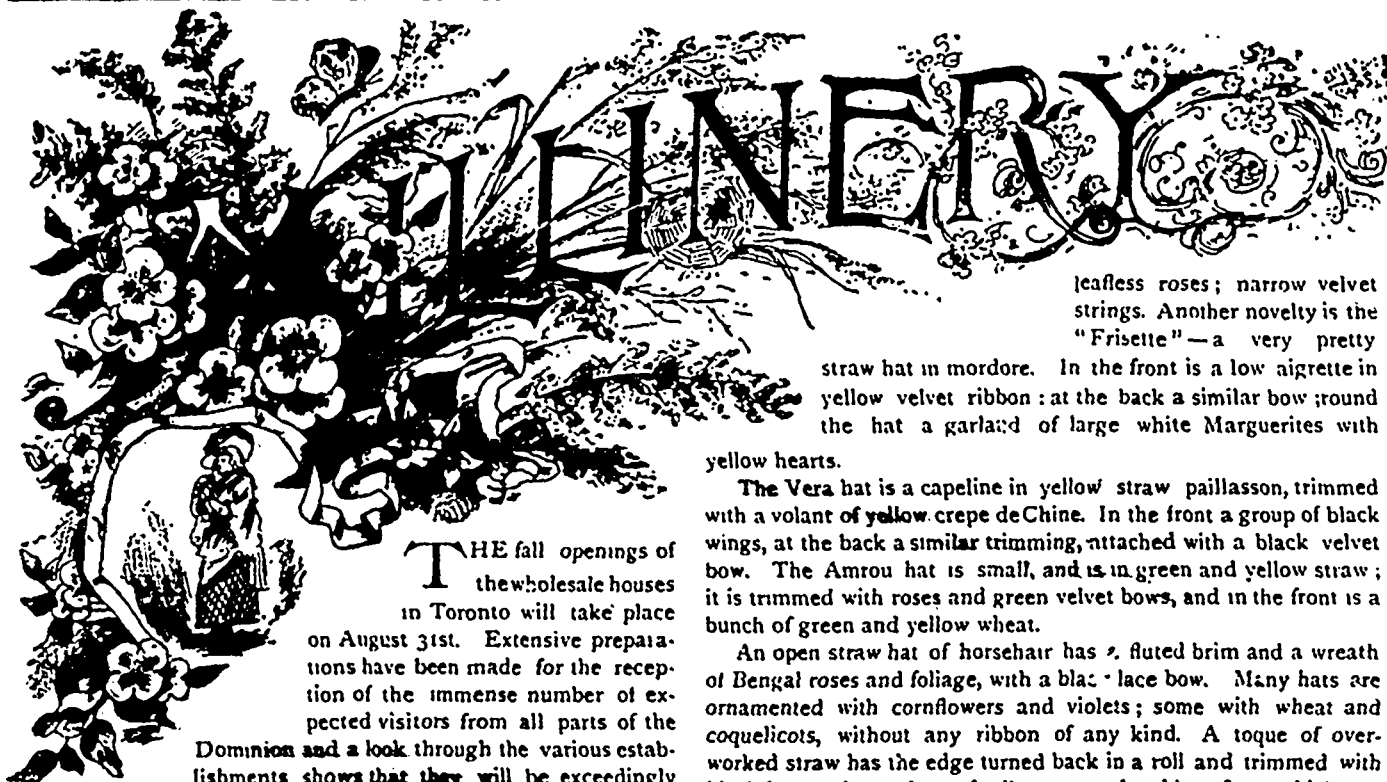
Col. Howard Vincent, M.P., of Sheffield, England, has been delivering addresses in several of our cities explanatory of the objects of the United Empire League and his remarks have been greeted everywhere with the utmost enthusiasm. After addressing a thoroughly representative meeting under the auspices of the Toronto Board of Trade, on the 18th of this month, the following resolution was passed, with only one dissentient: "Resolved, that this meeting has heard with pleasure the able address of Col. Howard Vincent and desires to again place on record its approval of closer trade relations with the mother country. In the opinion of this meeting preferential trade relations throughout the Empire would vastly extend and consolidate the national and material interests of Great Britain and the colonies. And it further cordially endorses the efforts of the United Empire Trade League in the advocacy of its principles." At the close of the meeting a large number waited to sign their names to the roll of the League. It is quite evident that a very strong feeling exists in the mercantile community in favor of a policy under which British goods shall be received in this country on a preferential basis in return for like privileges accorded the products of our mines, seas, forests and soil in the Mother Land, and the gallant Colonel's efforts is apparently doing much to foster and encourage that feeling.

DON'T BE MEAN IN TRADE.

There is no greater mistake that a business man can make than to be mean in his business. Everybody has heard of the proverb "penny wise and pound foolish." A liberal expenditure in the way of business is always sure to be a capital investment. There are people in the world who are short-sighted enough to believe that their interest can be best promoted by grasping and clinging to all they can get, and never letting a cent slip through their fingers. As a general thing it will be found, other things being equal, that he who is most liberal is most successful in business.



Mr. Whimmley—M-b-l-b-l-b-b-Murder!



THE fall openings of the wholesale houses in Toronto will take place on August 31st. Extensive preparations have been made for the reception of the immense number of expected visitors from all parts of the Dominion and a look through the various establishments shows that they will be exceedingly gratified at the magnificent displays spread out for their inspection.

In conversation with Mr. Guthrie, the courteous and popular manager for S. F. McKinnon & Co., we learned that the seeming tendency for the coming season is toward two-toned plain hats with colored bindings in dress shapes. There will be a big run in felts, small shapes with conical crown. The trimmings will run to fur, wings, and feather bands, and there will be a large amount of tinsel and jet passementerie effects also, as trimmings. Ribbons will be a leading feature both in plains and fancy mixtures with tinsel running through them. Plain silk velvets and velvet ribbons in all widths will also be a feature. There is a very large assortment of Parisian hats and bonnets in most elegant designs. It would be impossible to do them justice in any description, so that is not attempted. They must be seen to be appreciated. Altogether there is to be seen a very extensive range of all novelties to be found in the European and American markets. In mantles all the most fashionable and leading novelties are to be seen. Some costly and beautiful designs are in combination capes and jackets in black plush and gros grain silk trimmed with passementerie and spangles. Others with fancy braid and tinsel trimmings are in great abundance. There are large ranges of plush and sealette three-quarter jackets and three-quarter capes in heavyweights, besides a magnificent range of misses and children's ulsters and reefer jackets, all sizes. An unusually large trade in mantles is confidently expected, and the millinery season, it is anticipated, will far exceed that of any previous year.

John Macdonald & Co. have an important announcement to the millinery trade on the back page of the cover, to which we have much pleasure in drawing attention. Their opening will be on September 1st. Their displays of silks, ribbons, laces, plushes, velvets, velveteens, etc., are the largest they have ever shown and are replete with the best values and latest productions. They extend a cordial welcome to all to visit their palatial warehouses at the fall opening.

PARISIAN FASHIONS.

The Paris correspondent of the Drapers' Record says: In the way of hats, we have the chapeau Trianon, which is a large round hat in black rice-straw with a border in Italian straw, covered with old lace, the same lace forms a bow in the front, a jet buckle at the back holds a large rose without leaves. In the front a garland of

leafless roses; narrow velvet strings. Another novelty is the "Frisette"—a very pretty straw hat in mordore. In the front is a low aigrette in yellow velvet ribbon; at the back a similar bow; round the hat a garland of large white Marguerites with yellow hearts.

The Vera hat is a capeline in yellow straw paillason, trimmed with a volant of yellow crepe de Chine. In the front a group of black wings, at the back a similar trimming, attached with a black velvet bow. The Amrou hat is small, and is in green and yellow straw; it is trimmed with roses and green velvet bows, and in the front is a bunch of green and yellow wheat.

An open straw hat of horsehair has a fluted brim and a wreath of Bengal roses and foliage, with a black lace bow. Many hats are ornamented with cornflowers and violets; some with wheat and coquelicots, without any ribbon of any kind. A toque of over-worked straw has the edge turned back in a roll and trimmed with black lace and a rouleau of yellow crepe de chine, from which rise two black chandeliers (the puff of the dandelion)—very fashionable. Some without crowns have jet brims, and are trimmed with shaded roses under black lace.

The hats for the sea are nearly all marin shape, and are trimmed with wings in all shades. Never were so many wings worn as now. There are lace wings—wings in gaze d'or and silver; they are arranged in all facons.

In hats and bonnets the extremes of large and tiny capotes seem to be the rule. Flowers are less seen now, and hats are generally trimmed with gauze lace and wings, also beautiful feathers are employed. Black straw hats are favorites, and always give a certain cachet to a costume.

Children's hats are veritable chefs d'œuvres, and would make even an ugly child appear pretty. A delicious pattern is a large hat formed with three bars of rose bruyere placed a la Grecque. At the back green and pink leather tips; rose velvet strings.

Our hats, as I have said before, would be nothing without ribbons. Many straw hats are seen with tiny crowns simply trimmed with a double lace flounce, one flat on the border, the other standing up round the crown, and a ruche in satin ribbon to finish it off. A loose bow of ribbons in the front. Yellow and white go very well together, and many hats are trimmed with those two colors only. A pretty capote in straw has a crown composed entirely of leaves. In the front a little bow of mais ribbons; white satin strings. Strings are becoming wider and wider; they are quite short, and the ends are cut round, so that when they are tied they form a tiny round bow like a ball.

JOHN MACLEAN & CO.'S ESTATE.

A statement showing liabilities of \$165,000, and assets of \$180,000, being a nominal surplus of \$15,000, has been submitted to the creditors of John Maclean & Co., the insolvent wholesale milliners of Montreal. They offer a composition of 50 cents on the dollar secured. The English creditors are represented by Mr. Reuben Millichamp, of Toronto and Montreal, who has forwarded statement, and submitted the offer, to them. It is considered not improbable that the offer will be accepted. The firm's troubles arose chiefly from bad debts and too heavy expenses, the profits from the business, after a reasonable allowance to the partners, not being sufficient to meet the losses through these two causes.

NEW YORK FALL AND WINTER STYLES.

There is nothing at present that indicates a change from the small shapes, says the Dry Goods Economist. Scratched felt hats for made hats are having some sale lately. They admit of many different effects in the hands of a milliner.

Wool and fur felt hats will be most used for general trade this fall and winter. The price of a good fur felt hat will certainly be within the means of the masses if never before, judging from the competition among the manufacturers.

Good fur felt hats have been offered as low as \$8 per dozen, though \$10.50 seems to be the general price, which does not admit of the manufacturers becoming "bloated bondholders" on the profits.

The sailor hat is still in demand, and will certainly prove excellent through August and September. The hat manufacturers report quite a demand for the "Knox" sailor in fur and wool, the crown of which is a little higher than the summer sailor and considerably wider in the brim, which is a decided improvement in shape on the Vassar sailor that has been claimed by the daughter, mother and grandmother as appropriate to them.

Black straw hats trimmed with fancy feathers, aigrettes and broche ribbon are already displayed in the fashionable milliner's windows. Green on black will assail us from all directions.

Emerald beads and spangles decorate many of the fancy feathers and aigrettes. A bird of Paradise tail twenty inches long has a curling coque's plume of the same length to sustain it, both starting from a beautifully iridescent head.

Feather edges and ruches in peacock, coque, etc., feathers bid fair to be one of the prominent features of a feather season.

RIBBONS AND VELVETS.

The tendency is toward satin and peau de soie, with a leaning to broche and cashmere effects. The stylish widths are Nos. 16, 20, 30 and 40 for trimming, and Nos. 9 and 12 for strings only.

Lovely broche ribbons on a satin ground are fully six inches wide for large, soft bows. Black satin ribbon having Persian designs, are shown in lovely colorings for trimming black hats.

Plain velvets in all shades leave nothing to be wished for in piece goods just now.

Lace and two-toned velvets will be used with ribbons to match. A beautiful combination in the above is tan and deep orange, shaded, also chamcis and white.



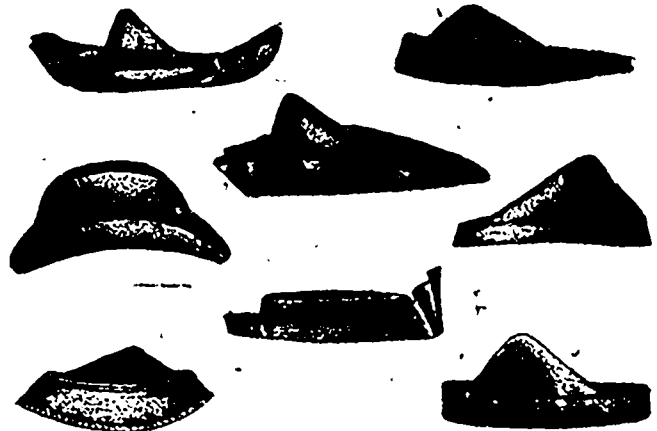
No. 1.

No. 1 has an odd effect that at once attracts the customer on the outlook for unique designs. The shape resembles a Tam o' Shanter, and the fullness may be held down by small jet ornaments resting upon the velvet brim. The trimming is massed in the center, extending toward the back in loops of velvet ribbon, which also forms the strings. Aigrettes and a pompon rest upon the ribbon loops at the top.



No. 2.

No. 2 shows a felt design trimmed with coque feathers, loops of merveilleux ribbon 3 1/2 inches wide in the back, and short, closely set loops massed toward the front of the brim that end in the back in a gathered frill.



Nos. 3-10.

Nos. 3-10 show a variety of shapes that will be fashionable for felt shapes during the coming season. The peaked crowns will be quite a feature in shapes.

Cornflower blue on black presents a striking appearance, though it is too trying a shade ever to become general. Self-colored stripes and satins are good ideas to follow in ribbons.

The elegant wide broches sold in five yard length, show yellow, green, brown and pink shades very prominently. Natural flowers in the shape and colorings are stylish broche designs.

FEATHERS.

There is a great tendency to use fancy feathers in trimming the toques, turbans and capotes worn this fall, which is probably the natural outgrowth of the attempt in the spring to trim with wings.

The aigrette style promises to be a "go," and it is expected that the ostrich ornament effect will prevail, owing to its graceful appearance.

Some predict the revival of the velvet mantle birds, hummers and the magnificent bird of Paradise, which so much can be made from, even entire hats, but we hardly think that they will materialize to any great extent.

A few of these effects are noticed among the pattern hats, but the ostrich fancy are more thought of. Combinations of ostrich tips, poufs and cross aigrettes or paradise feathers in the Louis XVI. styles are stylish, also brims adorned with small over-lapped tips.

Entire toques of pheasant, coque and peacock feathers will be exquisite with the cloak and wrap trimmings of these many varieties of feathers.

Any sort of an aigrette will sell, and the new stiff ones are looking well, as they are cheap in price and innumerable in their shadings. Any doubt upon the demand for feather effects may be removed.



Importations of fall hats are just beginning to arrive. The tendency seems to be somewhat larger hats than heretofore being both higher in the crown and wider in the brim. Retailers are commencing to make enquiries for fall goods and it is apparent that they are preparing for a big trade. From all quarters come the cheering news that prospects were never brighter for big sorting orders.

There is every indication that the coming season will be an exceptionally good one for furs, although prices will rule high. Both seal and mink have been steadily advancing. The latter is being extensively used as trimming for jackets, reefers and mantles. American buyers have been buying all that could be obtained in our market and the cry is still for more. This will likely be a season of short jackets in seal, owing to the advanced prices, and we are assured that there are some pretty and catching designs in them. There has been little doing in the fur line during the dog days, but in a week or two travelers will be out with samples, the style and quality of which will agreeably surprise the trade.

ENTERPRISING PARISIAN HATTERS.

Parisian hatters are undoubtedly inventive individuals, and they expend as much money in advertisements as any tradesmen going, says the correspondent of the Warehouseman and Draper. The well-known hatter, Leon, never allows an opportunity to pass by which he may bring his hats into notice; if there is a grand ball in perspective, or any particular important entertainment on foot—from a battle of flowers to a gala representation at the opera—you are sure to learn that the most distinguished guests or spectators wore Leon's hats. A portrait of M. Leon, with a big head and small body, performing a sweeping salute with a hat to match his head, is familiar to all Parisians. One of his most formidable rivals—Henry, an English hatter, whose shop is situated in Rue Trenchet—also makes his features common property; only in his case it is only a head emerging from an inverted "topper," while the beaming face of Charles (like hairdressers, hatters are wont merely to use their Christian names) smiles down upon us from every hoarding, flanked by huge notes of interrogation. These three tradesmen provide fashionables belonging both to the upper and middle classes; although their hats are by no means expensive, they are always in the latest style, while Leon holds a patent for a specially light and well-ventilated hat. Their prices are on a par with those of the magasins de nouveautés, whose customers in this line, however, belong to a very different class, as the same men who deal with the drapers for their gloves, ties, handkerchiefs, would never think of purchasing a silk hat there, though they might one of felt or straw for the country. Hatters of second and third-rate order go in for sensational window shows. One of these, to prove that his hats are impervious to rain and grease, exhibits a couple of hats—the first is full of water, in which gold and silver fish disport themselves; whereas the second contains colza oil, on the surface of which floats half a dozen pieces of cork supporting lighted wicks. A very large emporium for cheap straw hats in the further end of the Rue de Rivoli attracts the attention of the public by a number of gigantic hats woven with high-pointed crowns in the most fantastic plaids.

THE LONDON FUR TRADE.

In regard to trade in London, the Warehouseman and Draper says: "A few parcels of furs have been sold in anticipation of the approaching season's trade, collarettes forming a leading feature, those in dyed hare and rabbit now being produced very cheaply. Natural Australian opossum, as well as dyed black and brown, have been made up to a considerable extent, as also goat or natural llama. Empress capes, and also Scarborough (long fronts), with ties and boas or many kinds, make up a large assortment, many of which may be deemed the smaller fur articles, capes of the large size not being expected to be in such liberal request as in many former years.

HATS AND HEADS.

Measure accurately around the head—where a hat or cap is worn—then look for the corresponding number of inches on the scale below, and the size of the hat will be found opposite.

Inches around the head	Size of Hat	Inches around the head	Size of Hat
18 $\frac{3}{4}$	6	22 $\frac{1}{4}$	7 $\frac{1}{2}$
19 $\frac{1}{4}$	6 $\frac{1}{2}$	22 $\frac{3}{4}$	7 $\frac{3}{4}$
19 $\frac{3}{4}$	6 $\frac{3}{4}$	23	7 $\frac{3}{4}$
20	6 $\frac{3}{4}$	23 $\frac{1}{4}$	7 $\frac{3}{4}$
20 $\frac{1}{4}$	6 $\frac{1}{2}$	23 $\frac{3}{4}$	7 $\frac{3}{4}$
20 $\frac{3}{4}$	6 $\frac{3}{4}$	24 $\frac{1}{4}$	7 $\frac{3}{4}$
21 $\frac{1}{4}$	6 $\frac{3}{4}$	24 $\frac{1}{2}$	7 $\frac{3}{4}$
21 $\frac{3}{4}$	6 $\frac{3}{4}$	24 $\frac{3}{4}$	8
21 $\frac{3}{4}$	7		

LONDON FUR FASHIONS.

The London, England, correspondent of the N. Y. Cloak Review, writing of the Fur Fashions says: The models of short seal jackets shown for coming season's wear are very plain, deriving their beauty from the neat way in which they are cut to fit the figure rather than from any particular embellishment. Roll collars, high shoulders, loose fronts and tight-fitting backs are the general rules. The development of fur-trimmed cloth mantles continues with great activity. Dolmans and Russian circulars are being turned out in what is here called fancy "frieze," a large raised pattern in dark color, usually black, being embossed on a lighter ground. Black cloth with raised self figures is also in great favor. A vigogne cloth paletot is fastened down the front with a succession of hussar "frogs," and has binding, short cuffs and roll collar of dyed nutria. For this class of wear, squirrel always will, probably, furnish the most economical and acceptable covering, back and belly giving an excellent choice. There are two sorts of yoke employed in cloth mantles—one, the most common, is all fur like the collar; the other is of heavy brocade, or if of same material as the garment in question is heavily braided. A cloth garment which is having a good sale is a "drooping pleat" frieze circular, as heretofore described, color French hussar blue, with black embossed figures. The collar and binding down front is of astrakahn, and the interior lining of selected squirrel backs. Much skunk is used in conjunction with Alaska seal, and I have seen at least one jacket trimmed throughout with sable tails alone, they being laid and stitched side by side for the purpose. Most of the pelerines and other short shoulder capes for next Winter are made with large roll collars, which turn up into a semblance of the Medici. The call for boas in the usual furs continues unabatedly good.

BUYING A STRAW HAT AT ST. MALO.

In one of his letters, Max O'Rell, the well-known correspondent relates the following incident:—

The French he says, never or very seldom, allow themselves to be completely absorbed by business. They always set apart a certain portion of time to the amenities of life. They are as serious you like at work, but in a moment they will exhibit any amount of good humour at play, and again will resume harness as quickly as it was thrown off. If you go into a shop at dinner time I speak now of the small provincial towns - you may run the risk of receiving very little attention or even none at all. I remember once it was at St Malo, in the summer—I entered a hatter's shop at one o'clock in the afternoon. A well dressed, ladylike girl came out of the back parlor and inquired what I wanted.

"I want a straw hat mademoiselle," I said.

"Oh! that's very awkward just now."

"Is it?"

"Well, you see," she said, "my brother is at dinner;" and after a pause of a few seconds she added, "Would you mind calling again in an hour's time?"

"Not at all," I replied; "I shall be delighted to do so."

I was not only amused, but struck with admiration for the independence of that worthy hatter. After a few year's residence in England a little scene of that description was a great treat.

An hour later I called again. The young girl made her second appearance.

"My brother waited for you quite ten minutes," she said to me; "he has gone to the cafe with a friend now."

"I am sorry for that," I said; "when can I see him?"

"If you will step across to the cafe, I am sure he will be happy to come back and attend to you."

I thanked the young lady, went to the cafe and introduced myself to the hatter, who was enjoying a cup of coffee and having a game

of dominoes with a friend. He asked me to allow him to finish the game, which, of course, I was only too glad to do, and we returned to the shop together.

RACKET IN A HATTER'S STORE.

"Kathleen," writing in the Leeds Mercury, tells of a lady in Sydney, who found a horse-hoe, and threw it gracefully over her shoulder in accordance with ancient custom. It went through a hatters's window and hit a customer who was trying on a new hat. This gentleman, under the impression that one of the shopmen had played the trick, promptly struck him and sent him through a large sheet of plate-glass. A general melee ensued, and the place was in a commotion immediately, although no one appeared to know exactly what it was all about. It would be interesting to know who paid for the shop window, the lady or the customer, or whether, as usual, the poor tradesman had to pay.

E. J. FAWCETT

MANUFACTURER OF

FELT HATS

STIFF, SOFT and FLEXIBLE.

NIAGARA ST., - - TORONTO.

The only manufacturer in Canada supplying exclusively the RETAIL TRADE. Send for samples of

DUNLAP, KNOX AND MILLER STYLES.

FURS! FURS! FURS!**A. A. ALLAN & CO.**

Beg to announce the completion of their extensive preparations in this department and have now on exhibition the largest display of Ladies' and Gents' Fine Furs ever shown in Ontario. The attention of close and prompt paying buyers solicited.

A. A. ALLAN & CO.,

51 BAY ST., TORONTO.

B. LEVIN & CO.,

WHOLESALE MANUFACTURERS OF FINE FURS

—AND—

IMPORTERS OF HATS.

491 & 493 ST. PAUL ST.,

MONTREAL.



A large and well assorted line of manufactured furs and high grade hats always in stock. Orders by mail from the trade will receive careful attention.

Sole Agents for the Dominion of Canada for Lincoln, Bennett & Co., Sackville St., London, Eng., and W. Wilkinson & Co., Regent St., London, Eng., makers of high-class Silk and Stiff Hats.



Wholesale clothing houses report a good trade during the past month, more particularly in the West, and as a bountiful harvest is now assured the brisk demand will be kept up for some time yet. There is apparently not such a large trade done with the maritime provinces as last year, but this is more than offset by the increased trade in the West. Most of the large retail houses express themselves as fairly satisfied with the summer business notwithstanding the extreme coldness of June and July, which no doubt to some extent prevented customers from buying the lighter class of clothing. They, however, look for a splendid fall trade and are accordingly giving their orders on a more liberal scale than heretofore. The same remarks apply to custom-made clothing and jobbers report a brisk trade in tweeds, worsteds and overcoatings.

HISTORY OF READY-MADE CLOTHING.

The ready-made clothing business, which started in Boston in 1840, with a yearly showing of only a few hundred dollars, has now reached a grand total of many millions, says a newspaper scribe. John Simmons and Andrew Carneigh, custom tailors and dealers in dry goods at the North End, conceived the idea of making up and keeping on hand, ready for use at a moment's notice, sailor's outfits. What prompted them to do this was the mutual inconvenience of would-be purchaser and dealer often occasioned by the sudden shipping and departure of sailors before the garments they wanted could be made. They manufactured different sizes of jackets, etc., such as seamen required, of which they kept a full supply constantly on hand. The innovation was a decided hit, and was the beginning of one of the greatest industries of the country.

Other Boston firms were not slow to follow their example, and the business developed to large proportions. From sailor's suits the next step was the manufacture of civilians' garments, and the clothing men went to making green baize jackets, low-priced trousers, as well as dress suits. The green baize jackets were great things in their day. When fairly started and under way the total amount of the business done in Boston was about \$1,000,000; now it must be upward of \$25,000,000.

The manufacture of men's, boys' and youths' garments embraces within its scope every variety of clothing worn at the present day from the cheapest to the most expensive. The "beggars on horseback," if he dismount and dispose of his horse for \$12 or \$14 may array himself in a good suit. Home industries, as far as possible, are utilized, although there are certain lines of materials which of necessity are imported.

"In 1846," said Joseph D. Leland, a veteran dealer, "which date I place as the time when the salework business was fairly on its legs, the wholesale clothiers of Boston embraced in their operations not only New England, but the Middle and Western States. Retailers from all parts of the country visited the city twice a year—in the Spring and Fall—for the purpose of laying in their stock for each ensuing season, filling the hotels and making things generally very active, not only in this line of goods, but in every branch of business, money being spent freely and adding much to the general benefit of the Commonwealth. There were then only three railroads entering Boston, and they had a very small mileage, so that the

means of travel were limited, and some idea can therefore be formed of how little, comparatively, a traveling man could accomplish. To listen to the narratives of the experience of the old travelers who were on the road as far back as the 40's, when the great West beyond the Alleghanies was little known, has all the interest of romance."

Samuel Hanson was the pioneer in the Maine branch of the Boston business, and Maine folks have a lively interest in the history of Hanson's business life; how he came down from Boston, with a valise and a bundle of cut clothing so light that he could carry it with one hand; how he started the business in a room of his father's house and solicited the assistance of seamstresses in the country round about; how the business soon grew to astonishing proportions, women for many miles around taking the garments to make and bringing them to Hanson's headquarters, which soon required a larger building. One of Hanson's old pressmen said that in the 50's there were not less than 2,000 women and girls doing work for him. Hanson's father was a tailor before him. Sam was a man much liked. His right-hand man in the shop was a worthy Scotchman, George Campbell.

John Simmons was the first clothing jobber in Boston. He began in a small way on the site of the present Oak Hall, his wife tending the shop when he was out. Up to 1848 the cutting and sewing was done entirely in Boston by journeymen tailors and families. But that year was destined to mark a new era in the business, caused by a general strike of the tailors, which was long and determined, reaching such a pitch that sentinels were posted in front of the stores. The clothing men were paying for work at the beginning of that strike higher prices than they have ever paid since. The strike lasted three months, and caused much destitution among the tailors and their families. All garments were made by hand in those days, for the sewing machine was then unknown. The strikers, however, would not yield, neither would the dealers, but at the end of three months a new deal had important results.

In John Simmons' back shop was Samuel Hanson. Simmons asked Sam to go down into Maine, open a shop, and offer inducements to families thereabout to sew the garments. And Sam went. The venture was a success. James W. Emery, another custom journeyman tailor, followed Hanson to Maine. Other clothing firms in Boston quickly followed Simmons' example by sending men to Augusta, Gorham, Winterport, Bath and other Maine towns and cities. The strikers were thereby defeated. And from that time to now the State of Maine has been a powerful factor in the vast clothing interests of Boston.

About the year 1848 the style ran to swallow-tail coats, fancy vests and trousers of fancy cassimere. Since then every description of style that can be imagined, has, in turn, come and gone. In 1848 there was a big trade in cheap clothing sent to the South.

"Fashion plates of men's clothing do not originate in custom-made tailoring establishments," said Isaac Fenno, another veteran. "The men who get up these styles are connected with big wholesale clothing houses. The reason is plain. No custom tailor pays his head cutter such large salaries as do the leading clothing concerns. I mean no disparagement to the fine talents and skill of the custom cutters, but don't you see that of necessity a concern which

does a yearly business of hundreds of thousands of dollars must have the very best that money can bring. It is a position of grave responsibility. In the large establishments, not only is good cutting necessary, but delicate tints and fine fabrics have to be matched and contrasted. In the processes of manufacture, the goods are first carefully selected and matched, then sponged and steamed, to prevent subsequent shrinkage, then passed to the cutting department, after which they are ready to be given out to be made up. Employment is given in this industry to thousands of women and girls in Boston, and within a radius of 210 miles, while the amount of work done in Maine is almost incalculable. One man in Springvale, Me., makes for Boston parties upwards of 200,000 garments a year. There is a constant tendency toward having more and more work done in shops, and correspondingly less in families by reason of the lessening demand for the very lowest priced grade of goods."

BOYS' CLOTHING.

The N. Y. Clothier and Furnisher says: The men of to-day that look back upon the the old daguerreotypes showing their likenesses as youths in the very homemade-looking and altogether homely clothing that prevailed fifteen or twenty years ago, may be soothed in the reflection that their own boys can be more becomingly garbed out of the advances made in the manufacture of correct juvenile attire. Such encouragement has this phase of the clothing business received from the public that it is a fact that there is a tendency to drift toward specialty manufacture among some of the largest houses of this line. The growth of the demand for Summer clothing alone for boys' and youths' clothing would warrant the devotion of some enterprising concern to such a field. There is almost as wide a scope in the line of boys' overcoats nowadays as those of men. The special trouserings and the great variety of suitings attest that Young America is early in his career inculcated with correct notions of dress. The Faunteroy craze was largely responsible for the drift toward the specialties in juvenile wear, but this picturesque fad was succeeded in due time by a more consistent and practicable following of the styles of their elders. Indeed, between the double-breasted sack suits, the Tuxedo dress sacks, the covert top coats and the white kersey pony cart driving coats, ulsters, mackintoshes, cape coats, etc., about all in men's wear that is yet desired by the youngsters is the high hat and swallowtail—which Heaven defend them from, with their dwarf-imparting suggestiveness to juvenility! Have you ever noticed, by the way, how the mammals of fine, big-legged boys hesitate to take them out of knee-breeches? This is particularly the case if papa is not equipped with a pair of underpinnings that would stand the sculptural test. Not that it is to be inferred that the maternal pride finds a reputation in this display, but it is one of those bits of vanity that will ever prevail as long as the world goes round. It is really an incentive, moreover, to a proper physical development among the boys themselves, and many a shank-legged youngster has walked around on his toes for days at a time to increase his calf measurement to dimensions that will put him beyond the ridicule of his fellows. By all means keep the youngster in short clothes as long as is feasible. It marks the happiest period of his lifetime.

HOW IT'S DONE IN WASHINGTON.

A novel gift enterprise has been introduced in the clothing business by a firm in Washington, who actually give away a blushing bride to any of their customers who apply. All that the applicant has to do is to purchase a wedding suit, the firm do the rest; furnish the bride, the best man and the officiating clergyman. Six of their customers have already taken advantage of this offer, and it is claimed that the supply of brides, as well as wedding suits, is practically unlimited. On the last occasion the bride, a tall and willowy brunette, was tastefully attired in a traveling costume of tan colored Henrietta cloth, with hat to match. The groom wore a black diagonal coat and vest, with dark grey striped trousers. Immediately after the ceremony the newly married pair drove to the station for an extended wedding trip.

SOMETHING NEW.

It was a jolly crowd of tailors and designers that gathered in room 4, the members of the Illinois State Merchant Tailors and Garment Designers' Association. Then S. Bisceglia, an excitable Italian tailor, of Chicago, produced from a long box three wondrous machines. One after another he spread out on the table the metal sheets, which had to be fastened on the body like plates of armor on a knight-errant. He called his ingenious machines adjustable patterns for drafting garments, trousers and sleeves.

James Veale, of Decatur, stripped off his coat and submitted to Bisceglia's operation. He was fitted with leathern plates and metal plates until he looked like a horse in harness. The Italian deftly shot sliding bars along the plates until they fitted close to the body. Then he took off his pattern, spread it on a sheet of paper and marked off the lines for a coat. John Lorenz got up and said there seemed to be a loss of time in measuring by the new method. He said it took only two minutes to measure a man ordinarily, whereas Bisceglia's operation extended over fifteen minutes.

"But, yes," exclaimed the Italian, "a man comes but once to be fitted with my pattern. I take the measure, it is a perfect fit; you take the measure, the customer must return again to try on the coat, the vest, before you know it will fit him. But, yes, he comes but once to me and saves the time."

The Chairman ruled Bisceglia out of order. Charles J. Stone measured the pattern as marked out on the paper and compared it with Veale's own measurement. He found that the Italian had cut a perfect fit, except where he had overmeasured in the front.

"But, yes," said Bisceglia; "it is my fault; it is no fault of the invention."

George W. Du Nah contended that tailors had not to fit but to drape the human figure, and individual brain work had much to do with the result. C. J. Stone explained that the Italian claimed that his invention gave a set of block patterns that could be graded from twenty to forty, as was necessary. He claimed that his pattern could be enlarged to any size, according to taste, and that any customer would not have to spend more than fifteen minutes in getting a perfect fit.—Chicago Herald.

WHEN TO STOP ADVERTISING.

A trade journal once requested ten of its largest advertisers to give their opinion as to the best time to stop advertising, writes Thos. Smith, London, and the following replies resulted:

"When population ceases to multiply and the generations that crowd on after you, and never heard of you, stop coming on."

"When you have convinced everybody whose life will touch yours that you have better goods and lower prices than they can ever get anywhere else."

"When you perceive it to be the rule that men who never advertise are outstripping their neighbors in the same line of business."

"When men stop making fortunes right in your very sight solely through the discreet use of this mighty agent."

"When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity."

"When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year."

"When younger and fresher houses in your line cease starting up and using the newspapers in telling the people how much better they can do for them than you can."

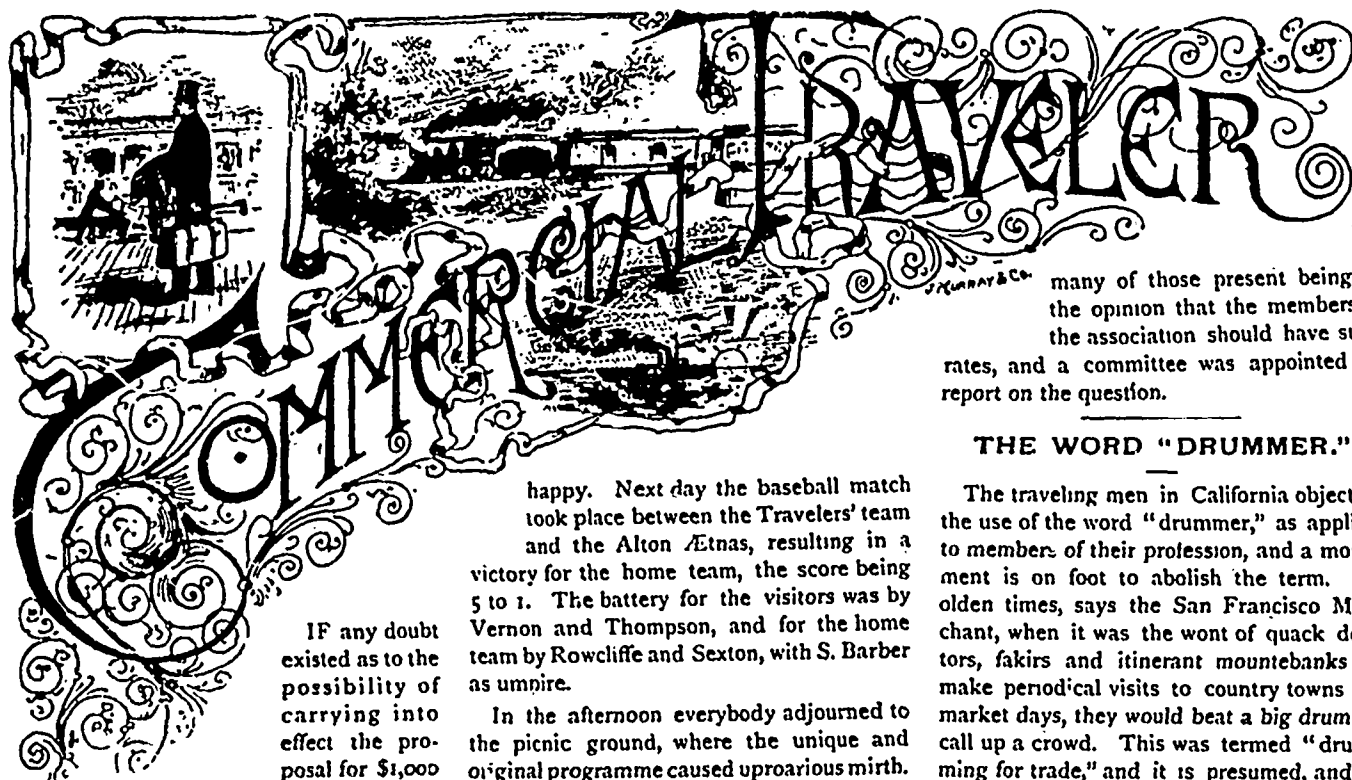
"When you would rather have your own way and fail, than take advice and win."

"When nobody else thinks 'it pays to advertise.'"

"Judicious and persistent advertising is the keystone of success; therefore, don't stop, or others will get ahead of you."

STYLES IN OVERCOATINGS.

The finer goods for winter overcoatings, says the New York Clothier and Furnisher, are in those weaves that ruff beautifully under the hand. Smooth and dull looking at first, with a few weeks wearing the nap will fairly bristle up and show to an enhanced advantage. The texture appears to be a cross between Elysian and patent beaver. The effects are very rich but quiet. The shades are almost indefinable, and the delicate dark tints indescribable. Gray seems to be the employment shade, in achieving these impressions upon background bodies, of deep mulberry, dark blue and wine. Such overcoatings have not been seen in many a day.



IF any doubt existed as to the possibility of carrying into effect the proposal for \$1,000 additional in-

surance with the Commercial Travelers' Mutual Benefit Society it has been thoroughly dispelled by the very full reply in the affirmative to the circular sent out by Secretary Lowe. There are, of course, a few chronic kickers who oppose the innovation but their opposition will be powerless to prevent the by-laws being amended at the next annual meeting. With such an experienced Secretary as Mr. Lowe it is no wonder that the Society is prosperous and has the full confidence of its members in regard to its stability and future prospects.

A GALA DAY AT ALTON.

The pretty village of Alton, Ont., was the scene of a merry gathering on Saturday, July 25th. The occasion was a picnic of commercial travelers on the Northern route, and the citizens joined in with such hearty good will in all the freaks, tricks, and masquerading that it was almost a miniature carnival. The boys arrived on the evening trains on the T. G. B. from the north and south on Friday evening, and were met at the station by the Alton brass band and a host of the citizens. The fun commenced as soon as the train stopped, and the visitors were presented with guests' badges and free tickets to everything, including bed and board. The procession then marched to the residence of W. Algie, where the brass band was holding its annual garden party. A number of the leading citizens of Orangeville, with their brass band, soon arrived to join in the merry-making. With speech-making, eating, singing, and dancing the evening was spent, and everyone seemed

happy. Next day the baseball match took place between the Travelers' team and the Alton Aetnas, resulting in a victory for the home team, the score being 5 to 1. The battery for the visitors was by Vernon and Thompson, and for the home team by Rowcliffe and Sexton, with S. Barber as umpire.

In the afternoon everybody adjourned to the picnic ground, where the unique and original programme caused uproarious mirth. The bear trap, ambulance corps, and ice box were entirely new features, and fairly took the visitors' hearts by storm. After dinner speeches were made by about twenty of the visiting fraternity, and letters from all parts of the province were read expressing the regrets of those absent. Among the visitors were G. Bradshaw, of Samson Kennedy & Co., Toronto; D. Smith, of Gordon Mackay & Co., Toronto; J. Fraser, of C. Cockshutt & Co., Toronto; M. Grills, of Thomas Dunnet & Co., Toronto; J. Duffy, of Robertson, Monroe & Reid, of Hamilton; J. V. Nichol, of McPherson, Glassco & Co., Hamilton; W. Barclay, of McLaughlin & Sons, Owen Sound; J. J. Foy, of Gillespie, Ansley & Dixon, Toronto; D. Vernon, of J. Macpherson & Co., Hamilton; J. Grills, of Quebec; W. Armstrong, of Farvey, Van-Norman & Co., Toronto; G. Davies, of W. B. Hamilton & Sons, Toronto; W. Thompson, of Hamilton; R. Harvey, Toronto; W. Colville, of Sinclair, Hood & Co., Toronto; R. Bell, of John Macdonald & Co., Toronto; J. McLaren, of Hamilton Coffee & Spice Co., and a host of others. The meeting carried a unanimous motion to the effect that as the gathering had been so successful it should become an annual affair, and "the drummers' snack" has now become a fixture. The citizens and band escorted the travelers to the station, and there bade them good-bye with three rousing cheers for the occasion.

THEY WANT CHEAPER RATES

At the annual meeting of the Dominion Millers' Association in Toronto this month the matter of the millers obtaining commercial travelers railway rates was discussed,

many of those present being of the opinion that the members of the association should have such rates, and a committee was appointed to report on the question.

THE WORD "DRUMMER."

The traveling men in California object to the use of the word "drummer," as applied to members of their profession, and a movement is on foot to abolish the term. In olden times, says the San Francisco Merchant, when it was the wont of quack doctors, fakirs and itinerant mountebanks to make periodical visits to country towns on market days, they would beat a big drum to call up a crowd. This was termed "drumming for trade," and it is presumed, and in fact generally accepted, that this is the origin of this offensive name. It is strange that in England, where the expression was first born, that it is now unheard of in connection with commercial travelers. In that country traveling salesmen are called "bagmen," or "knights of the gripsack," but in no instance would any of the fraternity countenance such an appellation as that of "drummer."

TEMPERANCE LEAGUE IN ENGLAND.

The Drapers' Record, of London, England, of August 1st, says: On Saturday night a meeting of commercial travelers was held at the Central Temperance Hotel, Albion street, Hull, with the primary object of considering the advisability of forming a Commercial Travelers' Temperance League in Hull on similar lines to that in America. The gathering was a very representative one, the chair being occupied by Mr. B. Smith, and those present included Messrs. J. Ingham, C. E. Johnson, T. Fawcett, W. Dorman, R. Hargrave, C. Moulds, M. Craven, J. Clark Hebdon, W. W. Cogan, T. E. Wing, and the Revs. W. K. Stuart and J. Jackson. In the course of his address, Mr. S. A. Haines (of the Commercial Travelers' Temperance League of America) said the motto of his association, which numbered over 4,000 members, was, "No man is sure that he is temperate himself until he tried to make other people so." Drinking was the curse of commercial men. No man was so important to commerce and industry as the commercial traveler, and no body of men were so important to the commerce and industry of the

world as the commercial traveler. That, he said, was a broad statement, and the Board of Trade and Chambers of Commerce might contradict him, but he contended that no body of men, if they were suddenly taken from the face of the earth, would so totally demoralise all the forces that went to make up the human society and the riches of the community. Ultimately, on the motion of Mr. Johnson, seconded by Mr. T. E. Wing, and supported by Mr. Ingham, it was decided to form a league in Hull.

THE MUSTARD PLASTER AND THE DRUMMER.

Mr. and Mrs. Whiffen were on their way to the Hot Springs, where Mr. W. intended to get relief for his rheumatism in the baths. At a way station a drunken traveling man boarded the train and was put to bed in the berth next to Mr. and Mrs. W. by the porter. Shortly after, Mr. W. woke up with a dreadful stitch in the side. Like a good dutiful wife Mrs. W. arose and went to the lavatory to make a strong, mustard plaster with which to relieve the pain of her liege lord.

On her return she pulled the wrong curtain aside and placed the plaster upon the stomach of the senseless, drunken drummer. Then she went to the lavatory, washed her hands and returned to her berth, getting into the right section and finding Mr. W. asleep.

Finally a loud groan was heard, then these words: "Oh, my stomach, my s-t-o-m-a-c-h, oh-h-h!" This was followed by "I'll never touch another drop as long as I live. Oh, it's burning a hole in me; oh-h-h!"

By this time heads were peeping out from behind curtains and the porter was on his way to the traveling man's berth. Of a sudden out came the bed clothes from the T. M's berth, and a cry of "Oh, my, there's my stomach I'm dead!" The exclamation was topped off by the mustard plaster being thrown out on the isle of the car. The porter then grabbed the drummer and shook him until awake. During the first stages of sensibility he muttered, "Oh my stomach is gone, gone!"—St. Paul Pioneer Press.

THE DRUMMER'S SCHEME WORKED.

Said a St Louis drummer the other day: "I have struck a snap which I think should be patented. For several years I have had the end of trouble with my tailor and other creditors who for some unaccountable reason seem to prefer cold cash to gilded promises. Last fall I wanted a couple of new suits, but I didn't have the ready cash with which to get them, and I knew that I would experience difficulty in buying them from my tailor and paying for them with good intentions. Still, that is exactly what I did.

"I found an old bank book that I had used years before when I had a small bank account, and now did a little bogus bookkeeping on the side. I deposited a few hundred

dollars one day and against it placed several checks the next, and so on, bringing the account up to date. As the result of my handiwork, the book showed a slight balance of about \$30,000 in my favor. The book itself I placed in the inside pocket of one of my coats, which I sent to my tailor to be repaired.

"A week later I called for the coat. Whew! what a change was noticeable in my tailor! He was all smiles and obsequiousness.

"By the way, Mr. Blank," he said, "don't you want a suit or two? I have an elegant line of goods in stock and I am sure I could please you."

"Oh, no, I guess not," I replied with a yawn. "I'd like the suits well enough, but I guess I'm too poor to get them just now."

"Well, why should I waste words to finish this story? I got the suits eight months ago, and the bill for them hasn't been presented yet."—Ex.

WHAT DO YOU THINK OF THIS?

The business world of to-day hears a good deal of the commercial traveler. It sees a good deal of him, too. He is in evidence at all times and places, and does not hide his light under a bushel. He "magnifies his office," and is disposed to let his employers know that there is some doubt, as between them and himself, who is "boss." This is hardly surprising, either, when importing houses can be heard to allege that they could not do business nowadays without commercial travelers. But lest the "drummer" should be too conceited, we may tell him that numbers of good houses are strong in the feeling that the system of selling goods by men on the road is expensive, unsatisfactory, and fast becoming, to use the words of one house, a "positive nuisance."

A letter, which we print in another column, asks whether the system of "tipping" or "squaring," practiced by commercial travelers on customers or others, is as prevalent in all lines of trade as the writer of this letter finds it. We can tell him that it is a tolerably regular thing in the business with which we are most familiar, for salesmen, aye, and principals, too, to make proposals to employes, showing that they may be benefited (pecuniarily) if they will recommend to their employers the goods of so-and-so, and decry those of the other fellow. It is not only the Murphys at Ottawa or elsewhere who practice on government employes such disgraceful tactics as the papers are filled with lately. Apropos of this business, we find in the last issue of the American Stationer the following letter, signed "I.":

"Permit me to suggest that you invite correspondence on the subject of travelers' expenses, the average cost per week, not including freight charges on trunks, and whether items such as cigars, amusements,

laundry and wines are allowed by the respective houses. I think that this would be a very interesting subject for the stationers and other dealers to have before them."

We have reason to think that there are many employers of traveling salesmen who, in the present era of extreme competition and reduced profits, find one of the most serious problems in this question of travelers' expenses.

There is a large section of the great body of commercial travelers who pursue the even tenor of their way sensibly, calmly, and without the splurge that seems nowadays to attend the career of so many people, whether "on the road" or in the quieter domain of private life, or even in the distinguished—and shall we say exacting?—purlieus of the Civil Service. To these no portion of our present remarks will apply. But if our commercial salesmen wish to stem the current of mercantile opinion that is setting toward relief from the unfavorable and expensive features of their calling, they will aim to economize. There was a time when the traveling commercial could do the magnificent with champagne and all the etceteras. Representatives of the newer and more pushing houses vied with those of older and perhaps richer houses in impressing customers with the belief that lavish expenditure was the criterion of excellence in "the house." Those were days of big profits, which are now, for the most part, things of the past.

We shall probably never reach a stage where bribes, call them by what milder term we may, shall be unknown. Human nature is not proof against adroit manipulation. Railway conductors, hotel-keepers and functionaries of various kinds are not always beyond the influence of tactical management, nor can we expect buyers to be uninfluenced by such means. When business is active and money is easily made, principals are less solicitous about the methods employed. But at a time when profits are slender, while the expenses of business tend to outrun them, the manufacturer and the merchant is apt to scan very closely the expenses of his establishment. At such a time, too, the employer is more careful to insist upon controlling his business rather than to permit his men upon the road to control it for him, as some modern salesmen are apt to think they do.—Exchange.

A GREAT SCHEME.

A movement was started sometime ago, in the States, with the object of bringing about a reunion of commercial travelers from all parts of the commercial world at the World's Fair, Chicago, in 1893. The scheme was taken up with the greatest enthusiasm, and now it has assumed a definite shape, committees having been formed, and the first steps taken towards a permanent organization. In Great Britain the project has, we understand, been received with favor, and it is likely a strong delegation will be sent over from there. Canada will, no doubt, be strongly represented also. The scheme is worthy of support as most beneficial results may be anticipated which at present cannot be foreseen.



The trade has been better than it usually is at this season. The reason probably is that there has been less sameness in stocks. Most of the houses have some distinctive specialty in which trade is lively. The common experience of the summer trade is that all have pretty much the same lines to offer, and none have any very strong business in anything. The wares on the market this season partake less probably than ever before of the trashy nature. There are many very interesting objects among them, interesting as bric-a-brac, and interesting on account of their utility. There are more articles of the curio description than we have had for some years, articles such as the traveler might pick up in foreign countries.

The first shipment of C. M. Taylor & Co.'s Japanese goods went off very rapidly in the assorted cases in which it was put on the market. It comprised some rarities that were never seen here before in notions, such as carvings in ivory, in wood, etc., etc. The second shipment is now in the firm's warehouse. It includes some fine basket work, and an innumerable array of other lines.

Hickson, Duncan & Co. are now unpacking some very taking specialties in Japanese fancy goods that they have brought direct from Yokohama. The marvellous ingenuity that characterizes Japanese handiwork of the first-class is abundantly illustrated in this fine stock. The very art of detail seems to be summed up and embodied in the collection. It would be an easy matter to make up a cabinet of curiosities from this stock, in which there is nothing that will not sell. Not is the individuality of the stock its only feature. Its remarkable cheapness will push it forward quite as much as its beauty and freshness. There are papier mache goods, card receivers, paper knives, lamp shades, curtains, conceits in bells, wall brackets, and a multitude of other things that the trade should see.

THE JAPANESE FAN.

One of the necessities of life in Japan consists of the fan, of which there are two kinds, the folding and the non-folding fan. Paper enters largely into their composition. Bamboo forms a material very handy for the framework of the cheaper kinds. The paper is either decorated with paintings in all the different styles of Japanese art or else brightly colored and sprinkled over with silver and gold leaves. These fans are manufactured of all possible qualities and prices, the richest and largest being used for ceremonial dances, where they form accessories of great importance.

The place most noted for its production in fans is Nagoya, and superior ones are made at Kiyoto, while the inferior descrip-

tions come from Fushimi and Tokio. Several millions of fans are exported annually from Japan to America and Europe.

The fan is an inseparable part of the Japanese dress. A native is rarely without a fan. It is his shelter from the sun, his notebook, and his plaything. The varieties of these paper fans would form a curious collection in respect to form as well as quality. The highest priced fan that was used in the days of seclusion from the outer world was not more than 5 yen, or 15s.; but now they have been made to order for foreigners as dear as £2 to £3. The general prices of ordinary fans range from 2s. to guineas per 100. There are many curious uses for fans in Japan. The umpire at wrestling and fencing matches uses a heavy one, shaped like a huge butterfly, the handle being the body, and rendered imposing by heavy cords of silk. The various motions of the fan constitute a language, which the wrestlers fully understand and appreciate. Formerly, in time of war, the Japanese commander used a large fan, having a frame of iron covered with thick paper. In case of danger it could be shut, and a blow from its iron bones was no light affair. One notable variety of fan is made of waterproof paper, which can be dipped in water, and creates great coolness by evaporation, without wetting the clothes. The flat fan made of rough paper is often used as a grain winnow, to blow the charcoal fires and as a dust pan. The Japanese gentleman of the old school, who never wears a hat, uses his fan to shield his eyes from the sun. His head, bare from childhood, hardly needs shade, and when it does he spreads an umbrella, and with his fan he directs his servants and saves talking.—Paper Mill.

EARLY USE OF UMBRELLAS.

In the sculptures of Egypt, Nineveh and Persepolis, umbrellas are frequently figured, closely resembling the umbrella of today. In the East, however, its use seems to have been confined to royalty, but in Greece and Rome it was more extensive. The custom was probably continued in Italy from ancient times, but at the beginning of the 17th century the invention seems to have been little, if at all, known in England. In that century, however, it came into use as a luxurious sunshade, and in the reign of Queen Anne it had become common as a protection from the rain, especially for ladies.

THE OBJECT LESSON.

A man went into a crowded store to buy some stockings for his wife. "I want striped ones," he said to the clerk. "We have very few stripes, sir," the clerk replied; "they are not so much worn now." "Are you sure?" "Oh, yes! quite sure. I will demonstrate the fact to you."

Then he leaned over the counter and shouted, "Rats!" "See!" he added. "Yes," said the customer, "give me plain colors."

HE WANTED A DOOR MAT.

A man with a rather vacant look and a hurried air, evidently a dweller in the suburbs, with many small errands on his mind beside his regular business affairs, rushed into a dry goods store the other day and said to the clerk: "I want a small door plate." "Don't keep them," replied the clerk. "Don't keep door plates?" "No, sir." "This is a dry goods store, isn't it?" "Yes, sir." "And you have a carpet department, eh?" "Yes, sir." "And sell rugs and that sort of thing?" "Yes, sir." "And yet you don't keep door plates?" "No, sir." "Well, my advice to you and your employers, young man," said the suburban dweller, as he walked out in disgust, "is to lay in some sort of a complete stock, or retire from the business."

Then he dashed into a carpet store and asked again for a door plate. "You'll find them at the hardware stores," said the clerk. "We don't keep them." "I never saw them at hardware stores in all my life," said the puzzled shopper. "Can't help that, sir," replied the clerk.

So he tried a hardware store in this way: "You don't keep door plates here, do you?" "Certainly we do," said the clerk. "What size do you want? Brass or silver?" and he took down a box of them and handed out one of each kind for inspection. "What sort of a door mat is that, sir?" thundered the annoyed customer. "Why don't you pay a little more attention to your business?" "You said door plate," said the clerk. "Did I? Did I say door plate? Are you sure?" "Certainly, that's what you said." "Say, young man, have you a fool kiln about the store? Because if you have I can give him a job. Here I've been blundering all the morning into dry goods and carpet stores asking for a door plate, when I wanted a door mat all the time. I'll go out and hire somebody to kick me!"

THAT'S WHAT'S THE MATTER.

A dry goods man sat in his store.

His face was long and sour,
For everybody passed his door—
He had no drawing power.

"I wonder what's got into trade!"

He cried out in dismay:
"My rivals put me in the shade
In every cruel way.

I offer goods at less than cost,
But still they will not buy;
To close my store I will be forced,
My trade will surely die."

A parrot that sat on a clump,
As wise as an owl,

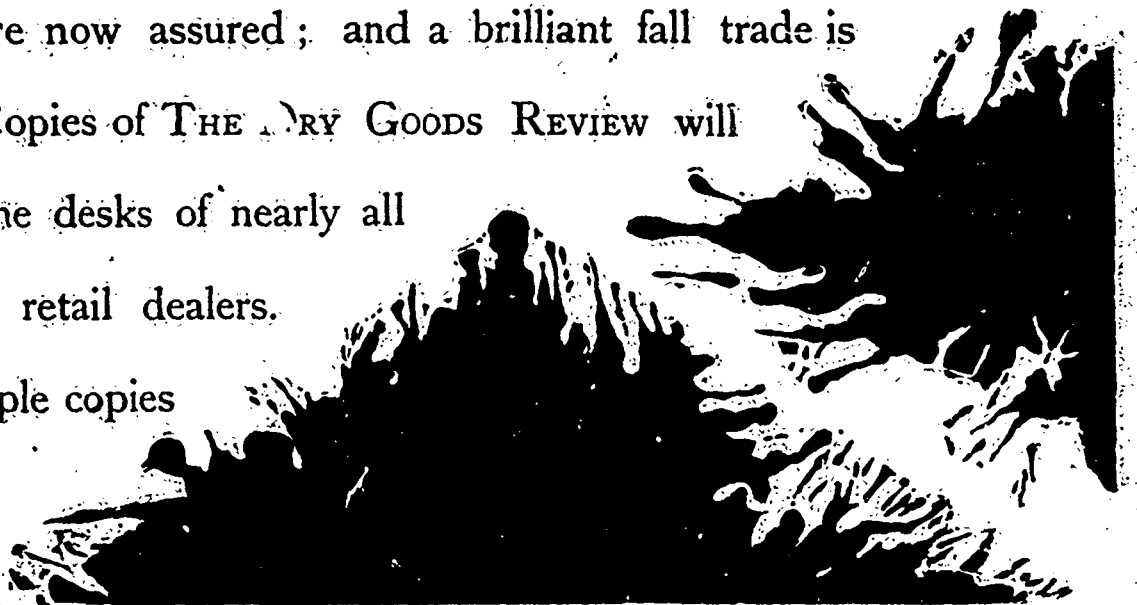
Cried out: "My friend get up and hump,
And don't sit there and howl."

"Quite small must be your wisdom bump,
You never will grow wise,
For surely you're a foolish chump,
That will not advertise."—Exchange.

A BLOT OF INK.

In any shape, or form, will attract attention, but if not in the right place it is of little value. Thousands of dollars worth of printers' ink is wasted every year by advertisers trying to attract buyers' attention. They don't seem to find the right medium. Do you want to reach the dry goods, hat, cap and fur, millinery and clothing dealers of Canada? If so, every speck of printers' ink on every page of THE DRY GOODS REVIEW does its work, because every reader is a buyer of the goods advertised. The prosperity of Canada depends on the farmer. Loan and implement companies say that his payments are 50 per cent. better than ever before. Bankers say he has more money in the Savings Banks. Good crops and high prices for all his products are now assured; and a brilliant fall trade is anticipated. Copies of THE DRY GOODS REVIEW will be found on the desks of nearly all wholesale and retail dealers.

Send for Sample copies
and rates.



1891.

FALL SEASON

1891.

Grand Millinery Opening.

TO THE TRADE

The Millinery opening of fashions for this season's trade commences on Tuesday, 1st September.

We give to every buyer a hearty welcome to visit our warehouses and inspect our stock. Although we do not show hats, bonnets, flowers and feathers; our showings in Silks, Ribbons, Laces, Plushes, Velvets, Velveteens, etc. etc., are the largest we have ever shown and are replete with the best values and latest productions.

We can assure the Trade that every line we handle is of great interest to customers, being profit producing goods.

COLOURED SILKS in

Duchesses, Failles.
Bengalines, Pongees.
Pongors, Crepe De Chenes.
Surahs.

BLACK SILKS in

Bengalines, Luxors.
Diagonals, Merveilleuxs.
Gros Grains, Failles.
Piou De Soies, Surahs.

Black Silk Velvets, Black and Coloured Velveteens, Plushes in 16-inch, 18-inch and 24-inch.

RIBBONS.

Pure Silk Faille.
Satin and Faille.
Reversible Satin, &c.

Black Velvet.
Black Satin Back.
Black Velveteen.

LACES.

Black, White and Cream Millinery Laces,
Real Torchon and Irish Point Laces.

ORDERS SOLICITED.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.,

WELLINGTON & FRONT STREETS E., TORONTO.