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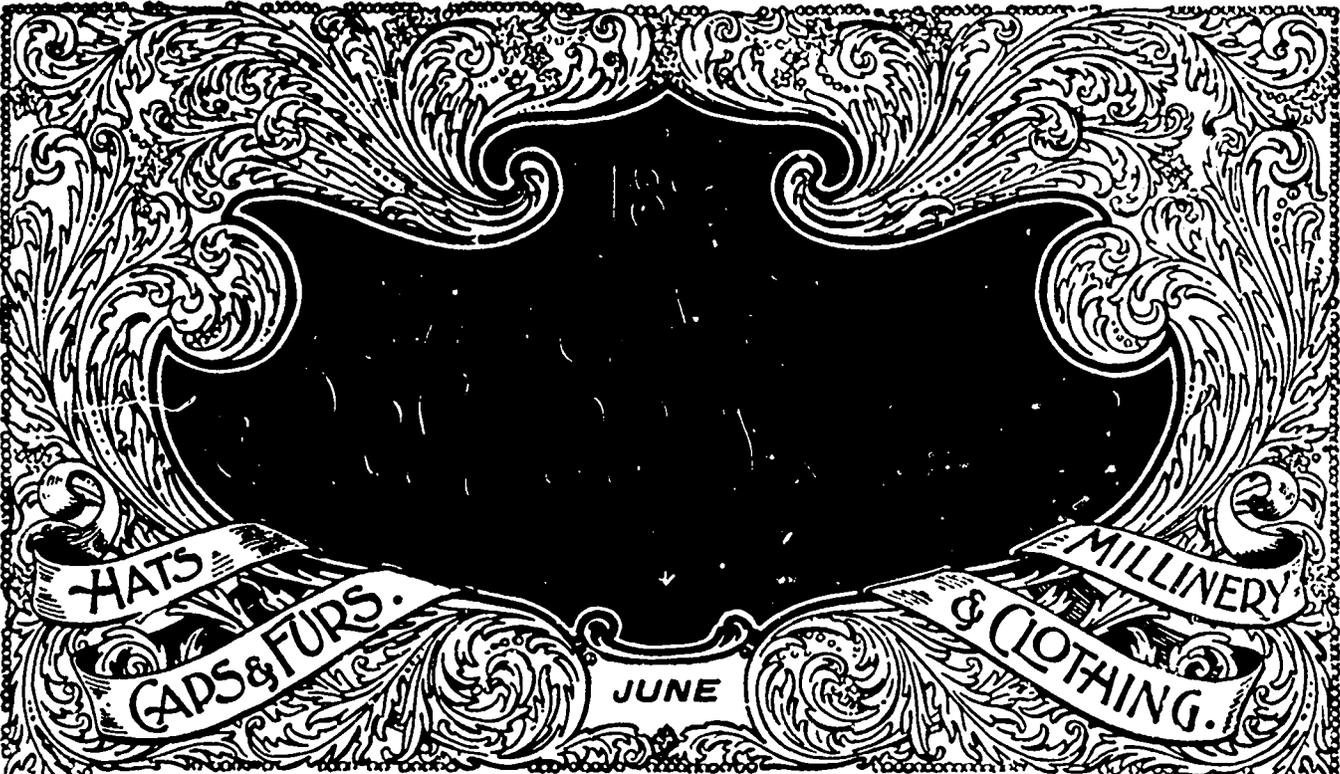
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**THIS ISSUE**

The Revised Tariff in Detail.  
Arbitration in Ontario.  
Two More Prize Essays.



TO  
OUR FRIENDS IN THE TRADE

You are doubtless aware that we have had a fire, and we think it best to advise you that despite the unavoidable delay—we expect to deliver all orders received to date, in ample time for the Fall trade.

**The Montreal Silk Mills Co.**  
**MONTREAL LIMITED**

PUBLISHED BY  
**THE J. B. MACLEAN PUBLISHING CO. LTD.**  
TRADE JOURNAL PUBLISHERS  
TORONTO, ONT.

**HERCULES**  
SUSPENDERS  
WARRANTED  
5 YEARS

**MOST PROFIT**  
TO THE  
**DEALER**

**BEST SATISFACTION**  
TO THE  
**WEARER**

# THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)



Made in  
all Colors  
and Fancy  
Stripes,  
3½ and 4½ in.  
Deep.



PERFECT  
SHAPE.



Having  
an Elastic  
Heading is most  
Comfortable in  
Wear, and the  
Rubber Threads  
being specially  
Protected in  
Weaving,  
its Durability is  
Guaranteed.



The "TENDIMUS" BAND is now supplied in

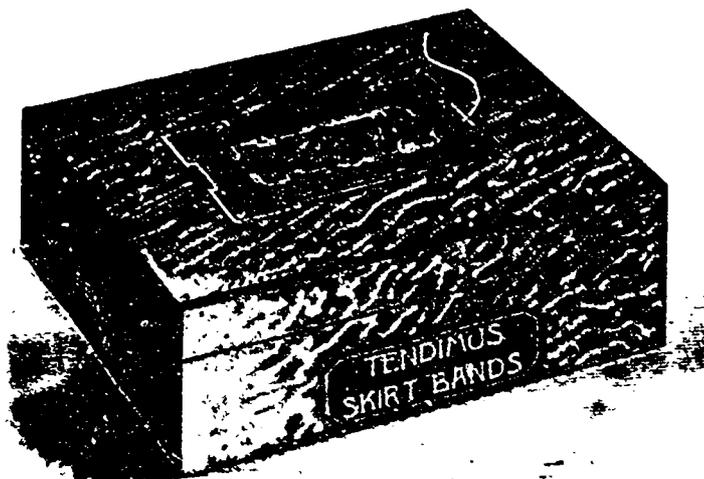
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CONTAINING

Six Dozen

WITHOUT

Extra Charge



Also in 3 doz.

Strong Cloth  
Stock Boxes.

And in the  
usual 1 doz.

Cartons.

Sole Agents for Canada

**W. R. BROCK & CO., Toronto.**

**BEE HIVE WOOLS**

**BEE HIVE**  
SOFT KNITTING  
52

**BEE HIVE**  
KNITTING WOOLS  
J. & J. BALDWIN  
RALPHA

**BEE HIVE**  
FINGERING  
4 PLY 52

**BEE HIVE**  
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3 PLY 52

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**BEE HIVE WOOLS**

**J. AND J. BALDWIN**  
MANUFACTURERS

**BEE HIVE**  
SCOTCH FINGERING  
PETTICOAT FINGERING  
MERINO FINGERING  
MERINO  
ANDALUSIAN  
PYRENEES  
SHETLAND  
& VEST  
WOOLS

**BEE HIVE**  
BERLIN FINGERING  
SOFT-KNITTING  
BALMORAL FINGERING  
FLEECY  
LADY BETTY FLEECY  
INDIANA  
DRESDEN  
WOOLS

CLARK BRIDGE MILLS, RALPHA

# The Ring Scarf

Is having a run with us now.

We are showing it in New

Light and Dark  
Fancy Silks

Also

Fancy  
Hop-Sack  
Braids

IN WASHABLE FABRICS  
all at popular prices.

Special attention paid to letter orders.



## E. & S. CURRIE

64 Bay Street, TORONTO

# S. Greenshields Son & Co.

GENERAL DRY GOODS MERCHANTS  
MONTREAL.

SPECIAL VALUE IN

## Canadian Prints

We have just made a large clearing purchase of the two leading cloths from the Magog Mills, which we offer below manufacturers' prices.

SEND FOR SAMPLES.

# Thouret, Fitzgibbon

& Co. MONTREAL

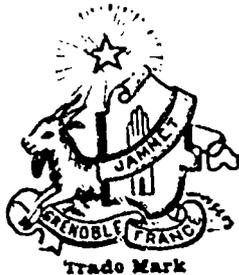
Sole Agency

And BERLIN, Germany

Jammet's  
French Kid

## Gloves

Orders for Sample Packages Solicited.



La Chartreuse  
Laced

Andree . .  
Button

SPECIALTIES.

NO OLD STOCK CARRIED.

## Fresh Goods Blacks

In Summer Shades.

In Monthly Shipments.

# The Worsted Weaving Co.

BRADFORD, ENG.

Being the Sole Manufacturers of the Celebrated

## "Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence," the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear.

Our travelers, who are now on the road with fall samples, will show you these goods with our assortment for the season.

54 Bay Street,  
TORONTO.

Geo. H. Wilson,  
Manager.

# Importation Not in It

WE are the only Canadian firm which can stand its ground with English and American houses in the higher grades of

## Down Quilts And Cushions

A GREAT many dry goods firms have recently given up importing their silk and sateen Quilts and Cushions, as they get better value and can order in smaller quantities from us than they can do abroad, besides saving a considerable amount of Government duty.

Our Mail Department is all but perfect and we make it a point to insure prompt delivery for the smallest as well as for large orders.

Full Line of  
Samples Cheerfully Forwarded  
On Approbation

AT OUR EXPENSE\*

## The Alaska Feather & Down Co.

SUCCESSORS TO

McINTOSH, WILLIAMS & COMPANY

10 St. Sacrament Street

MONTREAL

# EMPIRE CARPET WORKS...

St. Catharines  
ONTARIO

MANUFACTURERS OF

## Ingrain Carpets

*Our Samples* are in the hands of our travelers, who cover the ground from Halifax to Vancouver.

Will call or forward samples on application.

We make UNIONS  
in six grades.

Fine Wools, 3 ply Wools,  
Extra Super Wools,  
Art Squares in Union  
and Wool. . . .

PATTERNS AND COLORINGS  
IN NEWEST DESIGNS.

JAMES H. ETHERINGTON  
PROPRIETOR

St. Catharines



TORONTO

# W. R. BROCK & CO.

## Fall 1894

Our travelers are now on their various routes with complete ranges of samples from all departments. We were never more confident of giving satisfaction to all who may honor us with orders, and ask for at least an inspection of our Samples, feeling sure it will prove to be of mutual advantage.

Present  
Trade

Seasonable and scarce goods in every department, as well as regular Staple lines. Our reputation as **THE** assorting house of the Dominion is maintained. We **guarantee** prompt shipment of all goods ordered for immediate use.

Silk Moire Crepes, Moire Antique, Moire Francoise, and a large range of novelties in Fancy Silks, Tally-Ho Costume Ducks, odd lots of high class Dress Goods, (only a few pieces to a range) clearing out, extraordinary value, to retail at 25c., Beaded Gimp Trimmings, Serpentine Braids, London Novelties in Parasols, Baby Ribbons in Moire, Faille and Satin, Butter Point Venise Laces. Etc.

## W. R. BROCK & CO.

TORONTO



TORONTO

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# Caldecott, Burton & Spence.

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For the Month of June OUR SPECIALTIES will be the following

## Seasonable Goods

**Muslins** in Swiss Spots, Lace Stripes, Checks, Victoria Lawns, etc.

**Parasols** in Cream, Black, Brown and Lace. Choice Handles, latest styles.

**Trimmings** in Jet Edgings, Insertions, Serpentine Braids, Mohairs and Gimps in every shade.

**Ribbons** - Plain Faille, Satin and Moire in all fashionable shades.

**Dress Materials**—Full range in Serges in Black, Navy, Cream and Browns

Besides a grand range of *Summer Hostery, Gloves and Underwear.*

To do Trade Stocks Must be Kept Assorted

---

# CALDECOTT, BURTON & SPENCE

.... TORONTO ....



**THE J. B. McLEAN PUBLISHING CO., LIMITED.**

**Trade Journal Publishers.**

AND

**Fine Magazine Printers.**

10 FRONT ST. EAST. - - - TORONTO.

J. B. McLEAN,  
PRESIDENT.

HUGH G. McLEAN,  
SEC. TREAS.

SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

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- MONTREAL—140 St. James St.  
E. DESBARATS.
- NEW YORK—Room 93-99, Times Building.  
ROY V. SOMERVILLE.
- CHICAGO—80 Wabash Avenue.  
EDW. S. MAACKENZIE.
- LONDON, ENG.—Canadian Government Offices,  
17 Victoria St., London, S.W.  
R. HARGREAVES.
- JOHN CAMERON, General Subscription Agent.

**BUYING FOR FALL.**



**B**EFORE this reaches the hands of our readers every retailer will have commenced to place his orders for fall delivery. In doing so, he has no doubt carefully estimated the probable extent of his business in the autumn, and on this estimation has decided what and how much he shall buy.

So far most retailers have bought very sparingly, and placed orders rather under what were placed at this season last year. The wisdom of this cannot be doubted. The world is just now suffering from a great business depression, the effect of which is apparent in every nation that has a foreign commerce. This wave of business depression began last year and flowed with great force through the United States during the last six months of 1893. Canada felt little of it then, but is now learning the strength of the back-wash.

The price of silver, wheat, cotton, wool and cattle is very low; the price of gold is very high. Something must soon be done to prevent the producing classes from getting less and less

for their labor, and the capitalists from getting more and more for their capital. During the past twenty-five years the creditor classes have doubled their wealth. For example: A man who had \$3,000 owing him in 1875 could purchase 1,000 bushels of wheat with it; that amount now owing to him would purchase nearly 2,000 bushels of wheat, in other words his capital, measured in wheat, is twice as great as it was then. If he got 5 per cent. interest for the 20 years on it, he would have trebled his capital.

Let us see how the producer has been robbed. A farmer with a \$3,000 mortgage on his farm, in 1875, could have paid it off with 3,000 bushels of wheat; now he must grow 6,000 bushels to pay the same debt.

These are instances to show that human wisdom has not yet devised a method to prevent the working of the rule that "to him that hath, shall be given; and from him that hath not, shall be taken away, even that which he hath." Truly, the men who live in 1894 will think that the men of 1894 were genuine idiots.

The producing classes are getting less for their labor, hence they can buy less. The retailer can see around him, every day, the evidences of these facts, and must buy accordingly.

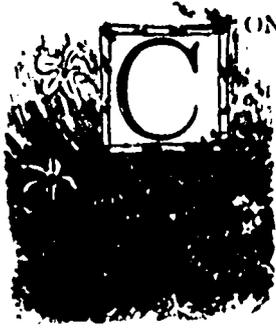
There is another thing which affects trade now-a-days, and that is the quickness and rapidity of the changes in fashion. This requires dealers to carry only small stocks, and to replenish them often, according to the needs of their trade. The dealer in a 3,000 town, with \$25,000 worth of stock, often does a less profitable trade than the man with \$10,000 worth. The worst feature of the dry goods trade may not be too heavy stocks, but it is one of the worst, and one which must be carefully guarded against.

That next fall's trade will not be a voluminous one is shown by the fact that wholesalers are reducing their stocks and limiting their purchases. The retailer who does the same is not likely to figure in the Bankrupt Court during 1894.

**CLOSES JULY FIRST.**

Our second Prize Essay Competition closes on July First. Already a few essays have been received, and the number promises to be nearly double that of the first competition. The task of judging will thus be a heavy one, but we hope that the prizes—first prize, \$15; second prize, \$10; third prize, \$5—will fall to worthy essays which will be meaty with ideas for retailers. In view of the large number of essays received and to be received, it will be impossible to announce the winners in the July issue. This will be a feature of the August issue of **THE REVIEW**, which will be issued near the first of that month, and will contain the First Prize Essay.

## VARIOUS TOPICS.



CONNECTIONS by steamship lines are rapidly being extended and multiplied until Canada has direct communication with nearly all the important cosmopolitan markets. The British lines have been strengthened by a direct line from Dublin to Montreal. The Australian line is growing more important. The communication between the Maritime Provinces has been improved by additional ships. Everything considered, Canada is laying a solid foundation for a commercial future which is indeed creditable. The strength of modern nations is their commerce.

The ordinary terms of credit between jobbers and retailers of dry goods in England is  $2\frac{1}{2}$  per cent., 30 days. A recent judicial decision decided that these terms should apply when none were arranged for. In Canada the ordinary terms are 5 per cent., 30 days, and where the goods are dated ahead, the 5 per cent. may be taken off at the end of two or three months. Terms of credit are entirely too long in this country, and the rate of discount too high. A reform is much needed.

This "post-dating invoices," as the English call it, is another black curse under which Canadian dry goods men, wholesale and retail, have long writhed. Post-dating invoices allows retailers to have goods in stock six to nine months before they need be paid for. The Drapers' Record speaks of a movement to abolish it as follows: "A very salutary movement has been started by the Bradford Chamber of Commerce, the object of which is to establish standard terms of payment for the piece goods trade. Post-dating of invoices and other devices for extending credits have become such a flagrant abuse that they must eventually work their own cure. The Bradford Chamber has sent out to local merchants and manufacturers a circular inviting from them their views on the question. Nearly all the replies condemn the system of post-dating invoices, and declare the worst offenders to be London and Glasgow houses. As to the possibility of taking joint action to secure uniform terms of credit, there seems to be some divergence of opinion. Most of the writers, however, express their willingness to attend a conference on the subject, and the preliminary arrangements are now being made. It is by no means an easy task the Bradford Chamber has taken in hand, but, if prosecuted with energy and discretion, something may be made of it. We fear that the millennium is still too far off for all the wholesale houses in this country to be able to co-operate thoroughly on this or any other question, but if the largest and most respectable of them would set the example, the smaller ones might by-and-by follow them."

Canadians around Quebec and Montreal must feel somewhat ashamed of the Customs irregularities which have recently come to light. The arrest of a man accused of smuggling furs into the United States reveals the supposed fact that one of Quebec's leading fur dealers has made a fortune on account of his ability to evade the U. S. Customs officials. Undervaluation of gloves, corsets and other lines have shown that the Canadian Customs have also been falling short of what should

be levied. In another column will be found a recent poem by a leading figure in Canadian literature, which strikes the true string of honesty.

"You've got to make your manhood known,  
A walk in God's sight,  
Till all the world is forced to own  
Canadian honor bright."

The standard of business morality in this country stands above that of every other country in the world, and "Canadian honor bright" has been Canada's brilliant and stainless escutcheon. The standard must not be lowered by engaging in the mad and heedless rush for unearned wealth which has characterized our sister nation to the south.

Montreal has been without a Customs collector for over a year. Montreal is a large city, but the Government of the day is still larger. Montreal is afraid of the Government of the day or they would not suffer from the neglect of the latter to fill the position. The position should be filled, for the irregularities announced during the past year have been numerous, extensive and disgraceful.

Henry Miles, of Lyman, Sons & Co., Montreal, is very anxious for the Government to establish a Board of Customs as required by the Customs Act. This board would, presumably, be entitled to settle all disputes between importers and appraisers. This is done now by the commissioner, or some such officer. The present system is not satisfactory by any means. The decisions at various ports are still far from uniform, in spite of the fact that Comptroller Wallace has introduced a considerable amount of system. Many of the customs houses are loosely managed. This is shown by the revelations at Montreal during the past year. Toronto has had less publicity, but much secret murmuring is heard. Perhaps the greatest grievance is that of the importers of fruit, who complain that all their profit goes into the stomach or pockets of the employees. There are other points wherein the administration of the customs laws are very low, and Comptroller Wallace should keep up the good work that he has been doing during the past year. Among other things he should teach customs officials civility. The clerks in some of the larger offices are insolent and indolent, and seem to disbelieve in the saying that "if a man must eat, he must work." Instead of giving assistance to persons trying to pass goods, they place stumbling blocks in their way until they have tasted of the importer's generosity with his merchandise or his gold.

Debtors who have paper maturing and neglect to inform their creditors beforehand when they are unable to meet are doing them a great injustice. Suppose the note has been given to a manufacturer, and by him discounted at the bank. If the day of maturity rolls around and no attention is paid to the note, the bank throws it back on the manufacturer's hands, and looks upon it as a very poor class of paper. At some future date the manufacturer will perhaps want to discount another note on his dealer, but the bank will say: "We do not care to have his paper; he is not good." Now if ten days before maturity the manufacturer would receive a letter setting forth the dealer's circumstances, the first inclination would be, in almost every case, to grant the extension, provided the claim would not be endangered thereby. A new note would be sent to him for signature, and when returned would be endorsed and given to the bank

replace the other, which would be cancelled and returned to the dealer. The bank could not say the dealer was not merely because he asked for an extension. Moreover the man who neglects to send such notice to his creditor, and then turns a draft unpaid, loses ground which he cannot recover. The creditor will be afraid of him and will treat him rather angrily as a result. It is only business courtesy to do this, consequently only men who are not gentlemen neglect it.

\* \* \*

When the following was clipped from an English exchange - The Title Mercury - it applied nicely to Canada. "It would seem that the world is entering into a new epoch—one of commercial treaty making. Thirty years ago it was doing a similar thing, and entered into many beneficial international engagements, under which civilization made considerable progress. Conflicting forces, however, arose, and in the wave of protectionism which was induced these advantages were nearly all swept away. The consequence has been that for almost twenty years civilized states have been engaged 'protecting' themselves against being overwhelmed with the productions of the labor of their neighbors, overlooking entirely the fact that if these said neighbors brought their goods to them they did so not to give them, but to ask for, something equivalent in exchange. This would simply have created as much demand for labor as it displaced, whilst both sides would have been benefited in a much higher degree by the transaction than by its refusal. After twenty years' experience of this it would seem that the various states are beginning to perceive this truth, and, what is better, to act upon it." Now it does not, for the Government has gone back on its announced measure of tariff reform, and restored many of the compound duties. The tariff reform given may satisfy the manufacturers, but it will not satisfy the merchants and the consumers. Of course it was impossible to satisfy both. The manufacturers, being fewer in number, went to Ottawa, and the tariff gradually rose to near the old level. The merchants and consumers, being more numerous, are waiting at home for a general election. What they will do then will be a chapter of future history.

\* \* \*

The New York Economist—perhaps the greatest dry goods paper on earth—has the following paragraph in a recent editorial: "The work of a protective tariff is well exhibited in the condition of the Canadian cotton industry. Fifteen years ago there was one cotton mill in Canada; there are now fifteen cotton factories. Competition from England and this country was kept out by prohibitive duties, but the people did not suffer to any great extent, owing to the competition which existed between the various mills. Recently, however, representatives of the mills got together and formed a trust, agreeing upon one price for the products of all the mills. The consequence is that the Canadian consumer is compelled to pay 10c. per yard for a bleached muslin which in this country sells for 8c. per yard, although labor in Canada is considerably cheaper than in this country. Apparently the only ones who gain by the high tariff on cotton goods are the fifteen mills who form the 'combine.'"

\* \* \*

Judgment was rendered recently in the Quebec Court of Appeals in the case of Lamont vs. Lavergne, confirming the judgment rendered some time ago at Montmagny, by Judge Pelletier, declaring the Provincial tax imposed on the transfer of real estate to be legal. Judgment has also been given in the

Court of Review in the case of Lambe vs. Fortier. In this case Fortier appealed from a decision recently delivered by Mr. Justice Tait, maintaining the constitutionality of the Provincial Tax Law, whereby a tax of \$200 per annum has been imposed upon manufacturers in the Province. The constitutionality of the tax had been challenged on various grounds, the principal of which was that the Provincial Legislature was bound to impose such taxes only as would operate equitably throughout the Province, and that the present law did not satisfy that requirement since it discriminated between traders and manufacturers in Quebec and those in Montreal, in favor of the former. Mr. Justice Jette delivered the decision of the Court of Review, citing numerous authorities. A universal principle of law required absolute equality of taxation; but it was generally admitted that

ABSOLUTE EQUALITY OF TAXATION

was Utopian and impracticable, therefore the legislature could do no more than try to apportion the burden necessary to be imposed for the purpose of raising revenue in such a way as to bear as equally as possible upon all classes and persons. A case should be a very flagrant one to warrant the Courts in interfering to declare void legislation carried in the Legislature within the limits of the prescribed powers of the body. It was true that in the United States the Courts were frequently appealed to to remedy injustices committed by legislators, influenced by popular excitement or other considerations; but under the British Government the sovereignty of Parliament, the body representing the people, was above that of the Courts, when it did not exceed its jurisdiction. The present tax was incontestably within the jurisdiction of the local Parliament. It was a direct tax, and one which the Legislature had power to levy. The judgment of the Superior Court was confirmed.

\* \* \*

The assessment of property in some of our cities is without reason or justification; in fact, it is iniquitously unequal. In many cases the taxes are seven per cent. of the rental, while in many other cases it is thirty per cent. The commercial value of premises is usually best indicated by their rental, and the taxes and rental should bear an almost equal ratio in certain city districts. The Montreal Star quotes some instances in that city:

Properties.	Annual Rental.	Percentage of Rental Paid as Taxes.
331 Champlain street	\$720	21%
2491 Barre street	720	21%
2407 St. Dominique street	00	21%
208-10 McGill street	600	31%
248 St. Catherine street	575	21%
142 Inspector street	775	20%

It can be safely said that Canada's various systems of municipal assessment and taxation are rotten—despicably rotten. The rich and the dishonest escape; the honest poor and the honest rich are mulcted for their own share and that of their dishonest neighbors. Merchants, as a rule, bear double their share of taxation simply because they are active business men who do not bury their coin in the ground, but use it to gain other coin, to the benefit of themselves and their country. The man that hides capital to the impoverishment of the country escapes taxation; the man who uses it for the general good is taxed to the uttermost.

\* \* \*

The Quebec merchants are discussing early closing. Ontario has an early closing law which is optional with municipalities; but Quebec has not. In Montreal early closing is the exception,

not the rule; in Toronto early closing is the rule, not the exception. In the latter city each trade in each section of the city decides when each store shall close. The Yonge street grocers, the East End grocers, the West End grocers, each have their rules. Nearly all King street merchants close on Saturday after noon at one, and on other days at six. Yonge street merchants do the same for the summer months. It is strange that Toronto should taboo the slavery of clerks, and Montreal be anxious to perpetuate it. Let the merchants effect the reform voluntarily, and the education resulting will be better than the constrained feelings resulting from the enforcement of a law. There is no reason why merchants engaged in the same place, in the same class of business, should not act together. Their interests should not be prejudiced by petty, foundationless jealousy which magnifies mole hills into mountains, and even creates ill feeling without reason. The early closing movement is one of the small features of the great social reform agitation of the day, and the people who adopt it are usually those who are in the closest touch with this evolutionary progress. Montreal's great reputation would be endangered were its merchants to refuse to conform to modern customs.

The failure of one of the largest of Montreal's retail dry goods stores will be a warning against cutting of prices—or, at least, should be. The large stores in Canada seem to be anxious to see who can do business on the narrowest margin. One has failed in St. John, N.B. One has failed in Montreal. One will fail in Toronto before long. These large stores are a danger to the well-being of the trade, both wholesale and retail. To the wholesale—because they need a large line of credit; to the retail—because they crush out small stores. The large store is characteristic of the last quarter of the nineteenth century. It may not be of the twentieth century.

They are queer people down in Australia. Victoria is a part of that large island, and it has for many years past been fond of stimulating local industries by what is known as the bounty system, which implies a premium paid to those who lead the way in establishing a new industry. Some years ago, for instance, a bounty of several thousands of pounds was offered to the firm which first produced a specified quantity of tweeds. The offer induced several concerns to order machinery in England, but although the bounty was earned, the woolen industry of the colony has never made much progress. The bounty system, in fact, does not appear to be in as much favor as formerly. At a meeting in Melbourne, on March 15th, of the Free Trade and Democratic Association, a resolution was passed that in the opinion of the council the practice of promising bounties to persons about to engage in new enterprises is open to many objections which are urged against other forms of protection. Still, this desire laudable, if not too extreme—to encourage home labor rather than foreign is bound to take on some queer forms.

The Dundee (Scotland) jute trade is flatter than home-made pancakes. One factory employing 1,100 hands has just been closed and the owners are bankrupt. The causes are a con-

tracted demand for jute goods and increased competition in the world's markets. Calcutta is manufacturing jute goods for Australia and the United States. German and Australian mills are increasing their output. The American tariff limits profits and the general result is depression and failure. Even Great Britain's "cure-all" free trade cannot keep depression out of the country. That great nation always reminds one of a generous boy giving and giving of his marbles and cake to the other boys, in the hope that he will arouse their generosity and that they will give him some of their luxuries in return. But they won't.

The Bank of Montreal is the second greatest bank in the world. In it all other banks in Canada make their deposits, and its strength is Canada's strength. The 76th annual report has been published, and the earnings are as follows.

Balance of profit and loss account, 30th April, 1894	\$ 691,475 53
Profits for the year ended 30th April, 1894, after deducting charges of management and making full provision for all bad and doubtful debts, and for rebate on current discounts.	1,111,279 80
	<hr/>
	\$2,802,755 33

Dividend 5 per cent. paid 1st December, 1893	\$600,000
Dividend 5 per cent. payable 1st June, 1894	600,000
	<hr/>
	\$1,200,000 00

Balance of profit and loss account carried forward	\$ 84,715 33
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The following is the general statement for the year ending April 30th:

LIABILITIES.	
Capital stock	\$12,000,000 00
Reserve	\$ 6,000,000 00
Balance of profits carried forward	84,715 33
	<hr/>
	\$18,084,715 33
Unclaimed Dividends	1,510 69
Half-yearly Dividend, payable 1st June, 1894	600,000 00
	<hr/>
	7,108,226 02
	<hr/>
	\$25,192,941 35
Notes of the Bank in circulation	\$ 4,647,167 00
Deposits not bearing interest	6,579,675 10
Deposits bearing interest	22,272,171 85
Balances due to other Banks in Canada	9,495 97
	<hr/>
	34,448,514 00
	<hr/>
	\$59,641,455 35

ASSETS.	
Gold and Silver Coin Current	\$ 2,527,902 16
Government Demand Notes	2,275,246 25
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	265,000 00
Due by Agencies of this Bank and other Banks in Foreign Countries	\$ 1,358,593 11
Due by Agencies of this Bank and other Banks in Great Britain	2,066,011 19
	<hr/>
	10,882,911 28
Government Bonds, India Stock, etc.	1,229,600 00
United States Railway Bonds	2,207,000 00
Notes and Cheques of other Banks	995,992 14
	<hr/>
	\$21,494,921 02
Bank Premises at Montreal and Branches	600,000 00
Current Loans and Discounts (relate interest reserved) and other Securities and Assets	\$11,417,000 24
Debts secured by mortgage or otherwise	174,751 70
Overdue Debts not specially secured (less provided for)	150,952 47
	<hr/>
	11,732,717 69
	<hr/>
	\$33,227,638 71

We regret that space will not allow us to publish the excellent and instructive addresses of the President and the General Manager.



## OCEAN TRANSPORTATION.

ALL branches of commerce are inter-dependent. Together they combine to make the healthy tree, separated they wither and die. Hence all other branches of commerce are interested in seeing the cattle exporters of this country succeed in having Canadian cattle transported to Great Britain at just and moderate rates.

Owing to quarantine regulations, Canadian cattle cannot be shipped through the United States to Europe. Thus the whole export trade is confined to one Canadian port, that of Montreal, the head of ocean steamship navigation. To this one point must come all Canadian cattle intended for the English market, and there be shipped by one or other of the few lines of steamers sailing between that port and Great Britain. Each line has its representative at Montreal, and what is easier than for these representatives to meet weekly, or oftener, and combine as to cattle rates. They have their agents in England, cabling them constantly as to the price of cattle. If it goes up, they put up the freight rates, including rates for cattle already on board. If the price falls, rates do not come down in proportion. If there is a large quantity of cattle at Montreal, the vessel men combine to exact excessive rates. The rate may be \$7 a head, or it may be \$17 50. This uncertainty alone makes cattle buying extremely hazardous, to the great prejudice, in some cases, of the farmer who sells, in others, of the buyer. Why should a legitimate industry be reduced to the level of gambling?

Parliament is the guardian of Canada's prosperity. Here is a chance for it to do the country good by removing the grievances which oppress cattle exporters. The value of the cattle exported in 1890, 91, 92 and 93, was \$29,215,815. This is too much to lose.

## CANADIAN BRANDS.

SEVERAL articles on the subject of Canadian Brands have appeared in this journal and have caused much comment among manufacturers and jobbers. The following is from the Trade Review, a paper which, like THE DRY GOODS REVIEW, desires to see Canadian manufacturers assume an attitude more worthy of themselves and more creditable to a free and enlightened community. Here is the article:

THE DRY GOODS REVIEW says: "What Canada needs is a Canadian nomenclature on its manufactures. Canadian honesty is known and bought in other countries, and why shouldn't Canadian goods bring a good price? Much more should they bring a good price at home. Methods must be revolutionized. The manufacturers of cotton and woolen goods must be known as makers of certain classes or brands of goods before the future of that manufacturer is assured." The above is sound common sense. Making goods in Canada to sell as foreign make is a poor business. Every brand that is now valuable to European makers had to be established on its merits after a hard struggle. That policy will have to be pursued here until Canadian brands become recognized as certificates of quality which command sales.

Canada, however, is not alone in making goods that are thought to require a foreign brand to secure public approval and patronage. Our stores are now showing goods as French, bearing French names, which were made in Lancashire! We regard this as a very mistaken policy—it serves no purpose, as the goods would sell as freely as they do under an English name.

But dry goods dealers seem still to retain the old prejudice that there is something especially attractive in a French name for dress goods. At one time English goods, no doubt, were less elegant in design than those of France, but that day is past, and the retail buyers have sense enough and taste enough to select their purchases for their merits, regardless of the above old and now exploded notion, which the trade clings to as some people do to an ancient superstition.

The manufacturers of Sheffield have always taken a bold, independent stand in this respect. The largest firms there had a long fight to secure recognition of, and trust in, their trade-marks or brands. They commenced on a very small scale, made a first-class article, stamped them with their name and mark, and persevered until they compelled the whole world of buyers to recognize their goods on their merits, and to trust their brands as an assurance of such qualities as command sales. Those trade-marks are now of immense value. Canada did so with her cheese, and with success. Canadian cheese to-day would be selling below present prices in England if we had kept on allowing it to be sold as English and sneaking into that market on false pretences. The selling of Canadian goods as foreign made shows a deplorable lack of self-confidence and enterprise. It is fatal to that development of our industries which would reward a more independent course.

## WHAT DOES IT MEAN?

A Thursday despatch:

"The Paton woolen mills, at Sherbrooke, have closed down for an indefinite period, throwing 700 employes out of work."

A Sunday despatch:

"The Paton woolen mills, of Sherbrooke, Que., will open to-morrow morning, employing their full number of hands."

Between Thursday and Sunday the tariff on woolen goods was changed from 30 per cent. to 5 cents a pound and 25 per cent.



"LADIES TRIPPING, MONTREAL, JUNE."

THE TARIFF AS SETTLED.



HOWEVER different persons may view the tariff, it is now beyond the possibility of a change, having passed the House of Commons, and, being a financial measure, cannot be changed by the Senate. The present revision promised, at first, some startling reductions; but the changes announced in the Budget Speech of the last week in March

have been considerably modified, and the old rates—or equivalent rates—obtain. Perhaps the greatest reductions have been in cotton goods and cheap woolens. Most other changes are changes, not reductions. A few are advances—e.g., hosiery and carpets.

The following schedule gives a detailed comparison of the old and the new tariff. In a few cases the rate is not given, the reason being that no interpretation has yet been promulgated showing under what clause the said articles shall be dutiable. This table should be preserved by importers:

	OLD TARIFF. Per cent.	NEW TARIFF. Per cent.
Alhambra Cotton Quilts, woven white	20	25
" " " colored	25	30
Aprons, Cotton or Linen	35	32½
" Silk	30	32½
Artificial Flowers	25	25
Bags, cotton seamless	2c. lb. and 15	} 20
" jute, flax, hemp, gunny	35	
" " "	20	
Baize, green	10c. lb. and 20	30
Bead Ornaments	35	35
Bed Comforters	35	32½
Bed Ticking, cotton	2c. sq. yd. and 15	30
" " linen	20	30
Belts, cotton, non-elastic	20	} 30
" " elastic	25	
" " silk	30	
Blankets	10c. lb. and 20	5c. lb. and 25
Bonnets, Hats and Caps, n.e.s.	30	30
Bonnet wire, covered	35	30
Braided cords, cotton	30	30
Buttons, vegetable ivory or horn		
" " "	10c. gross and 20	8c. gr. and 20
" hoof, rubber, vulcanite or composition	5c. gross and 20	4c. gr. and 20
" n.e.s.	25	20
Cambrie, muslins, white	25	25
" " printed or dyed	32½	30
Canton Flannel, printed	32½	30
Carpet Binding, cotton	25	25
Carpets, treble ingrain, three-ply or two-ply, wholly of wool	10c. sq. yd. and 20	5c. sq. yd. and 25
" ditto, part cotton, etc.	5c. sq. yd. and 20	3c. sq. yd. and 25
Carpeting, matting and mats, jute and hemp carpet linings and stair pads	25	25
Carpets, Brussels, Tapestry, Dutch Venetian and Damask. Carpet Mats and Rugs, Printed Felts and Druggets	25	30
Carpets, Smyrna Carpets, Mats and Rugs	35	30

	OLD TARIFF. Per cent.	NEW TARIFF. Per cent.
Cashmere Mfrs, hemmed	10c. lb. and 25	32½
" " not hemmed	10c. lb. and 20	32½
" Dolmans, Jackets	10c. lb. and 25	5c. lb. and 30
Cheese Cloths	10c. sq. yd. and 15	22½
Checked Regattas	2c. sq. yd. and 15	30
Cloaks, Jackets, etc., of wool, worsted or alpaca	10c. lb. and 25	35
Cloaks, cotton or linen	35	32½
" silk	30	32
Cloths, doeskins, cassimeres, tweeds, coatings, overcoatings, cloakings, horse collar cloth, felt cloth of every description, n.e.s., composed wholly or in part of wool, worsted, hair of alpaca goat and other like animals	10c. lb. and 20	5c. lb. and 25
Clothing, silk circulars lined with fur	30	30
" woolen circulars lined with fur	10c. lb. and 35	5c. lb. and 30
Clothing, ready made, composed wholly or in part of wool, worsted, etc., made up or manufactured wholly or in part	10c. lb. and 25	5c. lb. and 30½
Clothing, India rubber surfaced	10c. lb. and 25	27½
Clothing, India rubber clothing, n.e.s.	35	35
Clothing made of cotton, or other material, n.o.p., including corsets, etc., and tarpaulin	35	25
Clothing made of cotton, including ladies' and children's cotton underclothing, men's and boy's shirt fronts, cotton scarfs, pinafores, bibs, skirts, and dresses of cotton, pique, marcelles, muslin, etc., either colored or white	35	25
Coat Hangers, as labels	15c. per lb. and 25	00
Cocoa Matting and Mats	30	25
Collar Buttons or Studs, metal, pearl, bone or celluloid	25	} Classed as buttons.
Collar Buttons or studs, rubber, 5c. gr. and	20	
Collars, paper	35	35
" linen, cotton, celluloid, etc.	24c. doz. and 30	24. doz. and 25
Collars, embroidered	30	30
" lace	30	30
Colored fabrics, woven in whole or in part of dyed or colored cotton or jute yarn, or of part jute and part cotton or other material except silk, n.e.s.	25	30
Cordage, cotton and cotton braid'd c'rds	30	30
Cords and Tassels	30	30
Corduroy	2c. square yd. and 15	30
Corsets	35	32½
" Laces	30	30
" Clasps, steels, wires, etc., 5c. lb. and	30	5c. lb. and 20
Cotton, batts, batting and sheet wadding, dyed or not, 3 cts. lb. and	15	22½
Cotton Warps and Cotton Yarns, dyed or not, n.e.s.	3 cts. lb. and 15	25





DOMESTIC AND FOREIGN WOOLS.



ANADIAN buyers who loaded up with 1893 wool with the expectation that prices would rise in June, 1894, by the admission of wool to the United States free list, have been disappointed. Consequently wool in Canada is even lower than it was in June, 1893. This lowness of price is intensified by the fact that the mills are not pressed with orders, and hence the demand from consumers is not brisk. Prices on the Toronto and Montreal markets are as follows: Greasy Cape, 14 to 15½c.; Canadian fleece, 17 to 20c.; B. A. scoured, 26 to 34c. In pulled wool, 20 to 21½c. is quoted for supers; extra, 23 to 26c.; North-west, 11 to 12c.

AUSTRALIAN WOOL EXPORTS INCREASING.

Up to date the exports of wool from the various colonies which comprise what is known as Australasia, have increased 97,754 bales since 1st of July, 1893. By 1st of July, 1894, the increase is expected to be smaller, but the year will certainly be 50,000 bales ahead of last year. The average value of a bale is about £10; or in round figures the comparison for the past five years stands as follows:

	Total Output of Australasia.	Value per Bale.	Gross Value of the Year's Clip.
1889-90	1,461,000 bales	£14 16 6	£21,642,000
1890-91	1,618,000 "	11 5 0	18,202,000
1891-92	1,789,000 "	9 15 0	17,412,000
1892-93	1,867,000 "	10 4 0	18,411,000
1893-94	1,857,000 "	9 19 6	18,521,000

In other words, wool to the value of over \$90,000,000 is exported from Australasia each year.

THE LONDON WOOL SALES.

The London May sales closed on 1st of June, prices having ruled all along in favor of buyers. Taking the market as a whole, the general price level may, with the exception of good Australian grease and Cape snow-whites, be said to range about 5 per cent. below the closing rates of last series. A large quantity, probably 80 to 100,000 bales, was held over for July. The following is the cable report of the last day: At the closing wool sales to-day 5,400 were offered. The competition was sharp and cross-breds were in good request. Deep grown merinos were scarcely steady at the opening. The worst parcels sold in the buyers' favor. Cape of Good Hope and Natal's showed a farthing to a half-penny decline. The sales of greasies and the prices obtained were as follows:

- New South Wales—2,500 bales at 5d. to 9d.
- Queensland—500 bales at 5d. to 8½d.
- Victoria—800 bales at 4¾d. to 1s. 0½d.
- South Australia—400 bales at 4d. to 9½d.
- West Australia—50 bales at 5d. to 6¾d.
- Tasmania—50 bales at 7d. to 9d.
- New Zealand—600 bales at 5d. to 9d.
- Cape of Good Hope and Natal—600 bales at 5¼d. to 7d.

TEXAS WOOL FOR ENGLAND.

The Textile Mercury says: "Advices from Texas report that the English wool dealers are circulating throughout the wool-growing districts circulars soliciting shipments of wool to London and Manchester direct. Very low freight rates from Galveston and New Orleans by cotton steamers have been made, lower than ever before, and it is for this reason principally that shipments of Texas wool to England are anticipated. Water rates to Boston from Galveston and New Orleans are 7Sc.

per hundred, while from Galveston to London, Manchester and Liverpool, we are informed, they have been reduced to about 22c. per hundred."

ARGENTINA'S EXPORTS.

Argentina has forsaken its herds of horned cattle and has gone in for sheep. At the present time Argentina has about 90,000,000 head of sheep against 84,000,000 owned by Australia, and about 67,000,000 of these are owned by the province of Buenos Ayres. The exports of wool in 1840 amounted to 1,609,650 kilos; roughly about 3,500,000 pounds; in 1890 it had advanced to 118,405,606 kilos, or about 256,000,000 pounds. When the Spaniards first came to these countries there were no sheep in them, neither were there horses, cows, pigs nor goats, which animals they immediately brought from Europe. Thus, from the first years of the conquest, they introduced sheep, so that in 1600, that is to say 65 years after the first foundation of Buenos Ayres and only 20 after the second and definite one (1580), the first export of wool and live sheep was realized: 2,425 lbs. of the first and 100 head of the second. The first arrival of merinos took place at the commencement of this century (1813). In 1825 the Argentine Government imported another flock of merinos and a few Southdowns, commonly called "black faces," the descendants of which can be seen to-day, certainly greatly improved, on some of the great cattle farms of the republic. Weaving factories are very scarce in Argentina, so most of the wool produced in the country is exported. The exports of 1891 were as follows:

	Kilos.
Germany	28,529,915
Belgium	34,292,339
Spain	174,416
United States	5,781,150
France	58,449,965
Italy	2,121,351
Portugal	12,487
United Kingdom	2,253,322
Uruguay	1,005,149
Other countries	5,905,745
<b>Total</b>	<b>138,605,838</b>



"ALL PEACEFULLY GOING."

## THE SITUATION IN COTTONS.

**D**URING the past two months there has been an enormous drop in domestic cottons, amounting to twenty per cent or over. The first drop was due directly to the tariff reduction, and amounted, as stated in last issue, to about ten per cent. The second drop was due to the fact that some 6,000 bales of greys were in stock, and that Americans were being sold at low prices. Somebody was going to have cash prices for grey cottons although such prices were bound to be below the average of cost—so the Canadians decided that they would sooner sell their 6,000 bales at a reduced price, than allow greys to be slaughtered by American jobbers. If the American cottons came into this country they would fill up the market, and the stock of domestics would have to be held for nearly a year, during which time much other stock would have accumulated, or else the machines would have been kept idle. It seemed much better to get whatever cash was to be secured from a reduced price, clear out the stock and leave the market clear for continuous manufacturing. Hence down came the price of domestic greys again.

Retailers have benefited, as the jobbers sold quickly at cut prices. Most of the retailers who had ready money, or good paper (which is much better nowadays, when jobbers would sooner give credit than get cash), bought greys freely. The wise man will store these up, not run them off at a reduced price. The increased profit will be better than the few bargain seekers satisfied.

One Toronto house is said to have been caught on the falling market with a thousand bales or over. They lost some money on them.

The reasons why cheap U. S. cottons were being sold in Canada were two. First, a dull home trade, second, a break in the combination prices, due to the first cause. The importations into Canada have been quite extensive—although the full extent of these will not be known until the Customs returns are out.

The price of greys will rise again shortly, but at present the market cannot be called other than weak. Everybody seems to have been suddenly supplied.

A trade paper in Montreal has made a good criticism on the cotton industry, which is quoted verbatim:

"The Colored Cotton Co. made a great mistake when it imagined that its old style patterns of prints, shirtings, etc., were good enough for Canadians to wear, and that the new up-to-date styles were entirely out of place for them. But this time, however, it must have discovered its mistake, judging from the quantities of colored goods that are being ordered from the United States and England, chiefly from the latter, causing the demand for the Nigger Co.'s goods to fall off materially. The Trade Bulletin has repeatedly asserted that Canadian mills could never compete with English manufacturers who, in the matter of up-to-date styles, turn out a thousand new patterns to our one. But during the past season Canadian manufacturers considered it wholly unnecessary to bother about new patterns, and consequently continued to turn out the old styles as being good enough for Canadians, whatever might be the requirements of the people of the United States or Great Britain. The Colored Cotton people, by their failure to comply with the wants of their customers, have forced retailers to become importers of English and American prints, shirtings, etc., which are being brought in by the large retail houses, in order to meet

the wants of the trade, as it is found an absolute necessity to have the newest styles every season. The inability on the part of Canadian mills to supply this want accounts largely for the falling off in the output of the Colored Cotton Company during the past season."

## THE GENERAL BAZAAR FAILURE.

**A** MOST interesting but very regrettable occurrence during the present month has been the failure of "The General Bazaar Co.," which occupied extensive premises at the corner of Main and St. Catherine streets, Montreal. The business was originally started by two French gentlemen, the Counts De Sieyes and De Poloniere, who came to Montreal with the intention of starting and running a big retail establishment on the lines of similar enterprises in Paris. Apparently everything went well from the start: then the firm seemed to strike bad luck in the matter of fires, having no less than three in their premises inside of a year and a half. Some time after this Count De Sieyes retired from the business, starting up in another line for himself, and the Count De Poloniere, until about six months ago, carried on the business alone. At this time Messrs. Boisseau Bros, who had previously ran a large establishment on the opposite side of the street to the Bazaar, joined forces with the Count, and all went happy as the marriage bell, until a week or so ago, when ugly whispers were heard about the position of the concern. Finally, on Wednesday, the 6th, matters came to a climax and the company consented to assign on the demand of Gault Bros. The total liabilities foot up to the sum of \$160,000, and there are over one hundred creditors. It is claimed that when Boisseau Bros. became members of the concern they showed a surplus of \$60,000, and the Count also claimed to have a surplus. Stock-taking is now in progress, so that nothing definite can be stated as to the result until this is finished. If the feeling among both the wholesale and retail trade in Montreal is any criterion, a house conducted on the lines on which the above bankrupt concern has been running will not receive lenient treatment from the creditors. The majority hold that it should be closed up and put out of existence once and for all, as wholesale and uncalled for cutting in prices is said to have had most to do with the failure. The full list of creditors has not yet been fyled at the time of writing, but the following shows some of the principal ones:

Gault Bros. & Co., Montreal, \$31,280.91.  
 Thibaudeau Bros. & Co., Montreal, \$24,877.71.  
 John Macdonald & Co., Toronto, \$10,308.23.  
 Jean de Sieyes, Montreal, \$6,250.  
 Wyld, Grasett & Darling, Toronto, \$5,869.  
 Greenshields, Son & Co., Montreal, \$4,431.62.  
 Caldecott, Burton & Spence, Toronto, \$4,304.94.  
 D. McCall & Co., Toronto, \$3,903.53.  
 McMaster & Co., Toronto, \$3,819.49.  
 P. Garneau, Sons & Co., Quebec, \$3,406.60.  
 Thouret, Fitzgibbon & Co., Montreal, \$3,130.65.  
 H. H. Wolfe & Co., Montreal, \$2,798.70.  
 Thomas May & Co., Montreal, \$2,788.24.  
 William Agnew & Co., Montreal, \$2,581.76.  
 Jacques Grenier & Co., Montreal, \$2,512.83.  
 J. G. Mackenzie & Co., Montreal, \$2,351.10.  
 J. McGillivray & Co., Montreal, \$2,134.90.  
 Samson, Kennedy & Co., Toronto, \$2,099.81.

## NOTES.

IN these times of general depression it is gratifying to note that a Canadian manufacturing firm, the Alaska Feather & Down Co., of Montreal, is running full power to satisfy the demand for down quilts and cushions.

Fall orders for down quilts and cushions should be sent in now to the Alaska Feather & Down Co., Montreal, to insure prompt delivery by September 1st.

Canada, with its population of five millions, is the largest foreign buyer of carpets we possess. During the March quarter our exports amounted in value to over £89,000. To illustrate the importance of the Canadian market we may state that during the March quarter we shipped to the five millions of people inhabiting the Dominion nearly £10,000 more goods than the 160 millions of people inhabiting Germany, Holland, Belgium, France, Spain, and the United States combined. —Textile Mercury.

There has been much talk of infant industries during the discussion of the tariff, but surely the Alaska Feather & Down Co., of Montreal, successors to McIntosh, Williams & Co., is a pretty strong child, as it has succeeded in driving out American and English goods from the market, the company underselling both these countries with their values in down quilts and cushions. Look at their prices.

The Dominion Suspender Co., Niagara Falls, Canada, are busy getting out their fall samples, which will be one of the nicest and best ranges on the market, with prices cut so low that will command most of the suspender trade of Canada. "We

are like THE DRY GOODS REVIEW, we 'Never Sleep.' We have a stock of jobs on hand (spring goods) that would pay any merchant to write for samples. Clearing them out at cost to make room in the factory for fall goods." Montreal office, 28 St. Sulpice street, Toronto office, 45 Canada Life Building

## SHIRT WAISTS.

The shirt waist has lost much of its mannishness this season, but is none the less smart and nifty. It is the excuse for using a quantity of lace and other finery, ribbon, embroidery and braid. Its identity is quite lost under a lot of frills and ruffles and gauging, but when all is told, it remains the ever-ready little stand-by, dear to every woman's heart.

A pretty waist of soft wash silk, in stripes of pale grey and white, has its gathers disposed of in the back and front, coming from under the collar and disappearing under a wide belt. The latter, as well as the shoulder, waist frills and cuffs, are edged with black velvet ribbon, rosettes of which set off the belt and berth.

A dainty shirt waist is made of white percale, dotted with small open rings of pink. Clusters of small tucks make the necessary fulness back and front.

A pretty blouse of heliotrope gingham shows a yoke made up of four rows of gauging, each row described by a band of white feather-stitching. This smartens the belt and cuffs. Large puffs set off the sleeves. These puffs are made with draw strings at the elbows, making it possible to laundry them without difficulty. Cloak Review.

## In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stock with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

**Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,  
Tweeds and Worsteds, Pants, Shirtings, Cottonades and Cottons**

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

# KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

## POINTERS ON PUBLICITY.



N the past five years advertising has been rapidly reduced to a science. The better understood, the more it is practised; the more practised, the better understood. To give our readers the benefit of brains, scientifically applied, we have arranged for a series of monthly letters from Nathaniel C. Fowler, Jr., Doctor of Advertising, Boston. His first letter is to hand and deals with "Unprofitable Conglomeration," "Brevity," "One Pointedness," etc.

## PAPER NO. I.

Conglomeration is the thief of profitable advertising. Ninety-nine per cent. of all advertisers say too much in their announcements, using from two to ninety nine times too many words in telling their stories. A great percentage of the members of the public believe that advertising does not affect them, and with that feeling always before them they pretend not to read advertisements, and they certainly do not read the advertisement that is a dry assortment of articles for sale, so mixed up that the advertiser himself can hardly tell what he is announcing. The advertisement that tells is the advertisement which, in whole or in part, can be absorbed at a single glance, and which contains one word, or one sentence, either well describing or presenting the goods, or suggesting in the most emphatic way that the reader continue his reading through the descriptive matter. A successful advertisement is generally of two parts: the heading, or headlines, with the description or argument following.

## HEADINGS.

The heading of every advertisement, particularly if the advertising space be limited, must be so short, and contain so few words, that it can be easily read at a considerable distance, and cannot escape the eye glancing over the page, no matter how many advertisements, or how much interesting reading matter may be upon that page. Fortunate, indeed, is the man who can invent one word for a heading, for one word is better than two, and two are better than three. A heading of more than five words, unless the space containing the advertisement is very large, is generally ineffective, at any rate much more ineffective than a heading containing less words.

## POINTEDNESS.

Better have the majority of readers read a short advertisement than to have a few readers read the whole of a long advertisement. The matter simplifies itself into whether you will reach a large number of people with a short argument, or a few people with a long one. He who wants a certain thing naturally notices the advertisement that presents that thing at the exclusion of other things, and feels that the advertiser is making a special effort to sell that article, which indicates that he is selling it for less than the regular price, or that he has a superior article at regular price. There is no objection to enumerating the articles you sell at the bottom of the advertisement in small type, but an advertisement should seldom present conspicuously more than one article, or two articles at the most, at the same time in the same advertisement. Whenever it is necessary to present more than two, better divide the advertisement up into distinct sections, each one complete in itself and each one devoted to some particular line. The advertisement should leave something for the salesmen to say. It is simply the forerunner, that

which brings a person to the store, where the quality of the goods and the quality of the salesmen must close the business. The advertisement has no more right to do the work of the salesman than has the salesman a right to stand in the street repeating the advertisement to passers-by who will not listen. Advertising will not sell goods; that is the salesmen's business. The merchant should confine the salesmen to their business and the advertising to its business. There are times when it is necessary to advertise a line of goods, but generally one kind of that line may be brought out conspicuously followed by a description of the rest of the line; but in this case the description of the other things should be as brief as possible, and occupy not exceeding one-fourth of the advertisement.

## TYPE, SPACE, STYLE.

Never use fancy or script type in an advertisement. There is nothing like gothic or full face letters for an advertisement; they are easily read, and don't occupy more space than they deserve. You have something to say. Say it as you would in a telegram. Put your strong words first, and almost as strong words last, and fill in between with the smallest number of words to give people an idea of your meaning. Don't tell them too much; let them use their own intelligence; let them argue among themselves the advantages of your goods. Make it so they will be surprised when they see the goods. A description of any article of manufacture, or of any spot of Nature, which exceeds the real thing, prevents people from appreciating it to its full advantage. A description should be strong, and yet it should leave room for the imagination to work, and should often under-estimate slightly, that the buyer may find something beyond what he anticipated. I present two examples of advertisement setting. One represents the average newspaper advertiser; the other presents but one article, in the briefest manner, and in such a way that it should attract attention.

## COMPARE THESE TWO:

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# JOHN SMITH,

DEALER IN

Hats, Caps, Furs, Choice  
Groceries, Fine Teas, Nails, Screws,  
Hardware, Buggies, Wagons,  
Carriages,

Boots, Shoes, Rubbers, Watches, Clocks, Silverware, Jewelry. Every variety of Dry Goods, Drugs, Chemicals, Patent Medicines, Chamber Sets, Parlor Suites, Rattan Chairs, Pipes, Cigars and Tobacco, Electric Fixtures and Lamps, and Books.

## JOHN SMITH

44 SMITHVILLE AVE., SMITHVILLE.

NOTE—Cottage house, half mile from depot, ten rooms and bath, stable connected, 15,000 ft. of land, for sale cheap.

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# “The Distingue”

IS ADMITTEDLY

THE BEST SELLING **WATERPROOF**

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

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

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

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

**McMASTER & CO., Toronto,**  
 say: ““The Distingue” Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other.”

**GAULT BROS. & CO., Montreal,**  
 say: “We recommend “The Distingue” Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT,** will stand the Canadian climate, both heat and cold. This make always kept in stock.”

**ROBERT LINTON & CO., Montreal,**  
 say: ““The Distingue” Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh.”

**WYLD, GRASETT & DARLING, Toronto,**  
 “We have kept “The Distingue” Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction.”

**CAVERHILL & KISSOCK, Montreal,**  
 “After examining waterproof garments from several manufacturers, we cannot but admit that, “The Distingue” leads them all in style and finish.”

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

ASK TO SEE SAMPLES

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

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

# “The Distingue.”

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, “The Distingue.”

**WANT A**

**HAT**

*We sell as low as we can  
lower than ever before.  
We have too many.  
We are after cash.*

**JOHN SMITH**  
44 Smithville Avenue.

ANOTHER SAMPLE ADVERTISEMENT.

**A Bottomless Bag**

With sleeves, might fit the waist and wishes of a Malay maiden, but the up-to-date Canadian woman wants something more shapely something that will conform to her artistic ideals as well as her physical form. The latest fads and fancies of feminine fashions are now shown in our stock of **SILK WAISTS**. They have the appearance of being really richer than they are, but their price is exactly equivalent to their real quality. See our leader

At **\$3.75**

**SMITH'S DRY GOODS STORE,**  
SMITHVILLE

**CARPETS AND CURTAINS.**

**U**NCERTAINTY regarding the tariff has caused the carpet manufacturers to proceed carefully. Now that everything is settled, no doubt the trade will become considerably brisker. U. S. carpets have been sold to a great extent during the past two months, but a revival of trade in the States would soon lessen that.

Canadian manufacturers are "kicking" to use a somewhat inelegant phrase at the new tariff. Too much tax on raw material, too little on the finished product, they say. The importers are complaining of the increased duty on tapestry and Brussels. Strange that nobody is satisfied.

**THE U. S. UNSETTLED DUTIES.**

Assuming that the changes made by the Senator's Sub-Committee will stand, the tariff on carpets will remain as fixed in the House of Representatives. Should the Wilson bill become a law at all, the duty on carpets will, therefore, be as follows :

Aubusson, Axminster, moquette and chenille carpets, by the yard	35	per cent.	ad val.
Saxony, Wilton and Tormay velvet carpets	35	"	"
Body Brussels	30	"	"
Velvet and tapestry velvet	30	"	"
Tapestry Brussels	30	"	"
Three-ply ingrain and Venetian carpets	30	"	"
Two-ply ingrain and wool Dutch	25	"	"
Druggets and felt	25	"	"
Carpets of wool, flax and cotton, not specially provided for	25	"	"
Oriental, Berlin and other rugs	35	"	"
Mats and rugs for floors, art squares, hassocks, etc., same rate of duty as on carpets of like material.			
Straw mattings	20	"	"

Straw mattings are admitted free under the McKinley bill. Putting these on the dutiable list, and the postponement of the date on which the bill should come into operation from the 1st of July to the 2nd of December, 1894, being the only variations in these items from the House bill.

**A DECADE'S PROGRESS IN U. S. CARPET INDUSTRY.**

The following figures will impress ordinary minds with the vital growth of the U. S. carpet manufacture :

	No. of Employes.	Wages Paid.	Value of Material Consumed.	Value of Product.
1880	20,371	\$ 6,835,218	\$18,984,877	\$31,792,802
1890	29,121	11,633,116	28,644,905	47,770,193

An examination of these figures shows that while the ratio of increase in the number of employes is less somewhat than those of the values of material used and product obtained, the increase in the total of wages paid is in a greater ratio than either, clearly demonstrating that not only was there an increase in the labor cost, but also that the individual workers received larger remuneration.

**THE NEW ST. CATHARINES MILL.**

The new carpet factory of Messrs. Gates & Syers, St. Catharines, Ont., is now running with ten looms in operation. It is expected double this number will be running shortly. This is the new factory that was removed from Woodstock to St. Catharines, which is fast becoming a carpet manufacturing town.

## SOME FINANCIAL TROUBLES.

**M**ESSRS. Numa, Royer & Co., dry goods merchants, Quebec, assigned to-day with liabilities of \$24,000. The assets are valued at \$20,000. The creditors are mostly in Montreal.

J. W. Jones, London, made the following sales recently. The general stock of W. C. Mackie, of Beamsville, valued at \$2,973.30, to Jas. F. Earle, of Toronto, at 70c. on the dollar; stock of A. Smith, tailor, Belmont, valued at \$1,602.64, to Henry Macklin, London, at 46½c. on the dollar.

Goulet & Bros., of Levis, have compounded with their creditors for 30c. on the dollar, cash.

A circular, from which the following is an extract, under date of London, Ont., April 20, 1894, has been issued from J. A. Beattie with regard to the estate of Spittal, Burns & Gentleman: "I beg to send you a statement of the assets and liabilities of this estate. The stock, including shop furniture, was taken at \$68,028.47, but when re-checked by the purchaser a small error of \$50.69 was discovered, which reduced the amount of the stock to \$67,977.78. The stock and shop furniture was sold for 59 cents on the dollar. The book debts at the time of the assignment amounted to \$7,284.82; upwards of one-half of them have already been collected, and I expect that a large proportion of the remainder will be found good, although there will be a good many which can be collected only by allowing time. This statement will be open to objection for eight days, after which I shall proceed to distribute the first dividend of 65½ per cent." The total receipts shown amount to \$44,570.13 and the disbursements, exclusive of the dividend now declared, amount to \$2,771.65. Dividend of 65½ per cent. absorbs \$41,722.33, leaving a balance in the hands of the assignee of \$76.15. The following are the creditors: Thomas Beattie, \$50,757; Gault Bros., \$402; S. J. Bourne & Co., \$69; Cook, Son & Co., \$2,091; Copestake, Lindsay, Crompton & Co., \$364; Dent, Allcroft & Co., \$280; Hitchcock, Williams & Co., \$367; John Howell & Co., Ltd., \$2,340; J. & R. Morley, \$146; Morley & Gray, \$182; Spreckley, White & Lewis, \$675; Stapley & Smith, \$73; Thomas Tapling & Co., Ltd., \$95; Woolley, Sanders & Co., \$371; Henry Marlow & Co., \$184; Arthur & Co., \$932; W. S. Thomson & Co., \$52; W. F. Lucas & Co., \$117; Holland & Sherry, \$292; Brintons, Ltd., \$322; John Barry Ostlere & Co., \$196; Crawley, Warrock & Co., \$641; Miller Bros., \$88; McKean, Scarf & Co., \$523; Richard Smith & Sons, \$1,071.

J. A. Griffis, dry goods, St. Catharines, has assigned to Mr. Doherty, book-keeper for Samson, Kennedy & Co., Toronto. His liabilities are said to be between \$7,000 and \$8,000. Samson, Kennedy & Co. are the largest creditors.

The dry goods stock of Patterson & Co., of Lindsay, Ont., has been sold to Edsall & Co., of Bowmanville, at 56c. on the dollar.

The clothing and furnishing stock of Alex. Smith, of Belmont, \$1,612.64, has been sold to Henry Macklin, of London, at 46½c.

Changes: Samuel Downes, of Dunlop, McKim & Downes, Wallace, N.S., deceased; P. Boucher & Co., Magog, Ont., dissolved; J. K. Campbell, Vancouver, B.C., removed to Chilliwack; A. L. Robertson, Prince Albert, N.W.T., succeeded by L. Valade; C. H. Varcoe, started in business in Toronto; J. &

W. G. Allan, Smith's Falls, dissolved; W. A. Milne, Parkhill, succeeded by Dr. J. Dutton; Elijah Clark, Fredericton, N.B., deceased; Morin & Julien, Montreal, dissolved, former continues; C. S. Jost & Co., Sydney, N.S., succeeded by L. E. Jost; H. A. Planche & Co., Cookshire, Que., J. E. Robitaille & Co., Montreal, succeeded by J. C. Robitaille & Co.; C. S. Chapman & Co., Amherst, N. S., succeeded by C. S. Chapman & Son; Michael Coll, St. John, N.B., sold out.

Recent Assignments: G. W. Knight, Ottawa, Ont.; G. R. Batson, Campobello, N. B.; W. T. Phinn, Warkworth, Ont.; Mewa, Roger & Co., Quebec; Jacob Kopman, Georgetown, Ont.; Shaw, Maltman & Co., Calgary, N.W.T.; J. A. Griffis, & Co., St. Catharines; E. Viger & Co., St. Catharines, Ont.; Louisa Mulvaney, Port Elgin, Ont.; Jasper Nation, Brandon, Man.

## RENT.

In selecting a good business location a great many things have to be considered, but the least of these is rent. This, in the minds of a great many merchants, is the greatest point. They seem to think that rather than pay a few hundred dollars more rent, they could better afford to put up with a bad location on a side street; whereas, for a small sum, they could have a house situated in the midst of business, and where every other feature of location was favorable.

However, in a careful study of the matter, as we have said before, rent is really the least point to be considered. First select the very best place that you can get; let every possible circumstance be favorable to a good business; let the location of the house and the size of the house be the very best that can be secured. If you have all these points, then the matter of rent will cut very little figure. What if you do have to pay double the rent that you would for an out-of-the-way building, can you not do at least double the business in a good location that you can in a poor one? We are not arguing, either, from the landlord's side, for it is undoubtedly true that a great many stores are compelled to pay a much larger rent than they can reasonably afford. But where the choice comes between either taking a poor store and paying a reasonable rent, or taking a really first-class location and paying even an unreasonable rent, nine times out of ten the better location would pay better than the poor one. It is the amount of business that should be looked at, not the amount of rent. —Ex.

The British Columbia Jute and Cordage Co., Vancouver, B.C., whose works were recently destroyed by fire, have started up again with new buildings and new machinery.

W. R. Brock & Co. are offering special value in men's and boys' flannelette shirts. Their "Corker," to retail at 50c., is a marvel of cheapness.

Mr. Foster gave notice in the House of Commons, on May 29th, of the following proposed resolution: "That it is expedient to provide that the Governor-in-Council may enter into a contract for a term not exceeding ten years with any individual or company for the performance of a fast weekly steamship service between Canada and the United Kingdom, making connection with a French port, on such conditions as to the carriage of mails and otherwise as the Governor in Council deems expedient, for a subsidy not exceeding seven hundred and fifty thousand dollars per annum."

**C. ROYAL BENNETT.**

WE reproduce here, from a recent photograph, a picture of Mr. C. Royal Bennett, the special representative of The Montreal Silk Mills Company, Limited, known throughout the Dominion as the manufacturers of "The Health Brand" under wear.

Mr. Bennett's career, and the position to which he has attained, for a young man, may be considered worthy of a more than passing comment.

Beginning commercial life, some eleven years ago, with the well-known and wealthy firm of Thomas Robertson & Co., of Montreal, he attributes most of his success in life to the advice and training he received in this house at the hands of Mr. J. R. Wilson, sole partner of the firm in question, and to those sterling principles of straightforward dealing which characterized all his business methods.

Being of an enterprising disposition, and a good opportunity presenting itself, he later on removed to New York, where for several years he held a position of trust, and one which, whilst enlarging his field of experience, has eminently fitted him to take up the duties he has now assumed, and in the discharge of which he has more than justified the high opinion of his abilities held by the firm he represents, and shared by the numerous friends he has already made amongst the trade, and which we hope will be confirmed by those he intends to give himself the pleasure of calling on in the next two months.

By the dealers who have handled it, "The Health Brand" is recognized as the best under wear made in the Dominion to-day, but in a limited market the introduction of high class goods requires tact, judgment and energy, all of which qualifications we are sure Mr. Bennett possesses in full measure.

In conclusion, we wish him and "The Health Brand" the success they so eminently deserve.

**NEW AND DIGNIFIED QUARTERS.**

Montreal possesses a beautiful building known as the Board of Trade building. It is rapidly being filled up with representative business men. In the first flat of the west wing are housed that young and energetic men's furnishing firm, Matthews, Towers & Co. They have elegant offices, a spacious warehouse, a packing room, and an exclusive freight elevator.

In fact, they have all the modern conveniences for good warehousing. This young firm possesses as its partners two men old in the furnishing trade -- men who understand the wants of the various sections of Canada, men who understand where and how to buy, men who understand the secret of selling, and lastly, men who know the value of printer's ink. Careful and judicious advertising brings success to many firms, but strange it is that these firms are usually the "young-uns," the old ones being too conservative.

**MONTREAL SILK MILLS BURNED.**

On the evening of the 24th of May a serious fire took place in the establishment of the Montreal Silk Mills Company on Vitre street, Montreal, and resulted in a damage of from \$35,000 to \$40,000. There is no explanation as to the origin of the fire, and the great loss is due to the fact that for several reasons the firemen found it slow work getting at the fire. Smoke and water did of course as much or even more damage than the fire itself.

The manager, Mr. Joseph, calculates that orders will not be thrown back more than four weeks. Within that period he expects to be running the mills again, and by extra efforts overtake his orders. Those who have goods ordered there will be as little delay as possible in sending forward their goods.

There was some talk of the Montreal Silk Mills being removed from their present situation in Montreal, but no definite information has been received. An expanding industry needs more elbow-room than is to be found in the central portion of Montreal.

The growth of the business of the Montreal Silk Mills has been rapid, and their persistent advertising tends to popularize their goods with the public to such an extent that their present capacity is all too small to meet public demands.

The trade generally will regret the misfortune that has overtaken this enterprising company, and wish them a speedy recovery.

Mr. Thomas Brodie, president of the Quebec Board of Trade, and a member of the firm of W. & R. Brodie, flour merchants, died last week after an illness of about eight days. Deceased was one of Quebec's most promising and enterprising citizens.



C. ROYAL BENNETT



## EVERY MOTHER WISHES

Her children to be strong and healthy.  
All doctors agree that the

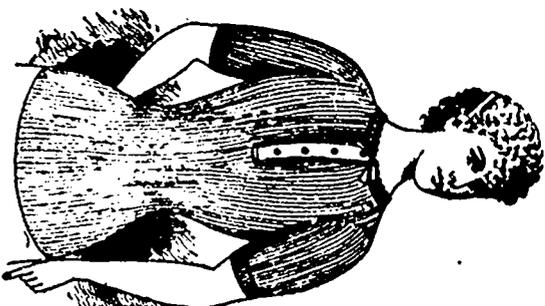
### "HEALTH BRAND"

Combinations do more than anything else  
to insure this.

Lady Aberdeen writes to us strongly in  
favor of the Health Brand.

Ask your dealer to show you these  
goods. You will never buy any other  
after seeing them.

**THE MONTREAL SILK MILLS CO., Ltd.,**  
MONTREAL.



## EVERY LADY WHO

WANTS

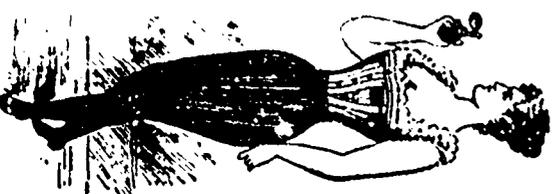
### UNDERWEAR

and understands what pure wools and  
appreciates exquisite finish buys the

### "HEALTH BRAND,"

both for herself or children. These  
goods are made in Vests, Drawers,  
Tights and Combinations, and are  
kept by every first-class dry goods  
store.

**THE MONTREAL SILK MILLS COMPANY, Ltd.,**  
MONTREAL.



## DRESSMAKERS DIFFER

About fashions in dresses, but everyone  
agrees that the best foundation for any cos-  
tume is the

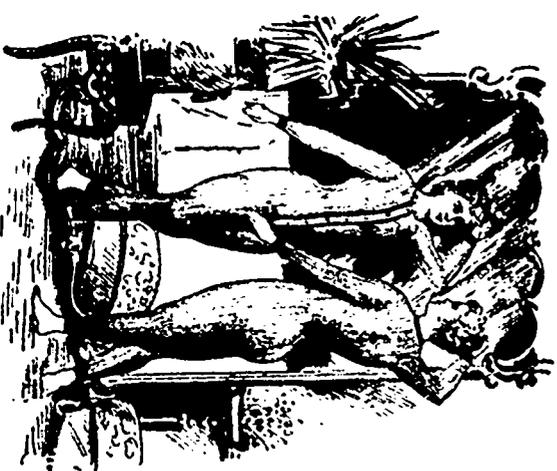
### "HEALTH BRAND,"

Black tights, which allow the figure to be  
shewn to perfection and do away with over-  
stockings, bloomers, and unnecessary skirts.

All ladies in Montreal wore them last fall  
and winter, and during the coming season  
nothing else will be considered, they were  
such a success.

Send for our illustrated catalogue, free by  
post, if your own dealer has not got them.

**THE MONTREAL SILK MILLS CO., Montreal.**



## DOCTORS DIFFER

Occasionally, but never  
on the question of

### "HEALTH BRAND"

Combinations being  
absolutely the best thing  
for women and children to  
wear.

Every first-class dry goods  
house keeps them. Look  
for the word "Health"  
on silk label at neck.

Buy no imitations.

**THE MONTREAL SILK MILLS CO., Ltd.**  
MONTREAL.

THE BEST RETAILERS, CANADA:

GENTLEMEN.—Have you seen the fall samples of "The Health Brand"? They are now being offered direct to the retail trade; the value is in the goods themselves—and moreover, our advertising will be so extensive, reaching the consumer and benefiting the dealer in such a direct way that "Health Brand" is the underwear that WILL SELL. You make money on what you sell, not what you keep. If you have not seen the samples write to us.

These advertisements, and just more like them, will be in every good newspaper in the country during the entire season. If you buy "The Health Brand," you will get the benefit.

All our cuttings copyright.

MONTREAL, May, 1894.

THE MONTREAL SILK MILLS CO., LIMITED.

## OBSERVATIONS FROM TORONTO.

A GREAT deal of uncertainty prevails in the prices of grey cottons. Since April 1st prices have taken two drops, amounting in all to about 20 per cent. Toronto wholesalers have bought heavily at the reduced prices and are now unloading at prices which please the retailers and ensure quick movement.

The cause of this drop is attributed by Montreal men to American competition; by Toronto men, to a heavy load of some 6,000 or 7,000 bales which the company desired to turn into cash. Whatever may have been the causes, it is an actual drop, and some jobbers have been badly hit. Moreover, prices are now below cost of production and are bound to rise again.

Trade generally is very quiet. Staples in other than grey cottons are having little enquiry with the exception of fancy mid-summer prints. A few job lines of summer goods are being cleaned out as the jobbers proceed with their stock-taking.

With the city trade it is not so bad as with the rural trade. All summer novelties are receiving their attention and quite a volume of goods is being moved. Cream serges, moire prints and silks, cream parasols, etc., are in good enquiry just now.

The fall orders are coming in slowly but surely, and in some lines the volume of orders is larger than last season. But this is not the case with all lines, nor even with a majority. Buyers are very conservative, and travelers are having a hard time of it.

Payments are slow

from the Northwest, but have shown a slight improvement in Ontario. When retailers are doing a slow trade they are apt to look after their collections more closely.

W. R. Brock & Co. are receiving weekly shipments of the latest novelties in laces for dress and millinery purposes. The latest to arrive being butter Pointe Venise, which is greatly in demand at present. New frillings and veilings are also arriving, and some delicate novelties are shown.

Fancy prints in dark moire effects, and black and ruby grounds in small, neat patterns, also plain zephyrs have been passed into stock by Alexander & Anderson. These are seasonable goods. New black and colored moire silks and ribbons are to hand, as are baby ribbons, special clearing lines in gloves, hosiery and embroideries.

Cream estamene serges are in good display with Caldecott, Burton & Spence. Navy blues and blacks are also quite active at present.

W. R. Brock & Co.'s underwear department is sending out daily large quantities of their famous ribbed cotton underwear

in ladies' and children's sizes. They have the reputation of leading the market in this class of goods.

A job line of printed plushes, which retail in the regular way at from 40 to 50 cents, are being quoted by W. R. Brock & Co. so that they can be retailed at 20 to 25 cents. A range of printed linen duck to sell at 25 cents forms splendid material for blouses, etc.

A special line of lisle mitts in blacks, tans and creams, that can be retailed at 12½ cents, is shown by Wyld, Grasett & Darling. Silk lace mitts in black and tans are shown to retail at 25 cents—both lines leaders.

Corticelli silks of all and numerous descriptions will now form the only make of silks now handled by Alexander & Anderson. They have laid in an enormous stock in full ranges, and will make a specialty of this class of goods.

Black worsted coatings and trouserings are always in demand. W. R. Brock & Co. claim to have the finest range in Canada. The proof remains with the merchant himself.

Repeats in satin baby ribbons and in black moire ribbons in

all widths are to hand with Alexander & Anderson. They have clearing lines in umbrellas and parasols, in dress goods, light brown prints, crinkles, etc. A full stock of estamene, cheviot, and hard-finish serges in navy and blacks, gives buyers an excellent chance to secure choice goods and full ranges.

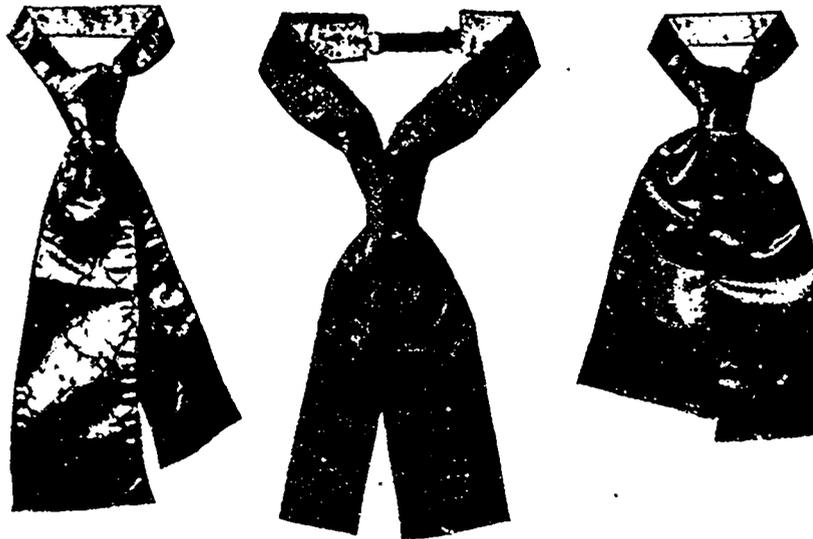
For a staple range of neckwear, Wyld, Grasett & Darling are ahead of most of their competitors. This department has forged ahead rapidly during

the past year, and now is unsurpassed. Small knots with wide aprons, and the staple 2¼ and 2¾-inch derbys, in light and medium colors, are in full range. New novelties are coming forward weekly from the London market.

John Macdonald & Co. have a line of Chinese mattings which are selling strong for summer cottages. A manufacturer's over-make of top shirts, regular lines, are being sold at 25 per cent. below regular prices. They report an increased demand for umbrellas and waterproof garments, but notwithstanding the increased enquiry for these goods are prepared to fill all orders.

Samson, Kennedy & Co. report cottons very active. Fans are also selling well in palm leaf, paper, and decorated leather and cloth. They have an excellent range. Ladies' hand bags in both felt and leather in new patterns are in good display.

W. R. Brock & Co. have received a shipment of new parasols, being the latest novelties of the London market. Cream and white frills, cream, white, drab, and black moires, are in the selection and are worth inspection of merchants who are looking for up-to-date goods.



OXFORD

OSGOODIE

ORIOLE

THREE FALL STYLES. WYLD, GRASSETT &amp; DARLING.

# ThibaudEAU Bros. | John D. Ivey & Co.

& Co.

Importers of —

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

## DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

53 Yonge Street

...Toronto.

Our stock will be kept  
well assorted in

## SAILORS

and latest

### Mid-Summer Novelties

ALL ORDERS WILL HAVE PROMPT ATTENTION

Our Travelers will commence their respective routes for fall the first Monday in July, with samples of the very latest and best that the market affords. Kindly reserve your orders till you see them. . . . .

John D. Ivey & Co.

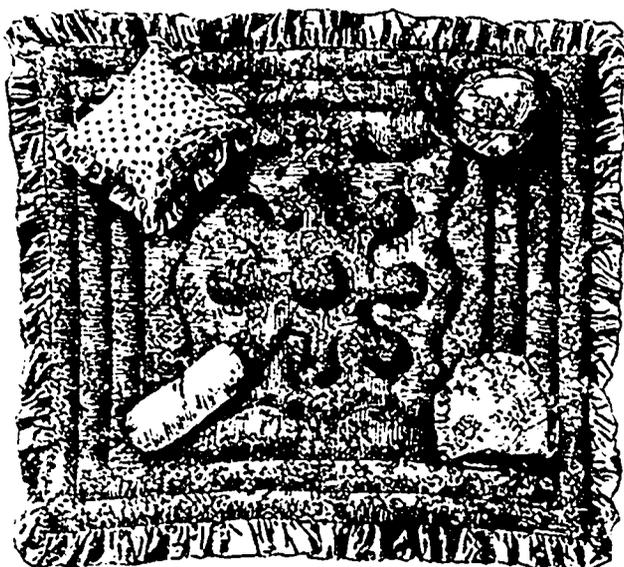
## Down Quilts...

English, American, French

Sateen Coverings.  
Silk Coverings.

Choicest Designs.

Full line of Samples forwarded  
on application at our expense.



## Down Cushions

Four grades of Cambric-covered  
Cushions ranging from \$2.75  
to \$25.00 a dozen.

American, French

Sateen Coverings.  
Silk Coverings.

Tasty Designs.

OUR PRICES ARE LOWER THAN EVER BEFORE OFFERED ON THE CANADIAN MARKET.

## The Alaska Feather & Down Co., Ltd.

Successors to  
McINTOSH, WILLIAMS & CO.

10 St. Sacrament St.

MONTREAL, P.Q.

## TO PRESERVE FUR-BEARING ANIMALS.

A Bill, designed by the Hon. Mackenzie Bowell to preserve the fur-bearing animals of the Northwest was recently introduced to the Senate. In the course of his remarks Mr. Bowell said there was not over 100 head of buffalo left in the Dominion. Said he: "Past experience of this country proves the great necessity of taking steps at as early a date as possible for the preservation of the natural food supply of the natives and the Indian tribes. I remember distinctly when the Northwest Territories were first ceded to Canada, that the present Lieutenant-Governor of Manitoba, the Hon. Mr. Schultz called the special attention of Parliament to the fact that unless stringent laws were passed for the preservation of the buffalo in the Northwest Territories, in a very few years that animal would become extinct, and his prophecy has proved true to the letter. The result is that it is costing this country now nearly half a million dollars a year in order to feed the natives and Indians of that country, which expense might, to a very great extent, have been prevented had his advice been taken at the time.

"I need scarcely say that most of us living in the older province had very little idea the importance that should be attached to the recommendation which was thus made by the then member for Lisgar. There may be some difficulty in enforcing the provisions of this act; still by appointing guardians with magisterial powers to enforce it, and in securing the co-operation of the Hudson Bay Co., it can be done. It is as much in their interests as in ours that the game and the fur-bearing animals in the Northwest Territories should be preserved for the food supply of the Indians. I may add this bill does not interfere with the killing of an animal by the Indians, when it is done for the sake of food, to prevent them from starving."

## SUMMER NOVELTIES.

Some taking summer novelties are shown by John Macdonald & Co., the goods having just passed the Customs. Soap novelties are shown in the form of pears, apples, etc. Miniature tablets of soap are shown in such sizes that a fresh cake can be placed in the soap-dish for every fresh guest. These can be procured in the range of delicate scents, such as rose, lily of the valley, jockey club, musk, lavender, essboquet, windsor, heliotrope, etc. Perfumes are shown put up in large bottles suitable for being used as water bottles or other dressing table requisites after the perfume is exhausted. In spite of the size of these they can be retailed at 25 cents. Bay rum is put up in much the

same way, with nozzled corks. Smelling salts are also put up in neat bottles.

In belts the celebrated Peterscham fabric is shown in full range of colors and buckles. Garter clasps are something new and novel. Fans are shown in two different novelties, designated Fantasma and Lady Windermere. These are new and taking.

## A QUESTION ON ASSESSMENT.

J. H. Wigle, of Ruthven, asks THE REVIEW the following question on assessment in Ontario: "Kindly give your opinion in your next issue of THE DRY GOODS REVIEW, how a stock of goods bought on credit entirely should be assessed?"

The opinion of the editor has nothing to do with the matter, as the rule is laid down plainly in an act regarding municipal assessments.

Sub-section 2 of section 10 enacts that personal estate and personal property shall include all goods, chattels . . . . money, notes and accounts at actual value.

Section 6 enacts that municipal and other rates shall be levied equally on all rateable property, real and personal.

Section 7 deals with exemptions. Sub-section 21 enacts that so much of the personal property of any person as is equal to the just debts owed by him on account of such property shall be exempt.

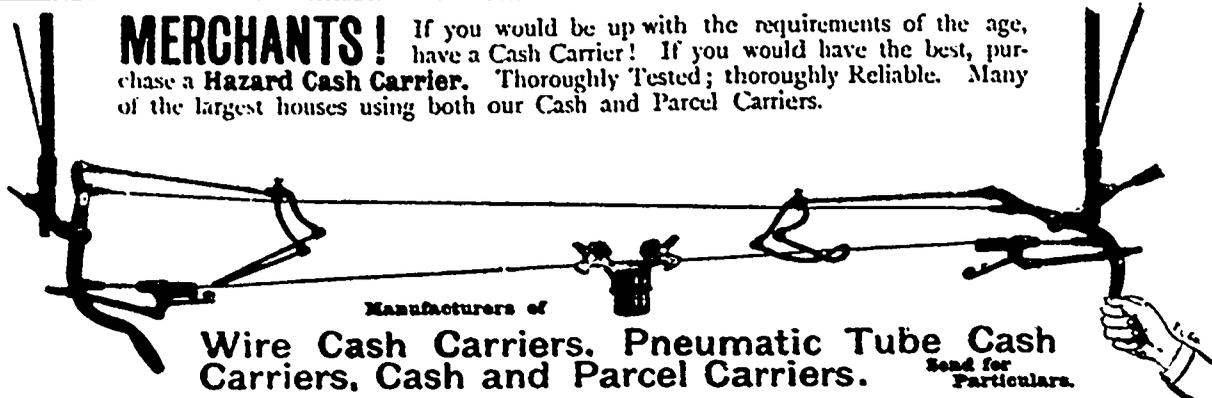
Hence, reading these three sections together, a man with a \$5,000 stock, on which he owes \$2,000, should be assessed for \$3,000. A merchant with \$5,000 stock, on which he owes \$5,000, should be assessed at nothing. If, however, he had given a mortgage on real estate to cover, say, \$2,000 of it, he would be assessed for that \$2,000.

J. W. Dunnet, who was mayor of Belleville, Ont., in 1884-5, died on the 18th inst., after an illness of several months' duration. Deceased, who was one of the city's leading dry goods merchants, was in his 55th year. He leaves a widow. Mr. Dunnet, who was born in Scotland, was universally esteemed in that community to which he removed from Peterboro', in 1870.

At a special meeting of the electors of Moncton, N.B., held on Saturday, the 19th inst., it was unanimously resolved to grant a bonus of \$25,000 to the Moncton Harbor Improvement Co., on the condition that the Dominion Government grants a subsidy. The company intend to build a dock at the mouth of Hall's Creek, where there will be at all times about 14 acres of water 28 feet deep. There is also to be a dry dock in connection with it.

Established 1884.  
The Best is the Cheapest.

**MERCHANTS!** If you would be up with the requirements of the age, have a Cash Carrier! If you would have the best, purchase a **Hazard Cash Carrier**. Thoroughly Tested; thoroughly Reliable. Many of the largest houses using both our Cash and Parcel Carriers.



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ADDRESS **THE HAZARD STORE SERVICE CO., Office 81 Victoria St., Toronto, Ont.**



EDITOR DRY GOODS REVIEW:

SIR,—We regret you thought it necessary in last number of REVIEW to give our firm such prominence in raising the danger signal to energetic merchants anxious to start branch stores.

Would it not be well for you to acquaint yourself with the record of the firm you choose to take this unwarranted liberty with, and know whereof you speak, before pointing out the teachings of history?

The facts are that branch stores properly conducted are a success. Are you acquainted with Lipton's, Steadall's, or Hope Bros., who have branches in nearly all the large towns in Great Britain—and all a very marked success? The different Oak Halls in Canada are certainly not failures. You must evidently had in your mind the merchant who, over-loaded with stock and pressed by creditors, and who hopes to relieve himself of both by opening a branch in the nearest town or village, with the result that in place of the relief expected, gets deeper into the mire.

We regret that the dry goods merchants in Guelph do not entertain your ideas, as they have for the moment shut us out of their city by renting the only suitable premises and sub-letting to a tinsmith.

We have our time taken up looking after our branches, or we think we could convince both you and the energetic merchant that there is as much probability of success in branch stores as in branch banks, and that both require capital and business capacity or they will end in failure.

Yours truly,  
NORTHWAY & ANDERSON.

Orillia, May 27, 1894.

[Here is the item: "Northway & Anderson, who have dry goods stores at Simcoe, Orillia and Tilsonburg, are thinking of opening up at Guelph. Branch stores have sunk many a firm in the past, and without attempting to damp any energetic merchant's ardor, it would be well to point out that history teaches many useful lessons—it is even better than experience in many cases." Without knowing anything very particular of the firm concerned, these general remarks were made. We can see no reason why they should be altered. They do not apply to N. & A. unless they fail—a thing which is not desired, expected, or prophesied. The success of such ventures as these depend on the quality and quantity of the management. Both seem satisfactory in this case.—EDITOR.]

#### A TWENTY-FIVE CENT TROUBLE.

One of the greatest drawbacks to the trade at the present time, says the Dry Goods Economist, is the enormous quantity of 25c. hosiery that is called for. The fault lies with the retail trade in general.

Everything that capital can do has been done to induce foreign manufacturers to produce the best stocking for sale at 25c. that can be sold at the price in this country, and all the experience of years of skillful buyers has been directed to the same end.

The inevitable result has been to supply consumers with such extra good value at the price named that all other prices have been interfered with, and the trade has now for some years been approaching a 25c. level.

It would be well worth the time of buyers to make a strong effort to bring about a diversion from this price by offering goods at various higher prices, which should have some distinctive and desirable features to make them attractive to the public.

#### CANADIAN FEATHERS TO BE USED.

ONE of the changes of the new tariff which has been little noticed, but which, however, must influence to a large extent not only several factories, but also the farming community of the whole Dominion, is the duty on feathers and on feather and down goods.

Before the change the duty was 25 per cent. on raw feathers and 35 per cent. on manufactured articles, thus giving a 10 per cent. protection to manufacturers. The duty has been made 30 per cent. all round on feathers, whether in raw state, purified or manufactured.

The leading manufacturers in this branch—the Alaska Feather & Down Co., of Montreal (late McIntosh, Williams & Co.), say that they have met the change in the tariff by a complete change of policy. They now use exclusively Canadian feathers, and find that these are not only more downy (owing to our severe winter), but are available in such large quantities that they have given up importing altogether, and are able to give better value than before to their numerous customers.

This is a good thing for the farmers, who now are having a regular market for their goose, duck, hen and turkey feathers, whilst before they had to put them in an unpurified state into beds and pillows, simply because there was no market for them.

Goose and duck breeding is going to be a paying branch of agriculture much more than it has ever been.

#### CANADIAN COLORED COTTON MILLS CO.

The annual meeting of this company was held at their offices, Notre Dame street, Montreal, in May. There were present A. F. Gault, president, and James Crathern, H. Barbeau, Jas. Ross, George Caverhill, A. C. Clarke, Mayor Villeneuve, Jacques Gremer, T. King, C. D. Owens, David Morrice, T. R. Watson, S. H. Ewing, David Morrice, Jr., Robt. Gault, S. Findlay, S. H. Bethune, F. L. Beique, L. Marler, M. Crombie, James Wilson, Alex. Dupuis and others. The statement for the year was submitted with the usual report, which, in view of the general depression, was accepted as sufficiently satisfactory. The output for the year was nearly \$2,500,000. Two dividends of one and a half per cent., making 3 per cent., amounting to \$81,000, and \$120,000 interest on bonds was paid, and \$15,000 carried forward to the credit of profit and loss. About \$200,000 had been spent on water power and other improvements on the property and plant during the year. The impression was conveyed that with a general improvement in trade, the prospects for the future were sufficiently satisfactory. The old board, consisting of A. F. Gault, T. King, C. D. Owen, R. L. Gault and David Morrice, was re-elected, and at a subsequent meeting of the board Mr. Gault was re-elected president and C. D. Owen vice-president and managing director.

## TRADE GOSSIP.

CORNWALL cotton mills are running again. Raw cotton is too cheap to allow them to stay idle long.

A "Rose" millinery and mantle opening was given by R. Walker & Sons, Toronto, last month.

A Buffalo firm of underwear makers intend establishing a branch in Canada, probably at Windsor.

S. F. McKinnon, of Toronto, sailed on the s.s. Campania from New York on Saturday for Liverpool.

There is a large neckwear manufacturing concern to be established at Niagara Falls, Canada. Particulars later.

A number of merchant tailors of Victoria have issued a card in the local papers stating that they do not employ Chinese labor.

The Canada Collar, Cuff and Tie Co., a new Canadian industry, have recently started a factory at Berlin, Ont., to manufacture celluloid goods.

The projected Canadian-Australian cable will be 6,244 miles long, and cost \$7,000,000, if it does not touch the Fiji Islands or New Zealand.

F. W. Holloway, the popular manager of the Hudson's Bay Co., at Morden, is to be promoted to a position with the company at Sudbury.

The clerks in the Toronto wholesale dry goods houses have taken to baseball for a new amusement. Several cricket teams are also in existence.

C. T. Grantham, manager of the Yarmouth Cotton Duck Co., recently interviewed Finance Minister Foster to get an increased duty on cotton duck.

English machines are being placed in the St. Stephen, N. B., cotton mill to replace some discarded ones of U. S. origin. The English machines need considerably less attention.

The Almonte Knitting Co. will erect three new additions to their main structure—a bleach house, 24x36; a dye house, 25x46; and a picker building, 36x24; frame buildings.

T. Stone, Chatham, Ont., is doing a good dry goods business, having a magnificent store with a carpet room upstairs. He employs a large staff and does considerable importing.

W. H. Lang did up Williamson & Co., Wyld, Grasett & Darling, Alexander & Anderson, by misrepresentation, for various bills of goods. He is now behind the bars. His home was in Toronto.

John B. Hill, who at one time was a traveler in the employ of Glover & Brais and Tooke Bros., died at St. John's, recently, after a long and painful illness. The deceased, who was thirty years of age, was a native of England.

At the annual meeting of the Canadian Fibre Co., held recently, the following directors were elected: Robert Cowans, president; E. N. Heney, vice-president; Hon. Geo. A. Drummond, Edgar McDougall, Alexander Couper.

W. Dunlop's tailor shop, Kingston, was burglarized recently and \$150 worth of clothing taken. The thieves were captured at the outer G.T.R. station waiting for the train. Their names are John Wilson and W. Woods, of Kingston.

The New Brunswick cotton mills are cutting down wages. Two mills in St. John have cut down wages and forced the operatives to accept. Now the St. Croix cotton mills at Milltown have made a cut of 12½ per cent. The lowering of the

tariff on cotton goods may have had something to do with it, but this is doubtful. It is more than likely it is caused by a desire to increase profits out of wages' account. The policy is a short sighted one; for poorly paid labor is usually expensive, the ultimate results not being so satisfactory as those more immediate.

Geo. H. Rodgers & Co., since giving up the regular retail trade in Winnipeg, have opened a jobbing warehouse at 217 McDermot street. Their object is to look after special drives in jobbing lots of staple dry goods and boots and shoes.

The merchants of Alliston have agreed to close their stores on Wednesday afternoon of each week at 1 o'clock, and to keep them closed until Thursday morning, commencing May 9th, and continuing during the months of May, June, July, August, and September.

J. Cameron was in town to-day. He is with The J. B. McLean Co., Toronto, publishers of most excellent trade publications in the interest of hardware dealers, grocers, book sellers, dry goods dealers, and printers. Business men can make no mistake in supporting any of their journals.—Blenheim News.

Charles Gray, of the firm of R. H. Gray & Co., Toronto, was presented with a handsome pair of field glasses by the employes of the firm upon his leaving to reside in New York. Mr. Gray's many Canadian friends wish him success in his new field of labor.

The cotton mills at Hayfield, Derbyshire, England, owned by T. H. Sidebottom, member of Parliament for Staleybridge, have been shut down owing to the depression in the cotton trade. The stoppage of these mills has thrown 3,000 people out of work.

The first shipment of sealskins this year was made about two weeks ago by J. Boscowitz & Son, Victoria, to Lampson, London. The shipment comprised 29 casks of sealskins and in addition one mink and five mixed. The skins were purchased from a Port Arsenault Siwash vessel.

At the annual meeting of the Levis Board of Trade the following officers were elected: President, E. Dupuis; vice-president, D. Laine; secretary, A. Lemieux; committee, J. B. Michaud, George Lambert, E. Dussault, A. Lambert, P. Robitaille, C. Darveau, Dr. Lacerte, E. Belleau, L. O. Audet, Dumontier, T. Arsenault, J. E. Mercier.

Paper yarn is now being substituted for other cheap stock in carpets, and is said to be superior to the shoddy and mungo, both in cost and strength. Of course the paper is used only in the body and on the under side of the texture and not on the upper surface. It is said that fifty-five per cent. of a carpet may be made of paper without a customer suspecting it.

Belding, Paul & Co., of Montreal, have filed an action against the Toronto Fringe and Tassel Company, of 19 Front street west, Toronto, to set aside a chattel mortgage made last month for \$5,250. It is alleged to have been made by Florence Silberstein, wife of Jules Silberstein, to one of the employes, and is claimed by Belding, Paul & Co. to be a fraudulent preference.

Some time ago the safe of J. F. McGlusky's store at Grand Falls, N.B., was broken open and rifled. Mr. McGlusky had one Larrabee arrested at Houlton, Me., but failed to make out a case, whereupon Larrabee turned the tables by bringing suit for \$2,000 damages. McGlusky was held on the 24th in \$4,000 bail by the American authorities, and failing to find instant securities was sent to jail till his friends came to his rescue with the necessary funds.

# HOW TO INCREASE YOUR TRADE

We publish "Masterpieces from the Art Galleries of the World," a collection of the 300 best and most popular pictures in the world. They are issued in 20 parts, each containing fifteen fine copper-plate engravings, printed on glazed paper, and one page descriptive matter. Recently we have been selling them to retailers and manufacturers, who are increasing their business and making money by using them in two ways:—

1. By giving a coupon with every purchase of 25c. worth of goods. When the customer has eight coupons he exchanges them free of charge for one part of "Masterpieces." Here is a sample coupon:

Not Good without the Firm's Signature.

OFFICE OF JOHN WANAMAKER,  
PHILADELPHIA.

THIS IS ONE COUPON FOR..

**Masterpieces from the Art Galleries**

..... OF THE WORLD.

Eight of these Coupons entitle the holder  
to one part FREE. Issued on account of  
a 25c. CASH Purchase.

2. The second method is the most popular, because there is a profit on each part given away. The regular retail price is 25c. a part, and it is so marked, and they are placed on sale at that figure; but anyone who purchases 25c. worth of goods in your store receives a coupon. By presenting this coupon, with 10c., he receives a part. Merchants selling them in this way make a long profit on each part.

The parts are 11 x 13 inches in size. Samples of the entire 20 parts will be sent to any address, duty paid, for \$2. For terms, samples and exclusive territory in Canada, write or wire the Canadian branch

**THE ART ENGRAVING CO.**

Times Building, NEW YORK.

10 Front St. E., TORONTO, CAN.



### AMONG MONTREAL'S WHOLESALERS.

THE past month has been a moderately satisfactory one in the dry goods business in Montreal, though it is generally agreed that the aggregate turnover has not been equal to that of the same period last year. The cold, unfavorable weather during the latter part of May has had a good deal to do with this, as in many instances travelers report that dealers' stocks in various sections throughout the country have not been broken into. But allowing that this has contributed a good deal toward restricting the volume of trade, it has to be admitted also that buyers generally have pursued a very cautious course, and, naturally, this influence has also been an important factor in curtailing the turnover. In this connection it is worthy of note that many of the largest houses in the trade here report that the movement of goods for immediate consumption has been greater than that of last year, but the business on account of future delivery has been very backward. This, considering all the unfavorable conditions that have borne adversely upon business this spring, is a very healthy and encouraging sign. The only drawback in this connection lies in the fact that some of the wholesalers proffer voluntarily to date these summer goods ahead—that is, they have supplied orders for such goods as muslins and other summer fabrics, dating same as October 1st. In converse with several of the most solid retailers, both in the city and outside, DRY GOODS' correspondent was informed that they would a thousand times rather buy goods in the regular way, which are already dated long enough, and prevent incompetent persons from entering into business largely with nothing, and trading on the wholesalers' capital.

Stocks generally, both in wholesale and retail hands, are in better shape and of smaller compass than they have been for years past at the same time of the year.

Payments generally since our last review of the position here have been somewhat backward, but it is a notable fact that the way paper was met on the 4th of June was a genuine surprise to many in the trade. From the course of events during the three weeks previous to the 4th, most people expected poor returns, but in many cases a welcome change was reported. Basing our assumption on the statements of several of the larger general houses, it seems fair to assume that from 70 to 75 per cent. of the paper was met. Individual houses reported in one or two instances a much higher percentage than this, but the above may be taken as a fair approximate estimate of the position in Montreal.

The striking unfavorable fact of the month was the failure of the General Bazaar Co., details of which will be found elsewhere.

Travelers are now preparing for their fall placing trip, and expect to be out with their full lines by the 15th of the month.

With regard to values, the only change of importance has been that of grey cottons, which have had a decline on the average of about 5 per cent. on all the leading lines. Aside from this change, values on the whole are well maintained, and no alterations of a radical nature are anticipated.

Owing to the fact that the American cotton spinners at Fall River, Mass., have fallen out, sharp cutting is in vogue across

the lines. As it appears to be simply a question of getting the cash with them, there is some speculation as to whether the keen competition across the lines may lead to the export of these American goods to Canada. Some have already, it is said, been coming in, but if so, the quantity must be very small, as there is little or no talk among the trade in regard to them.

Wm. Agnew & Co. are on the eve of receiving their fall supplies of dress goods, which is much earlier than usual, and will give the advantage of an early delivery to their customers.

The large general houses are already receiving some of their supplies of leading domestic staples. S. Greenshields, Son & Co. are receiving a full line of flannelettes at the time of this writing.

Among the representatives of Montreal houses who have got back from their buying trip to Great Britain and the continent are: Jas. Slessor, (Jas. Johnston & Co.); Jno. Black, (Robert Linton & Co.); Thos. Brophy, (Brophy, Cains & Co.); C. Bremner, (Hodgson, Sumner & Co.); A. McPherson, (Lonsdale, Reid & Co.) and Leslie Gault, (Gault Bros.) Messrs. Fraser, (S. Greenshields, Son & Co.) and Macdougall, (Gault Bros.), have not yet returned home but are expected before the end of the month.

The demand for "Priestly's fabrics" is constantly increasing, and S. Greenshields, Son & Co., the Canadian agents, have had a very busy summer with these widely known dress goods.

Cheviot and estamene serges have been in active demand. Wm. Agnew & Co. report that no sooner was a shipment received than it was out of the warehouse.

John McGillivray & Co. make a specialty of fine dress goods, and state that the sorting demand for the lines they

## A. A. Allan & Co.

Are showing striking new styles  
of English and American

## STIFF HATS

Our New Blacks are Exquisite.

Samples sent on request.

**Fedora Hats,** Black, Brown, Olive and light colors.

**Men's and Boys' Straw Hats.** Special value. A large range.

**Cap Department.** Most desirable styles. Children's Caps in great variety.

**GIVE US A CALL.**

## A. A. Allan & Co.

51 Bay Street, TORONTO.



# RIP VAN WINKLE

Lives again in the man who started in business twenty years ago—is running it now as then ; too long a sleep. Old time ways and means cannot cope with

## Up to Date Ideas

To win you must be always abreast of the times ; to be abreast of the times you must advertise. Don't take our word for this, look in the columns of THE DRY GOODS REVIEW, look in the columns of any good trade journal and you will find there the advertisements of the merchant princes, who did not become merchant princes by remaining asleep, but by taking for their motto : " Keeping everlastingly at it brings success."

## Wyld, Grasett & Darling

Have recently received

# NEW PRINT

SHIPMENTS

Consisting of . . . . .

**Latest Novelties** in wide cloth and drillettes including the Indigo and Turkey Red effects. Flannelettes, Shirtings and Cottonades in great variety.

Cricketing Flannels, Tennis Flannels and Boating Serges, etc.

New Neckwear in all the fashionable shapes and colorings.

A further shipment of I. R. Coats' Umbrellas, etc.

Travellers' and Letter Orders Solicited.

**WYLD, GRASETT & DARLING**  
TORONTO.

## Alexander & Anderson

WE HAVE PASSED  
INTO STOCK

- Black Moire Silks at low and medium prices.
- Black Moire Ribbons, Nos. 5, 9, 16 and 20.
- Black Velvet Ribbons, all widths, from No. 10 up.
- Satin Baby Ribbons, full range of colors and black.
- Black and Colored Velveteens, all shades and prices.
- Navy and Black Estamines, nice, bright, crisp finish.
- Cream, Cardinal, Navy, Sky and Wood Brown Cashmeres.
- Also in stock a full line of our Celebrated Black Cashmeres.
- Cream Estamines and Diagonal Serges.
- French Crepons, lovely goods, full range of colors.
- Black Amazons, in low, medium and good qualities.
- Also Wood Brown, Navy, Myrtle Grey, etc., low-priced.

We desire to direct the attention of merchants to a few numbers of LADIES' BLACK CAPES (our own make), for which we are having a ready sale, and to those who have not had them we would suggest a trial. They are nice goods and sell at sight.  
INSPECTION SOLICITED.

**Alexander & Anderson**

handle has been very satisfactory. They are receiving from five to six letter orders daily at present for one or two strong lines which they have in stock.

Jas. Johnston & Co. report that the demand for satin and moire ribbons has been unusually good with them. They have "repeated," and "repeated," and found a ready turnover for each additional shipment. Baby ribbons in all the popular shades in satin and moire, they report, have been equally good sellers.

The millinery houses will start their stock-taking about the 15th of the current month.

Most of the general houses got through with their stock-taking during the first week. Messrs. S. Greenshields, Son & Co., Gault Bros., Jas. Johnston & Co., Brophy, Cains & Co., and Robt. Linton & Co., are among the large general firms who have got through with this important operation.

At the latest fashionable wedding in England, that of Mr. Asquith to Miss Tennant, the bride's sister wore a handsome costume of facouve shaded silk. Brophy, Cains & Co. have received samples of similar goods, which they are now selling for delivery in July.

Gault Bros. anticipate a brisk demand for brown moire silks this fall, and have made preparations in accordance. They also will offer to the trade a very extensive line of chevots in navys and blacks. They consider that goods in plain colors are going to be the feature this fall.

J. G. McKenzie & Co. are now briskly engaged receiving their fall supplies of domestic staples. They were arranging a large shipment of flannelettes when Dry Goods called on them.

Samples of a very pretty new design in colored silks for the coming season are being shown by Brophy, Cains & Co. They are self colors with petite pois in same shade. Satin-faced cloths are the correct thing for ladies' suitings, being worn with a pique waistcoat. Poplar green is one of the favorite shades, and this firm have them in this color as well as a variety of other shades.

Owing to the illness in his family, Mr. Matthews, of Matthews, Towers & Co., was unable to take his usual trip to the coast. His ground is being covered by Mr. Towers, who left a short time ago. Mr. Matthews will cover Mr. Towers' territory in Ontario.

The Dumaresq Company have purchased the extensive stock of waterproof goods of the late firm of H. S. Scheyer & Co., and are also manufacturing largely men's garments in this line. They are prepared to attend to all orders with promptness and despatch.

A most fashionable trimming this fall will be "butter color lace," of which Brophy, Cains & Co. have the correct thing. This firm will also specially call attention in our next number to the new designs in fancy black goods in patterns that will be shown by no other house this season.

#### A BAD CARPENTER.

**O**TTAWA tailors are indignant because a man named Carpenter has been selling Mitchell's patterns at beastly low prices. They have written a long letter to the Sartorial Art Journal about it, and this paper says:

"We are sure that the trade generally will treat him henceforth with a degree of contempt that will teach him that the

kind of business he is following cannot thrive among the tailors of the New Dominion. But the claims of this morally cross-eyed pattern pedlar are not true. He never bought enough of our patterns to enable him to supply the trade with more than a very few copies of our blocks. At most he can show an invoice for but a single set of under-cut patterns and three or four single patterns, and he can, therefore, no more supply the trade with copies of any of our other blocks than he can hope to be considered an exemplary man."

#### FIRES DURING THE MONTH.

J. Hutcheson & Co., dry goods, Victoria. Loss \$14,000.

William Shea's hosiery factory at 87 Jarvis street, Toronto. Loss \$500.

William McLellan's woolen mill at Golden Grove, N.B. Insurance \$2,000.

Cheapside, the dry goods establishment of Lang, Strachan & Co., Winnipeg, was damaged by water and smoke on May 13th. Loss \$25,000; insurance \$30,500.

The shoddy department of J. T. Huber's glue works and shoddy mills at Berlin, Ont., was burned to the ground recently, together with all the machinery. The loss is very heavy.

An alarm was sent in at 12.30 on June 3rd, for a fire in one of the best business blocks in St. John, N.B. The firemen were quickly on hand, but before they succeeded in extinguishing the conflagration about \$150,000 in property was destroyed. The fire was discovered in Parker Bros.' drug store, and is supposed to have caught at the entrance to the elevator. The building was soon a mass of flames, and the fire quickly spread to the five-story building adjoining, occupied by Manchester, Robertson & Allison as a store room, as well as to the brick building occupied by H. A. McCulloch, retail dry goods; Skinner & Leblanc, wholesale milliners, and A. Miller & Co., wholesale cloths and dry goods. Parker's stock was valued at between \$4,000 and \$5,000; insurance \$3,000. McCulloch's stock valued at \$40,000; insured for \$10,000. McCulloch building, owned by Rev. J. M. Merritt, of New Jersey, insured for \$12,000. Skinner & Leblanc's stock, valued at \$10,000; insurance, \$7,000. Miller & Co.'s stock, valued at \$60,000; insurance, \$38,000. Manchester, Robertson & Allison also had \$15,000 insurance on their stock. W. H. Thorne & Co. lost \$500; no insurance. The building occupied by Miller & Co. and Skinner & Leblanc was owned by Manchester, Robertson & Allison, and was valued at \$60,000; insurance, \$32,000. Mollison Bros. & Co., wholesale tailor furnishings, lost about \$500 by goods being damaged by water.

On the evening of June 11th a fire did \$5,000 worth of damage in the large six storey factory of the Toronto Carpet Mfg. Co., Esplanade street, Toronto. The fire started in the dyeing department and gained good headway before the reels arrived. No time was lost in getting to work on the part of the firemen, but it was only after two hours' fighting that they had the fire extinguished. The damage is estimated by the fire department at \$5,000, which is fully covered by insurance. The company have issued a statement saying that the loss is small, is fully covered by insurance, and that the business of manufacturing carpets will not be interfered with. The enterprise, characteristic of the company, will enable them to remedy all defects in a few days.

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Underwear in three shades, to retail at . . . . .	.. 0.25 each
Can improve on usual prices of stripes to retail at . . . . .	.. 0.50
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Alpaca Umbrellas at \$5.50 and \$7.50  
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## ARBITRATION IN ONTARIO.



ARBITRATION is a new force in industrial and commercial circles. It aims to save the expenses of lawsuits and a worthy object it is. Moreover it saves friendship a worthier object. Ontario has adopted arbitration by an act passed last session empowering boards of trade in cities with over 30,000 of a population to appoint boards to settle disputes.

At a recent meeting of the Toronto Board of Trade, D. R. Wilkie submitted a report showing the special features of the scheme, and no doubt the other provinces of the Dominion will be glad to learn them. The report is as follows :

GENTLEMEN, Your committee, in reporting the passing by the Legislative Assembly of "an act enabling boards of trade in cities to appoint general arbitrators for certain purposes," desire to direct special attention to what is offered by the proposed system. Briefly stated, all the advantages may be reduced to the three primary essentials of justice : cheapness, celerity and certainty. Perhaps it may be well to give a few of the special features of the act at a somewhat greater length :

1. The majority of cases which will be brought for arbitration may be finally disposed of in a couple of hours.

There will be no lingering about courts day after day waiting for a hearing.

The hour will be fixed beforehand and strictly adhered to.

Accommodation will be provided for the hearing of several cases concurrently, and the panel of arbitrators will be sufficiently large to do away with the necessity of waiting the convenience of Judges, or the termination of protracted cases.

Forensic displays will not be encouraged, nor will the practice of cross-examination be permitted to be abused, the conduct of the chamber being under the control of men of business "anxious to get at facts and arrive at a common-sense conclusion as speedily as may be, with due regard to efficiency."

The hearing of every case is to be continued *de die in diem*.

2. With a saving of time and a simplification of procedure will necessarily be a vast reduction in expense, and apart from legal assistance, which is at the option of either of the parties, the whole fees payable to the chamber, including arbitrators' fees, will not probably exceed \$20 for each sitting, whatever may be the amount at issue.

3. Disputants may conduct their own cases, or be represented by a legal advocate, barrister, or solicitor, or by other duly authorized agent.

The fees for witnesses will be the same as in an action in the High Court of Justice.

4. The panel of arbitrators will include representatives of all trades and allied interests, will be nominated by the Council of the Board of Trade and balloted for by the corporation.

The entire proceedings of the chamber will be considered strictly private and confidential, the parties and their agents alone being present, and no reports being issued.

5. The submission to arbitration once made (whether in the original contract between the parties, or by special agreement *ad hoc*), it cannot be revoked, nor is it affected by the death of either of the parties, and the arbitrators may proceed in the

absence of any party who, after reasonable notice, shall neglect or refuse to attend on a reference.

Witnesses may be examined on oath, and all parties must produce all documents in their possession or control which the arbitrators may call for.

The personal attendance of all parties may be dispensed with if they prefer to jointly state a case, on which they agree to accept the decision of the arbitrator.

The rules further provide for an impartial legal assessor to whom any question of construction of documents or admissibility or relevancy of evidence or other legal question may be referred by the parties or arbitrators for their guidance, thus safeguarding the parties by the advantages of practically an inexpensive judicial determination of matters and avoiding the necessity of procuring legal advocacy to guard against departure from legal and judicial rules.

The advantages of this are so obvious in inexpensively settling disputes, no matter how large the sum involved, as to require no comment. It may be proper to say, however, that in England it has been found productive of the greatest benefits, ensuring, as it does, the disposition of cases as satisfactorily as if tried before one of the courts, without the necessity of the enormous expense of litigants having to retain solicitors and counsel to advocate their views.

The chamber gives trained experts or practical business men, with power to call in trained impartial legal assistance where necessary.

The award of the arbitrators may be enforced in the same manner as a judgment or order of the High Court of Justice to the same effect, so that there are at least five different advantages which the chamber offers over the ordinary methods and remedies :

(a) A convenient place for hearing, with all the machinery of a court.

(b) Carefully adjusted rules of procedure, which will act as a guide to disputants.

(c) A selected, officially organized panel of arbitrators.

(d) A regulated, moderate scale of fees.

(e) The assistance of a special "legal assessor," to sit with the arbitrator or arbitrators and advise and assist him or them in the arbitration.

Herewith your committee beg to submit for your approval rules and regulations for the efficient carrying out of the objects of this act, prepared as per resolution of the council.

All of which is respectfully submitted.

A Buffalo despatch says : J. A. N. Ratte, of Montreal, will be tried at the September term of the United States District Court, to be held in Buffalo, on a charge of smuggling. He was arrested and held for trial in Boston. Ratte represented J. B. Laliberte, of Quebec, a fur agent. He is credited with picking up customers among Americans visiting in Montreal and sending them to Laliberte in Quebec. The furs bought were shipped to the buyers in an ingenious way. They are alleged to have been brought over the lines in mail bags by railroad men in the employ of Ratte and running from Montreal to Troy. From Troy the furs were sent to buyers by express. Ratte was in Boston a few days ago, and his arrest was made upon the advice of Assistant United States District Attorney Mackey.

## THE PITFALLS OF THE RETAIL TRADE.

AN "HONORABLE MENTION" ESSAY; BY JOHN T. JAMES,  
INTERNATIONAL BRIDGE, ONT.

TO attempt an enumeration and consideration of the entire catalogue of the pitfalls which beset the pathway of the average retail merchant, would be a task far beyond the scope of this brief essay, and perhaps much farther beyond the scope of our modest powers to deal with it; for truly their name is legion. But we can perhaps discuss a few of the most commonplace and dangerous ones, with mutual profit to both writer and reader. One of the first errors so common to would-be merchants, is the presumption that training and apprenticeship are by no means essential pre-requisites to the successful retailer. It is a dangerous though popular error to suppose that one man's success is a guarantee for the prosperity of all who choose to embark in a similar calling, if only they are equally diligent and persevering. Diligence and perseverance are undoubtedly essential qualifications of the successful merchant, but these alone are totally insufficient to cope with the keen competition and reckless price-cutting of to-day. The aspirant for prosperity and success in the mercantile world will need to preface his diligence with a practical commercial education, and add to this a training or apprenticeship for his choice of business, a personal fitness or tact in dealing with his fellowmen, a Job-like patience to meet calmly the unreasonable demands of capricious customers, a quiet self confidence, begotten of sterling integrity and uprightness, an unflinching perseverance, and such a cash capital as shall enable him to buy a modest stock for all, or at least two thirds, cash. With these, or the most of these qualifications, and a desirable location, where there is evidently an opening for an enterprising merchant, any man should be able to make a thorough success of mercantile life—always barring those accidents or misfortunes over which we have no personal control. He is thus starting clear of one of the first and commonest pitfalls to the retail merchant.

Another error which often leads to disaster is that of "Careless Buying"; not necessarily from lack of judgment, or ability to buy well, but from various causes, such as a desire to appear as a heavy dealer in the eyes of the house or their representative, the inducements of job lots, clearing lines, etc., at cut prices. For these and other kindred reasons, men of otherwise business habits often over-stock and handicap themselves. Many a merchant has hampered and crippled his financial standing through over-stocking, and some may even trace their total failure to this as a chief cause. Beware of the pitfall of "Careless Buying." This leads me to speak of another and kindred danger, viz., "Forward Dating." I do not mean by this the legitimate taking of orders in advance of the season, and then forwarding the goods as soon as ready, and dating them at the proper time for commencing either spring or fall trade. This I believe to be a sound business method, alike beneficial to the retailer, wholesaler, and manufacturer. But the danger to the retailer is when travelers or salesmen at the house induce him, by the offer of six or eight weeks dating ahead, to buy goods which he has no need of, and would not otherwise think of buying. That many merchants are thus over-persuaded, over-stocked, and financially weakened, I am fully convinced from personal experience and observation. Buy what you need only. Forward datings, like bad pennies, always turn up, and generally fall due just when you are least prepared to meet them.

Another very common danger to retailers is jealousy of the success of their competitors. Verily, the number of men who bring trouble upon themselves—and, perchance, upon their friends and creditors, too—through the indulgence of this passion, is very great. No man can expect success in business who utterly ignores or underestimates the strength of his competitors. It is certainly well to measure this as nearly as is practicable, and gauge one's own methods thereby. To know the strength of an opponent is at once indicative of the power we need to overcome in the contest. But, after all, merchants doing business in the same locality are not necessarily in fact, should not be—enemies, nor even bitter opponents. There is, or ought to be, room for all to succeed without injury to each other; and the man who spends his best energies in attempting to thwart or balk his fellow merchant, rather than in seeking to develop and improve his own business, has certainly missed his calling, and would probably succeed better in the professional rank as a public executioner, where there would scarcely be sufficient competition to exercise his jealousy. Certain it is that such men are totally unfit for retail business, and are a menace to the peace of the trade generally. "Mind your own business" is an excellent motto for all. I want to be selfish enough to give the closest attention and devote my very best abilities to making my own business successful. If, while I am doing this, my neighbor does likewise, why "here's success to him." I would like to say just here, in parenthesis, that probably the most effective way of removing this miserable spirit of petty jealousy is by the formation of local business associations, in which the local merchants meet sociably and come to know each other's better qualities, and realize that their interests are largely mutual and identical. I have written somewhat at length on this point, knowing full well that in many places this evil is like a cancer, eating its way into the vitals of the retail trade.

I will now treat the pitfall of "Reckless Credit." I mean by this the giving of credit carelessly, foolishly, needlessly, yes, too often, wantonly. One merchant gives credit carelessly, because he has not urgent need of the ready money, forgetting that just when he does need it his debtors will be almost sure not to have it for him. Another gives credit foolishly to customers whom he knows to be doubtful, or, perchance, even bad pay, for fear his refusal to do so should drive these patrons to the rival store, as though the keeping of such customers (even including their good will and recommendation to other customers) was almost his only chance of success. I would a little rather that my competitor should have these dubious pays; he is heartily welcome to them, patronage and all.

Another gives credit needlessly—makes it cheap—yes, even wantonly advertises that he is able to give extended credit, just to try and build up a large trade, not a sound one. Oh, no; but the reputation of doing more business than anyone else in that locality. One day this class of merchant is liable to find that his creditors are in urgent need of money, while his customers are just in the same position. Down comes the curtain, and up goes the red flag. Any man with ordinary ability and tact can sell all the merchandise he wants to; but it requires sound judgment and the exercise of great care to avoid piling up in his ledger stocks of uncollectable accounts. I do not believe that the mercantile world can adopt successfully a universal cash system for transacting business. Perhaps it is not after all the great desideratum of the trade; but I do believe that a large amount of credit which ought never to have obtained is given in

some of the reprehensible ways enumerated above. Apropos of this credit question comes the item of "extensions" from one's creditors. Every retail merchant should aim at buying for cash, or as nearly so as possible, and thus secure the goodwill of the wholesaler as well as his very best goods and prices. But as every consumer cannot pay cash as he goes, so it is not every retailer who can take advantage of the cash discounts, even though he be financially sound and strong. But he must needs keep clear of extensions of time, or he will soon come to the end of his credit. Buy light, sell carefully; collect vigorously, even severely if need be, rather than resort to extensions.

Another serious danger, and one that is very common among country merchants, especially those who have tumbled or jumped into mercantile life, without any training or apprenticeship, is the neglecting to take stock regularly, or, perhaps even worse, never taking stock. Being myself (a country general merchant) at the present time (February) engaged in stock-taking, I am fully cognizant of the difficulties which beset one in this unenviable task. The rural merchant rarely keeps a large staff of clerks who can each take stock of his own department, as the city merchants do, but in many instances conducts his own business personally, with the help of his wife or perchance a boy or two, whose ideas of business methods and requirements are, to say the least, crude and indefinite. To such a merchant the task of stock-taking is stupendous (I speak from experience), and very few attempt to take it annually. And yet it is almost or quite as essential to the intelligent conducting of such a business as to that of the much larger and better regulated city institutions, where stock is usually taken twice a year. The cleaning up and bringing out of articles mislaid or forgotten, the knowledge obtained of what lines have hung fire and require pushing off at a sacrifice, in fact the general re-introduction of yourself to your own stock in all its bearings and to your own financial standing, or perhaps falling, abundantly repays one for the many weary days—aye, and nights too—spent in measuring spool threads, weighing penny clay pipes, counting red herrings, balancing your books and balancing up the cash, which, if you haven't got, you ought to have, and and will be all the more likely to have as one result of your stock-taking. For very few merchants have anything like a true conception of the state of their books, until they get right down to the stock-taking list. Then they realize the importance of steady collecting, and begin at once to solicit payments, with varying success. The merchant who fails to take stock regularly is as much at sea, proverbially speaking, as the mariner who fails to take bearings and consult his chart.

This, again, leads me to speak of the inestimable value of a trade paper. Our forefathers traded and got gain, and amassed fortunes—such fortunes, too, as scarce fall to the lot of even the most successful men of to-day—without the existence of trade papers, or other external help specially prepared for their guidance through the tortuous channels of mercantile life to the haven of success. But, in their day, the general public were not versed in all the details of trade and commerce, as they are to-day, through the medium of the press; and the man who would to-day meet the requirements of the trade, the wants of his customers, needs to keep posted on changes in styles and fashions, variations in colors and designs, the fluctuations in prices and values, to say nothing of the general review of the world's trade and its varying tendencies. If retail merchants of to-day would keep abreast of the age—this wonderful age of steam and electricity and rapid development, and the mighty public press—

surely one of our most efficient helps will be our trade journal: always presuming that this paper is true to its name, and faithfully reflects the conditions, requirements and resources of the trade.

I will now deal with that dangerous, even suicidal, practice, so common among tradesmen of all classes, and yet so prolific of trouble, and so often fatal to all chance of success in business: "Price Cutting."

The evident assumption on the part of him who makes the first break, that his competitors either cannot, or will not, follow suit, or even go him one better, is altogether too childish for men of enterprise and brains to indulge in. And yet we find men of large business capacity resorting to this method of building up trade, and meeting cut after cut among their competitors, until one or more go down in the struggle, and having effected satisfactory (?) compromises with their creditors, survey with complacency the ludicrous spectacle of said creditors in a keen and close contest for first chance to re-establish these men in their folly. Of course if the chief aim and object of a merchant is to do business at any cost, win or lose, make or break, then price-cutting is perhaps one of the best and surest means to that end. If, however, on the contrary, I, together with many of my fellow merchants, have a true conception of our mission among men, it is this: To supply the needs of the public in our particular line of trade at such prices, as, doing justice to our patrons, shall yet leave us a sufficient margin of profit to provide us a comfortable income during active service and a moderate reserve for the declining years of inactivity. I have no hesitation in charging the folly of price-cutting with a large share of responsibility for the inauguration of the P. of I. and kindred movements, which, while not proving the panacea promised and failing signally to meet the expectations of their promoters and patrons, have yet served to injure both retail and wholesale trade very materially. If we cannot do business without cutting prices we have evidently mistaken our calling in life. I submit that the retail merchant who, after due training and apprenticeship, embarks in business with the purpose of doing justice to himself and his patrons, not forgetting his natural allies—the wholesale men—can and will achieve an unqualified success, barring accident.

And now may I be permitted to digress slightly from the precise subject of this essay, and say that what is true of us retailers is largely true also of wholesalers. That our interests are almost identical. That there exists among a portion of the retail trade a distrust in, and almost an antipathy to, the wholesaler as one who would defraud us if possible. That this idea is false and utterly unworthy of a place in the minds of any intelligent retailer. That just as we supply the wants of the public, so the wholesaler supplies our scanty stocks, and when we suffer from depression or stagnation the wholesaler suffers in company with us. That, in short, we are, or ought to be mutual friends, ever feeling a kindly interest in each other's welfare, and thus making even business relations pleasant as well as profitable. If the time should ever come that I cannot deal pleasantly with my friends the wholesalers, I will wind up my mercantile clock and retire.

FRONTIER.

"HONORABLE MENTION" ESSAY; BY A. A. DOUPE, AYLMER, ONT.

The first pitfall, in my opinion, is want of sufficient capital. I ask, where is the man that can run a retail dry goods business, and make it a success, without capital at least equal to the am-



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ount of stock that he intends to carry? Many a man has tried to do so; and experience is certainly a great teacher. But they are few and far between who did not find out, sooner or later, that they had made a mistake which was the means of relieving them of their insufficient capital, which left them one hundred per cent. worse off than they were before, with their capital all gone, and a good name sacrificed, which, Solomon says, is better than gold; with credit's door locked, barred and bolted against them to the commercial world, and leaving them out in the cold world to dig, borrow or beg.

Another pitfall appears to my mind to be the want of education: not so much mental education as practical education—proper training by men of true business principles and large experience. The young men of the present day, in most cases, on leaving the high schools and sliding into long pants, go forth into the commercial world of business, not with minds open to receive instructions, but, in their opinions, they are both able and willing to give instructions, when as yet they know nothing of trade and commerce, and know nothing of the true principles of conducting a retail business. Can it be expected that such men will make a success of business? Experience answers: "No."

Another pitfall of the retail dealer is careless and reckless buying of goods. In many cases the retail man goes to buy goods, not knowing just what he does want, and not being properly posted in the price of goods (as he ought to be); and, which is of the greatest importance to any buyer, he allows the wholesale clerk or traveling salesman to dictate to him the different kinds of goods to buy—that is, in his (the traveler's) opinion. At the same time, the traveler may have only the remotest idea of the class of goods that would be saleable in that locality; and in this way many a retail man gets loaded up with a class of goods that he cannot sell at a profit, and is compelled to keep them on his shelves until they become worthless, or sell them off at half price, or less, to get rid of them.

As quite a few of the commercial travelers of the present day are broken down merchants, men that knew enough to run a business to destruction, this class of men are certainly not the best source from which the retail man ought to receive instructions. The retail man should never forget that it is the sole business of the traveler to sell goods. And it is also the business of the retail man to buy what goods he wants, and only what he does want, and not allow the commercial traveler to be both seller and buyer as is too often the case. It has often been said that goods well bought are half sold; therefore, in order to buy goods right, the buyer ought to be able to remember the price of each line of goods. Not only the price, but the quality, the weight and the texture, and be able to compare value with value, which is the best way of judging the price. Not only to be able to compare value with value, when you have the goods side by side, for almost any person can compare values then, but to be a successful buyer you want to be able to remember the weight, texture and quality of the goods that you may have examined for the past three or four weeks, and be able to compare the value of them with the goods that you examine to-day. If the retail men would make a closer study of these things in buying goods, some of the pitfalls might be avoided.

Another source of accumulating retail stocks is that of allowing wholesale houses to substitute goods.

For instance, a traveler sends in an order from a retail man for just the kind of goods that he needs, but when the order arrives at the wholesale house perhaps two or three lines of the

goods ordered are sold out (which is liable to occur with any firm). And I am sorry to have to say that there are some firms that will stoop low enough, or allow some of their employees, to fill up the order with unsaleable goods that have been on the shelves for a year or longer, and then try to justify such an unjust act by thinking that the retailer is a good fellow and will not be likely to return the goods; while, if the retailer keep the goods, they will only add more to his already surplus and unsaleable stock, when such goods ought to have been sold in the wholesale house at job prices or put on the auction mart. Do not misunderstand or accuse me of speaking disparagingly of wholesale firms in general, for I am not ignorant of the fact that many of the best and truest men of Ontario are engaged in the trade and commerce of the country—men that would scorn to tell a lie or do an unjust act to any man, and in many cases they have been too lenient with their customers to their own personal loss.

Another pitfall, selling goods on credit—retailing goods on credit to good customers on four or six months time—has its disadvantages; but selling goods on credit on indefinite time, or perhaps when the customer sells his wool, or his wheat, or when he gets his money from the cheese factory, are not to be depended upon, and most of such cases bring loss to the seller.

Some dealers are so anxious to do business that they sell goods to anybody and everybody who promises to pay some time, and in many cases they find out when too late that the bird has clapped his glad wings and soared away to a more congenial clime, where other stores give credit and pay-day never comes. Better to keep the goods on the shelves as assets than to have sold them, or more proper to have given them away, and then to have to lament over the loss of bad debts. Some sanguine person perhaps says by way of consolation: "No use to cry over spilled milk." That's all right for the other fellow; but when the milk is your own, and all you have is spilled, and no prospect of getting any more, it makes things feel very much different.

The next pitfall I wish to draw your attention to is one that many an honest retailer has to combat against to his own loss. Permit me to illustrate this point. Mr. A starts into business on the north side of the street, in some town or village, with a capital of five thousand dollars. He is a just and honest man, he pays one hundred cents on the dollar to everybody, by being careful and saving he is able to make an honest living, and perhaps save a little. Mr. B starts into business on the south side of the same street with a capital also of five thousand dollars, both men being on equal footing at the start. Mr. B is a man that thinks that the world owes him a living, and a fast living at that, forgetting that he owes the world a living by being permitted to live in the world, and occupying as much space as would satisfy a much better man. For every dollar that B makes he spends two, and in a year or two he is not able to pay for his goods as they become due. Now he asks the wholesale men to extend his credit—and in too many cases the request is granted—while the retailer, in order to have sufficient money to gratify his fast, life begins to sell goods at cost or less than cost, and after awhile you hear that Mr. B has failed, and then in a few days he makes a compromise with his creditors at 40 cents on the dollar, with a promise to pay in four, six, and eight months. Then he is Merchant B again. Now, if he knows anything, he must know that he cannot make business a success, and he becomes reckless and sells goods at any price to get cash. If Mr. B did not get a compromise

# Chicago Fair, 1893.

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9528

Exhibitor—Toronto Carpet Manufacturing Co.

Address—Toronto, Ont.

Group 103. Class 649.

Exhibit—Ingrain Carpet. Axminster Carpet.

## AWARD

### INGRAIN CARPET.

The high standard of manufacture which the owners have adopted. Extra-super ingrain, strictly standard in the number of "Ends" apparent in dissection of warp. The high grade of fulling yarns employed and careful attention to weaving minutiae. Exceeding, in weight per yard, the commercial standard governing extra-super ingrains; also tastefulness of design, and for matching qualities incident to even selvedge, and general uniformity.

### AXMINSTER CARPET.

New principles in fabrication, imparting unusual stability and weight to finished product. Tenacious grasp of pile, obtained by exceeding care in the process of tying-in the formative knots, numbering one hundred to the square inch. An improved method of backing which insures evenness of foundation, and grateful wearing qualities.

(Signed) JOHN R. KENDRICK,  
Individual Judge.

Approved: H. I. KIMBALL,  
President Departmental Committee.

(Signed) Approved, JOHN BOYD THACHER,  
Chairman Executive Committee on Awards.

Copyist—M. E. D. Date—May 9, 1894.

# TORONTO CARPET MANUFACTURING CO.

..... TORONTO

then his stock would have been sold to Mr. C at, say, 50 cents on the dollar, and Mr. C would slaughter the goods to the detriment of Mr. A. In the name of common sense how can it be expected that honest men like A can stand against such unequal disadvantages. Plain English can only explain this as putting a premium on dishonesty, or legalizing robbery; but just so long as wholesale men can be duped into compromises, so long will they find dishonest men to take advantage of their good nature and liberality. The sanguine reader may think that I am only giving the dark side of the picture. That's what I am trying to do, kind reader; there is no bright side to dishonesty, and the more that you look at it the darker and blacker it gets, and I cannot think of a better way of stopping it among retailers than for the wholesale men and manufacturers to sell goods on thirty days only, and not on longer terms, and it will not be very long until the mercantile business would be rid of dishonest men, and another pitfall of the honest retailer filled up and macadamized.

My last point is on carrying too large a stock of goods. Many a retail man with a stock of \$7,000 does not sell over \$10,000 a year, when he ought to make an overturn of double that amount without increasing his stock. Buying goods because they are cheap is one of the pitfalls that too many retail men allow themselves to fall into. Goods are not cheap at any price unless they can be sold at a profit; and some men cannot say no, with sufficient snap in that no, to check the oily tongue of the over officious drummer.

I have been often surprised at the amount of knowledge that some drummers can carry. They can tell you all about your business and everybody's business. They can tell you just the kind of goods that you need and the quantity to buy. They are men of great knowledge, and always ready to give instructions, solicited or otherwise. Indeed, the retail men could not get along very well without them. And yet I notice that there is one kind of knowledge that they fail to impart; and that is, to give the retail man the secret of how to sell goods as fast as the drummer would fain make him believe that he ought to buy goods.

In order to keep clear of pitfalls, the retail man ought, first of all, to know himself, and he ought to know his ability, and above all he ought to know his own business. And he would need to be as wise as a serpent and as harmless as a dove. As his business makes him the servant of many, he ought to be the enemy of none.

#### CANADIAN HONOR.

**F**OLKS tell me our Canadian mark  
Is takin' well abroad;  
The Yankee confidential clerk  
From Canada is drawn.  
He ain't, perhaps, so pure smart  
As them that's Yanks by rights,  
But then, of hard work he ain't scant,  
An' he allers honor bright.

I likes to hear as our own boys,  
Like as I helps to raise,  
Is decent lads, such as enjoys  
Well-meant peoples praise.  
I'd rather have my boy a dunst  
Than cock of all the fight,  
Ef some good man ud jest say wunst,  
"He's allers honor bright."

Twas howe made our England grand,  
In the old days, afore  
Boys quit the farm and lent a hand  
To buyin' in the store;

For store is nests of lies and tricks,  
Meanness and low down spite;  
I'd rather have my boy pile bricks,  
An' be allers honor bright.

I ain't no politician now—  
I wunst was, but I quit—  
'Twas all a nasty dog-pit show,  
Litter and lither bit.  
They didn't care a single cent  
For right that wasn't night,  
And half the votes in Parlyment  
Was down on honor bright.

And parsons, too, they make me sick,  
With meetin's of all sorts,  
And would'rin' who's the next they'll sick  
At what they call church courts.  
Why don't they try to feed their flocks,  
And lead 'em to the light;  
Ef Christ came down He'd give 'em shocks,  
For He was honor bright.

So, my dear young Canadian friends,  
Think of the land you love;  
England can't splice our ragged ends,  
Nor yet won't Heaven above,  
You've got to make her manhood known,  
A walkin' in God's sight,  
Till all the world is forced to own  
Canadian honor bright.

—J. CAWDOX HILL, in The Week.

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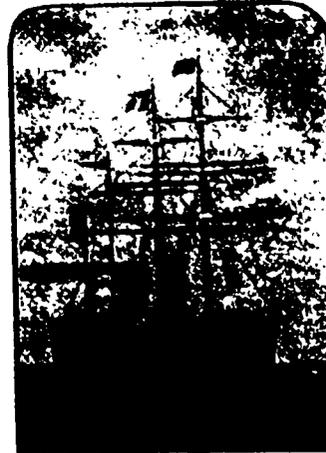
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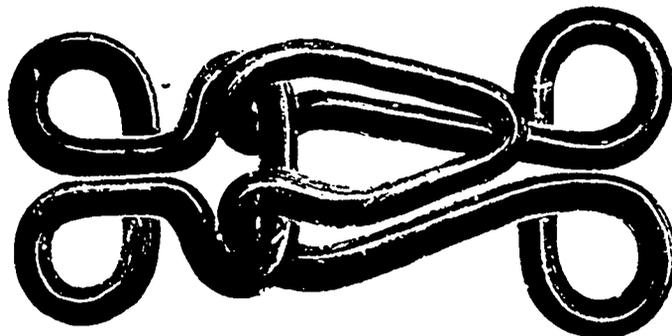
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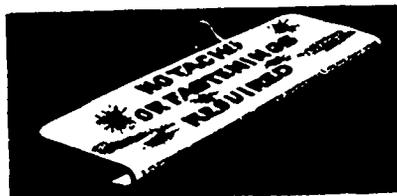
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