

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- Additional comments: /
Commentaires supplémentaires:

- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index
- Title on header taken from: /
Le titre de l'en-tête provient:
- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	14X	18X	22X	26X	30X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12X	16X	20X	24X	28X	32X

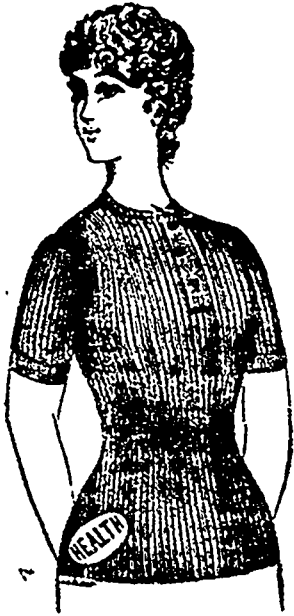
AUGUST, 1892.

THE CANADIAN

Montreal

HATS, CAPS & FURS.
Millinery & Clothing.

REVIEW.



The Sea Gives Them Up

and the mountains send them home— in September— This is the month people look round for Fall and Winter underwear and we again commence, thro' the daily papers to attract the attention of the purchasing public to The "Health" Brand of Ladies' and Childrens' underwear, which you will be freely asked for because the public now recognize after three years experience that nothing better is made, either in Quality, or Finish, and prices compare favourably with all other makes

Any Retail dealers desiring electro types of above cuts for their own local papers, can obtain them free of charge of any wholesale dealer, or from the manufacturers—

Remember this— An article of recognized merit such as the Health Brand now is, kept well before the Public, is half sold to anyone who comes into your store for Ladies' or Childrens' Underwear.

The Montreal Silk Mills Company, Montreal.

GORDON, MACKAY & CO.,

CORNER FRONT AND BAY STS., TORONTO.

CHEAPEST DOMESTIC HOUSE IN THE DOMINION.

Stock complete in all branches. Values in staples unequalled in the Trade. Novelty not overlooked, always something new and fashionable. We gather from every part of the world and have no old fogy notions regarding profits. Prompt paying merchants and no others are invited to inspect. G. M. & CO.

Handkerchiefs-

New designs arriving every week. Plain White Handkerchiefs a specialty.

Linings

Of all kinds close to Mill Price.

Linens-

Is this department a success with you?
If not give our stock a trial and make money.

Dress Goods-

Value in Plain Fabrics, Novelty and Style in Fancies

Knitted

Underwear,
Hosiery,
Gloves,
Shawls.

Flannels

At Mill Prices.

Oriental Brand

Velveteen gives satisfaction and more appearance for the money than any other.

Quilts

Trade in this department doubled in six months.

Ribbons

Staple Lines at Staple Prices.

Tailors' Braids

Buy ours and you will never change.

Fabric Gloves

Specially made for us. Fit equal to the best brands of Kid Gloves.

Sateens

Have you handled our Fast Black Henrietta Finish Sateens?

Corsets

Trebelli,
Hygiene,
Featherbone,
Flora } Long Waist
Beta }
Misses Waists
Sensible Waists.

Are all reliable makes at useful prices.

Kid Gloves

Doris,
Everlasting,
Rouillon,
Mousquetaire (Dressed),
Monopole (Undressed).
All give satisfaction. Sell well and show profit.

Woollens

Canadian Tweeds,
Scotch Suitings,
Worsted Trouserings,
West of Englands,
Venetian Worsteds,
Corkscrews,
Meltons,
Beavers,
Naps, &c., &c.

Tailors Trimmings

Printed Sleeve Linings,
Carlisle Finished Siliesias,
Italian Cloths,
Circassian Silks,
Silk Facings,
Collar Velvets.

Men's Neckwear

Styles correct.
Values best in the trade.

Yarns

Best makes.
We ask a comparison. Price for quality. Get our quotations for Baldwin's "Bee Hive"

GORDON, MACKAY & CO

THE CANADIAN DRY GOODS REVIEW.

VOL. II.

TORONTO, AUGUST, 1892.

No. 8.

THE DRY GOODS REVIEW

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

Published Monthly by
THE DRY GOODS REVIEW CO.,
TORONTO.

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

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

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

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

EDITORIAL NOTES.

MONTREAL is to be beautified by a large block of stores, to be built by James Baxter, broker, on St. Lawrence Main street. The block will be of cut stone, three and four stories high, costing \$275,000, and containing no less than 31 stores and a large hall overhead. This mammoth structure will be completed in May next. Montreal is thus going ahead rapidly. We rejoice in our neighbor's prosperity.

Every dry goods merchant in Canada and the United States has heard of the great store of Marshall Field in Chicago, the largest of its kind in America. On April 10th this honored and wealthy citizen offered the trustees of the nascent University of Chicago the sum of \$100,000 as a contribution toward a fund of \$1,000,000, which he stipulated should be raised by July 10th. The money was raised in time, Mr. Field's munificence has established a great university in Chicago. Mr. Rockefeller has also contributed liberally.

The Dry Goods Review is written for dry goods merchants, but it is also worthy of perusal by every dry goods clerk. The clerk that feeds on air and the crumbs that fall from his master's idea-table, will never have many ideas of his own. He will never be an entity, nor a first-class salesman. Food is necessary to growth. Clerks can get it only through a trade paper, and the employer who does not allow his clerks to read his copy of the Re-

view, or advise them to have copies of their own, so that they can take them home and study them, is losing a great deal by the inefficiency of his salesmen.

The wholesale houses are finding much more satisfaction in handling Canadian goods than in previous seasons. Every class of domestic manufacture—yarns, fingerings, underwear, half-hose, cardigans, etc.—which is being received at this season, is opening up much clearer and regular than ever before. The trouble has been due in the past to uneven color in the bundles, poor sizing, or some other slight damage which rendered one or two articles in a bundle almost worthless. These defects have been overcome to a great extent in this year's manufacture, and both retailer and wholesaler may heave a sigh of relief.

The Strathroy Knitting Company met with a serious loss by the burning of their factory on the 2nd inst. The actual amount of loss will be nearly \$70,000. James Watson, of Hamilton, is president of the company, and Wm. Dewar, of Strathroy, is the other main stockholder. There had been some discussion before the fire regarding a removal to Hamilton, and this may be done now. The Strathroy citizens are seriously disturbed over the prospect of losing the mill, and vigorous steps are being taken to prevent this and to provide for rebuilding. Some of the Toronto dealers in knit underwear say that in fancy striped goods there is likely to be a shortage. This is the third time this season that orders have been seriously disarranged. A fire and a failure stopped supplies from two other mills, and hard-solicited orders went for nought.

France has been experimenting in colonization for some time, and now from the newly acquired province of Tonquin it has received the first cargo of what may be a good supply of cotton.

The Textile Mercury says that "very likely it is closely kindred to the native cottons of China and Japan, which we venture to assert the West has not yet paid sufficient attention to. These cottons are very short-stapled, clean and pearly white, and also very harsh or wiry in the hand, much more so than the well-known hard cottons of Brazil. They have hitherto been consumed at home in the domestic industries existing in the countries where they are grown. During the cotton famine in this country, caused by the American Civil War, when the world was ransacked to provide some material for

the spindles and looms of Lancashire, some of the best qualities of these cottons from China found their way hither, and met with appreciation. When the American supply began to come again the import ceased." Tonquin, as everybody knows, is situated on the east coast of Asia and borders on the southern frontier of China. If France can use this cotton, either by itself or by mixing it with wool, the great hold of the United States on the cotton trade may be weakened. The using of this cotton might lead to the utilization of China cotton.

When the time arrives for the Toronto Industrial Exhibition many merchants all over Canada will take advantage of the opportunity of securing cheap transportation to Toronto, and will come to inspect the well-stocked warehouses. Here they will see goods that they can never see in the travelers' samples, and meet men who will tell them much that will interest them, and benefit them financially. Merchants are more and more learning the utility of frequent visits to their distributing centre, and many of them come often. Bargains of all kinds are secured and wide ranges are seen. But this will be a grand opportunity for the retailer and the wholesaler to meet *do business, besides affording them a chance to renew acquaintanceships.* The live merchant will lay aside his coat with the worn-out binding and frayed sleeve ends, don his best garments, and cast the worries of the seller behind, while he enjoys the pleasures of a trip and the joys and troubles of buying some leading lines for the fall and winter trade.

Considerable trouble has arisen between the railways and some Hamilton firms. It seems that goods have been abstracted from cases in transit. The manner of the thieves was to take out a couple of nails from the iron band around each case at a point on the side near where two boards come together. Then a small slit would be made in one of the boards, a piece taken out, and through the aperture such goods extracted as came easiest to hand. The piece of board could be replaced and the case made to look as if nothing had been done to it. In this way hundreds of dollars' worth of more or less valuable goods have been stolen. It is supposed that the abstractions are made at or near Niagara Falls. The loss is greater to the merchants, because they lose not only the value of the goods, but also the duty that they pay on them. Efforts are being made to capture the offenders and prevent future losses.

THE MONTH'S TRADE.

DURING the latter half of July and the first half of August trade has been quiet in the wholesale houses, but orders received from travellers have kept everybody busy. The feeling among dealers is good, and increasing confidence has been the result of the harvest prospects and their realization. In Ontario the crops are pretty well housed at present, and the yield has been above the average of the past few years. In most other portions of the Dominion the harvest seems to promise well, and every trader expects a splendid fall and winter trade.

On August 4th the collections were excellent for this season of the year and quite satisfactory. The retailers have very little chance to gather money, unless they are previously prepared for their August payments. Collections ran from 60 to 70 per cent. of the accounts due. This is quite remarkable for this season. In fact, the last three months have shown a much greater movement for cash than last season, with the same volume of trade, thus showing that retailers are booking less. It is exceedingly gratifying to find such an improvement.

The prosperous state of trade is still further shown by the fact that retailers are now commencing to do their own banking more generally. That is, instead of making their notes payable in the city where they do business, they have them made payable at their own bank, and thus become responsible for their payment. This saves the wholesaler a great deal of trouble in lifting notes, and also makes the retailer more independent, or rather more dependent on himself.

Another change to be noted in the methods of dry goods business is the fact that the wholesalers have more regular trade than formerly. This is due to the fact that retailers are adopting more and more the hand to mouth system, and heavy season orders are becoming a thing of the past. There are no really small months as there used to be, but the trade is more regular and each month has a more or less continued demand for some classes of goods. At all times the demand is more or less general and spread over nearly all available lines.

At the time of writing the placing order season is about over. Nearly every merchant has been visited by the traveller with fall and winter samples, and the large orders are almost all placed. Jobbers seem perfectly satisfied.

In domestic flannels the season has been very good with an extra demand for fancy lines. Flannelettes are increasing in the amount of their sales, and to some extent they are displacing heavier goods. In cottons the trade has been fair at medium prices. Just now samples of all kinds of domestic cottons for the spring trade are in the hands of the agents. There is no change of prices, but the wholesale prices may be expected to be firmer than during the past season.

Canadian tweeds have had a very strong demand, and in style and finish there is considerable improvement over former seasons. In fact the improvement is such that only a practical man can tell the difference between some grades of imported goods and some lines of Canadian tweeds.

Prices are well maintained in wool-

len underwear. Fancy striped goods are firm and hard to get, owing to the burning of one or two mills. Still the demand will not likely exceed the supply.

In woollen hosiery black continues to lead the trade and the demand has been good. Domestic goods are monopolizing the market in this class of dry goods.

Blankets are in fair demand at easy prices.

THE RUBBER COMBINATION.

The combination on rubber garments has broken. The manufacturers in the agreement were the Gutta Percha Rubber Company, the Granby Company, and the Canadian Company. Prices have nominally declined 33 1-2 per cent. but there seems to be no bottom to the market. Manufacturers claim that they are losing money on every sale they make. Buyers are holding off and will not take any more than they require to fill immediate orders.

It is hardly known outside the firms themselves why the combination has been broken, but accumulation of stock seems to have been a strong reason. Some of the companies are said to have had very large stocks, and it was necessary for them to unload, and the only possible way was by breaking the combination. Still this may not have been the immediate reason. A great deal of dissatisfaction has been showing itself for some time, and one firm, at least, was very anxious to be free to make its own terms in an independent manner. The result has been the break in prices, and the end may not be yet. The wholesale dealers may lose slightly by having to sell stock at much less than invoice price.

THE DECLINE IN SPOOL COTTON.

Spool cotton seems to be demoralized at present, but only in one line—viz., 200 yards 6-cord. The M. E. Q. was the first to drop, then followed Clark's Anchor, and then came Chadwick's. Last of all came Kerr's, and only Coate's remains steady. In our June issue we explained how the cottons sold by the Central Agency were allowed to fall in price as soon as their sale fell below the minimum line. The conclusion that one must draw from this lowering of prices is that sales for this cotton are slow, or that Coate's cotton is supreme. As far as can be estimated the 200-yard spool is selling in as large quantities as ever, hence there seems to be no generally lessening of demand. The Coate's make of this size spool seems to have driven its other competitors below the minimum line, and now they are enabled to lower their price, so as to gain back what the Coate's brand has taken away from them. The cotton manufactured by the Coates Bros. is said to be a very superior make and to deserve its popularity. There have been two successive and decided drops in the prices. At the first drop the two Clarks & Brooks dropped to \$3.50 in the central agency, and Chadwick's price was lowered in sympathy. Then these all fell to \$3.20, and Coate's was lowered to \$3.50, at which prices they have remained for nearly two weeks. There seems to be some trouble among the manufacturers, which thus causes goods to be sold below

their manufacturing cost. The trouble extends only to the Canadian market, that is, where the agency operates. Manufacturers at present will not accept orders for future delivery at these prices, or even guarantee the prices. Hence the market is in a very unsettled condition.

FUTURE FABRICS.

Changeable effects in winter woollen goods are meeting with favor, and it is expected that this effect will be met with in next year's dress fabrics. With regard to the cloths for next spring, the Berlin correspondent of the Economist says:—The direction of fashion for next spring is still in the dark and each manufacturer has different samples. It seems, however, as fashion would show much eclecticism next season, and on this the success of the coming spring season is likely to be based, as a little of everything will probably be disposed of and the firms who have the greatest variety to offer are likely to secure most of the orders. One thing seems certain, and that is, that light colored dress fabrics will be favored.

In dress fabrics the changeable style has to be reckoned with. Wool and silk will be much used together. Plain tissues and ribbed poplin fabrics are likely to be much used in the changeable effects. Velour Russe fabrics, with fine relief cord stripes and colored velvet-like effects, will be used, although they will not be so dear for spring as they have been for fall, and qualities of 5 to 7 francs per meter will make room for cheaper grades. Roubaix manufacturers are already offering velour Russe for spring in half-wool qualities at 2 1-2 francs per meter. Plain and changeable fabrics, and ribbed fabrics with satin stripes, will be worn. Attempts are being made with changeable crepe grounds with stripes and small broche designs.

In black stuffs for the ready-made trade samples in longitudinal and diagonal ribs are being prepared. Heavy ribs are being made, which in the finer qualities resemble the well-known Ottomans. Ribbed stuffs in imitation of the formerly well-known "Solids" are another variety; all these effects being also made in foule goods. Black corkscrews will have to make room for coatings which are being made in cheap qualities. Fine vicunas are seen with fine broken stripes.

Dust cloak fabrics in worsted are seen in twisted and napped finish, on plain and melange ground. Small checked worsteds in mode with white and brown, in gray with black and white or blue, are patterned into large squares by means of narrow and broad stripes. Mixed beiges with Jacquard figures and Jacquard stripes are again being made.

Cloths of wool yarn in mode shades, plain and mixed and twisted, and plain with fine twill, will be used for spring jackets. Similar effects are also seen in light colored worsted corkscrews, which look especially well in light color mixtures. The same fabrics are also seen in Panama effects. These fabrics are provided with a woven lining in light stylish squares, or plain in lively shades.

AN EARLY CLOSING ACT.

IN Ontario a local option early closing Act is in force and has been tried, but with indifferent success. At the late session of the Quebec Legislature a bill was introduced by Mr. Auge, which was thrown out. The bill is worthy of study because this question is becoming one of increasing importance to the mercantile portion of the community. The tendency in all employments has been for the past fifty years towards shorter hours of employment. The longest of working hours are those common in stores and shops. Nevertheless the tendency of the times is towards a shortening of these, partly by voluntary action and partly by legislation. Progress is slow, as was shown in the previous issue of The Review. Mr. Auge has recently discussed the matter with the dry goods employers and clerks in Montreal, and reasons were advanced pro and con regarding the gentleman's Early Closing Bill. The Bill as proposed applies only to the larger towns and cities, but other municipalities may pass by-laws to provide similar arrangements, on request to the council of two-thirds of the interested class of traders. It exempts tobacco shops, news depots, hotels and restaurants, and meat and vegetable stalls from its provisions, and grocery stores are to be allowed to keep open until nine o'clock. Other shops shall be closed at seven o'clock in the evening, and remain closed until five o'clock the next morning, except, however, the evenings of Saturday and those preceding public holidays, and also during the last two weeks in December. Goods may be sold in case of death, illness or accident, and apothecaries' shops may sell medicines and surgical instruments. If three-fourths of the merchants, proprietors, tenants, or occupants of shops in these towns, or if three-fourths of the merchants trading in similar products so desire, they may petition the Lieutenant-Governor in Council and he may declare that the Act shall no longer apply to such town or to such a class of merchants. The proposed bill is not sweeping in its reform measure, but framed rather to suit circumstances, and providing for the advancement of public opinion on the question of early closing. It is to be regretted that the bill did not meet a better fate, or at least find a worthy substitute. But Mr. Auge is right in placing the matter before the public, because it is becoming more and more convincing, as the result of scientific and economic research, that long hours of labor means mental and physical deterioration. It is to be regretted that employers will not recognize this and close their shops early in the interests of humanity. Many are doing this, as The Review has pointed out in recent issues; but unfortunately there will always be a number who will grind out of their employees all that avaricious greediness can extract. These men teach the public to buy in the evenings, in order that they may help swell the profits of gas and electric light companies and wear out the lives of the clerks. A shortening of hours is consonant with the changes in the working hours of the laborer, who now quits work an hour earlier in many cases, and consequently the laborer's wife can buy earlier in the day than formerly. This removes one of the previous objections to this movement for

shorter hours among the mercantile classes. It is to be hoped that the people of Quebec will force the passage of this bill.

BUSINESS CHANGES.

ONTARIO.

Mrs. R. A. McDonald, milliner, Barrie, is dead.
 C. McEvela, of Noel & McEvela, dry goods, Ottawa, is dead.
 D. E. Carman, dry goods, Prescott, is trying to compromise.
 F. Glenney, of Ellis & Glenney, dry goods, Oshawa, is dead.
 Thos. Rowe continues the business of Caddy & Rowe, London.
 W. J. Hunniford, hats and caps, St. Catharines, has assigned.
 W. J. McAlpine, tailor, is removing from Mitchell to Walkerton.
 Whittaker Hill tailor, Ottawa, has assigned to J. Wilson, Lawrence.
 Alex. Robertson, grocer and dry goods merchant, Perth, is offering to compromise.
 F. J. Wagner, men's furnishings, Newmarket, is advertising his stock for sale by tender.
 On August 18th fire destroyed Long's large dry goods store in Ridgetown. Loss, \$10,000.
 The firm of Shaw and Grundy, merchant tailors, Guelph, has been changed to Shaw and Turner.
 Slomemsky & Wartelsky, men's furnishings, Carleton Place, are offering to compromise at 60 cents on the dollar.
 Avarm, Kellam & Co., dry goods merchants and tailors, London, have dissolved partnership and Mr. Avarm continues.
 The Wingham woollen mill has changed hands, Mr. J. A. Moody of St. Thomas having purchased it from Mr. Armstrong and taken possession last week.
 After three years of business the firm of Williams, Deacon & Co., hat manufacturers, are proceeding to liquidate. Creditors have been offered 40 cents on the dollar.
 The stock of M. Lamont & Co. was sold for twenty-five cents on the dollar. Its value was \$3,200. The book debts, amounting to \$1,700, were sold for 17 1/2 cents on the dollar.
 Messrs. W. G. Bruntou & Son, London, sold under chattel mortgage the stock of W. T. Bell, of Watford, to Mr. Rose of Simcoe. The dry goods, valued at \$5,000, realized 31 cents on the dollar, and the gents' furnishings, valued at \$695, sold for 55 cents on the dollar.
 The stock of J. J. Tonkin & Co., hatters, 155 Yonge street, Toronto, was sold by Campbell & May for 54 cents to Halther Bros. of Walkerton. The furniture and shop fixtures inventoried at \$1,500 were withdrawn by the assignees.
 At a meeting of the creditors of R. G. Abell, the insolvent hat and cap dealer of Queen street east, the stock was sold to Mr. D. G. Bradwick of London, at 50 cents on the dollar. The stock was valued at \$1,000.
 J. D. Richardson about six months ago bought a stock of men's furnishings at 65 King street west, Toronto, and commenced a rushing business, which ended by his rushing away to Chicago, much to the sorrow of a large number of both wholesalers and retailers.

QUEBEC.

O. Bouchard, dry goods, Quebec, store closed.
 H. Prevost & Co., dry goods, Montreal, are in trouble.
 F. N. Molsau, dry goods, Montreal, sold to Robert & Joudin.
 Campbell & Cho-Mars, dry goods, are selling their stock on the 26th.
 A. Kelsow, ready-made clothing, Montreal, has sold out to T. R. Barbeau.
 Mr. Delphis Drolet, dry goods merchant of St. Rochs, has assigned. His liabilities are \$50,000.

MANITOBA AND WEST.

J. Robertson, tailor, Minnedosa, has sold out to Mr. Winding.
 W. Wilson continues the business of Wilson & Creighton, B. C.
 W. G. Potter, Northfield, B. C. is closing out his tailoring business.
 H. B. Rose & Co., merchant tailors, are removing from Lethbridge to Winnipeg.
 Dorsey & Cunliff, men's furnishings, Winnipeg, have dissolved, and the latter continues.

MARITIME PROVINCES.

Mrs. Matilda A. Powell, milliner, Yarmouth, P. S., has assigned.
 Paton, James & Co., dry goods, Charlottetown, P. E. I., have dissolved.

MILLIONS
INVESTED IN ADVERTISING.

No matter how hard you try to drive it into the craniums of some business men, you can't make them believe that millions of dollars are invested annually in advertising mediums. Here are a few facts and figures, however, that can easily be verified. For instance, there is Harper's Magazine, which derives a yearly income of \$350,000 from its advertising patrons in its twelve issues. Pear's Soap pays \$9000 a year for a single page in the Century. Enoch Morgan's Sons spend annually \$300,000 to keep "Sapello" before the public. As for John Wanamaker, it has long been known that he pays a man \$10,000 a year only to write his advertisements. In 1888, no less than \$110,000,000 went into newspaper advertising. Perhaps advertising does pay after all.—Fancy Goods Graphic.

This is what the London Advertiser says about the chief event of one day at the Western Fair, Sept. 15 to 24: On Tuesday, however, there will be assembled perhaps the largest society gathering ever witnessed in Canada, when it is expected by the grand officers that from 5,000 to 10,000, or probably more, Patrons of Industry, headed by their bands, carrying banners and bunting, will meet at the Market Square and march to the Fair Grounds, where arrangements have been made for seating accommodations on the stands, there to be addressed by the grand officers and prominent officials of the order, and enjoy the full programme of special attractions. The object of this meeting is intended to be one grand rally for the purpose of showing to the world that the Patrons of Industry are neither dead nor sleeping, as some suppose and venture to assert, but on the contrary are a live and great organization.

AMONG THE WHOLESALERS.

JOHN Macdonald & Co. are showing a nice range of chenille and lace curtains, and all shades in 72-inch pinao felts. These latter are exceptionally beautiful goods. Their anxouye, andalusians, fingerings and Canadian yarns have opened up exceptionally well this season and are meeting with very good sales. They are showing novelties in astrachans, moss and rucho trimmings; also gilt, silver and jet trimmings. A shipment of cream silk handkerchiefs is to hand. Among other shipments are repeats for neckwear, umbrellas, men's cardigans, top shirts, half-hose, harvest mits and overalls. The stock has never been better assorted in these lines than at the present time. Their stock of silks and ribbons is well assorted also, at the present time in readiness for the millinery trade. All widths, colors, qualities, etc., are shown. They are showing special drives in cashmere hosiery and a line of colored ribbons.

Samson, Kennedy & Co. are showing a splendid line of neckwear in four-hand, knots, and novelties in flat shapes. The leading things are darks in spots, brocades and bengallines. Their rubber goods are well-assorted in all lines. McIntosh's goods are carried in full range in both ladies' and men's wear. Their stock of white shirts, laundered and unlaundered, is complete, and the quality at ordinary prices is excellent. In umbrellas they are showing some special features. A special line is a 24 1/2 inch paragon frame and a fine gloria cloth. Their stock of ladies' hygiene vests and lambs' wool Scotch underwear is complete and worthy of attention.

Wyld, Grasett & Darling have a complete stock of all-wool blankets, unions in whites and greys; all of these being of good quality and in the best Canadian makes. In waterproof goods they are showing an extensive line in rubber and tweed men's coats and ladies' circulars. Their stock is well assorted. In dress goods and cloakings they are showing some very nobby things and good value in all lines.

Gordon, MacKay & Co. are very busy sending out flannels, such as union greys, standard wool, St. Hyacinthe, Trent, Valley, navys and militarys, wool druggets, flannel sheetings, and white and scarlet saxonyes. In yarns they are showing a large range of domestic manufactured in fingerings and saxonyes.

The house of Samson, Kennedy & Co. is filled with seasonable goods at present, and never was business so prosperous with this firm. Every line of domestic and foreign manufacture is carefully studied, and the best has been secured. Every department contains many new varieties well worthy of attention. In ribbons, faille, molre, double satin and baby ribbons are shown at very fair prices. A large stock of Windsor ties is seen, and the fall demand for these goods has been anticipated. They are shown in polka dots, shots, royal twills, surahs and pongees. In frillings, the ostrich and chiffons are the leading lines.

Caldecott, Burton & Spence have opened up heavy shipments of hosiery and underwear. Cashmere hose is being more generally sold than formerly, especially in ladies' plain and childrens' ribbed. Black is the only color sold for fall and winter trade. A large quan-

tity of cloakings are to hand. Beaver cloths are selling well in cheaper grades; chevots are selling well, especially in diagonals, while fancy camel-hair cloths are a novelty, and astrachan curls in blacks, greys and browns are in good demand. Oak screen frames and oak encasels are a new thing and give promise of a strong demand.

Wyld, Grasett & Darling are showing a full range of flannels, with special devices in flannelettes. They have a special line of all wool grey flannel which they are selling at 17 1/2c. Their range of light colored dress goods is quite complete and moving freely. They are showing some special value in colored kid gloves with two push fasteners and spearpoint backs. They gloves are also shown in black and white goods in different qualities. Their stock of driving gloves is well assorted in imitation of real buck. These are desirable goods.

John Macdonald & Co. have two ranges of grey flannel, for which they are having a strong demand, as well as a run on the Campbellford. Their lines of tapestries and Brussels are selling strongly and the goods are turning out well. They are just receiving a large shipment of new jet trimmings for the autumn trade.

Caldecott, Burton & Spence are showing a very choice lot of chenille curtains. These curtains have grown steadily in public favor, and this year some entirely new styles are seen. Ottoman plush for curtain material is also shown. This is sold by measure, and is a very suitable material for curtain drapings.

In fancy stripe shirts and drawers the stock of W. R. Brock & Co. is well assorted, although these goods are scarce on the market at present. Their sale of top-shirts have been greater than at any former season, both in plain and fancy lines. These are all Canadian made and find a ready sale with almost every class of the community.

Gordon, Mackay & Co. have just received a large shipment of buttons, comprising metal, vegetable, ivory, horn, pearls, and pearlita. Designs are new and the range of colorings extensive. They keep in stock the celebrated fil-au-ehinois linen thread in all numbers. This is a thread of especial quality, being waxed and ready for use in handsewing. It has given great satisfaction. A full range of plain light and heavy circular pillion cottons is shown, also a large stock of bleached and unbleached sheetings, in Canadian and American manufactured goods, in all widths. Their stock of dress goods is being rapidly moved out.

Caldecott, Burton & Spence show a large stock of cashmere gloves in jersey and gauntlet. Both these styles are selling well. Their "Seamless Fernard" and "Katrina" laced kid gloves are selling well. They are sole agents for these lines and they are well worthy of consideration. They are showing a full line of shot silks in some gorgeous colorings, also some nice lines of leather and astrachan trimmings. Their tweed-effect dress goods are selling well. Their stock of staples is large and well-assorted, and special attention is paid to keeping this class of goods in good selling shape.

Gordon, Mackay & Co. have just received eight ranges of flannelettes in stripes, checks, fancies, spots, etc.,

which are well worthy of special attention. A shipment is just to hand of men's rubber coats in Edinburgh manufactured goods, which are considered to be the best on the market. They are showing a well-assorted range of umbrellas for the fall trade. Light tweed dress goods are shown in great variety and the movement is quite brisk.

LONDON WOOL SALES.

The third series of the London Colonial wool sales for this year was brought to a close on Wednesday, 13th August, and there will be no more public sales in London until September 13. During the 27 days' sales just concluded there was a daily average offering of 13,619 bales, and, as compared with the closing rates of the April auctions, prices show at the close a trifling decline. All the better class of merino and fine cross-breeds have held firm, and close with no change; while for foreign consumption any of these coming within the range of the demand for the U. S. A. have averaged a slight appreciation. Medium and inferior merinos, and medium, coarse and lower cross-breeds have been neglected, and lost ground since the opening, closing at fully 5 per cent. decline; while good and superior lambs have been readily taken at a slight advance. Scoured merinos, even of the best descriptions, have found an uneven and apathetic demand all through, and must be quoted at the close at 5 per cent. decline. Cape and Natal wools, in by no means heavy supply, well upheld their values all round in the earlier sales, but, losing strength towards the middle of the series, closed at an average decline of 5 per cent. in all classes.—Drapers' Record.

A WORD FOR PROGRESS.

The St. Thomas Times remarks as follows concerning the early closing movement:—

: The merchant tailors have for the present fallen in line with what has been the custom for a long time among the dry goods merchants of closing at six o'clock. There are various other classes of traders who, if they cannot see their way clear to closing early all the year round, might at least do so during the heated term, and thus give themselves and their employes an opportunity of being out of doors at a time when to do so would be to refresh the body, and fit them better for the duties of the next day. Another suggestion has been made by some of the merchants which, it is believed, would be a good one—namely, to close a whole afternoon, say that of Friday, each week. This is generally the slackest day of the present slack season, and for employers and clerks to get off the afternoon previous to what is the heaviest day's work of the week would be a boon. It is true that Saturday's labor is made unusually heavy by the very late hours to which the stores are kept open on that night, largely through the thoughtlessness of customers, but even with curtailment in that direction a half holiday during August would be acceptable, and none of our merchants would be any the poorer therefor.

OFFICE WORK.

EVERY merchant must be able to buy well and sell well, but one of his chief tasks must be to attend carefully to his office work. The man who devotes all his time to buying and selling and expects to manage his business in snatch-times is going to be pulled up short by his creditors some day. Bank managers get \$20,000 to \$50,000 for managing a business, and they save their backs perhaps five times that amount, not in making profits, but in preventing the loss of them when they are made. Here is where the business man fails very often. He does well in making money, but he fails in keeping it. His profits are fair and he sells large amounts of goods, but he fails to stop the leakages which run away with his profits.

In the first place, he does not look carefully enough into the character of the customers whom he is trusting. This may be remedied by spending more time in the office.

In the second place he does not know when an account has got so large that credit should be stopped and a settlement asked for. This may be remedied by spending more time in the office.

In the third place, he does not know how his business is paying off more than once in a year; and this may be remedied by spending more time in the office.

In the fourth place, he does not keep his account with his wholesale house very accurately, and his bills are not paid when due and the firm loses faith in him, and he loses the benefit of the counts and low prices, which a good customer gets. This may be easily rem-

edied by spending more time in the office.

A man must carefully watch the markets, gauge the fluctuations, take advantage of a drop in prices, and do a hundred and one things that help to swell the profits of a business, and enable one merchant to undersell another and still make equal profits. A man who spends no time over his trade papers doesn't know when a change of prices occur. He is like a pilot of a steamer, sailing without a chart and asking the vessels that pass him where they think he is sailing. The retailer's chart is his trade paper, from which he learns the locality of each rock and shoal, and finds out, also, all he wishes to know concerning the best route to the port Prosperity.

A model merchant tends carefully to his office work. His papers are all in the best of order and anything can be found on short notice. None of his notes are protested, and he is not drifting with the tide. He allows his subordinates to attend to all they can properly do, and while supervising this he attends carefully to that part of the business which he alone is capable of understanding, judging and performing. He does not waste all his time working, but reserves a portion of it to do thinking in, and careful thought avoids disaster.

WINDOW DRESSING NOTES.

We do not realize, says a correspondent to the Economist, the differences in people till we meet them all. Many people will spend several minutes anxiously eyeing windows, to see whether they can find what they want. Our windows are the place for everything in season.

A man will not go into a dry goods store for his furnishings because he isn't sure they keep them. They do keep his wants, and in larger varieties than he would expect to find. And yet he keeps away from them simply because those goods are not displayed.

A neat ticket in our windows, giving information to men, would be a capital idea. Have one reading like this: "Newest novelties for men;" or "We furnish everything for men's wear."

Windows should be to the dry goods man what bulletins are to the news-dealers. Many people read only bulletins to get their news, and others learn their wants from dry goods windows.

Place upon the sides and back of your window large sheets of white paper. Then make a large wooden star, say about five feet high, and cover this with yellow paper. Stand the star in the centre of the window, cover this in an odd manner with collars and cuffs, held on by brads. On your wall place ties in an odd way, pinned to look more finished. Place in each corner a box about a foot high, covered with white paper, and place a shirt in a standing position on each one with a neat but attractive ticket, worded like this: "It is only one from many;" and on the other a more dressy shirt with ticket, "Look at our dozens of different ones at counter." Take some canes and lay them slanting against background. Cover floor with empty collar and cuff boxes, with collars on collar boxes and cuffs likewise. Be sure to place a ticket on every piece of goods in your window; it will pay you. Tickets have the magnetic power of drawing people to buy. People want to see the goods and prices. Do more ticketing, and dollars will reach you that otherwise would have gone elsewhere.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

ALL DEPARTMENTS are now fully equipped with well-selected, and close-bought Goods, for the Fall and Winter Trade.

MERCHANTS who have not already placed their orders, and intend visiting the market, cannot do better than call and inspect our stock, before going elsewhere.

BY CLOSE ATTENTION to the wants of customers, and the careful filling, and prompt shipment of orders entrusted to us, through our Travellers, and received by Letter, we have largely increased our Trade this year.

GIVE US A TRIAL ORDER.

TRADE CHAT.

ALADY who had a place of business on Fifth avenue, New York, was searched while landing from a French steamer, and her dress and underclothing were found quilted into pockets and no less than 1,565 pieces of lace were found on her appraised at \$2,000.

Parliament has been further protracted until September 27th.

An effort is being made to upset Waterloo's (Que.) knitting wool factory bonus by-law.

Over half a million dollars has been spent in constructing new wholesale warehouses in Winnipeg this year.

Messrs. Campbell & Doherty, the tailors, New Westminster, B.C., have removed into one of the centre stores of the Dupont block.

The Restigouche Spool Company's factory at Jacques River was destroyed by fire on August 2nd. Estimated loss, \$80,000.

Mr. Geo. Kerr, merchant tailor, Colborne street, Brantford, who bought out Mr. R. M. Orchard's business, died there a few days ago. Mr. Kerr formerly resided in Drummond.

Alfred Labbe, commercial traveller for G. Corlatine & Co., of Montreal, died suddenly a few days ago of indigestion. He was 28 years of age and leaves a widow and three children.

It is stated that the Farnham beet sugar factory is to be converted into a knitting factory, to be operated by a syndicate under the management of W. H. Priest, formerly manager of the Pike River mills.

It appears that counterfeit ten-cent pieces dated 1891 are now in circulation. The only test is the sound. The coins usually have a bright new appearance, and there is no blemish upon them apparent to the eye.

The town council of Woodstock, N. B., has voted to give a bonus of \$2,000 to Mr. A. Willis to start a one set mill there for the manufacture of woollen goods. The new factory will be in operation by the close of the year.

The London Free Press says that a number of St. Thomas business men, who were induced to become subscribers to the Baker Collecting Agency of Toronto are anxiously enquiring about the genuineness of the concern.

Mr. S. A. Ashton, who has for some months carried on the dry goods business commenced a year ago by Ashton, Jay & Co., on Talbot street east, St. Thomas, has sold out his entire stock to Mr. S. Chant, and retires from business for the present.

The Montreal Exposition Company has received assurances from the Electric Street Car Company that at least two lines of electric railway will be completed, with transfers from every point in the city, in time for the opening of the exhibition on the 15th prox.

The South Kensington Museum, London, recently paid \$400 a yard for some lace manufactured in the south of Ireland. It is said that this is the highest price on record, and that the lace is of the most exquisite workmanship. The lace will be exhibited at the World's Fair.

In 1861 there were between thirty and forty silk manufacturers who had warehouses in the city of Manchester, each employing handlooms. The last

one has disappeared. Free trade is assigned as the cause for this disappearance. But other causes have certainly been at work, one being the preference for cotton manufacture.

Merchants who want price tickets or show cards would do well to send for circulars and list of show cards to Imrie & Graham, Toronto. It is a reliable firm and their prices are said to be moderate.

The assets of the Farnham Beet Sugar factory, consisting of \$8,700 in machinery and stock and \$1,294 in book debts, were sold at auction last week by Marcotte Bros. to Gault Bros. & Co., at 33 1-2 cents on the dollar.

Edward Duffield, for several years an employee of the W. E. Sanford Manufacturing Company of Hamilton, Ont., has been presented with a handsome easy chair by his fellow employees on the eve of his departure from the establishment.

Victoria merchants, or at least several of them, are endeavoring to have their revenge for Vancouver quarantining them, by refusing to purchase any goods from Vancouver merchants. The merchants have determined to retaliate, and they will soon be brought to their senses.—Vancouver News-Advertiser.

J. W. Taylor, commercial traveller for Baker, Taylor & Hascott, the Montreal fancy goods firm, was drowned a few days ago near Gananoque. He was swimming from Cherry Island to Pipe's Island, a feat he had accomplished on former occasions, when he was suddenly taken with cramps and sank. The body was recovered some time later, but life was extinct.

The assignee of the estate of Boyd Bros. & Co. has arranged to pay a third dividend of 14 mills on the dollar. The Merchants' Bank has secured the \$120,000 which was due to it, the amount being realized out of the book accounts. The amount of dividends paid up to date is 41.40 cents on the dollar. The estate will not be all realized until December, and the last dividend will probably be paid then.

William Roberts, an English manufacturer of alpaca, mohairs and worsteds, is to establish three large factories at a point in Bergen county opposite Passaic, N. J., known as Robertsford. The contemplated erection has been talked of for some time, but it seems now definitely assured that this gentleman, who has heretofore manufactured especially for the Americana market, will erect his plant in New Jersey.

Notwithstanding the cry of hard times, Messrs. Potter & Co., corner Queen and Portland, have found their present premises too small for their increasing trade, and having secured the premises next door, lately occupied by W. J. Somerville & Co., are making the two large stores into one immense wareroom by cutting arches between their old premises and the new.

We read of a reekeeper in Belfast, Me., who hired a clerk and paid him \$4 for the first week's efforts. At the end of the second week the clerk was astonished at the receipt of only \$3, and, naturally, asked the reason for the "Irish raise." "Well," replied the proprietor, "you know more about the business now and the work must come easier to you." The clerk did not stay

to learn more of such a far-fetched theory, which, even in Maine, can hardly be productive of best results.

The hundreds of employees of the Sanford Manufacturing Co., Hamilton, with their families and friends, went to Prospect Park, Niagara Falls, on the 30th ult., and held their annual picnic. The excursion numbered about 1,000 in all. A very pleasant time was spent and the excursionists returned much delighted with their outing. The employees of the Hamilton Cotton Co. also held their annual picnic on that day. It was intended that they should hold it at Oakville, but the lake was too rough for them to land, and the steamboat company took them on to Toronto, where they spent the day at Island Park.

A new fancy goods firm has opened a warehouse at 23 Wellington street west, the style being The Boyd, Bower & Brumell Co., Ltd. The firm commenced business about July 1st, and have now a full range of goods for the fall trade. Mr. John Boyd was formerly buyer of the fancy goods department of Boyd Bros., and Mr. Brumell was manager of the small wares department of the same house for several years while Mr. Bower was formerly in the dry goods business in Eastern Ontario. This combination of experience should produce a firm capable of catering successfully to the wants of the fancy goods trade.

It is evident, says the Manufacturers' Review, that the Fall River Mills are entering upon an era of prosperity such as has not been witnessed for a number of years. The outlook is indeed encouraging for manufacturers who have taken advantage of the very low prices of raw material during the past few months to lay in ample supplies, for with the present demand for goods, which has filled their order books well into next season, they are fully justified in figuring upon increased profits and larger dividends for their stockholders. It is thought at the present time that the dividends of 1892 will exceed those of 1888, which were exceptionally large, while for the coming year the situation seems to promise still greater prosperity. We have referred in another column to the enormous sales of print cloths during the past month, and a continuance of this activity seems to be an assured fact.

The Supreme Court of Canada not long ago gave judgment in the case of Broadhead vs. the Penman Manufacturing Company, of Paris, an action to compel the defendant to pay royalties on a patent. The plaintiff is an American and he commenced this action over three years ago. The action was tried before Street, J., at Toronto Assizes in 1889, and judgment was given for the plaintiff, ordering the defendants to pay royalties as long as the patent should live. From this judgment appeals were taken successively to the Chancery Divisional Court and to the Court of Appeal, and both appeals were dismissed with costs by the unanimous judgments of the courts appealed to. The defendants' solicitors then took the case to the Supreme Court, where it was argued last February. The judgment of the Supreme Court allows the appeal, reverses the judgment of Street, J., the Chancery Divisional Court and the Court of Appeal, and orders the plaintiff's action to be dismissed with costs, both in the Supreme Courts and in the courts below.

Wyld, Grasett & Darling

INVITE INSPECTION OF THEIR

NOVELTIES IN AUTUMN AND WINTER DRY GOODS

⊖ Dress Goods Department. ⊖

This progressive branch of our business has received unusual time and attention in selecting the correct styles for the season, and many lines are confined to ourselves for Canada. Amongst which will be found Dulverton Cheviots, and snow flake effects, Harris Tweeds, Homespun Diagonals, Silk and Wool Fancies, Knicker Effects, Shots, Plain and Fancy Epingles, Changeable Stripes and Fancies, Bedford and Ottoman Cords, Crepons, Reps, Poplins, Box Cloths, Estimenes and Gibraltar Serges (fast colors) also large ranges of 6-4 CANADIAN COSTUME TWEEDS.

⊖ Smallware Department. ⊖ SPECIAL VALUE IN

HOSIERY—Ribbed and Plain Woollen and Cashmere.

GLOVES—Black and Colored Cashmere, Wool Mitts, and Kidd Mitts.

UNDERWEAR—Ladies' and Children's Scotch L. W. Vest and Drawers, Natural Wool, do., Merino, do. Ribbed Vests in Cotton Merino, and all Wool.

DRESS TRIMMINGS—Novelties in Gimps, Jets, and Feather Edging, Dress and Mantle Buttons in great variety.

VEILINGS—Newest styles in nets and gauze.

⊖ Merchant Tailors' Goods. ⊖

Fashions for the fall, show the following goods will be worn in overcoatings—Meltons, Beavers, Venetians, Naps, Freizes, Tweeds FOR SUITINGS—3-4 and 6-4 Tweeds, Fancy Worsteds, Black and Blue Cheviots and Serges.

FOR TROUSERINGS—Wool and Worsteds, in new designs and colorings.

We keep constantly in stock an immense stock of Black and Blue Worsteds in all makes, the best value to be had in the English Manufacturing districts. Choice assortment of vestings in light and dark patterns.

TRIMMINGS—Complete assortment of all lines. Mitchell's and West's Fashion Plates.

⊖ Men's Furnishings. ⊖

Our stock of NECKWEAR is now complete both in BLACK and FANCY, and includes some exclusive patterns which are specially choice.

We also show a large range of FOREIGN and DOMESTIC LINEN COLLARS, in various shapes and heights. WHITE DRESS SHIRTS, FULL DRESS SHIRTS, FOREIGN AND DOMESTIC UNDERWEAR from the lowest to the finest grades.

Lined and Unlined Gloves, Ringwood Gloves and Mitts,
I. R. Coats with long capes and sewn seams, Umbrellas, Suspenders, etc., etc.

⊖ Staple Department. ⊖

Grey and Fancy Flannels,
Navy, Scarlet and White Flannels,
Wool Druggets,

Extra value Grey and White Wool and Union Blankets,
Union Sheetings, 36 in. and 72 in.

Shirtings, } Well assorted patterns, good value,
Flannelettes, }
Table Linens,
Towels, Towellings, &c., &c.

WYLD, GRASETT & DARLING

TORONTO.

READY-MADE WHITE-GOODS.

DURING the past twelve years the consumption of factory made ladies' underwear has increased very rapidly. In fact, all kinds of ready-made garments are experiencing a growing demand, and the amount sold is increasing the cheapness of these manufactured goods. At present there are three factories in this city making this class of goods, but these are almost the only factories in Canada. Montreal had one or two factories, but they are not now in existence. At present these factories are busy making samples and stock for the next season's trade. Among the garments made are chemises, drawers, nightgowns, corset-covers, skirts, robes, burricotts, pinafores, aprons, shawls, boys' and ladies' blouses, combination chemise and drawers, barbers' white coats, etc. These are made in white fabrics, especially in cambrics, but are also made in prints, delaines, cashmeres and silks. R. H. Gray & Sons manufacture some very beautiful silk garments, for which they are having a special demand at present. British Columbia takes large quantities of these goods. The firm also manufactures grey flannel and flannelette skirts and drawers, cottonade, denim and jean overalls, tweed, corduroy, and moleskin pants, and plain and fancy flannel top-shirts.

Blouses of all kinds have been having a strong demand this season, and it is expected by the manufacturers that next season's demand will be much stronger even than this.

The manufacture of these under garments has been reduced to a science, and the great division of labor that has been introduced enables producers to place these garments on the market at astonishingly low prices. At the same time the best of material is used and the greatest care taken to have every garment perfectly made. The cutting is done by experts, and is done in such a manner that from three to seven dozen can be cut at once, thus reducing the price of accurate cutting to a mere trifle for each garment. Then in the case of white underwear, the garments are next trimmed by one person, then tucked by another. Then the various parts of the garment are ready for being put together, and this again is done by one person, with the aid of machinery driven sewing machines. After being thus formed the garment goes to another machine to be button-holed, then to another to have the buttons sewed on, then to another to be ironed, after which they are labelled, sized and packed in boxes. This extreme division of labor allows each hand to become an adept at the particular portion of work assigned to her or him, and greater proficiency is thus attained.

The amount of these goods consumed in this country may be estimated from the fact that the firm of R. H. Gray & Sons turn out about one hundred dozen articles per day. A large number of girls are employed, and the machines are all driven by steam or electricity, thus lightening the work very considerably. The hours worked are about fifty-three per week, and most of the hands are paid by the piece, some making very high wages.

THE WEAKEST LINK.

In no part of the mercantile round is the true business instinct more in request, or more essential to success, than in the treatment of stock that shows a tendency to become a fixture in the place. The twin tests of a merchant's sagacity, especially a merchant whose purchases must be of a novel character, are his selections in the first place and the condition of his stock at the day of reckoning. In the former respect the best talent finds itself frequently at fault; failure in the latter, however, is oftener due to weakness, irresolution or inattention to important details. Fancy furnishings, for instance, are perishable, but they seldom die a sudden or violent death. They are subject to lingering diseases, the symptoms of which are hardly visible at first, and they need to be closely watched, even when in apparent health. Some goods, like some children, come into the world sickly and never thrive. As soon as the fact is discovered, they should be done for, without waiting for them to mature on our hands—the goods, we mean, not the children.

To sell for cost, or less than cost, goods that possess real beauty or other excellence, is not agreeable to one's feelings, but the merchantable quality is the only one that can be considered in such cases. A dealer cannot wear all his own goods, be they ever so fine or handsome. If they don't sell this week, will they be any more likely to sell next week? Will the price advance, think you, as the season wanes? The sacrifices often made by wholesale men to clean out their stocks would make many a retailer shudder.

Here and there we find a man who can truthfully say that his entire stock is saleable without loss. Every one knows the necessity of keeping clear of old stock, but few really accomplish it. Old stock is a ravenous devourer. Every day it consumes shop rent, clerk hire, insurance, it eats a share of every dollar in the business and gives nothing back; every day its merchantable value becomes less, as the day of its former popularity—if it ever had any—recedes into oblivion.

Some men seem to become so warmly attached to the goods they buy as to be unable to part with them, however old and superfluous they become, unless the prices fixed upon them in the heyday of their youth be realized. Samuel Johnson said, "It is natural for man to listen with credulity to the whispers of fancy and to indulge the illusions of hope." Men who do that, however, would best not monkey with the dry goods trade, but a good many of them do. We have known more than one who walked the broad road that leadeth to bankruptcy, laden like Sinbad with the delusion that he would realize good money some day from his superannuated wares. What ought to be is not always what is. "It is a good thing and ought to sell some time." Have we not heard this over and over? And the good thing is tucked away in case or drawer to await a more appreciative customer, who, alas! never comes. If the frost of public disfavor or indifference has denuded an article of fancy stuff, or a newer style has put its nose out of joint, the only question is, how cheap must I sell it to make sure of its quick despatch? The thought of its cost must be wholly ignored.

Clearing out stock is not a labor be-

longing exclusively to the close of the season, much less to the beginning of the next. Constant attention must be the rule. It is a work of every day in the year. The accumulation of "hard" styles, "loud" colors, odd sizes, trash, ragtag and bobtail, occupying valuable room and keeping fresh goods out, the bête noir of clerks, the eyesore and weariness of heart to proprietors, must be anticipated and guarded against. If a style, a pattern, a color lags in sale from day to day it must be pushed if necessary by a reduced price at once, but certainly by taking care never to forget or overlook it when there is a chance for a sale.

Every one likes best to show the full box of the newest goods, but to ignore the scraps and sorts is mercantile suicide. All trades are top heavy with an insane glut of varieties, and if one is to keep abreast of the popular drift he must not let his craft become waterlogged with unsaleable duff. —West Coast Trade.

DON'TS FOR CLERKS.

Don't lose your temper. No matter how provoking or ill-tempered your customers are, treat them politely. They will appreciate it, even though they may not appear to. Don't be afraid to show goods, nor act as though you did not wish to do it. Customers will always go where they receive the most careful attention.

Don't misrepresent goods. If you can recommend goods truthfully, do so, if not, do not urge them on your customer. They never forget it, and will never trust you again.

Don't slight the poor customer merely to wait on the rich one. The poor person's money is as good as any and they feel neglect more keenly than a rich person. Wait on each in their turn.

Don't be saucy. It's neither witty nor polite. Don't be afraid to smile. Everyone likes a pleasant face. Don't under any circumstances comment unfavorably on one customer to another.

Don't tell your employer's business to anyone.

Don't neglect your work when your employer is away. See that everything is as well taken care of and customers waited on as well as though he were in the store. Don't make promises, such as procuring certain goods, etc., unless you are sure you can fulfill them, and, having made them, do not neglect them. Don't attempt to wait on a customer and talk with a friend at the same time. Give your whole attention to your customer. You cannot show goods properly while thinking of something else.

Don't make an old lady or gentleman wait while you attend to others, and don't lose patience with them because they are slow. You would not like to have others treat your father or mother rudely because they are old.

Don't talk too much. Don't attempt to tell your customer what they should buy. They know better than you what they require. But if they ask your opinion give it truthfully and courteously.

In conclusion, I would say, do know your stock thoroughly. Understand it so you can show it to its best advantage.

Do keep it clean! A person, especially a girl, who cannot or will not dust properly is not fit to take care of stock.



Alexander & Anderson



We respectfully call the attention of our Customers and the Trade generally to our magnificent
:- Stock of New :-

Staple and Fancy Dry Goods, Mantlings, Woollens, &c.

which is now complete in every Department.



DRESS GOODS DEPARTMENT

WE maintain our position as the leading DRESS GOODS HOUSE. This has always been one of our strongest and most prominent Departments, and this Season our collection is decidedly attractive.

WE are showing many specialties, also exclusive lines in NEW DRESS FABRICS, including Home-spun and Harris Tweed Suitings, also a choice range of Robes and Costumes for high class trade. These goods cannot fail to command a ready sale, as they are the very latest and choicest productions of the best British French and German manufacturers.

WE would direct special attention to our well known range of **Black German Cashmeres, Silk Warp and Wool Henriettas**, and **New Black Dress Goods** of all kinds, which we are showing in great variety.

SILK DEPARTMENT

WE are offering exceptional values in Black Satin Mervilleaux, Cold Satin Mervilleaux, Cold Faille Francaise. Special makes in Black Peau De Soie, Fancy Trimming Silks, Velvets, Plushes, &c.

MANTLE CLOTHS ULSTERINGS ETC.

WE have a splendid range of **New Mantle Cloths, Ulsterings, Curls, Sealettes, &c.**

REPEAT orders of these goods are now being received, and all back orders will be filled as rapidly as possible.

Our Haberdashery, Hosiery, Glove and Fancy Goods Departments

are more extensive and comprehensive than heretofore, and embrace many desirable lines in Hosiery, Gloves, Fancy Wool Goods, Ladies' and Gents' Underwear, Gents' Furnishings, New Dress Trimmings, Buttons, Ribbons, Laces and Fancy Goods in endless variety.

STAPLE DEPARTMENT

THE Stock of Staple Goods which we offer is second to none for value and assortment.

WE extend a cordial invitation to merchants visiting the city to call and examine our varied and comprehensive stock, which for value and general excellence commends itself to every discriminating merchant and close buyer.

LIBERAL TERMS :- CLOSE PRICES

ALEXANDER & ANDERSON, 43 FRONT ST. WEST, TORONTO

HATS CAPS AND FURS

During the past month house trade has been quiet. The dealers have been busy receiving stock and shipping. The inquiries for stock from retailers are becoming numerous, showing that stocks are low and consumers inquiring for new goods. No very special features characterize the fall trade in hats; almost all kinds are selling well. Caps of various kinds are receiving attention. Import orders have been very satisfactory for hats, caps and furs. Of course, in the fall only about one half as many merchants place import orders as in the spring. Still, the season considered, the orders have shown a strong advance. For ladies' furs there has been a strong increase in the volume of the orders, and a slighter increase in that of the orders for men's goods. The new styles for fur garments will not be shown for nearly a month yet.

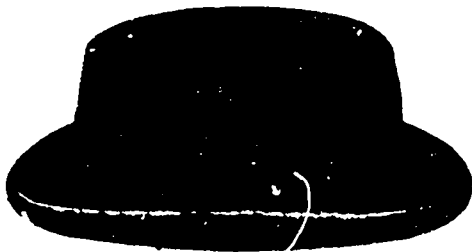
Prices in most furs will remain about the same, although several kinds of furs will not be over abundant, according to present indications.

Men's fur collars will be in strong favor, and a strong tendency towards wearing the fur the full length of the overcoat.

In ladies' fur cloaks some very nobby styles are promised. Fur-lined driving cloaks will still be in favor for the higher class of trade.

MONTREAL HAT TRADE.

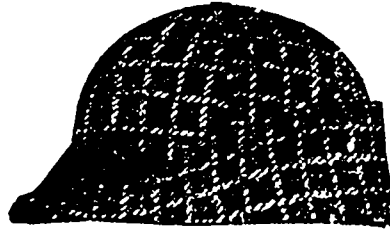
The hat and cap season, which is now starting, promises to be good, but not much can be said about it as yet. The trade here are just starting their men out with the new styles for next spring. These styles, although not very different from the present, are nice and the trade expect good returns. Next month we will be able to report this line of trade more fully.



SOME NEW STYLES.

Messrs. A. A. Allan & Co. are showing some new lines in hats and caps. The P. D. Q. is much like the Vamoose, with a dented crown, broad band and raw edge. It promises to have a good run, being the popular American hat. The new Windsor cap is shown

in tweeds, sealettes and knitted goods. It is shown in double and single bands,



and promises to be a popular winter cap. The Driver is the popular cap for young men, in sealette especially,



It has had a strong demand in former seasons, and this year's make is slightly improved in style.

THE COMBINE IN SEAL SKINS.

The George C. Treadwell Company have recently organized a furriers' combine at Albany, with the intention of controlling the seal trade. Heretofore the London market has been the selling place for seal skins, because this was the place, as was pointed out in the July Review, that the best dyeing and dressing was done. The seal skins taken in the Behring Sea form the principal supply of the market, and these are mostly brought to Victoria, B. C., where they are salted, packed and shipped to London. This firm now intends to form a trust sufficiently strong to control the supply of seals and ruin the English dyeing trade. If the dyeing can be done in Albany as well as in England perhaps a success might be made of the venture, as 20 per cent. duty is placed on seal skins entering the United States, if these are dressed, while raw skins are admitted free. This gives the United States dyer a great advantage, and he is now hastening to take the benefit of it. But why should Canada fall to take advantage of this situation also? Seal skins have been dyed in Canada before and are now, and a factory is being fitted up at Quebec for dyeing and curing skins; and why should we not prepare our own seal skins? The duty on dyed and partially or wholly dressed furs is 15 per cent., and this should shut out the American dressed skins, especially when it would be aided by a saving in freights. The British Columbia Com-

mercial Journal points out Victoria may become the great fur market, regulating the values of seal skins, instead of London, if the dyeing can be done in America. Its importance would be increased if the dyeing could be done successfully in Canada, and if the Behring Sea arbitrators decide favorably for the British contentions. The Journal points out also that the action of this company, led by clear-headed and experienced business men, demonstrates that despite all the statements that have been made there is yet a big thing in seals, and also despite the strong American official statements which have been made that they are almost extinct and that there can be nothing in them."

The dyeing of seal skins is worthy of greater attention than has hitherto been given it in Canada, and a rich reward is awaiting the man who will prove beyond a doubt that he can dye and cure skins of this and other kinds, as well in Canada as in England. But the whole difficulty seems to be that neither Americans nor Canadians can persuade buyers that they can dye seal skins in as thorough and proper a manner as the English houses. The trade has been done mainly in England and people think it must be done there to be properly done. There is not much danger of the English supremacy being displaced, as time only can do that, even if the Treadwell Co. could dye seal skins as well as Englishmen, and the common opinion is that they cannot do this. It will take a very strong American combine to shut out the English buyers.

One of the latest novelties on the market is a stock of silk sashes shown by S. F. McKinnon & Co. These are the proper thing in London just now and should take well. Various kinds are shown, the shot effects being very pretty and becoming.

Morton Densem & Hurst, Sole Manufacturers of the Automatic COUNTER CHECK BOOK

Patented Feb. 25th, 1892. No. 38,511.

3 and 5 Adelaide St. East, Toronto, Ont.

We desire to call the attention of the merchants of Canada to our New Automatic Counter Check Book. It is the Newest and Best Book yet introduced. No more need of any carbon leaf and yet you have a beautiful and indelible transfer. Merchants everywhere proclaim it the best book known to lessen the labor of clerks in making rapid sales.

We will be pleased to send samples and price list on application. Prices cheaper than any other check book.

With the Old Style of Books it requires from 5 to 6 movements to complete a sale, with the AUTOMATIC one or two movements are all that are required. Merchants can see at once the advantage.

B. LEVIN & CO.,

IMPORTERS OF HATS

and

MANUFACTURERS OF FINE FURS

491 and 493 ST. PAUL STREET, **MONTREAL**

WHOLESALE AGENTS IN CANADA FOR

Lincoln, Bennett & Co.,

Sackville Street, London, England.

W. Wilkinson & Co.,

Regent Street, London, England.

AND James E. Mills,

London, England, and Stockport.

We have much pleasure in announcing to the Trade throughout Canada, that our representative will be on the road in a few days, with our samples of Hats, for the Spring of 1893, and a special line for the present Fall Trade.

Our samples will include the very latest style of Hats from the best English and American Manufacturers, and should be given a careful inspection before orders are placed.

Among them will be samples of the celebrated Hats of Messrs. Lincoln, Bennett & Co'y, Sackville Street, London, England, for whom we are wholesale agents in Canada.

Any orders entrusted to our care will be carefully executed, and special attention will be paid to the requirements of the different sections of the Country,

B. LEVIN & CO.

WINDOW DRESSING SUPPLIES. HOW TO dress your windows in "300 ways" a book of 250 pages and 150 illustrations adapted to every line of business. Price, postpaid, \$1.50 including FREE Pamphlet of catchy ideas on window dressing.

(Patent Window Dresser's Hammer, nickel plated, closes up for pocket use, price 75 cts.) (Guide to Window Dressing for Dry Goods only. Price 75 cts.) (Christmas Pamphlet. Price 75 cts.) (Ticket Mitten, with full diagrams and particulars for marking price tickets, 85 cts.)

HARRY HARMAN, Window Dresser and Decorator.
Room 1214, The Temple, Chicago, Ill.

Toronto Fringe and Tassel Company

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

19 Front St. West, TORONTO.

NO LAUNDRY BILLS NECESSARY.

A. B. MITCHELL'S

Rubberine - Waterproof - Collars - and - Cuffs

Are the most reliable goods of the kind in the market Specially adapted for Travellers, Sportsmen and Mechanics. For sale by all wholesale houses.

Factory and Office, 88 Richmond St. West, TORONTO.

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

Lincoln, Bennett & Co.,

Wilkinson & Co.,

and J. E. Mills,

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

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

B. Levin & Co.

491 and 493 ST. PAUL STREET,
MONTREAL, P. Q.

BUYERS WILL DO THE RIGHT THING

When ordering **LAMA DRESS BRAID** if they order it put up in rolls and see that this label is on the cover of each box.



FALL, 1892.

A. A. ALLAN & CO.

Wholesale Furs, Hats, Caps, Gloves and Robes.

We are foremost in the race for value and styles and in each of our departments close buyers will find a great variety at attractive prices.

A. A. ALLAN & CO.,

51 Bay Street, Toronto.

CALDECOTT, BURTON & SPENCE,

WHOLESALE DRY GOODS, TORONTO,

Beg to inform the dry goods trade that their fall importations are now about complete and merchants will find with us a very attractive stock both in value and style. The following departments will be of great interest to buyers:—

Dress Goods in all the latest materials, including a large range of stylish Tweeds now so much in demand.

Silks in Pongees, Sarah's, Japanese, Mervs, &c.

Mantle and Ulster Cloths and Sealettes.

Kid Gloves a full range in stock, including the Celebrated **Fernand Seamless Josephine Cut** in Domes, Button and Laced.

Cashmere Gloves and Cashmere Hose in Ladies' and Children's plain and ribbed, Boys' Hose a specialty.

Ladies' and Gents' Undervests in great variety.

Dress Trimmings in all the latest German, English and American Novelties.

inspection invited. Orders through our representatives will have prompt attention.

CALDECOTT, BURTON & SPENCE.

BROPHY, CAINS & CO.,

DRY GOODS, FANCY GOODS and SMALL WARES,

WHOLESALE,

196 McGill Street, = Montreal.

FALL 1892.

Our friends speak of our new warehouse as being the handsomest in the city. It is also commodious and central. Our business has shown a large increase year after year, proving that we have the confidence of the trade.

With increased facilities for doing business, and a much larger range of goods than we have ever shown, the incoming season promises to be our best.

As usual we will lead the trade in **Fine Black, Mourning and Half Mourning Goods**, also **Choice Fashionable Dress Goods, Sealettes, Mantlings, Ulsterings, Cape Cloths and Suitings.**

We purpose taking a larger share of the Linen Trade and have bought accordingly.

Please see our Samples and call when in the city.



MONTREAL

The wholesale millinery trade are beginning operations, as can be seen by a trip to the different places of business. The trade here, in speaking of the season's business, say it is up to their expectations in every way. The travellers are about starting out, and expect to do a good fall trade; at least, indications point that way. The local retail trade have done their share of business the past few months; the fine weather has to a certain extent helped them. Payments are better than usual, and on the whole the trade here are pleased with the business done.

fastened by a velvet rosette at their right, are

the latest in streamers; exquisite bi-colored velvets are in great demand; glace pile goods

with uncloue stripes and cords will be used.

FASHIONS IN MILLINERY.

It is really too early, says the Dry Goods Chronicle, to predict safely the winter fashions, but model hats from Paris and London are daily arriving, and the permanent styles will soon be settled. Which of the many hundred shown in the early fall will survive through the winter, it would be hard to designate; but a few facts are already established, and from them it is certain that velvet hats will be more worn the coming season than for many years past.

That it is to be a velvet season for the millinery trade is shown by the large quantities of millinery velvets imported. The invoices of rich silk velvets, in all the fashionable shades, and also of glace velvets in plain or corded effects, showing exquisite combinations of colors, being much larger than usual, is a sure indication to all thoughtful minds that bonnets entirely of velvet will be a leading style.

The buyers of these goods are well informed as to approaching styles, and their mistakes are few. No handsomer winter bonnet was ever produced by milliner's genius than one of perfectly plain, all-silk velvet, stretched tightly over a stylish Paris frame. The outlines of the bonnet are preserved, and the rich quality of the silk pile is shown in all its artistic beauty.

These bonnets are difficult to make, as they require the skilled labor of what may be called artistic milliners. A bonnet of shirred velvet or fancy pleats can easily conceal poor workmanship or amateur efforts, but a bonnet frame plainly covered will not be a success in the hands of an ordinary workwoman.

This being also a lace year, it is safe to predict that much fine lace will be seen on velvet bonnets and hats, also soft ostrich plumes and feather nigrettes, edgings of jet and metal like jewels, butterfly wings, fancy buckles, and jet nigrettes of the Mephisto order.

Beautiful soft felts are being shown by the trade, which will be trimmed with velvet, ribbons and the same line of ornaments and feathers as seen on the richest velvet hats. Strings are of narrow velvet ribbon or of web velvet, made narrow around the face, and with long shaped cords.

THE 29th of August and the following days is the time set apart

for the general millinery openings. Great preparation is being made, all being confident that a big fall trade is going to be done. The goods for the coming season are entirely new in character, making the several offerings very attractive.

Prominent as hat beautifiers will be fancy leathers in mephistophiles and bat wing effects, osprey mixtures, quills, also ostrich effects. Jet goods promise to have a lasting place as a garniture of hats and bonnets principally in jet sprays, jet crowns, jet pieces, bandeaux, wing and side effects and mephistophiles ideas.

We are also informed on good authority that silk velvets will be in great demand as a millinery trimming, as corsages, and on dress sleeves.

Last season the number five ribbon was the width commonly used, but this year the prevailing width will be wider, although some very nice narrow velvets are shown. But most trimming ribbons will be wider, especially in velvets and satins. A very pretty satin ribbon is shown in a wide width with a beautiful and artistic ostrich tip pattern. Shot effects and two-tone effects promise to be strong in public favor.

Sample hats are being made up and a large variety are being shown, but the best hats will not be seen until the opening week, and favorites will then be chosen. The leading features in trimmings have been described, and as for shapes, at present the indications are that these will be numerous. At present all is preparation and speculation. The displays this season are expected to be fully up to the standard of fall seasons, with perhaps a greater variety of designs than usual. Wholesale-dealers are expecting a very large trade.

Among the new things reported from New York are: Plumes and pompons will be much worn; high wired loops will absorb a great deal of ribbon, green foliage and fruits are to be worn extensively; large red roses will be used on black hats; velvet strings, narrow about the face and gradually growing wider their entire length and

DESCRIPTION OF MILLINERY ILLUSTRATIONS.

Fig. 1 illustrates a pretty shape in black Milan, having a fold of velvet on the inner edge and a cluster of black



FIG. 1.

tips on the right side near the front. The left side is trimmed with a full bow of satin striped black and green ribbon artistically arranged.

Fig. 2 represents a sailor shape of straw trimmed with ribbon loops near the front, twisted crown band and a feather pompon of a darker shade.

Fig. 3 shows a poke shape of black chip, closely bent on the sides, with an inch facing of velvet inside of the brim and a trimming of velvet in the shape of a torsade and dorkey ears around the crown. Wheat nigrettes still further decorate the front.

Fig. 4 illustrates a tiny toque of lace, with an edging of jet; lace and jet butterfly wings trim the front, with



DO YOU USE THREAD ?

IF SO, USE CAT BRAND

for Cotton Threads, and

JELLIE BRAND

for Linen Threads.

And you will obtain the best value in the market. The low price and high quality of these Threads render them superior to all other brands.

Write for prices and samples.

FILATURE et FILTERIES RÉNNIES,

(UNITED THREAD FACTORIES), of Alost, Belgium.

G. de SOLA, General Agent,

3 ST. SACRAMENT STREET, MONTREAL.

jet and osprey aigrettes of the Mephisto order, which are one of the latest novelties in the feather and ornament line. The narrow ties are of black velvet ribbon No. 7.



FIG. 2.



FIG. 3.

Mr. Hurst, a well-known traveller formerly with C. M. Taylor & Co., is one of the firm of Morton, Densen & Hurst, who are selling an automatic counter check book. This book is patented by these gentlemen in Canada, and as no carbon leaf is necessary to produce the impression, it is much superior to carbon leaf books. The prices are also slightly lower than the older styles of counter check books, and hence has an additional advantage. The firms advertisement may be found in another column.

Messrs. Alexander & Anderson are at present showing a very complete line

of dress goods, consisting of new effects in dress tweeds, homespun and Harris suitings, and a full assortment of French and German dress goods, robes, etc. This department is a special feature of this house, and worthy of the attention of visiting merchants. In cloaking they are showing all the latest novelties in mantle cloths, ulsterings, curls, scarlettes, etc.



FIG. 4.

≡⊕ FOR THE RETAIL TRADE ⊕≡

"PATENT ROLL" COTTON BATTING.

None genuine but the following registered brands:

NORTH STAR.

CRESCENT.

PEARL.

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

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dressmakers' Purposes, etc., etc.

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

"BALED" Goods same quality, but less price.

Overalls, Shirts, Pants

Fancy Flannel Shirts,

Etc., Etc.

R. H. Gray & Co.

Ladies' and Children's
Whitewear, Infants' Outfits, etc.

R. H. GRAY & CO., Toronto.

Particular attention given to mail orders.

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

W. R. BROCK & CO.

It is our desire, (and we have succeeded fairly), to keep our General Stock of Dry Goods, Woollens, Tailors' Trimmings, and Men's and Women's Furnishings, well assorted with a good article and suitable for the better class of trade throughout the Dominion—during the whole year.

We solicit business from the legitimate dealers in our line, and offer close prices and liberal terms.

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

JOHN F. POWER,

Freight and Forwarding Agent,

20 and 38 Jewin Crescent, Aldersgate Street, E.C.,

—AND AT—

Liverpool, Manchester, Birmingham, &c.

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

CABLE ADDRESS: Mehalah, London.

TELEPHONES: London 58, 58 P;
Birmingham, 322.

AGENCY IN CANADA:

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

Wholesale Millinery Opening

— COMMENCING —

MONDAY, AUGUST 29TH.,

CONTINUING THROUGHOUT THE YEAR.

We shall show

**FRENCH PATERN BONNETS,
NEW YORK PATERN BONNETS,
and an endless variety of Millinery Novelties.**

We shall also show

**BERLIN PATERN MANTLES,
FRENCH PATERN MANTLES.**

Also a large variety of Mantles, Ulsters, and MANTLE CLOTHS in the latest styles and designs.

INSPECTION INVITED.**D. McCALL & CO.,**

WHOLESALE IMPORTERS,

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



During the month trade in ready-made clothing has shown a marked improvement. The demand for children's clothing has increased, while orders for overcoats have been very numerous and bulky. Wholesale manufacturers are very busy at present, and very little cutting is going on. Stocks are fairly heavy with the jobber, but lighter with the retailer. The demand for ready-made garments seems to be very rapidly increasing, and tailors have been complaining of the slackness of trade. The quality of the garments turned out is also improving, and this is specially noticeable in ladies' cloaks and mens overcoats. Blue meltons and beavers and heavy-hooded chevots seem to be the favorite lines for men's goods.

In woollens the trade has been very fair. There has been a strong demand for all kinds of trouserings and overcoatings, and a fair demand for tweeds, Canadians especially. The styles promise to be very varied this season, and most of the information has already been given.

In neckwear many new patterns are shown in ties and collars, but nothing startlingly new has been placed on the market. Dark colored ties of all kinds have been in good demand, and wholesalers have moved large quantities.

In suspenders the movement has been large, as some very low drives have been offered and accepted.

Rubber coats have been moving owing to the drop in prices. Tweed coats have also sold well, although not affected by the lowering of prices.

NOTES.

W. R. Brock & Co. report that blue beavers are moving very fast and promise to be strong in public favor for overcoatings. Blacks are selling for the finer trade. Their special import lines of tweeds and trouserings are moving quite freely and sale is up to expectations. Though these goods are fairly high in price they are by no means dear, as the quality is very fine.

Gordon, Mackay & Co. have just received a shipment of ladies jersey jackets in new shapes and latest styles. These are of extra good value. They have also received, during the past week, several large shipments in Irish, Scotch and English tweeds in the new colors, such as fawns, drabs and brown mixes. No doubt there will be an extra strong demand for these imported for the coming season.

Wyld, Grasett & Darling report that tweeds are being shipped very fast, and the value of goods turned over has been quite surprising, and the month's business in tweeds has been larger than usual. Brown beavers and meltons are

selling well and promise to be in favor-shades with some classes of the trade. Frelzes are selling well. These Irish goods are having a very strong demand in England and with no doubt lead in overcoatings in this country. The Irish mills are full of orders at present. Light shades are the predominating features.

W. R. Brock & Co. are showing a nobby line of very pretty silk and wool vestings for summer wear, and all wool vestings for the winter trade. These are splendid 16-ounce goods and shown in light and dark colors. This line forms the latest thing in vestings and is well worthy of attention. They are showing some superfine French trouserings in stripes, cords, diagonals and checks, which are perhaps the most expensive trouserings sold on the Canadian market, but the value is good. They have some beautiful winter suitings, such as finished worsted in basket weaves, and real Harris tweeds. These goods are shown in quite extensive ranges as regards color and quality.

MONTREAL CLOTHING TRADE.

Clothing here has been quiet for some time, but the time is now here for improvements, which are showing up. The travellers are out in most cases, and the orders the trade receive are gratifying. The factories are now working hard on goods for future delivery, and the trade here expect to do a large business this coming fall, as stock in the country must be low. The country dealers seem to be taking hold more freely, and the feeling is decidedly better all round.

CANADA'S GREAT FAIR, SEPT. 5th TO 17th, 1892.

The citizens of Toronto have voted \$150,000 to the Toronto Industrial Fair for improvements to be made on the grounds for this year's Exhibition, which is to be held from the 5th to the 17th Sept. next. About 50 acres have been added to the present grounds and a new race track and new grand stand to seat twelve thousand people is being built and many other improvements are being made. Consequently this year's Fair promises to be greater and better than ever. A large number of fine special attractions have been arranged for and several new features are promised. The exhibits in all departments will be larger and better than at any previous Fair and will include many that have been prepared for the World's Fair next year. Cheap excursions will as usual be run on all railways and the attendance of visitors will no doubt be as large as ever. All entries have to be made on or before the 13th of August, but most of the space in all the buildings for the exhibit of manufactures has already been applied for. For copies of the prize list and programmes drop a post card to Mr. Hill, the Manager, at Toronto.

OUR MONTREAL LETTER.

DRY goods continues to be satisfactory; the warm weather we have been having lately is doing a great deal towards helping the retailer to run off his summer stock. Reports from the country are satisfactory in every way, and, although the country merchant is not buying in such large quantities, trade on the whole has shown a marked improvement. Lately there has been a growing feeling among the retail trade not to buy too far in advance, and this to some extent affects the orders, which are not as large as in former times, but come more often. Merchants in this city say that this year's trade will be as good as former years, and that the prospects for further business are bright. Our local retailers say that the people being out of town makes things kind of quiet. But the folks that are near at hand come into town regularly for supplies, so this evens up things. The continued good crop reports from country sections have the desired effect on the wholesale trade, and all lines are in better demand. The travellers that are out are sending in fair orders and the trade on the whole are satisfied with the business they are doing.

Something must now be said about payments. The trade one and all say they are coming in, in a most satisfactory manner. This goes to show that things must be getting into a better position in all sections. To sum up the state of trade at this point it can be placed as fair, with good prospects for future business. The manufacturers' agents are now doing a nice trade in all Canadian manufactured goods, which are meeting with the approval of the trade.

NOTES.

W. C. Hodgson, of the firm of Messrs. Hodgson, Sumner & Co., wholesale dry goods dealers, was married in Paris this month. After a month or so on the continent the young couple will make Montreal their home.

Henry Morgan & Co. say they are doing a large trade in their upholstery department.

Henry & N. E. Hamilton have sold more summer silks this season than ever before. Their manager says the seaside must have looked gay, as most of it was there.

Mr. Wm. Caisley, of Caisley Bros., and son of Mr. S. Caisley, was married this month and has left for Europe, where the young couple will spend some time.

Since moving back to his old love, St. Catherine street, Mr. H. Porrier

says he has eben doing a nice trade. He just escaped the Notre Dame street trouble and says he is glad of it.

Mr. J. B. Mallott, one of Montreal's dandy retail clerks, is about to become a benedict. We wish Jack luck.

Mr. Dupuy Frere, one of our largest French retailers, says trade in the east end is looking up. We hope so.

Messrs. M. Fisher & Sons will soon move into their new store. It is almost completed, and when it is it will look well.

In the retail millinery departments one can now see the new styles for fall and winter. Some of our larger houses import their own stock direct from "Parre."

The Montreal White Goods Co. are doing a nice, tidy trade in their store on the corner of Mansfield and St. Catherine streets. They carry nothing but white goods.

Messrs. Morgan, Calsley and Hamilton are now hiring girls for their mantle departments. These three firms expect to do a large mantle and dress making trade this coming fall.

W. H. Scroggie, the St. Catherine street retailer, is going to enlarge his store the coming spring. Mr. Scroggie deserves credit, for when he started he was a very young man and had only one corner. Now he has two large, growing flats. As soon as the people move out in May he intends to go up. In doing this he will have one of the largest stores in Montreal.

J. A. Ogilvy & Co., St. Antoine street, do one of the largest businesses in the west end. Mr. Ogilvy is an old dry goods man, and when a case of arbitration comes up he is always one of

the people asked. His son John is one of our most prominent militia men, being a captain in the Montreal Garibson Artillery.

Messrs. Wright & Co., Notre Dame street east, had one of their windows broken in and several pieces of cloth stolen. This happened a few nights ago. As usual, Montreal's "one of the finest" was not around.

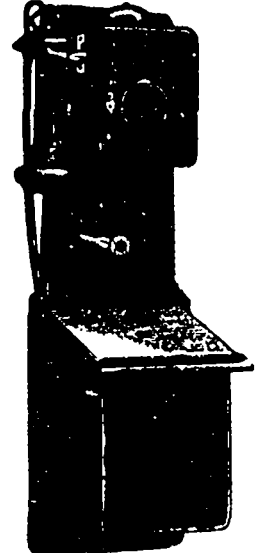
T. Calsley & Co. have been doing a paying trade in their linen department. One can see this by calling in from time to time. Dry goods always calls. Mr. C. once wanted to know if our editor knew anything about dry goods. "You bet!" So does the Montreal end.

The dry goods merchants of Notre Dame street west have been used shamefully by the city fathers. In some cases some of the oldest merchants say business has fallen off from 35 to 70 per cent. The least the city can do now is to grant what they ask. That is a rebate of business taxes paid this year. Some of the firms are for suing the city for damages. We think they are justified.

OFFICE TELEPHONE

For Offices, Warerooms and Factories.

The latest improved and the best system of communication for large places of business yet offered to the Public.



C. A. MARTIN & CO.

Designers and Manufacturers of Electrical Specialties, Telephones, Call Bells and all other Electrical apparatus and supplies, 785 Craig street, Montreal.

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

Balmoral Buildings, Montreal, Canada. | * | Huddersfield, England.

CHARLES COCKSHUTT & CO.,

British and Canadian Woollens
— AND —
Clothiers' Trimmings.

59 Front St. West, Toronto.



Envelope cutters and paper knives of the latest pattern are dagger shaped and have twisted handles.

Rose perfume cases are still a taking novelty. The range of delicately molded and colored cases is larger this season than has ever been shown before.

Blotters oblong in shape have pen wipers in layers of different colored flannels, with silver knob handles, and when open reveal a receptacle for stamps.

Nerlich & Co. are showing a range of Venetian ware in water sets, sugars, creams, spoonholders, berry bowls, vinegars and water bottles, which are very unique in design and finish.

A pretty thing in curling tong sets has had a strong demand. It is a case containing a spirit lamp, a match safe and a pair of folding tongs. It is very useful, especially to lady travelers.

This season has seen an abundance of dolls' garments sold. These consist of slippers, shoes, stockings, dresses, rubber gossamers and many other varieties of garments, which are very neatly made.

Egyptian and Hungarian vases, the former of a light color and the latter of a dark, rich shade, are shown by some of the houses. These goods are somewhat expensive, but nevertheless are finding a strong market.

One of the prettiest novelties for the coming holiday trade is a library set consisting of two candelabra, some single and some double, an ink bottle, pen rack and paper knife. These are shown by Nerlich & Co., in plain brass, hammered brass and enamelled goods. These are very useful, the candles being used for sealing purposes, and they are also very ornamental. The revived use of candles has also been anticipated by this firm, and they are showing many varieties of ornamental wax candles.

Water and liquer sets in fancy wicker baskets will hold a strong share of the holiday trade. They are shown in many designs and in a large range as to quality, and have the double value of being ornamental as well as extremely useful.

A very pretty line of plush goods in ladies' companions and mens shaving cases is made with a polished wooden rim at the top and the bottom of the box. The top is inlaid with plush and decorated with a small ornament in polished silver, such as a deer's head. These are shown by W. H. Blesdell & Co., who have also a nice range of oxidized silver purses and chatelaine bags.

A new and well-assorted stock of fancy goods is seen in the warehouse of the Boyd, Bower & Brunell Co. They are showing a very fine range of brilliantly colored Turkish tidles; a line of new stamped Denims for cushion manufacture; a very pretty line of doilies; perforated and stamped felt goods, in shaving tidles and razor pockets, scissors cases, pipe racks, letter racks, bookmarks, needle cases and egg cozies; a beautiful range of artistic silk and art muslin tidles; fantastic Indian hearth brooms; cuscas—a fan-

shaped broom ornament, made from an Indian plant, which when dampened will fill any room with a most delicate and pleasing perfume; crinkled tissue articles such as lamp shades and flower-pot covers; Japan photo baskets for holding cabinets, and a splendid range of pompons and tassels and the new combinations of tassels and pompons, which are especially fine goods.

In hair ornaments a six-pointed star in silver finish, fastened to the pin by a spring which allows the star to move with every motion of the wearer's head, thus affording a very pretty effect. Instead of the star a convex circle is used in some varieties. Dainty little hair ornaments with a colored ribbon ornament form a fast selling line. Snake ornaments are fashionable just now and some hair ornaments are shown with snake combinations of various kinds.

DRESS GOODS AND TRIMMINGS.

The past month has seen a strong demand for all kinds of fall and winter dress goods. Tweed effects are selling well, but with no very decided preference as to patterns. Stripes are in good favor, especially in diagonal or opposite diagonal effects. Dark and light colors are selling, with a slight preference for the lighter colors. Highly colored fabrics are selling fairly well, especially in tartans. Bedford cords are meeting with approval, as well as the more staple lines of velveteens, silks, cashmeres, etc.

In trimmings, feather and mohair ruchings are finding a good market, but jets and gimps are still holding the best part of the demand. Fancy buckles and buttons are selling well. Metal and pearl buttons are meeting with a good sale, as they are especially suitable and at the same time very cheap.

NOTES.

Caldecott, Burton & Spence have a beautiful line of gimps made with a tweed mixture to match the tweed dress goods which are now being shown so much and which are preferred by buyers to the plain-dyed goods. These trimmings are accompanied by buttons in tweed effects, so that the dress goods, the trimming and the buttons may all be found to match in the house of this enterprising firm, for this introduction is truly an enterprising movement. They report a large demand for surahs and silks in various light colored grounds with spots. Their Japanese silk in 22 1-2 and 27 inch goods in light shades is selling well.

Wyld, Grasett & Darling are meeting the demand of the season for large buttons by showing several lines of large pearl, metal and celluloid fancy buttons. The novelties shown in the patterns are artistic and varied. Their stock of black and cream vellings has just been renewed, the patterns being mostly nets and spots.

A line of goods which Sampson, Kennedy & Co. are pushing at present is fancy undershirts for ladies. These moraines are shown in all colors and in different styles, such as braided skirts, feather-trimmed, fancy striped, etc. They have been in much demand the past season.

Sampson, Kennedy & Co. are showing a very varied line of ruching trimmings in all the different effects, such

as mohair, feather and silk. In dress goods they are showing a very fine range in serges, in navy, black and fancy and in estimanes. Their costume tweeds contain many attractive patterns. They have a special line of moire ribbons, in which they claim to be offering especial value. Their lines of black silk and cream laces and vellings are very complete.

John Macdonald & Co. have opened up a shipment of their well known purple edged black gros grain silk, and have now filled their back orders for this specialty. They have also received a fresh shipment of black satin luxors, in which they always show good value. They have opened up a large Austrian shipment of jet buttons. These are shown in sets of buttons 4 1-2 to 12 lines, also in barrel shaped jets, which are finding a strong demand. Large horn buttons are made in mixtures to match the new tweed-effect dress goods and are having a good market.

McMaster & Co. are showing a nice range of plain and fancy frillings. Among the newest are the Carnival, Girton, Ostrich and Clifton frillings. In laces their stock is well-selected, and includes black and cream Spanish; Point d'Irlande in white, natural and two-tone effect; tattlings; Torchon laces and edgings; and Valenciennes. Their stock of buttons is full, especially in jets, pearls, fancy metals, and pearllets for jackets and cloaks, in all the leading shades and newest designs.

W. R. Brock & Co. are having a strong demand for fancy Jaquard dress goods. Their stock is almost depleted.

Gordon, McKay & Co. have just opened up a large shipment of black and colored Oriental velveteen, which seems to be of first-class manufacture.

McMaster & Co. opened lately one of the finest ranges of Scotch and foreign tweed effects in dress goods ever shown in this city. For style and texture these will be found to surpass, in some respects, the domestic productions, and for a street costume or travelling dress cannot be equalled. Many of the patterns shown were exclusively unmanufactured for themselves. They also show a full range of their celebrated fast dye chevots and estimanes.

Gordon, McKay & Co. have just received shipments of watered silk ribbons and moss trimmings. Their silk featherine is a beautiful trimming. It is shown in both German and American manufacture. Their dress goods in Bedford cords and tweed effects are worthy of attention. They are also offering a job line of selette at a low price, in which they have secured a bargain and intend to give the buyer the benefit.

HAPPY THOUGHT CHECK BOOKS.

J. K. Cranston, store and office supplies, Galt, writes Aug. 9:—"Kindly tell your readers that orders for samples of my 'Happy Thought Counter Check Book' noticed in your last issue, will be filled in rotation as promptly as possible. I have been delayed with inquiries from subscribers to your various publications. I wish they would say which paper they saw advertisement in. I had no idea I would get so many orders."

New Fancy Goods House.

The **BOYD, BOWER & BRUMELL CO., Ltd.**,
3 Wellington St. West,
TORONTO.

— IMPORTERS OF —

✓ Berlin Wools, Fingering Yarns, Andalusian Wool.
Embroidery Materials, Cords, Tassels, Fringes.
Pongee Silks, Art Silks, Felt, Embroidery Linens.
Stamped Linen Goods, Stamped Felt Goods, Slipper Soles.
Tinted Linen Goods, Scorched Flannel Goods, Embroidery Hoops.
Toilet Bottles, Embroidery and Crochet Cottons, Brass Rods and Rings.
Slipper Patterns, Beads, Fancy Enameled Wooden Goods.
Plush Boxes, Novelties in Celluloid Goods.
Silk Ties, Silk Head Rests, Silk Cushions, in Perforated Patterns. We carry the largest range in the trade.
Fancy Dry Goods, Ribbons, Laces, Handkerchiefs, Bibs.
Smallwares, Jewelry, Fancy Hair Pins, Notions, etc.

We are showing many Novelties in Art Needle Work.

Letter Orders Solicited---Which will have Prompt Attention.

The BOYD, BOWER & BRUMEL CO., Ltd.

JAS. ADAMS & CO.,
Linens and Handkerchiefs

12 Howard St., BELFAST, IRELAND.

We have much pleasure in informing you that we have opened an office and salesroom at 64 Bay St E., Toronto. We will carry stock here and make goods for import orders in Belfast with quick despatch. When you visit the city we invite you to call on us.

JAMES ADAMS & Co.

CANADIAN BRANCH, 64 Bay St., TORONTO. H. ADAMS, SELLING AGENT

— AGENCIES: —

Glasgow, London, New York City, Chicago,
Scotland, England, U. S. A. Ill.

Musical Handbills

1000 for \$2.00.

Display Cards

5c. and 10c. Each.

Window Price Tickets

From 5c. per Dozen up.

Fall Circulars

Neat and Cheap.

Send to **IMRIE & GRAHAM**
28 Colborne Street, TORONTO, ONT.

✉ Note the address and pay us a visit during the Exhibition.

Trade Mark "UNION MAKE"

THE UNION SUSPENDER CO., LTD.

55 and 57 Yonge Street, TORONTO.

Manufacturers of Men's and Boys' Cheap and High Grade Suspenders, Belts, Armlets, &c.

Sole Manufacturers of the Celebrated and fashionable BELVEDERE SASH. The hit of the season.

Travellers are now out with full lines of Fall Samples.

Letter Orders solicited, which will have prompt attention.

THE LEE SPOOL

— TOOK THE —

- Gold Medal at the Jamaica Exhibition -

— AS THE —

Best Sewing Cotton for Hand or Machine Work.

CALDECOTT, BURTON & SPENCE,

Wholesale Selling Agents,

46 and 48 Bay St., - Toronto.

PERRIN FRERES et CIE.

PERRIN'S
PERRIN'S
PERRIN'S

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.

AN ENTRY SYSTEM.

SYSTEM is a word which finds expression in many phases of the mercantile business of today. The merchant with the best system is the man who makes the most money. "A system in everything and everything done on a system," is the practiced proverb of the great business men of the day. To accomplish the greatest amount of work with the least amount of labor is the aim of all labor-saving contrivances.

In the large wholesale house the entry system is excellent, but in none more so than the one used by John Macdonald & Co. of this city. This system is founded on the system in use in the great house of Marshall Field & Co., Chicago. When an order is received it is sent to each department and filled in this way: The goods are picked out by a clerk in the department and placed on a wheeler—a four-wheeled truck. The goods from one department for a particular order may fill four or five wheelers, or it may only fill one-half a truck and the rest of the space may be utilized by another order. Then these wheelers are taken to the elevator and sent down to the entry room. This large room is laid out in divisions. One division is an open space running the full length of the room, where these wheelers are placed, and on either side is a low shelf with a back on the side opposite to the open space and divided by partitions into medium-sized spaces, which are filled with the goods taken from the wheelers. Now the order of the merchant has been filled from six or seven departments, perhaps, and is thus placed on six or seven or double that many wheelers, according to the bulk of the order. In this open space where all the wheelers are brought a man takes the wheelers filled with a certain order and places the goods from all the departments in one division of this low shelf, and thus the whole order is brought together without the slightest trouble. Then when the order is all collected together the clerks start to enter the invoices and books. Behind the back of the shelving, on the side opposite to the open space where the wheelers are, is a desk running along on iron rails fastened to the floor. This enables the desk to be run along opposite and close to all the goods along one line of shelving. The desk is double. On one side sits the invoice clerk, and on the other side the clerk who makes the entry in a day book. A third clerk named the "caller-in" stands beside a particular order and calls the goods to these two, who simultaneously make their entries. After the whole of an order has been entered, the clerk who entered in the daybook calls back to the invoice clerk and the caller-in, and thus both entries are checked. Then the goods are ready for packing, and the packers bring the empty cases and pack the goods in the space used by the wheelers. After being packed the cases are nailed up and marked, after which they are taken away to the shipping room.

Thus there is little handling and no confusion. With their ordinary staff John Macdonald & Co. have entered, invoiced and packed over \$20,000 worth of goods in a single day. The benefit is great from less confusion, less handling, etc., but from another point of view the benefit is greater still. There are few complaints for

shortages, and misunderstandings with customers are avoided. This is a great boon, and it shows how system in everything will prevent mistakes, as well as saving labor and time. Everything is done well and expeditiously.

IRISH LASSIES AT THE FAIR.

All visitors to the World's Fair will doubtless want to inspect the Irish village which is being arranged under the auspices of the Countess of Aberdeen and Mrs. Ernest Hart. The latter gives the following outline of what it will contain:

"We shall have seven cottages in which peasant girls and lads from Donegal and elsewhere will be seen at work weaving, spinning, dyeing, sprigging, carving, etc. The girls will look very pretty in Connemara red petticoats, fishwife skirts, and blouses, and scarlet cloaks. In the first cottage will be a precise model of a cottage in Donegal, with undressed walls of granite, with a hooded fireplace and dresser full of bright crockery; a girl will be seen dyeing and spinning our famous Hand-and-Hearth Homespun, the wool of which she gets from the lichens and heather of her native bog outside. There will be an imitation peat fire, and on this the dyer will from time to time place her iron potato pot and proceed to dye the wool. This operation is certain to prove immensely attractive to sight-seers, and, as well as the carding, spinning, and hobbins-filling, which will be shown here, is an extremely interesting process.

"In the second cottage there will be linen weaving and embroidering of the famous Kells Art Embroidery; whilst linen damask weavers on a Jacquard handloom and fringe-knotting will go on in the third cottage. Between this and the next cottage there will be a model dairy, in which dairy maids will be at work churning and butter-making. I can assure our American cousins they will have a chance of some good butter, as we shall send over some of the world-famed Kerry cows, which will be stabled at the rear. There will also be a pleasant, cool spot here where visitors can rest and drink iced milk.

"In the fourth cottage, which is under the especial care of the Irish Industries Association, every description of Irish lace will be shown. There will be a Limerick lace worker at her frame, the Torchon lace worker at the pillow, the numerous varieties of point lace, and so forth.

"Sprigging and veining, which are employed in the production of the beautiful hemstitched handkerchiefs of Belfast, will be shown in the next cottage. The girls of Down are especially noted for their exquisite and delicate work. We have not quite definitely decided about the two remaining cottages, but we shall probably show in the seventh the wood-carving industry in Ireland, which has reached a really remarkable degree of development when one remembers the workers and teachers are peasant lads. You should see the set of owls carved by some of my own boys for Lady Aberdeen last year. The expression of the owls' faces, as well as the execution, was excellent. Other features of our Irish industrial villages will be a replica of Donegal castle, an old well, and other interesting Celtic memorials. I believe the Irish village will be successful; we shall certainly do our best to make it so."

A SUCCESSFUL SALESMAN.

"I have known hundreds of commercial travellers in my time," said Geo. L. McGrev, national president of the Travellers' Protective Association of America, "but I have never known one yet to make a success on the road, or even remain on the road for any length of time, unless he worked as hard for his employer as he would work for himself. I will say even more, and that is, that I never knew a narrow minded or bigoted salesman to succeed. The requirements made upon a salesman can never be appreciated until one becomes a salesman himself. The successful salesman cannot be ignorant, because the dealer will find it out at the very start; he cannot be insolent, because his insolence will be resented; he cannot be too smart, because there is many a small country dealer just as smart as he is. He must be a well-informed, earnest, courteous gentleman at all times, and I am glad to say, while speaking on this subject, that the old style salesman that we used to read about when we were boys is gone. The idea of the "drummer" twenty-five years ago implied a man dressed in the flashiest style of clothes, of loud demeanor, who demanded and got the best of everything where he went, and regarded morals as only of secondary consideration. The people a quarter of a century ago thought that a drummer could not be successful unless he got on an occasional "tear." The drummer is now essentially a gentleman in all that the word means. He must be a gentleman in conduct as well as in appearance. No bumping and no tearing around is tolerated for one moment by a reputable house. In short, the salesman is a perambulating merchant; he travels from place to place representing his house, and stands for his house wherever he goes. The better class of salesmen will not associate with nor excuse the drummer who thinks it is his duty to get drunk or act smart wherever he goes. Go where you will, I doubt if you can find a more intelligent, a more moral, or a more trustworthy class of men than you will find in the ranks of the travelling salesmen."

Fire broke out in the eastern wing of the Stormont Cotton Co.'s mill at nine o'clock on Wednesday night, the 5th inst. A general alarm was sounded, and the firemen were soon at the scene of a great fire. They had 12 streams playing on the burning building until about three o'clock next morning. It was with great difficulty that the main body of the large mill was saved. Luckily the wind was blowing from the south-west, carrying the flames from the burning portion of the mill in an opposite direction from the main building. The dye house and drying room were completely destroyed, and a portion of the picking rooms, also a large quantity of cotton under process. The damage is likely to reach forty-five or fifty thousand dollars. Every member of the fire brigade did his duty well, and the employees of the mill fought the flames all night and a part of the next day. The burnt portion of the mill will be immediately rebuilt and equipped with new and improved machinery.

WHITING CASH AND PARCEL CARRIER.

The greatest success of the present age. No cords or springs to get out of order; recalls as well as despatches the car from either end. Can be leased or bought outright. See what is said by those who are using it:—

WINNIPEG, Jan. 16th, 1891.

W. H. E. WHITING:

Dear Sir,—The "Whiting Improved Cash Carrier System" supplied to the Winnipeg store of the Hudson Bay Co. has been found entirely satisfactory. It expedites business and minimizes labor.
(Adv.) Yours faithfully, (Sd) W. H. ADAMS, Manager

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

CORRESPONDENCE.

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

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

FOREIGN CORRESPONDENCE.

Letters translated from or written in any foreign language.

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

SITUATION WANTED.

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

**THE GALT KNITTING COMPANY LIMITED,
GALT, ONTARIO.**

Knitted Underclothing and Top Shirts in Summer and Winter Weights.

SELLING AGENTS:

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

WHOLESALE ON Y.

GENERAL STOREKEEPERS.

As a special inducement we offer the DRY GOODS REVIEW and THE CANADIAN GROCER, published weekly, for one year, for \$2.50. The regular subscription price of THE REVIEW is \$1 per year, and THE GROCER \$2.00 per year.

Send for Sample Copies to

10 FRONT ST., EAST, TORONTO.

**THE C. TURNBULL CO., Ltd.
OF GALT, ONT.,**

MANUFACTURERS OF

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

SEND FOR PRICE LIST.

GORDON, MACKAY & CO..

Corner Bay and Front Sts., Toronto.

THE STAPLE HOUSE OF CANADA.

Flannels, Blankets, Grey Cottons, Bleached Cottons, Cottonades, Linings, Linens, Towels, Quilts, etc., etc.

Sold on the smallest possible advance on Cost.

GORDON, MACKAY & CO.



TRADE MARK.

THE BRITISH AMERICAN WATERPROOF CO.

HERMANN S. SCHEYER, Sole Owner,

Manufacturers and Patentees of Ladies' and Gentlemen's Odorless Steam Vulcanized

WATERPROOF GARMENTS.

IMPORT AND COMMISSION IN ALL KINDS OF FURS, Glove Leathers, Plushes, Corsets, Silks, Etc.

HERMANN S. SCHEYER,

39, 41 and 43 St. Sulpice, 20 de Bresoles, 149 LeRoy St., Montreal.

Special attention paid to mail orders. Perfect fit guaranteed.

WYLD, GRASETT & DARLING.

Our Importations for the Fall Trade are of the most comprehensive character, and inspection of the same by all Independent Dry Goods Merchants and Merchant Tailors' is solicited.

Canadian Staples AT THE Lowest Quotations

TRAVELLERS' AND LETTER ORDERS PROMPTLY SHIPPED.

WYLD, GRASETT & DARLING.

V

SUSPENDERS.

We want to get everybody using the **V** make of Suspenders, and then every dealer will be selling them. In order to do this we turn out only first class goods, both in material and workmanship. See our samples.

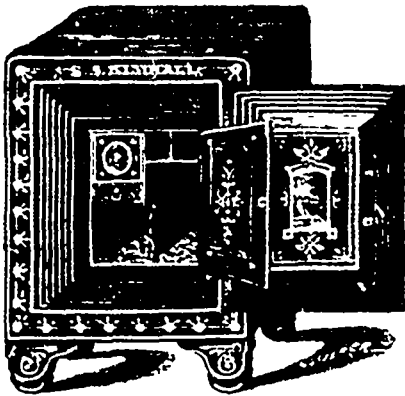
C. N. VROOM,

St. Stephen, N.B.

GOULDING & CO., 27 Wellington St. East, Toronto.

Agents for Ontario.

CHAMPION FIRE AND BURGLAR-PROOF SAFES.

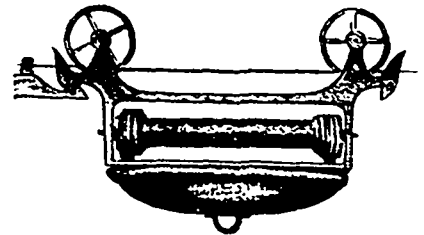


If you are in need of a Safe it will pay you to write for catalogue or call and see them: twelve years' use have proved them to be the best Safe made for the money. There has never been one of them opened by a burglar, although many attempts have been made on them. I can show where over fifty of them have been in some of the worst fires, and no one can show a cent's damage to any of their contents.

Our prices are much lower than other good safes. We manufacture them all ourselves, and while other makers pay 25 per cent. commission for selling, we sell direct to the user, thereby saving that much. Catalogue giving size, prices, etc., on application.

S. S. KIMBALL, MANUFACTURER - - - 577 CRAIG STREET, MONTREAL.

CHAMPION CASH AND PARCEL CARRIER.

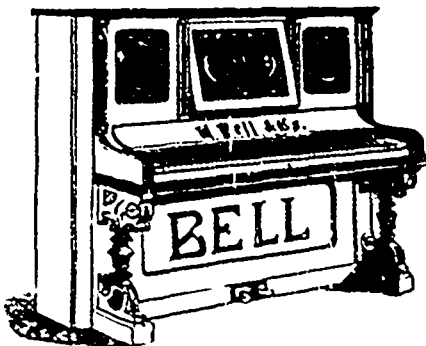


The advantages of this Carrier are many over any other. First, it has a cup that does not take off therefore it does not get mislaid or fall and scatter the change. The cup is the size to take a bill without folding, making it easier for the cashier and saving time.

The wheels are large and it runs easy without noise.

The price is lower than any first-class Carrier. It has been in use for over a year in many of the largest stores in the Dominion, and in every case has given the best of satisfaction.

Send for circular giving all particulars.



Bell Pianos.

THE BEST THAT CAN BE PRODUCED.

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

Send for Catalogue to THE BELL ORGAN AND PIANO CO., Ltd., Guelph, Ont.

BRANCH WAREROOMS:

TORONTO, ONT.,
70 King St. West.

LONDON, ONT.,
211 Dundas St.

HAMILTON, ONT
44 James St. North.

HODGSON, SUMNER & CO.,

Wholesale Importers

OF

Dry Goods, Smallwares, and General Fancy Goods.

Merchants visiting the City are invited to inspect our large
and well-assorted Stock in every Department.

Full range of Dress Fabrics,
Full range of Tweeds and Coatings,
Full range of Beavers and Mantlings,
Full range of Plushes and Sealettes,
Full range of Belfast Linens.

Full range of Shirts and Drawers,
Full range of Ties and Scarfs,
Full range of Fancy Woollens,
Full range of Cambric Handkerchiefs,
Full range of Silk Handkerchiefs.

Baldwin's, Paton's, Rust's, and other
Fingering and Berlin Wools.



Agents for the well-known Church Gate
Brand of Cashmere Hosiery.

347 and 349 St. Paul St., Montreal.

Knox's Linen Threads

In 100 Yards, 200 Yards.

1 oz. and 4 oz. Spools.

Knox's Carpet Threads

In Hunk, and 2 oz. Spools.

Knox's Tailors' Skein Threads.

Knox's Bookbinders' Threads

Knox's Wax Machine Threads.

☛ NONE EQUAL FOR STRENGTH AND EVENNESS. ☛

TORONTO'S GREAT INDUSTRIAL FAIR Sept. 5th to 19th, 1892

TO THE TRADE

The most interesting place in the city for a keen business man to visit is

JOHN MACDONALD & CO.'S WAREHOUSES

Wellington and Front Streets E., Toronto

Buying for cash in large quantities, through experienced buyers, and being satisfied with small profits enables them to show values unsurpassed. As Fabrics, Patterns, Colorings and Styles are constantly changing, the Buyers of the firm are always on the alert, procuring the latest productions of the designer and manufacturer.

Their different departments are as follows:—

Silks and Dress Goods

Linens and Staples

Carpets

Woollens

Gents' Furnishings and Haberdashery

Each of these five great departments are as much a specialty with them as if they were in different parts of the city. The different sections in their respective departments are as follows:—

SILKS AND DRESS GOODS * * * *

Black Silks, Colored Silks, Ribbons, Velvets, Velveteens, Dress Goods, Hosiery, Gloves, Laces, Frillings, Veilings, Muslins, Embroideries, Jerseys, Shawls and Fancy Knit Goods. :- :- :-

LINENS AND STAPLES * * * *

Tablings, Towels, Towelings, Hollands, Diapers, Novelty Linen Goods, Drawls, Canvasses, Burlaps and Hessians. Prints, Cottons, Sheetings, Gingham, Sateens, Shirtings, Flannelettes, Canton Flannels, Cretonnes, Awnings, Tickings, Cottonades, Denims, Ducks, Flannels, Blankets, and Horse Blankets.

WOOLLENS * * * *

Suitings, Coatings, Trouserings, Overcoatings, Mantle Cloths, Sealettes, Vestings, Corduroys, Moleskins, Linings and Tailors' Trimmings. :- :- :- :- :- :- :- :- :-

CARPETS * * * *

Carpets, Rugs, Mats, Curtains, Oil Cloths, Linoleums, Mattings, Quilts and Sundries in House Furnishings. :- :- :- :- :- :- :- :- :-

GENTS' FURNISHINGS AND HABERDASHERY * * * *

Shirts and Drawers, Top Shirts, White Dress Shirts, Half Hose, Collars and Cuffs, Neckwear, Handkerchiefs, Braces, Belts, Gloves, Rubber Goods, Umbrellas and Sundries. Trimmings, Buttons, Buckles, Braids, Bindings, Tapes, Elastic, Boot, Dress and Corset Laces, Needles, Pins, Hooks and Eyes, Thimble, Silk, Linen and Cotton Threads, Wools, Corsets, Hair Pins and Hat Ornaments, Combs, Brushes, Soaps, Perfumery, Fancy Goods and Sundries. :- :- :- :- :-

Merchants and Buyers are cordially invited to visit their warehouses and inspect their stocks. Orders solicited.

JOHN MACDONALD & CO.

Wellington and Front Streets E., Toronto