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THE CANADIAN DRY GOODS REVIEW

APRIL

ONE WORD "WAIT"
(To clever retail dealers)

- THE . . .
- "RUBENS" Infant Shirt. No buttons—no trouble—double breasted. Same PRICE as ordinary. Largest sale in United States.
 - "RANDOM." The New Fabric for "Men's" underwear.
 - "SOLID SILK FACED," with soft, fleecy, pure wool inside. Another new fabric for "Men's" underwear. With other new lines in women's. Lower prices in pure wool combinations, vests, etc.

Place no Fall orders till you see our line, otherwise you will be doing yourself an injustice.

**THE MONTREAL
SILK MILLS CO.**

Makers of . . .

The Health Brand

THE
MCLEAN PUBLISHING & CO.
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

The Larger the Advertisement the Larger the Return

WARNING!

LISTER & CO., LTD., of BRADFORD, YORKSHIRE, beg to give notice that, in an action commenced by them, they recently obtained an Injunction restraining the Defendant (who had imported goods made in Germany) from infringing their patents for the manufacture of, and improvements in, Mohair Plushes, Velyets and Double Pile Fabrics, and also from infringing their Trade-Mark for their selvage, consisting of seven specially arranged stripes, and also from passing off goods not made by them as being their manufacture. Genuine productions bear the full name, "LISTER & CO., LTD., MANNINGHAM," on the selvages, and the goods above referred to are stamped on the back with the registered name, "LISANGO."

As these infringements are believed to have extensively prevailed, Messrs. LISTER & CO., LTD., NOW GIVE WARNING, that they will proceed against any person found to be dealing in goods infringing their Patents or Trade-Mark.

Dated this 28th day of February, 1896.

MUMFORD, JOHNSON & CO.

Solicitors for Lister & Co., Limited,

5 Bank Street, Bradford, Yorks.

WOVEN NAMES
WARRANTED FAST & GOOD
STYLE

DUNCAN ELLIOT.

J. LEE TAYLOR.

W. S. WEBB.

OGDEN MILLS.

J. F. Wylson.

What's His Name?

We have opened a special department for the manufacture of

"INDIVIDUAL NAMES"

on WOVEN LABELS, in quantities of ONE GROSS. By bringing this new feature to the notice of your customers, you will secure the orders for individual names on labels at a moderate cost and add considerably to your business.

We will, on application, supply any retail dealer with a complete outfit, consisting of price list, sample book of designs and colors, store signs and order blanks.

WOVEN LABELS Night Shirt Trimmings,
Featherstitch Braid,
Initial Letters.

◆ ◆ ◆ ◆

GERMAN ARTISTIC WEAVING CO.

274 and 276 Church St.,
NEW YORK

S. Green Shields, Son & Co.

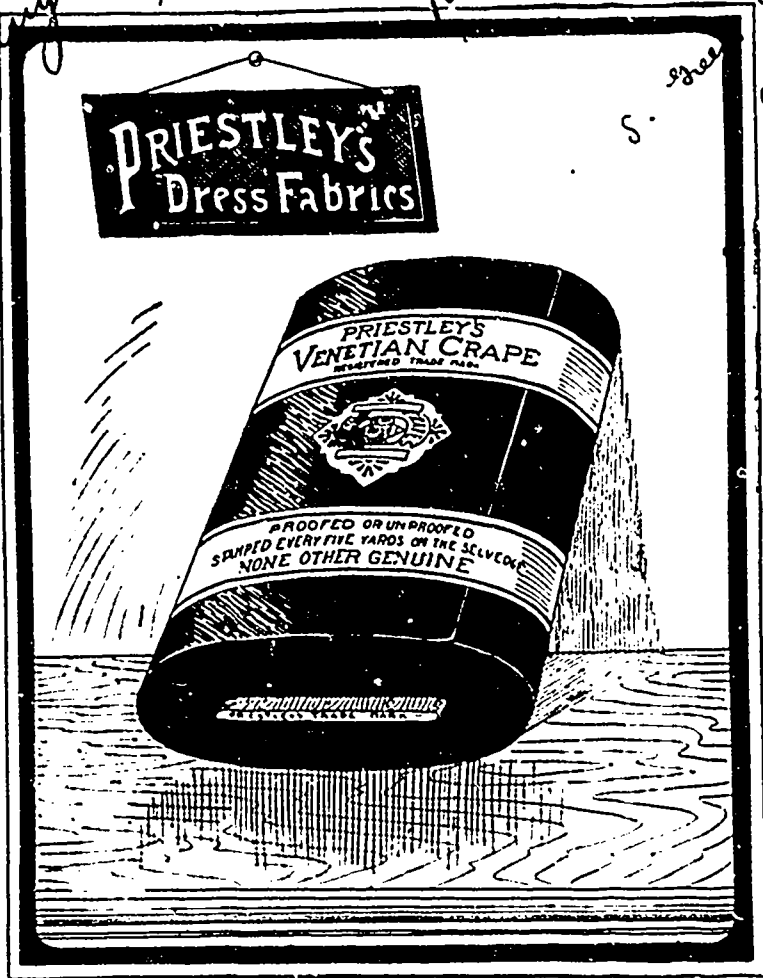
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Original

896
T.C.D.

Sent to
Bumans
13 number
Dut.

By..

of order.
Aug. 13, 1894.



S. Green



Montreal and
Victoria, B.C.

Sole Selling Agents for Canada



C. K. HAGEDORN, Manager



The Berlin Suspender and Button Company

Manufacturers **BERLIN, ONT.**

Our rapidly increasing trade is ample proof of the merit of our goods, and of our efforts to please our customers. Orders are now coming in freely from all parts of Canada.

Travellers constantly on the road.

Reserve orders till they call, or write us for samples.

Satisfaction Guaranteed

The demand for samples
of our

SAMPLES FREE
DROP US A POSTAL

Combed Yarn Wash Dress Goods

Advertised in last month's issue shows that our Canadian friends are "up to date." The same applies to the celebrated

**SILK MOIRE TAFFETAS and
DRESS LININGS**

Gilbert Mfg Co

514 and 516 Broadway
NEW YORK

UP-TO-DATE GOODS

We propose showing our clients nothing but what we can recommend as the newest and latest from the looms for Fall and Winter Seasons.

It will pay you, therefore, not to be rushed into buying last season's English Styles, when, by waiting a few days, you may have the choice of all the European Novelties. As we stated in the last issue of THE REVIEW, we shall call upon you in ample time for Fall delivery.

Montreal Office
206 McGill Street

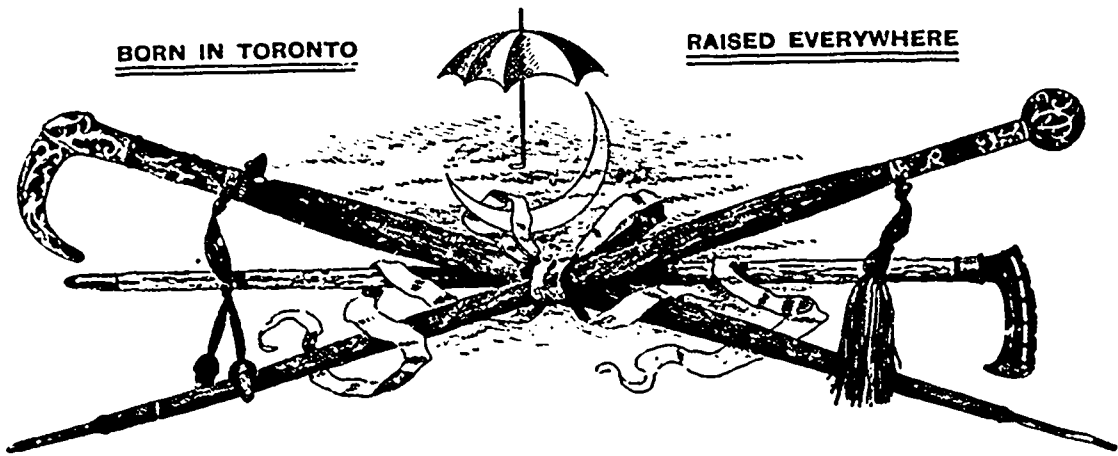
Toronto Office
Manchester Building

STEWART & McDONALD

GLASGOW

BORN IN TORONTO

RAISED EVERYWHERE



IRVING'S UMBRELLAS

20 FRONT STREET
WEST

... Toronto

CALDECOTT, BURTON & SPENCE

Specialist Importers . . .

TORONTO

Dress Goods)
Headquarters)

DURING APRIL we shall keep fully assorted in the following lines in Dress Materials :

BLACK SICILIANS
FIGURED MOHAIRS
BLACK CREPONS
JASPER CLOTHS
GERMAN PLAIDS

BLACK SERGES
BICYCLE SERGES
BLACK DRESS SILKS
BLACK VELVETEENS
WASH DRESS GOODS

COLORED SICILIANS
SHADED SICILIANS
COLORED CREPONS
TWEED EFFECTS
SCOTCH PLAIDS
COLORED SERGES
HEAVY RIB SERGES
COLORED DRESS SILKS
COLORED VELVETEENS
FANCY MUSLINS

And a great variety of SHORT END FANCY FABRICS from the best looms of France, Germany and Great Britain.

CALDECOTT, BURTON & SPENCE

W. R. BROCK

T. J. JERMYN

B. B. CROSVY

W. L. BROCK



All . . .
Orders
Executed
Promptly



W. R. BROCK & Co.

Our Stock throughout the warehouse in the various departments is now complete.

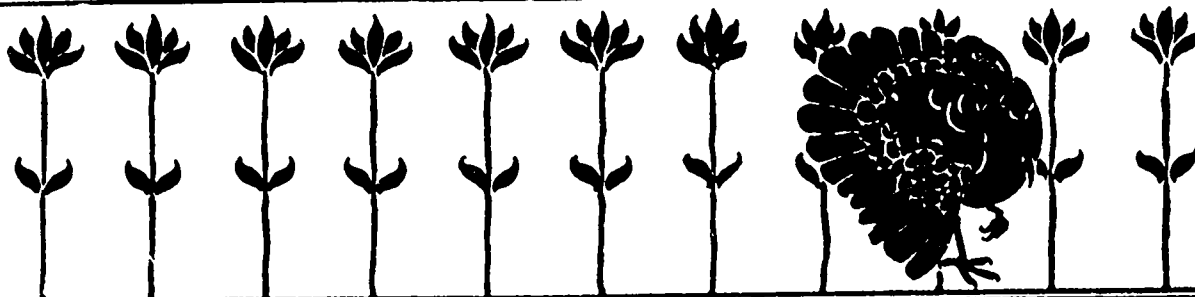
Our Travellers start on their different routes with their samples in "A 1" shape and with the addition of many new lines of late novelties.

We shall be pleased to hear from you through our travellers, or by letter, telegraph, or telephone, and will guarantee a satisfactory fulfilment of all orders received; but a personal inspection of our stock is what we most desire.

Publicity Paves the Path of Prosperity.

THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS; MILLINERY; CLOTHING AND HAT TRADE



Vol. VI.

MONTREAL AND TORONTO, APRIL, 1896.

No. 4.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

J. B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

TORONTO,

26 Front St. West.

MONTREAL,

Board of Trade Building.

Telephone 1255

LONDON, ENGL.,

Canadian Government Offices,

JOHN CAMERON, General Subscription Agent.

Subscription, \$. . .

Published the
First of Each Month.

DON'T BUY TOO EARLY.

THE visits of salesmen from Great Britain and France, as well as of representatives of Canadian manufacturing concerns, have commenced. They have been showing jobbers samples of fall goods, demonstrating forcibly that in these days of keen competition little breathing spell is allowed to the trade generally. Here they are not yet through with their sorting trips on spring account, and already the foreign and domestic manufacturers are asking them what they are going to buy in the shape of next fall's supplies. To the lay mind it would appear as if this was cutting matters pretty fine, and if the sentiments expressed to THE DRY GOODS REVIEW by several leading Montreal importers is a fair criterion many in the trade think the same way. No one wants to deny the manufacturer the necessary time to get his orders carried out, but at the same time it is undeniable that it is difficult for the jobber and importer to operate intelligently so far ahead. It means that the essence of speculation must enter into business more than it should do. It is worthy of note in this connection this spring that there is a growing and general disposition to buy carefully. This is a wise resolve and may mean that the retailers will be offered a nicer selection to buy from than they otherwise would if importers started in too early.

BIG PROFITS NOT BIG SALES.

HOW many wholesale merchants can honestly say they made a profit in every department of their business during 1895? Very few, it is certain. The head of one of the largest houses in Toronto said to THE REVIEW only one of their departments showed a profit for the year. Toronto houses owing to certain things got the reputation of being worse price-cutters than those of any other centre in Canada. Remember it does not take much for a report of this kind to get about.

The failure of Samson, Kennedy & Co. has cleared the field of the disturbing element. There are now no houses who have anything to gain by cutting simply for the purpose of underselling competitors. Let us therefore have no more of it. Let the policy of each house be to show the greatest net profit. THE REVIEW knows of one commercial traveler—a quiet plodding fellow, popular with his customers—who hardly ever cuts a price. His total sales are less than some other travelers, but he never writes his house that he cannot sell goods because his competitors are cutting. If he cannot get his price he will not sell. The net profits on his sales in one year were over $\frac{1}{4}$ more than those of any other traveler, and in seven years his firm did not lose 25c. through anyone to whom he sold.

TRAVELERS AND SORTING.

All the houses in Montreal have been busy during the month pushing forward orders, and are now through with business on this account. In fact, though the majority have not got as far, some firms already have their travelers out sorting up on spring account. Others are not pushing trade in this respect, for taking all in all it has been a backward spring. The stormy weather of the past three weeks or so accentuated the dulness, and for this reason those whose travelers are not yet out don't consider that they have lost much. They are all busy getting ready, however, and the staffs of all the houses will be out by the beginning of April at the very latest.

STEALING FROM STORES.

THE pardon extended to Mrs. Sutton, of Woodbridge, who was sent to prison by the Toronto Magistrate for shop-lifting, is not a very satisfactory incident to reflect upon. If persons who steal from our stores are to be let off after being convicted by the magistrate, a premium is put upon this evil practice. Merchants are peculiarly defenceless against systematic thieving. On a busy day the store will be crowded, and it is impossible to keep an eye on every person who comes in. City merchants tell *THE REVIEW* that they lose a great deal the year round by dishonest persons who pass themselves off as customers, examine goods, and when the clerk's back is turned for a moment deftly slip something into their pocket or some receptacle specially made to receive stolen goods.

It is fair to say that in the Sutton case an explanation has been made of why the Governor-General issued a pardon. It appears that His Excellency's action was based on the report of Police Magistrate Demson, of Toronto, that the sentence of 18 months' imprisonment was imposed on the supposition that being the mother of three girls, who were implicated with her, she was the prime instigator of the robbery, and, therefore, entitled to the heaviest punishment. Subsequent enquiry, the authorities state, has shown that the woman is a half-witted creature, who was induced by her daughters to come in from the country and carry out their programme of robbery.

This, on the face of it, seems reasonable, and as the Toronto Magistrate is noted for a firm administration of justice and is not given to sentimental weakness in criminal cases, the shortening of the sentence may have no general bad effect. But the greatest care must be taken to protect merchants against thieves, and the best deterrent effect is severe sentences upon women who take advantage of their sex and a respectable appearance to rob.

THE TRADE IN SILKS.

THERE seems little doubt that the silk trade will be as good for the coming season as it has been for spring. The reports from the centres of fashion, like Paris, London and New York, indicate no diminution in the demand, and no startling change in style which would cause a falling off in the use of blouse and costume silks. The blouse continues its sway, and for the present there is no talk of anything replacing it. "You can easily see," said an experienced buyer to *THE REVIEW* a few days ago, "why the blouse remains in favor. The present style of sleeve tends to prolong its existence. The elaborate puff has the effect of building up a figure inclined to be too slight. Then in the case of a stout figure the large sleeve conceals heaviness, and the blouse is therefore popular with all kinds of women. Then there is the further fact that the combination of a handsome blouse silk and skirt of another material produces a result which is hard to get by more expensive dressing. I should say that the use of silk and the wearing of blouses would be in vogue for a long time yet." Both in high-

class and moderate trade with Canadian merchants the demand it seems, has been quite up to expectations.

SELL AND BUY FOR CASH.

ANOTHER merchant gets into line. J. W. Robinson, of Moose Jaw, Assiniboia, announces his adoption of the cash system, and in his circular to the public says: "During the last thirteen years we have made many announcements through the public press, but this is the most important one of all to our customers, the public generally and ourselves. After those years of experience we have decided to do what should have been done from the start—sell for cash only. On April 1st, 1896, we will adopt the cash system, and hope our customers and the public will approve of our doing so, and will continue giving us a fair share of their patronage. The saving in office expenses, clerks, stationery, stamps, etc., etc., is a profit alone, even without the saving of losses on accounts. Everyone knows a merchant doing a credit business cannot sell as cheap as one who sells for cash only. In order to buy for cash, which is the only way for customers and merchants to buy right, we must sell for cash."

It is quite evident that Mr. Robinson has figured the thing out. His is not a haphazard conclusion, but is arrived at after carefully looking into the net results that follow from taking cash discounts, and thus getting the goods that much cheaper. This gives a merchant a wider margin to profit on, enables him to keep prices down to a tempting level, and thus secures more trade. To get cash for goods you must offer bargains; to offer bargains and still do business on a sound basis, and not at a bankrupt pace, you must buy for the lowest prices. Thus in the cash system buying and selling for cash travel together.

RETURNING GOODS.

YOU sell a customer a few yards of cloth, tie it up and send it. The customer receives it, shows it to all her friends, who handle it and examine it carefully. Some of them tell her they do not like the style, and she brings it back to you. Perhaps she has other reasons. At any rate, it is brought back. Do you accept it? Seldom, if ever, you tell her you think it is very unfair to ask you to take back the cloth, or whatever it is.

There are a few retailers who treat the wholesale dealer or manufacturer in this way, and they think there is nothing unbusiness-like about it. Some do even worse; they display the goods for a week or more, then pack them up, and ship back without a word of explanation, and even expect the wholesale house to pay freight both ways.

Sometimes there are good reasons why the jobber may be asked to relieve the buyer of a part of his purchases. Let him act honorably. Write explaining the circumstances, and ask the jobber to be kind enough to help you by taking them back. Most houses will do it.

In the first case, a buyer antagonizes his wholesale dealer, and will never be offered the snaps that the one on which he is on good terms sometimes gets.

WOOL CONTINUES FIRM.

THE firm feeling on all kinds of woolen fabrics, to which reference was made last month, has been fully maintained. Not only has this been the case, but the advance in the raw material has continued, and further gains scored on those noted last month. The competition for raw wool throughout the entire March series of sales at London was keen, and before the close values in many instances were 10 to 15 per cent. higher than the figures for the corresponding period in 1895. It may be remarked, however, that American buyers continued backward all along and did not figure conspicuously at any time during the sales. Naturally, the manufactured article is influenced by this strength in raw material, and we have as a result a very strong market.

THE QUARTERLY EXCURSIONS.

It was thought that the advent of Mr. Hays to the management of the Grand Trunk would mean a more liberal policy towards the business interests of the country, but judging from the reception he gave to the proposal from Montreal dry goods merchants there is not much to be hoped for. He was approached by the Board of Trade to assist in the scheme of holding four excursions during the year to enable business men to make trips to Montreal to look over stocks and buy goods. He gave no encouragement, and the promoters of the plan are rather disappointed at his short-sighted policy.

They have not given up, however, and if they cannot eventually succeed in convincing the railways that it is advisable to grant special rates four times a year they feel certain of being able to arrange for two excursions each year.

THE ADVANTAGE OF BRANDS.

McDougall, Barrett & Co., Montreal, who were among the first to see the force of THE DRY GOODS REVIEW'S contention that every firm or manufacturer should adopt a brand or name for their best goods and always see that the quality is not only maintained, but if possible improved, are now so well satisfied with the experiment that they are putting another brand on the market. The first was "Tyke" serge. They talked up and advertised this brand until buyers in every part of Canada asked for it. They even found imitators or sellers who said they had something just as good as "Tyke." This they followed by the "Blenheim." This season they are introducing a genuine Irish serge "Roughedy." On all three cloths the brand is stamped on every 2½ yards of the web so that buyers may not be imposed upon.

BREAK IN GINGHAMS.

The sale of a big line of fancy gingham—Amoskeag Three Star gingham—at auction at low prices in New York, is not due to a break in the market, but to the fact that they were not popular. This, at any rate, is the explanation that comes by mail from the trade there. Qualities that always brought 10½c. were sold at 5¼c. by the case, and 6c. by the piece. Many of

them were offered to Canadian houses and some bids were wired, but we have not heard of any purchases.

SORTING TRIPS.

The late season has affected the trade in general dry goods, but the warm, short spring which is expected to follow will more than make up for the present quietness. A few men have gone out on the sorting trips and the majority will be on the road within the next few days. Those out say spring stocks are not much broken into, but they find a fairly confident feeling everywhere.

WHAT CUSTOMERS DON'T LIKE.

No merchant should forget that there is a good deal in personal appearance. Customers do not like to be waited on by a clerk in his shirt sleeves, or who may be without a collar. Your object should be to have your store in a condition as near neatness as possible, and this cannot be done unless the personal appearance of those in charge of it is what it should be. Another matter worthy of consideration is the musical talent of some clerks. It should be looked after, and when one of your young men indulges in whistling or humming, he should be called down.

A QUESTION OF DUTY.

The strength of the glove market abroad has not only attracted the attention of the trade, but has also dawned upon the Customs officers. One firm of wholesalers have reason to remember and testify to this fact. Their spring importations came to hand some time ago. They were entered at the Customs at a certain value, but that was all, for the authorities replied that the market value abroad was much higher than represented. Their basis for this assertion was the invoices of other importing firms. Accordingly they refused to release the goods except the duty was paid on the advanced valuation—and more, not only on the lot detained, but on importations for a year back. In the aggregate the amount of duty involved in the dispute was over \$4,000. There were negotiations, but eventually the importers paid up the amount and the goods were released.

CHINA MATTING IN FAVOR.

Quite a trade in China matting is reported this month. It is getting into use for summer cottages, summer hotels, and similar places, where carpets or oilcloths are not wanted. It is tasteful in appearance, and keeps off dirt and dust which a bare floor is sure to accumulate. Some people employ matting for covering a dining-room, with a carpet square in the centre of the room. They retail from 15c. a yard up.

ENGLISH TALK OF DUTIES.

The Chesterfield Tariff Reform Association, at the instance of Col. Sir Howard Vincent, M.P., have passed the annexed resolution: "That in the opinion of this association the time has arrived when, with a view to assisting the great number of the unemployed persons in the United Kingdom, the import duties on articles of consumption like tea, coffee, and cocoa should be repealed, and instead thereof import duties should be placed for the purposes of revenue on manufactured articles, and particularly on manufactured gloves, lace, and silk, which are articles of luxury." A copy of this resolution has been sent to the members of the Government.

SUGGESTIONS FROM A RETAIL HOUSE.

To the Editor DRY GOODS REVIEW.

DEAR SIR, --I wish to call the attention of the wholesale trade to the necessity and advisability of having prints and dress goods put up in smaller lengths than at present. It would enable the small retailer to buy more goods and get a much better assortment than the present system allows him. For instance, take a small place of say 200 to 300 people. The retailer buys a piece of dress goods, 40 to 50 yards, as at present; sells a dress of 8 yards to Mrs. A. Mrs. B comes along, looks at your goods, says "they are very nice, indeed, and I would take a dress of that only Mrs. A has one exactly like it, therefore I won't have one." After a time this 40 to 50 yard piece of goods gets old. The people see it in the store and say "old stock." Now, I claim that if the goods were put up in 25-yard ends we would be enabled to get a much better assortment, and although it might cost a little more to put goods up this way to start, in the end it would be mutually advantageous to both the wholesale and retail trade.

Another thing that is wanted is underwear for slender men. In the clothing trade we have now suits made for young men which fill a long felt want. Why should we not have underwear made to fit the same class? Take a young man, say six feet tall, who measures 35 or 36 inches chest; in order to get a proper length of underwear he has to buy 38 to 40-inch, which puts it all out of proportion. I think what is wanted is underwear in 36, 37, 38 shirts, 33, 34, 35 pants, longer than is ordinarily made.

By calling the attention of the trade to the above facts I think you will confer a favor on the retail trade at large

Yours respectfully,

A. CAMERON & CO.

Oak Lake, Man., March 24, 1896.

FASHIONABLE DRESS MATERIALS.

A dainty evening gown made in London and intended for Lady Helen Stewart, the pretty daughter of the Marquis of Londonderry, is of the palest amber bengaline silk. The skirt is hung in very full plaits from the waist, a very broad box plait in front being held fast on either side by three large paste buttons. The bodice has pretty revers of silk edged with sable, turned widely back from a full bodice of fine white lace veiling and cerise velvet.

From under a square collar that outlines the back and falls epaulette-wise over the big puffed sleeves hangs a deep lace flounce that blends softly with dark sable trimming. Bands of the same fur also edge the skirt, which is made "all glorious" within by a cherry-red satin lining.

But the prettiest dress of all for the same lady looks like a rosebud, and should only be worn by a lovely young girl. The skirt is of rose-pink silk, tucked from waist to hem in an entirely original fashion. The plain pink silk bodice is veiled with leaf-green chiffon, drawn into a dainty band of leafless roses that outline the square decolletage. A crinkled waist belt of green satin encircles the waist and fastens under a spray of roses at the back.

DEATH OF MR. DENTON.

Mr. J. M. Denton, of Denton & Deeks, merchant tailors, died in London a few days ago after a prolonged illness. By his death the Entomological Society of Ontario loses one of its

most enthusiastic members. Mr. Denton was one of the founders of the society in 1864, and was the oldest member in the city. He has held every office in the gift of the society, excepting the presidency, and was, at the time of his decease, a member of the Board of Council. For a number of years Mr. Denton delivered a series of lectures on entomology to Western Ontario horticulturalists. He was a patient investigator, and has contributed much original matter on entomological subjects.

NOT A MATTER OF RAIMENT.

A shapely sylph he saw her pose,
For an ecstatic whirl,
And murmured, "It is not the clothes
That makes the ballet-girl."

—N. Y. Life.

THE GREAT HORSE SHOW.

The second annual Canadian Horse Show will be held in the Toronto Armories on Wednesday, Thursday, Friday and Saturday, April 15th, 16th, 17th and 18th. Last year when the Show was first inaugurated its success was so pronounced that this season the interest and enthusiasm which the event is arousing throughout the country is well warranted. The Horse Show appeals to all classes, from the wealthy merchant prince with a superlative pair of carriage horses to the small farmer who possesses a likely colt, the product of a thoroughbred and one of his farm mares. In Dublin and New York Horse Show week is now the greatest week of the whole season, and these annual gatherings are great incentives to business. Such the gentlemen who founded it hope the Canadian Horse Show will become to Toronto and Canada, and Horse Show week this year promises to be an active period for the city's business men and their friends and customers from the country. It is enterprises of this kind that the business community should encourage, as the experience of the Industrial Exhibition proves. Intending exhibitors are reminded that entries close on Saturday, April 4th, and should be addressed to Henry Wade, Parliament Buildings, Toronto. Boxes will be sold by auction at Hyslop's Bicycle Emporium, 14 King street east, on Tuesday, April 7th. The chairman of the committee is Mr. Robert Davies, and the secretaries are Stewart Houston, 18 Toronto street, and Henry Wade.



TRUCK WESTERN COURTESY.

Brother Pete (to fair passenger from the east) I say, Madam, do you think I would quiet it any if I was to shoot an Injun or two for it?

CONTINUOUS BUSINESS-PAPER ADVERTISING.

AN ARGUMENT TO PROVE THE ADVANTAGE OF CONTINUOUS
ADVERTISING.

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

In continuity is strength.

In disconnection is failure.

The builder of the Universe did not build something, Monday; and build nothing, Tuesday; and rebuild, Wednesday; and rest, Thursday.

He built something every day of the week, and only rested when He was through.

The forces of nature are continuous.

The fundamental principle of motion is everlasting.

The brook which runs on forever is the brook the fish live in.

The brook which dries up this month, and is a torrent next month, is the brook folks try to get rid of.

The man who feeds his horse on Monday, and gives him nothing to eat on Tuesday, has a weak horse on Wednesday, and a dead horse on Thursday.

The child who goes to school on Monday, and skips Tuesday, and attempts to connect the end of Monday's lesson with the beginning of Wednesday's lesson, is handicapped by conditions diametrically opposed to progressive education.

All things being equal, the store which has been the longest time in some one place is the store which does the greatest business.

Change of base, and especially change of business base, is only allowable excepting under conditions which make moving essential.

Money is made in specialties and bargains, but the fortunes of trade have been made, along the regular line of regularity; by handling business to-day as it was yesterday, and by handling business to-morrow as it was handled to-day, subject to the changes of the times, and to the recognition of the conditions of progress.

Continuous good is far better, and more negotiable, than transient good, however good transient good may be.

The most progressive advertisers of the world have advertised continuously.

They advertised not for the fun of it.

They figure business on the hardest slate with the hardest pencil.

All that they do, they do for profit only.

Ninety-nine per cent. of successful advertisers are continuous advertisers.

The man who advertises in January, and discontinues his advertising in February, must advertise more extensively in March, in order to cover the gap his foolishness has created.

It takes more advertising in March to bridge the break of February than it does to advertise in January, February and March altogether.

There are lines of goods which can't be advantageously extensively advertised during certain months of the year, but advertising of those goods should never be completely annihilated.

It can be reduced in size for any object, but it should be continuous, that there may be no need when extensive advertising again begins of connecting the two advertising periods.

The continuity which regulates all good business should be used in the regulation of advertising.

Advertising is no longer a luxury or a side issue.

It is a commodity.

It never will be successful unless it is handled the same way as are handled other commodities.

In the continuity of advertising is the good of it.

To break the advertising connection is to break trade connection.

Trade connection can be broken, advertising connection can be broken, and the house still remain successful, but the shrewd business man is not satisfied with the minimum of success. He is everlastingly striving for the maximum of success.

When he cuts expenses he cuts proportionately everywhere.

He does not stop advertising.

He advertises a little less, perhaps, but he advertises.

He never allows the medium he uses to go to press without the mention of his name and of his business.

He advertises in off-seasons, in order that the people may be better prepared to appreciate his efforts in season.

He keeps everlastingly at advertising, and wins.

MONTREAL TRADE NOTES.

There is a considerable inquiry and demand for 32-inch velveteens for capes. These goods were all the rage in London last season and likely to continue this year, so that we can expect a fair demand for this country.

Messrs. Greene, Sons & Co., St. Paul street, Montreal, have decided to close out their men's furnishing department. They are now liquidating the stock. This is one of the oldest established and most respected houses in Canada, and this department was opened about fourteen years ago.

There is a very strong impression amongst the trade that St. Catherine street is likely to be a long way overdone in dry goods, and those who have remained at their old stands down in the city are benefitting by the St. Catherine street craze.

Mr. Robert Smythe, of H. L. Smythe & Co., has gone to Europe on his usual spring trip.

THE M'DOUGALL STOCK SOLD.

The stock of James McDougall & Co., Montreal, was sold at auction in Montreal. It consisted of imported woolens, amounting, as per inventory, to about \$9,548.06; Canadian woolens, amounting, as per inventory, to about \$5,594.83; tailors' trimmings, amounting, as per inventory, to about \$8,671.99. This lot, amounting to \$23,814.93, was sold at the rate of 75¼ cents on the dollar to Cyrille Laurin. The other lot, consisting of fixtures, safe, office furniture, etc., amounting, as per inventory, to about \$500, was sold to F. Moseley, at 36 cents on the dollar.

BIG TRADE SALE OF GINGHAMS.

Wilmerding, Morris & Mitchell, auctioneers, sold in New York, March 25, under orders from the West Brook Manufacturing Co., nearly 4,000,000 yards of dress gingham. There were 1,800 cases, 2,200 yards to the case, divided into 194 lots. According to the auctioneers, prices ruled low. An average rate of 4c. per yard was realized. Competent judges, however, consider the prices liberal as compared with the quoted figures of the manufacturers.

INCONSISTENT HUMANITY..

WE have of late heard a good deal of the crusade against the slaughter of birds for millinery purposes, says The Drapery World, and to vary the thing a little, we are now assailed with an outcry against the killing of fur-bearing animals. Of course, we knew all along this was coming. Here is a sample of the opening cry. It comes from Manchester: "One of the most barbarous fashions that have been thrust upon our women of to day is, I think, the wearing for ornament, more so than for warmth, the ermine or sable seen fastened round their necks by the animal holding on to its tail by its teeth. Unless the present desire for skins (almost as bad as for feathers) is counteracted by some agitation, every fur-clad creature we can now boast of will very soon be exterminated. Had Jefferies been alive to day I feel sure he would have raised his voice against this barbarous wantonness, as he did against the murderous sport of 'otter-hunting.' As the Wild Birds Protection Society is now extending its operations so splendidly throughout the country, could it not be possible for wild animals (of a class) to have a society for their protection? If there are any of the people desirous of forming such a society in Manchester, which would certainly do much good, then let it be formed ere it is too late. These protection societies are not needed in the country so much as amongst the thoughtless people in towns, whose desire is to dress up, as the Red Indian, in skins and feathers." Presumably this is written by a man, and his outcry is all very silly. If he goes to lengths such as these, we might easily defeat him on his own ground. For instance, it is pretty safe to assume that this earnest gentleman wears both boots and gloves, and we might quite properly retort that he has no business to wear either on his hands or feet the hide of any animal, if he intends to carry out his crusade on consistent lines. But, then, one does not look for consistency in the people who preach for ever on "Murderous Millinery," and similar texts.

THAT'S WHEN.

When does advertising pay?
 When the darkness follows day,
 When the winter precedes spring,
 When the song birds learn to sing,
 When the deaf no longer hear,
 When the anarchist loves beer,
 When the chickens feathers wear,
 When the sailor learns to swear,
 When the shiftless go in debt,
 When the running streams are wet,
 When the tramp for leisure yearns,
 When the ice no longer burns,
 When the business man is wise --
 Then's the time to advertise.

Kansas City Journal.

MESSRS. LISTER PROTECT THEIR RIGHTS.

Messrs. Lister & Co. of Bradford, have found it necessary to bring an action at law to protect their patent rights in some of the more important of their well-known manufactures. Certain German manufacturers have taken to imitate the velvets and plushes that come from the celebrated Manningham mills; and, not content with this, have also imitated the selvaige trade mark, which consists of seven specially arranged stripes. The importation of such goods into England is a clear breach of the law,

and Messrs. Lister have accordingly made an example of one firm, and announce their intention of proceeding against any other acting in the same way.

A BUYER'S LATE REPORT.

An experienced Canadian buyer now in a trope has sent word to his house: "I have tried my best both in German and Bradford made goods to get delivery for this month. The very best I can get is delivery end of April, and that only as a favor. I have seen repeats from all over Canada, especially from Toronto, and they cannot be had. Business was never better in the Home trade, and prices of all kinds of dress goods, etc., are much dearer than six months ago.

"Tartans are to be one of the leading features of next fall's business. Makers in Germany and France are now full of orders till the end of August.

"Boucle effects in black, colors and shots are the proper things, and I am glad to say England and Scotland (Bradford and Glasgow makes) can beat Germany. The Germans are having a hard time of it with lots of buyers—if the British goods come any way near the price Mr. Germany gets the go-by."

BLACK CREPONS ALL RIGHT.

Regarding black crepons, a London correspondent writes: "The fresh start taken by crepons is another example of the distracting caprices of trade. Two months ago this article was regarded with general distrust, and certain holders were scared enough to sacrifice their stock. To day there is a universal scramble for deliveries to replenish a depleted market, and prices have advanced accordingly."

TORONTO NOTES.

Mr. J. F. Riepert, of Montreal, was in town last week and told THE REVIEW that trade with him had been very satisfactory this spring.

Mr. B. B. Cronyn, of W. R. Brock Co., left for the European markets a week or so ago.

Mr. Watson, of Caldecott, Burton & Spence, leaves in a few days for British Columbia.

Wm. Parks & Son, Ltd., have appointed Mr. J. Sprout Smith, recently of Wm. Hewett & Co., their agent for the sale of the celebrated Parks cottons to the wholesale trade and manufacturers of Ontario west of Kingston.

The John Eaton Co., Ltd., have applied to the Lieutenant-Governor to grant supplementary letters patent to increase their capital stock from \$100,000 to \$500,000.

WHAT HOUSE IS THIS?

To the Editor DRY GOODS REVIEW.

DEAR SIR,—I noticed some time ago in THE DRY GOODS REVIEW that one of the Montreal ready-made clothing houses were establishing a bespoke department in connection with their business. I wish to know the name of the firm. Can you give the information I desire?
 Faithfully yours,

E. SEITENS.

Lakefield, Ont.

GOODS FOR PRESENT TRADE.

Shipments of Organdy muslins, Paisley and Dresden patterns, and black Sicilians, are reported in by McMaster & Co. for the April trade.

A HANDSOME DEPARTMENT.

THE readers of THE REVIEW will be interested in a good view of a complete modern haberdashery department, conducted in a vigorous up-to-date fashion, and showing the standard reached by a first class wholesale house in catering to the wants of the trade.

The one which the artist illustrates in the accompanying picture is the haberdashery department of John Macdonald & Co., Wellington street east, Toronto, which is deservedly praised for its completeness, range of goods, and general arrangement. The artist has taken the view looking north toward the Wellington street entrance, the warehouse being on two streets, and shows very well the size and plan of the department. In the foreground the eye notes the large stock of buttons, belts, belt buckles, belt pins, etc., which are a feature of the stock. Further forward dress trimmings, dress braids, feather-stitched braids,

IDEAS IN EVENING WEAR.

That the frock overcoat has grown up out of the popularity of the frock coat proper is easy to see. This is the sort of development that makes fashion. Of course, incidental circumstances may at any time exercise an influence on the movements of the mode. Just at this moment, says the London correspondent of The Haberdasher, we are being influenced here in every department of wearing apparel by the fact that the Court is in mourning for the late Prince Henry of Battenberg. Hence, every self-respecting neckwear shop is showing black ties and mourning goods of all kinds. I saw an attempt to make a mourning evening-dress tie that was rather funny. The effect is strongly suggestive of mourning note-paper, of the width called "complimentary," or in the stationery trade "Italian width." The effect is bad, but it could be worse. Personally, I loathe an entirely black



The Haberdashery Department at John Macdonald & Co., Toronto.

Honiton lace braids, skirt bindings, dress steels, dress shields, elastics, hairpins, etc., are shown. Toward the end of the background are to be found such specialties as cushions, pon pons and chenille cords, pincushions, combs, beads, fancy hair pins, hat pins, millinery pins. On the left is the section devoted to corsets. Berlin wools and fingering yarns are also seen in complete range. A specialty, too, is made of stamped linens.

John Macdonald & Co. have always aimed to have their haberdashery department a thoroughly assorted one, and lately have put forth special efforts to render it still more perfect in this respect, so that they could announce to the trade that all fancy goods can be found within the ample dimensions of the floor. The department, it should be noted, is lighted back, front and side by several windows, and in any part, therefore, the goods can be easily examined even on a day not particularly bright. The department is in the charge of Mr. J. Blackey, the buyer, and Mr. W. A. Denton.

tie with evening dress, such as some men wear for mourning. Evening dress is black in itself: it is a mourning costume already, though usually worn on occasions of (nominal) rejoicing, and even if it were not, the ordinary white tie does not transgress the law of mourning. A dress suit with white tie is always worn at funerals, without regard to the hour, in France. White ought to be accounted a mourning color anyway, and, in any event, if the white tie cannot be worn as mourning, those who think so ought, in consistency, to wear black shirt fronts and black linen collars. However, if you must indicate regret by changing the evening dress tie, it is less horrible to wear an edged tie than to go in for a black silk bow. As a matter of fact, I know of only one man in all this monstrous London who ties his own evening dress bows. The made-up bow holds the field, but it makes no difference in the principle of the thing.

NEWS FROM NOVA SCOTIA.

HALIFAX, March 27, 1896.

MILLINERY openings have been the order of the day. They were grander this spring than ever before in the history of the trade in this city. Le Bon Marche started the ball. This firm does an immense retail trade in the city, and, as might be expected, gave a very handsome show. Mr. Marr received congratulations on all sides. Messrs. Smith Bros. and Messrs. Wellner, Moore & Partridge had their grand openings on the 24th. Customers came from all parts of the province, and some from as far north in New Brunswick as Bathurst. Both firms do a large business and their customers were not disappointed in the displays. This is Wellner, Moore & Partridge's first spring opening, and they are to be congratulated on their success.

Fraser, Fraser & Co., of St. John, ready-made clothing and gents' furnishings, have opened a branch on Barrington street in the store formerly occupied by Jacob Goldberg.

Scovil & Page, ready made clothing and gents' furnishings, are enlarging their premises, and, it is said, will take up custom tailoring.

L. W. Cumming, gents' furnishings, Westville, was recently burnt out. His stock (\$5,000 worth) was partially covered by insurance. Fraser & Fraser, of New Glasgow, bought up what was not destroyed.

A. E. Mellor will open a dry goods and gents' furnishing store at Middleton about April 1st. Mr. Mellor has a thorough knowledge of the business, having been for some eight years with Mahon Bros. of this city.

William Oxley, manager of the Oxford Woolen Mills, was in the city this week and reports business good.

Most of our buyers have returned from England. Several came out in the Vancouver. They were: C. J. Cossey, of Cossey & Northup, furnishes, W. Cumming, of Cumming & Son, Truro; Thomas Glover, of Pictou; H. H. McCurdy, of Antigonish. A. P. Silver, of W. & C. Silver; H. S. Freeman, of McPherson & Freeman, and H. J. Wellner, of Wellner, Moore & Partridge.

The firm of Kane, Flett & Co. has been dissolved, and Mr. Flett is now in business at his former home, Campbellton, N.B., in partnership with Mr. McKenzie, in the firm formerly known as McKenzie & Mowatt, the latter retiring. The business here will be continued by W. L. Kane & Co. Before leaving here Mr. Flett was the recipient of many marks of esteem by the employes of the firm, by Mr. Kane and by his many friends. Mr. Flett carries with him the good wishes of the business community.

TAUNTON.

MONTREAL DRY GOODS MEN PLAY HOCKEY.

The employes of the different dry goods houses in this city have been taking a lively interest in the game of hockey during the past season. Particularly was this the case when teams from Gault Bros. & Co. and Brophy, Cains & Co. met in the final round for the dry goods championship on March 16. After an exciting and fast game the team from Brophy, Cains & Co. came out victorious by three goals to one. The team from Messrs. Gault Bros. held the championship for several years. Clarence Mackerrow, from John Fisher & Sons, acted as referee.

BUYING IN NEW YORK.

Mr. B. Tooke, the wholesale men's furnishings and shirt manufacturers, has sailed for Europe from New York. He spent a week there previous to going on board, picking up a few lines which he has ordered for the late spring and summer trade. There seems to be a steadily increasing trade in many lines with New York. Until the last year or two the dozens of Canadian buyers who go to Europe semi-annually went direct. Now they nearly all spend a week or so going and another week returning, making purchases for immediate delivery. This accounts for the steady increase of our imports of dry goods from the United States shown in the Government statistics.

A DELAYED SHIPMENT.

Robert Henderson & Co. have had to ask the wholesale trade to exercise patience. A shipment of Victoria' croche thread left Milford, N.H., 17 days ago, and has not been heard from yet. A tracer has been after the car but has not yet located it. Mr. Henderson promises to reship immediately after the car arrives in Montreal.

ALASKA FEATHER & DOWN CO.

The annual general meeting of the Alaska Feather & Down Company, Ltd., was held Friday, March 27, at the offices of the company, in Montreal. The report of the directors was unanimously adopted, and the officers for the ensuing year were elected as follows: W. J. White, president; J. H. Sherard, vice-president, and K. Boissevain, secretary-treasurer.

LAMA CLOTH SOLD WELL.

Brophy, Cains & Co. advise that the 40,000 yards of lama cloth advertised by them in our March issue, were put into stock on the 25th, and that about 15,000 yards were shipped by the end of the week. They had numerous requests for samples, and expect that April 15th will see the whole range cleared out.

ANSWER TO A QUERY.

Kane, Flett & Co., Halifax, write March 25 as follows:

Will you kindly state for the benefit of our friend across the continent H. G. Parson Golden, B.C.—that he can obtain the article he requires, for measuring goods without rolling, from E. L. Page, Greene, N.Y.



ART NOTES FROM THE WEST.

Col Sam Blasing (of Howling Wolf Art Gallery)—I say, young fellow, yer wazn't get that frightened, embarrassed look off'n yer face and substitute a m'ore pleasant expression; an' yer wazn't be quick about it. See?

OUR HOBBY IS***Fine Fancy Dress Goods and Ladies' Goods Generally***

We will spare no effort to hold your dress goods trade.

We will give you the best value, the most fashionable goods and handsomest designs that the world's markets produce.

You said our display of dress goods this Spring was **THE BEST** you had ever seen. **SO IT WAS!** but it will be **BETTER** next season.

Our Travellers are out on the Sorting trip.

Yes! **WE HAVE** something **SPECIAL** to offer you.

Our trade in dress goods is steadily increasing.

We must have more room to handle them in, and in order to do so we have decided to drop certain lines now carried.

For these, clearing prices have been given our travellers.

We wish you to get a share of these **SPECIAL LINES**.

They are **new goods**, nothing job about them except the price.

They are goods you want every day.

SEE THEM! BUY THEM!

We ask your attention to some lines for **FALL 1896**, that our travellers now have samples of.

They are the best that skilled labor can produce.

You profited by placing orders with us about this time last year for similar classes of goods.

We will be glad to have you do so again this season, but get your orders in early.

Brophy, Cains & Co.

196 McGill Street

MONTREAL

HOSIERY AND GLOVES.

A MARKED increase in the trade of this department is reported by W. R. Brock & Co. They claim to have bought immense quantities before advances in price took place, and to have contracted in one line of hosiery alone for 10,000 dozen pairs. A visitor standing in the centre of the department, and looking around could see nothing else but hosiery and gloves on all sides of him packed from floor to ceiling, except the tower of men's "bargain" braces, and it suggested to him the parody:

Hose to the right of him,
Hose to the left of him,
Gloves in front of him,
Nowhere outnumbered.

And the modest manager murmured in his ear: "Nowhere surpassed in value."

COVERS AND CURTAINS.

A large line of goods with Thibaudeau Bros. is their stock of Nottingham and embroidered Swiss lace curtains, also their chenille table covers, a feature of the latter being the large size up to twelve-quarter.

GOOD DEMAND FOR TRIMMINGS.

McMaster & Co. report that the demand for jet trimmings and veilings has been so large they have been obliged to send a second repeat order for these goods. They are now to hand and will be sent forward as soon as possible.

VELOURS DU NORD.

A new production from the famous Manningham mills of Lister & Co., Ltd., is the "velour du nord," which the makers

claim to be superior in finish, dyeing and value to anything of the kind manufactured in Germany. It is very popular just now in Britain for the new capes and mantles.

WHEELWEAR.

The cycling movement caused W. R. Brock & Co. to lay in a large stock of ladies' plain and fancy golf jerseys, so popular for bicycle riding; also men's sweaters, bicycle and golf hose, etc., etc.

HOW TO LIGHT STORE WINDOWS.

In lighting store windows the aim should be to throw the light on the goods, says an exchange. The old way of having a chandelier with one or two lights in the centre of the window did not meet this requirement. Two lamps, if lamps are used, placed in the corner of the window with reflectors behind them will produce much better results. Gas can also be arranged in the same position. Of course, by far the best results can be secured from incandescent lights.

FAITHFUL TO HIS TRUST.

"Don't let the grass grow under your feet, my boy," said the Montreal merchant, handing him an important message.

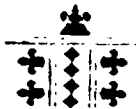
The messenger boy thought he understood. He lingered so long on the way that he killed the grass.

REASONABLE CONJECTURE.

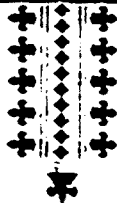
Sunday School Teacher—"And the prophet rent his clothes." Johnny, what does that mean?

Johnny—I s'pose he didn't have the price to buy 'em.—Exchange.

HAVING PLACED LIBERAL CONTRACTS FOR



Cotton Goods



Before the advances, our customers have benefitted thereby and should make large profits.

**IN STOCK
NOW**

LARGE RANGE OF

**American
Cotton Fabrics**

For Spring and
Summer Trade.

IMPORTATIONS rapidly being completed of

**PRINTS,
DRESS GOODS,
HOSIERY and
SMALLWARES**

Special attractions in . . .

**Men's Wear
Ladies' Blouses and Golfers**

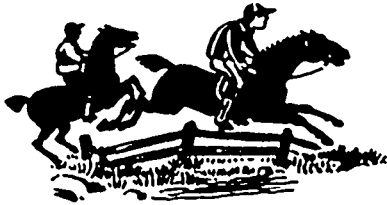
KNOX, MORGAN & CO.

Wholesale
Dry Goods

HAMILTON, Ont.

They're coming your way...

Are our Travellers with the most complete and elegant range of



**DOWN QUILTS,
DOWN PILLOWS, Etc.,
..... FOR FALL**

Ever produced in Canada. **WAIT FOR THEM.**

Toronto Feather & Down Co. Ltd.

BOULTER & STEWART
Sole...
Selling Agents

For the Babies

Hand-Made

Hoods

Jackets

Bootees



Mothers

all want the
finest in the
land for their
children.

MAKE THIS DEPARTMENT A DRAWING-CARD FOR YOUR STORE.

We manufacture every line to complete name, showing 300 varieties.

BOULTER & STEWART

**30 Wellington
Street East Toronto.**

THEY ARE NOT DIVIDING THE PROFITS.

To the Editor DRY GOODS REVIEW.

DEAR SIR,—You have often asked us did we get a return for our ads. in THE REVIEW. The answer has always been in the affirmative.

We have a further word of comfort for you. Early in the season we made special mention in THE REVIEW of our lace curtains, particularly of our own heavy make and the "Unique." You will be pleased to know that our sales are more than treble any previous season. We give you credit for part of the increase; the profits we are not dividing. Yours truly,

BROPHY, CAINS & Co.

Montreal, March 27, 1896.

SPECIAL IN SUMMER COATS AND VESTS.

H. J. Caulfeild & Co. are having a marked success with summer clothing. This they have made a specialty of and it has accordingly developed into a large department, and increased facilities to carry it on have had to be added. This month they call attention to a special line of Satara cord coats and vests in linen shades to retail at \$1 each.

FANCY SILKS.

Thibaudeau Bros. have a line of fancy silks for ladies' summer blouses that they consider a bargain. The assortment is a very large one and anyone's taste should be suited.

LADIES' GOODS.

Cambric and muslin embroideries in latest designs, and all prices, are reported by Wyld, Grasett & Darling. A new sup-

ply of 4-inch side combs, retailing 10 to 25c. per pair, are just in. Black velvet ribbons, 8 to 80, and black satin-back velvet ribbons, all widths, are noted. Belt buckles, 2 and 3½ inches, in which white metal and black are shown in some nice novelties, as also belt pins.

Something very special in double-faced satin ribbons, 21 colors, in 5, 9 and 16 widths, retailing for 5, 8 and 10c. per yard, are noted.

PRINTED CLOTHS.

Wyld, Grasett & Darling announce an attractive line in indigo and blue and indigo and gold prints, wide cloth. An extra special 32-inch line of blouse cloths, in effective patterns, and fancy cloths printed in black and white and indigo and white, grenat grounds and seal brown grounds, suited for both costumes and blouses, are also noted. Extra values in imported and domestic flannelettes, wide cloths, are shown.

LACE CURTAINS.

W. R. Breck & Co. claim to have special value in width, length and pattern in these goods, and will be pleased to send sample pairs if requested.

DRIVES IN STAPLES.

W. R. Breck & Co. refer specially this month to two lines of imported American cottonades, to retail at 20 and 25c. A special run is being made in two lines of white cotton for retailing at 8 and 10c. A drive in carpet warps is noted. The movement in staples is above the average, despite a backward spring.

HUTCHISON, NISBET & AULD.

THE ASSORTING WOOLEN HOUSE.

34 Wellington St., West, TORONTO.

We are now completely assorted in all departments for Spring and make special offerings in

*New and Natty
Scotch Suitings and Trowserings,
all "London Shrunk."*

HUTCHISON, NISBET & AULD.

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

**BRUSH'S PEERLESS
DOUBLE DRESS STAY**

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

*"'Twill never stay bent.
That's good from the start:
They can't cut the dress,
And won't melt apart."*

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

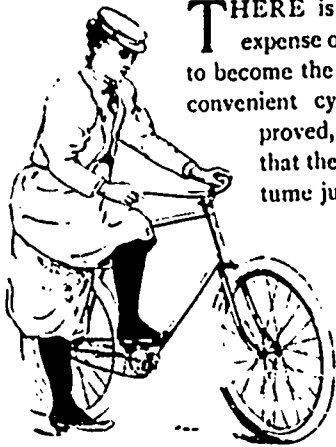
Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors—Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.
TORONTO



A CLOTH FOR LADY BICYCLISTS.



THERE is no use in a lady going to the expense of a wheel if she does not intend to become the possessor of a comfortable and convenient cycling habit. Experience has proved, beyond a shadow of doubt, that the cyclist requires a suitable costume just as much as does the tennis or golf player. There is a considerable difference of opinion as to the relative merits of bloomers, knickers and divided skirts, and much has been said of these hygienic and comfortable garments that had better been

left unsaid. We do not presume to recommend to the use of any cyclist one style of costume more highly than any other—that is entirely a matter of taste with the wearer, but we do venture to say: "Above all other considerations be comfortable."

The material of which the costume is made is a very important factor in the health and comfort of the lady cyclist. Unlike her masculine companion, she cannot go for a ride in the country or city attired in garments as cool and attenuated as his, she must bow to the dictates of society, to a greater or less extent, and will probably adopt a costume in keeping with that of other lady cyclists in the locality in which she resides. There can be no difference of opinion, however, as to the material to

be used in the costume; it is necessary that it should be made of a light-weight all-wool fabric that will readily reject the minute clinging particles of dust, and which will also not spot with the rain or fade with the scorching summer's sun. A cloth for the purpose in navy and black dust-proof serge and in dark grey vigoureux has been specially imported by Wm. Agnew & Co., of Montreal, in anticipation of the demand for cycling costumes for the coming season. The lady in the cut is attired in an up-to-date bloomer costume of dust-proof grey vigoureux.

FOR THE DRESS GOODS TRADE.

Some noteworthy lines in dress goods, seen at Wyld, Grasett & Darling's this month, include fancy German tweed effects, neat checks and mixtures, to retail at 50c.; in finer stuff, silk mixed effects, lines to retail at 75c. and \$1. The run on black lustres and sicilians continues. In coating serges special values are shown in navy and black. Plaids for blouse waists are in as tasteful goods as the market this year has seen. In lawns and muslins a full range of 45-inch Victoria lawns, retailing at 10 to 25c.; a special in black and white organdy, 32-inch, retailing at 25c., are being offered.

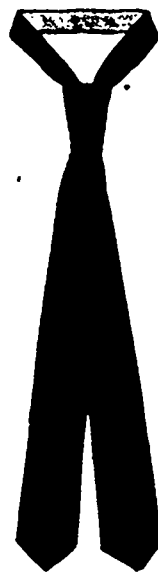
ON THEIR WAY TO EUROPE.

Mr. Geo. Kent, for dress goods department, Mr. Alex. Hewat, for linens and tailors' trimmings department, and Mr. Thos. Fenwick, for haberdashery, gents' furnishings and fancy goods department, have left for Europe to make their fall purchases for McMaster & Co. We wish them pleasant trips and safe returns.

You buy a safe for the purpose of protection; therefore--- be sure you buy from a firm whose reputation is a guarantee of quality.

J. & J. Taylor

Toronto Safe Works.



Ladies' Neckties

Large range of Neckties made specially to wear with the latest style Shirt Waists in Blacks, all Plain Shades and Fancy Silks.

Full line of all kinds Men's Neckties in stock, also

The . . . Cecil Puff

E. & S. CURRIE

64 Bay Street . . . Toronto

A DISPUTE ABOUT STRAW PLAITS.

The millinery importing firms have a grievance against the Customs which is creating talk in the trade. When Mr. Wallace was Controller a decision was reached that straw plaits, used for constructing, as much as trimming, a hat, should come in free as a raw material. Trimmings like braids, etc., remained dutiable at 30 per cent. Some time ago the trade were astonished to learn that a ruling had been made reversing this decision and classing straw plaits with braids at 30 per cent. A protest went down to Ottawa, and the Department modified their order and restored some straw plaits to the free list. But a distinction was drawn between plain straw plaits and those with an ornamented pattern (all straw), which in some cases required a thread to hold them firmly together, and are made in the States. The material is exactly the same, used for a similar purpose, and entitled, according to the view of practical men, to similar classification. But right in the middle of the season, when contracts have been made and orders placed, a new ruling seriously inconveniencing business goes into force without warning to the trade. They naturally feel that the business interest is not being considerably treated in the matter. The new Controller, Mr. Wood, has not had many opportunities of meeting the trade since assuming the office and hearing any grievances they may have to lay before him. He ought, in the opinion of THE REVIEW, to keep closely in touch with all classes of merchants, to be guided largely by the practical advice of his appraisers, who know what they are talking about. One reason why the tariff is so unpopular with merchants is because disputes like this, easily disposed of by a little intelligent attention, are allowed to drag on to the detriment of legitimate trade.

THE REVIVAL OF THE TURBAN.

A correspondent of The London Millinery Record writes regarding the Turban revival: The Turk, though unspeakable, seems nevertheless to have made an impression on La Mode, and the latest thing in headgear is the "Turban" toque. This consists of a small round frame, the crown of which is encrusted with jewels and surrounded with tulle, plain or spangled according to taste, and if of gold or silver striped gauze, a gold or silver cord may be entwined with it. A jewelled or brush aigrette is placed upright on the left side, and the turban is secured with ornamental pins.

These "Turban" toques are intended to be worn with low-necked dresses and a cloud of tulle or spangled net to correspond with the same material of which the toque is made.

The Empire bodice, bordered with gold or silver cord, is appropriate, being somewhat "Odalisque" in effect, and a rather modified plain, clinging skirt, ras de terre. The "method in this madness" will be recognised when one thinks of the dreadful draughts one is exposed to in leaving the theatre, as it protects that part of the head which is most exposed and is the favorite point of attack of the demon "Neuralgia."

MR. ALLAN RETURNS.

Mr. J. D. Allan, of A. A. Allan & Co., has returned from Europe attending the fur sales in England and the continent. He made, both in London and Leipsig, some good purchases, and the trade may expect to see a very nice range of stuff this season at prices which will prove satisfactory. Mr. Allan gave THE REVIEW a highly interesting account of the sales themselves and his subsequent trip through Southern Europe, which will appear in a subsequent issue.

A Gem

REPRESENTS GREAT VALUE
IN A SMALL COMPASS



One of Kleinert's Dress Shields is very appropriately named the "GEM"

... ITS GREAT VALUE
IS APPRECIATED BY THE WEARER.

There are
Others —
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

36 and 38 Front St. West.

New York:

715 to 727 Broadway

ASK FOR

Victoria Crochet Thread

XX

It is made in . . .

WHITE, CREAM, ECRU
SELF AND SHADED COLORS

Morse & Kaley Turkey Red
Embroidery Cotton

M. & K. Fast Black Darning

M. & K. Knitting Cotton

Full Weight (16 oz.)

The above are the best goods in the market. Be sure you get the Morse & Kaley brands.

If your jobber does not keep them, write for names of those who do.

R. HENDERSON & CO.

Sole Agents for Canada.

323 St. James St., MONTREAL

A. A. ALLAN & CO.

Manufacturers and Wholesale Dealers.

Hats, Caps and Straw Goods

SPRING, 1896

Full range of English and American Hats.
New and Natty Styles.

CAPS CAPS CAPS

Our assortment replete with rare novelties.
Inspection invited. Letter Orders carefully attended to.

51 Bay Street - TORONTO.

Wyld, Grasett & Darling

Have pleasure in directing the attention of the trade to the following departments :

- Staples
 - Imported Woollens and Tailors' Trimmings
 - Canadian Woollens
 - Smallwares . .
 - Men's Furnishings
 - Dress Goods . . .
- } STOCK KEPT WELL ASSORTED AND VALUES RIGHT

WYLD, GRASSETT & DARLING
TORONTO

SPECIAL OFFERINGS THIS MONTH

SPECIAL VALUES TOO

TABLE LINENS BLEACHED CREAM DAMASK TURKEY RED
FRENCH CANVAS FAWN, BLACK, CREAM AND SLATE
3 2-INCH BLACK CAPE VELVETS
5 4-INCH BLACK SICILIANS
COLORED MOHAIRS STRIPES AND FIGURES
6 4 FANCY WORSTED SUITINGS FULL RANGE
VENETIAN AND TWILL WORSTEDS
CURTAINS IRISH POINT, APPLIQUE AND BRUSSELS NET SWISS NOTTINGHAM LACE, ETC.

WE DESIRE YOUR LETTER ORDERS



WE FILL THEM TO THE LETTER

BEING CONTINUALLY ON THE LOOKOUT FOR THE

LATEST AND BEST

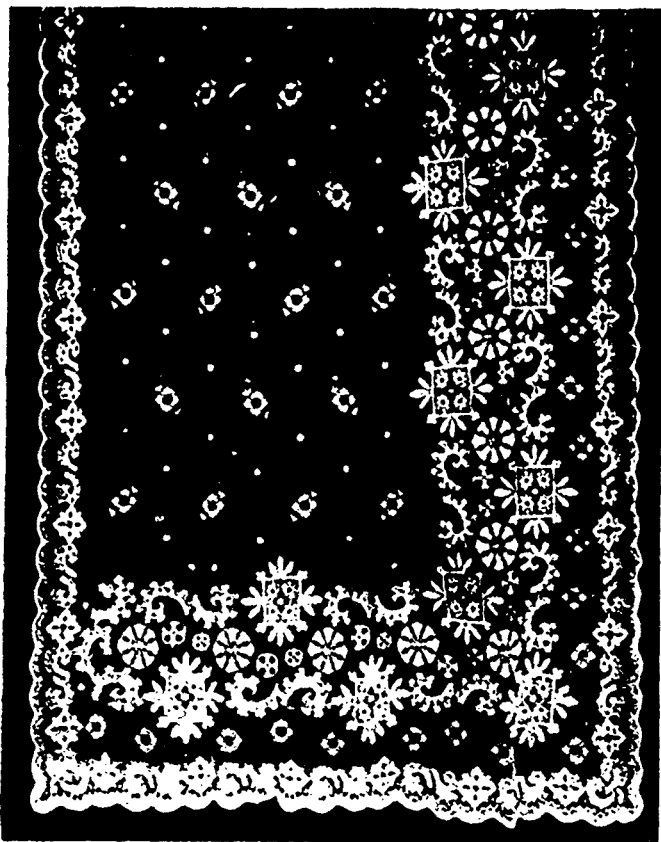
OBTAINABLE YOU MAY BE SURE **WE GET IT**

McMASTER & CO.

WHOLESALE DRY GOODS, 12 FRONT ST. WEST TORONTO

IMPORTANT THREAD CASE.

JUDGE BURBIDGE at a session of the Exchequer Court held in Montreal, heard evidence in an important Customs case of Robert Stewart & Sons vs. the Queen, which is a claim for alleged overcharges in Customs duties on certain shipments of thread between 1889 and 1892. Messrs. Stewart & Sons, who are manufacturers of linen and shoe threads, carry on busi-



CURTAINS JOHN MACDONALD & CO
No. 1122. This handsome curtain exhibits the new fishnet effect, a superior line out this season, and proving itself to be one of the most popular put on the market this year.

ness at Lasburn, Ireland, and, on October 31, 1892, the Customs authorities seized eight cases of threads, which had been entered at the port of Montreal on October 25th and 28th, on a charge of having been entered at an undervaluation. The value of these cases, as shown on the invoices presented at Customs, was £49 10s 6d, equivalent to \$1,214.35. The Customs claim that the correct value for duty was \$1,304.08. On November 5, 1892 a second seizure was made, the importer's entire stock, which the Customs valued at \$52,030, being seized. After the seizure had been made, Messrs. Wm. Clapperton & Co., the Canadian agents for the importers, made a deposit with the Collector of Customs of \$1,661, which sum still remains in the custody of the Customs, and obtained the release of the eight cases of thread first seized, as well as those taken under the second seizure. Between January 1, 1889, and October 31, 1892, the value of the threads entered at Customs amounted, according to the invoices, to \$61,443.31, but, according to the value claimed by the Customs, they were \$75,946.23. About one-third of those were linen threads, and two-thirds were shoe threads. The threads were invoiced at list prices, less a discount of 25 per cent. With the exception of Goodyear thread, which did not appear on the printed list, there was no dispute with the Customs Department in respect

to list prices; the dispute was in respect of the discount off the lists. The Goodyear is a special shoe thread, and there are disputes about both its price and the discount off that price. Before the importations in question, some of the thread manufacturers of Ireland attempted to form two combinations for the purpose of regulating the discounts on threads. One was called the Shoe Thread Association and the other the Linen Thread Association. The wholesale discount fixed by the Shoe Thread Association was 15 per cent., with an additional bonus, or discount, of 4 per cent. to purchasers whose accounts amounted to £1,000 and upwards per annum. There was also, a prompt cash discount of $1\frac{1}{4}$ per cent. on shoe threads. The wholesale discount fixed by the Linen Thread Association was 20 per cent. off list prices, and an additional cash discount of $2\frac{1}{2}$ per cent. In January, 1891, these discounts were increased to $22\frac{1}{2}$ per cent. and $2\frac{1}{2}$ per cent. Messrs. Stewart & Sons never signed the rules or agreements of either of the associations, although they attended some of the meetings of the Linen Thread Association. They were willing to adopt the discounts of the associations, provided that those who signed the agreements adhered to them. The discounts, however, were not adhered to, and they did not regulate the market prices. Messrs. Stewart & Sons, therefore, did not feel themselves bound to adopt these discounts, and they did not adopt them. The Customs authorities assumed that the Shoe Thread Association discounts fixed the values for duty on the whole importations, and, on March 5, 1894, the Customs Department at Ottawa rendered a decision on both seizures; but Messrs. Stewart & Sons declined to accept that decision. On March 27, 1894, Mr. J. H. Douglas, appraiser, prepared a statement of the importations on the basis of the values established by this decision, showing that the Customs claimed \$2,900.60 additional duty, and a penalty of \$2,900.60. This additional duty and penalty was claimed from January 1, 1889, to October 28, 1892. It is contended that the decision of the Customs Department should not and cannot be maintained, and for the following among other reasons: Because there was no undervaluation; because the discount of 25 per cent. was a fair average discount to take off the shoe and linen threads and the acquiescence of the Customs authorities in the values for duty of the threads as entered, in good faith and in law, was binding on the Crown; because, even assuming that the association discounts fixed the value for duty, the decision applied the shoe thread discounts to linen thread, which formed about one-third of the whole importations; because the importers acted in good faith, and they should not be subject to any penalties; because, even assuming that penalties could have been legally imposed, the Customs had imposed \$1,143.19 of penalties for importations made more than three years before the proceedings were commenced against Messrs. Stewart & Sons. The Court has not yet given its decision, but is expected to do so this month.

Judge Burbidge heard some further evidence on Friday last, but the judgment is still pending.

HOW THEY JUDGE.

Clerk—Woman in front caught stealing goods. What shall we do?

Head of Firm—How is she dressed?

"Furs and diamonds."

"Beg her pardon, and ask her if we shall send the bill to her house."—Cloak Review.

WE ARE WITH YOU

*O*WING to the great quantities of snow piled up in the country, many towns have been almost cut off from communication with the surrounding country during the month of March; so that in many parts the spring trade has been later in opening than usual. Lost time is hard to make up, but we may reasonably expect that with the advent of warmer weather business will take a big bounce upwards, and we dare predict that this will be a great month for millinery dealers, and as we are in this honored class and having had a long experience, we may be permitted to say, what we are convinced of more and more each season, that it is at the time when business is to be done that we should all be thoroughly prepared for it, and of course we can be properly prepared only by having a good supply of correct, seasonable goods. This is just where your interests and ours meet; in studying your interests we study our own. This we have done, as proved by the quick-selling qualities of our stock; and in order that nothing should be missed worthy of bringing before the trade, our buyers have been, and are at present, in the Foreign and American markets gathering together the latest novelties for the April assorting trade. Their selections are now arriving almost daily. Buyers can depend upon three things in connection with our business: That we have the correct goods; that our prices are right, and thirdly, that we want your trade. We want to keep you with us at the front. Come in and shake hands anyway when in the city.



Faithfully Yours,

S. F. MCKINNON & Co.

61 Bay Street, Toronto.
162 St. James Street,
Montreal.

OFFICES:
35 Milk Street,
London, England.

SPRING AND SUMMER MILLINERY.

IN TORONTO.

THE cold weather which prevailed up to March 28 affected millinery perhaps more than any other trade. Both in city and country new hats were not thought of when people were shivering over the fire. Spring burst into being unexpectedly on Sunday, March 29. Few were prepared. One authority, whose opinion we rely on, says he counted only one new hat in church that day. But the weather, as we go to press, is promising for



CURTAINS—JOHN MACDONALD & CO.

No. 7145. This curtain is 3½ yards long and 60 inches wide. It is having an immense sale, as a low-priced line, of good material and attractive pattern.

an excellent trade, and a great deal will have to be done by milliners in a brief space, as Easter is just at hand. The outlook is most encouraging. There never was a season when style and material gave milliners a better opportunity for doing a big trade. Summer openings have been arranged for by the leading houses toward the end of April. Some firms announce their dates in this issue.

I. D. IVEY & CO.

The firm have arranged for weekly shipments of the newest things in millinery from England, and are ready for a continuance of their extensive spring trade.

D. McCALL & CO.

Mr. Blackley told THE REVIEW that Tuesday, April 21, would see their summer opening and all the latest ideas from New York and elsewhere would be shown. In hats, trimmings, etc., the novelties of the season are ready in large range, and now the trade is moving, a satisfactory business is expected.

The reports from centres of fashion favor the reign of the cape. Owing to the present sleeve, the use of capes for spring and summer will continue general. D. McCall & Co. have a

nice range of these in light materials and pretty shades of lavenders, light browns, etc.

MONTREAL MILLINERY.

In millinery the city trade has been quiet, owing to the continued cold though not unpleasant weather. There is still deep snow but it is slowly disappearing under the hot sun. The season is later than usual, which is not unfavorable, as it is likely to be followed by hot instead of irregular weather. Many of the retailers have their spring openings this and next week, and as soon as their stocks are broken into wholesale houses will hear from them. The latter are making ready for their second openings, when summer goods will be shown. Travelers in Quebec and the Maritime Provinces are doing well and write encouraging letters.

CAVERHILL, KISSOCK & CO.

The attention of our readers is called to Messrs. Caverhill & Kissock's advertisement in this issue for their summer opening, which takes place on the 21st and 22nd April. An inspection of their stock at any time will, they feel sure, benefit you.

Messrs. Caverhill & Kissock are enjoying a prosperous season at their warehouse, 91 St. Peter street, Montreal. They are constantly adding new novelties in flowers, hats and feathers, as well as the latest novelties in millinery trimmings. Mr. Kissock has been in Europe for a considerable time and has devoted his best efforts to securing the new styles that are exhibited abroad, and thus they are adding to their general line the best things that the manufacturers and the designers of Europe have placed before the millinery public.

S. F. M'KINNON & CO.

It is now a month since the millinery opening took place, and the harvest has not begun in the country yet. The big snow-banks and the cold weather of March have kept the season back, but don't be alarmed, hats will be wanted all the same. All that is now wanted is fine weather, and the millinery artists will have time for nothing but work, but as they are just the class of workers who can put two months' work into one when necessity demands it, although the April millinery trade is likely to be a heavy one, they are equal to the occasion.

S. F. McKinnon & Co. claim to see a big April trade looming up, and have had their buyers in the foreign and American markets during March, making sure that nothing will be wanting that is worthy of being brought before buyers for the April assorting trade. They hold fast to flowers, bunch and single tips, fancy ribbons, ospreys, sequins and chiffon effects as being the leading millinery trimmings, and also advise buyers to keep their eye on plain ribbons and laces as the season advances. Silk velvets, particularly in the light shades, are being much asked for. Like all their other departments, the jacket and cape one is thoroughly prepared for the April demand.

WOMEN'S HIGH HATS.

In Ohio they are trying to slice down the high hats worn by women at the theatres. The bill prohibiting high hats in theatres has passed the House of Assembly, and is now before the State Senate.

HIS EXPERIENCE.

Head of firm—"Have you had any experience in collecting?" Applicant—"I should say I had. I used to be a country minister."—Judge.

1896 Summer Opening

Tuesday and
Wednesday
April . . .
21st and 22nd

Of Paris and London . . .

PATTERN HATS and BONNETS

and latest novelties in MILLINERY TRIMMINGS, also
200 cases latest styles of AMERICAN
STRAW HATS.

Caverhill & Kissock

91 St. Peter Street . . .

MONTREAL

Wholesale Millinery

STRAW GOODS
RIBBONS
LACES . .
FLOWERS

WE BEG to announce that in the Straw Goods, Ribbons, Laces and Flower Departments stocks are in splendid condition for the assorting season. Daily novelties as produced are arriving. In every other department **up-to-date** ideas will be found.

APRIL 21ST

Our second grand Millinery display.

Letter, Telegram and Telephone Orders receive prompt attention

D. McCALL & CO. TORONTO

THE ART OF SALESMANSHIP.

BY A SUCCESSFUL SALESMAN.

SINCE the writer commenced his career as a salesman some few years ago the requirements for such service were not nearly as important as they are to-day. The evolution in merchandising has been so great that the merchant who apparently did a successful business is unsuccessful, unless he has kept pace with these progressive times.

THE FLOW OF NEW IDEAS.

The public, particularly during the past decade, have been awakened and educated by means of the public press, and also by the many excellent trade journals that are produced, which show the styles and value of all classes of fabrics that are thrown on the market, so that they demand and appreciate the most artistic fabrics attainable; all this goes to show the necessity and value of the clerk who will avail himself of the progressive condition of the trade. The position of the clerk is sometimes undervalued; the general impression is that it is the easiest thing in the world to clerk in a dry goods store, possibly it is through the large numbers of inexperienced salespeople who occupy positions in our large retail establishments. It is true, there are all kinds of people selling merchandise, but the successful salesmen are few and far between. Salesmanship is an art and a gift that few possess.

EARLY TRAINING TELLS.

The success of the clerk is largely due to his early training—his apprenticeship life. The business training is just as important as his home one, and will soon show the result in a degree of either success or failure in life. What then constitutes the successful clerk? First of all, a comprehensive knowledge of human nature is necessary, with a thorough knowledge of merchandise, combined with good taste, gentlemanly deportment, and strictly honest in all your dealings with the public. To understand and study human nature is probably one of the most difficult of all the requisites of "the successful salesman." No two people can be treated alike. Tact and judgment are also necessary immediately the customers enter a department. In this place the gifted man knows what to do by intuition and with the knowledge of the fitness of things is able to win the buyer. For example, how often do customers call for certain clerks to show them silks or dress goods, and make the remark that "Mr. So-and-So" can always suit them best, and knows exactly their taste. This, of course, is the result of time and study on the part of the clerk of this particular individual.

CHARACTER A FACTOR.

Success to-day depends largely on a good character; if the salesman is not trustworthy and makes careless statements about goods in order to make sales, he will have but little weight with his customers.

Be honest; it pays in the long run. If a house once obtains the confidence of the buying public, their success is assured, and, in order to attain this, all their dealings must be fair and square. When they advertise a bargain it must be a genuine one in every sense of the word. When a statement is made in reference to a particular line of goods being all wool, it should be all wool. Otherwise, advertising will not pay. You cannot fool the public nowadays.

Patience and perseverance are also required, and are very often put to a severe test, although hard-pushed sales are not desirable in the up-to-date business house. A good salesman

will use his best powers of persuasion to induce a lady to buy, but the goods had better remain upon your shelves than be forced upon an unwilling customer. You can't "bulldoze" people to-day. This style of doing business is a thing of the past. What is the result of a hard-pushed sale? It is just this: that the customer will not like the goods when she gets them home, and, consequently, will avoid the salesman, and, perhaps, the store, in future.

HANDLE THE GOODS WELL.

Good taste and the art of displaying goods, and the knack of producing original combinations, are essential. Many a sale is lost through improper methods of introducing fabrics; for instance, dress goods are thrown over the counter like piles of wood, with no artistic arrangement whatever. How many clerks in any department know how to show novelties before a customer to the best advantage?

In selling goods everything depends upon making a good impression. If any attempt is made at draping it is often more detrimental than helpful to the sale.

Don't allow the customer to grab a piece of goods and pull it all over the store in her efforts to see the finest effects. People are unconscious of the harm that they are doing, let alone the amount of unnecessary work that they are putting the clerk to. Also keep your counter clear and give your neighbor a show. A crowded counter means a lack of system on the part of those in charge.

WRONG METHODS.

It is not always the man with the "big book" that is the most successful one, as it is very often the "game of grab" on his part that increases his sales. Besides, he is rarely anything of a stock-keeper, while the hard work of the department is left to others.

Good stock-keeping is absolutely necessary, or a department will certainly go back. His chief aim is to make quick and large sales, and, in order to save time, he shows only the materials that are the easiest to sell; consequently the interests of the department are sacrificed. If convenient, he avoids the so-called "shopper," or the lady who is merely looking around to-day, overlooking the amount of caution necessary in the handling of this class of the trade. This is not real salesmanship, but is simply exchanging merchandise for money, as anyone can hand out goods that are asked for.

The interested clerk and "an all around department man," who would succeed in pleasing his customers and watch for the department interests as well, will show those goods the profits of which depend upon their early sale, and any material that is necessary to have immediately out.

DON'T MIND THE CRITICS.

Salespeople, provided they do what they consider their duty, should never be discouraged if they have enemies in their trade, or if they hear of customers who do not care to be served by them, as this is only another freak of human nature. Every person occupying a public position is a subject to criticism and comment. It is utterly impossible to please everybody, for we all have our likes and dislikes, even in our social life, and in the church or in any other place where people have intercourse with one another. True, there are clerks whose manners or style may be somewhat against them, but this will be overlooked if they are polite, obliging, and at all times ready to please. It will be instantly recognized that the importance and

value of the clerk to-day lies in his knowledge of every detail of his trade, consequently employers should be careful in their selection of recruits to join their staff. None but bright intelligent people, who will tend to elevate rather than degrade the position of the clerk in the business world, should be chosen. The impression of a bright staff often tells. They should be neatly dressed with nice clean linen and properly shaved at all times. This may seem a small matter, but it is of greater importance than you may think.

It is in Hilton, Hughes & Co.'s, New York, where they pride themselves on having the finest looking staff of employes in the city, inferring the importance of this.

A WORD TO THE MERCHANT.

Some merchants never seem to place any confidence whatever in the ability of their staff. They watch them closely when making a sale, and always stand around them and act like interpreters, making the clerk feel as though a sword would pierce him if the sale was not made. It's a wonder that they continue to pay for services which they value so lightly. Give your hands a show, Mr. Merchant, and perhaps they will not be so nervous, and may succeed under less stringent circumstances. Gentle persuasion and a polite deference to a customer's wishes will do far more than a heated contest, whose aim is to see which will tire first.

The merchant who expects heart service and increasing interest from his employes, and gives nothing in return but sour looks and sullen words, is sowing for a huge crop of sorrows and disappointments.

A few kind words now and then and pleasant actions cost little, but produce much good.

The position of a clerk is not free from grievances and sorrows, as some people are apt to think, so that every assistance and encouragement given him by his employer will be undoubtedly the best investment he can make.

HARRY A. MADDOCK.

Guelph, March 30, 1886.

SUMMER BODICES AND BLOUSES.

"Fashionable dressmakers are now making the English distinction between the blouse (which we usually call the shirt waist) and the bodice," writes Isabel A. Mallon in April Ladies' Home Journal. "Both are supposed to be worn with skirts that differ from them in color and material, but the blouse is full, is draped, has a tucked or fancy front, with stiff collar and cuffs, and always suggests a rather undress get-up. The bodice fits the figure, and though it may be made of cotton, silk or velvet, it must never suggest, by its trimming or style of collar, the tailor-made or shirt effect. Unlike the blouse it is very often sufficiently elaborate to be worn with the richest skirt, and the trimming upon it may be ribbons, spangles, laces, feathers or fur pipings, and all the very open embroidery that imitates Irish crochet. However, it is the blouse that will be given the greatest popularity during the coming season.

WELL ASSORTED.

Caldecott, Burton & Spence make a specialty of their hosiery, glove and underwear department, and are well assorted in all lines coming under this head. Their two lines, the Marvel hose and C. B. S. sock are very popular with the trade.



THIS REQUIRES YOUR SERIOUS CONSIDERATION

◆ ◆ ◆
YOU will soon be placing your order for Fall Clothing and of course will want an up-to-date saleable stock.

Bear in mind that—

CARMENTS INTERLINED WITH RIGBY PROOFED FIBRE CHAMOIS are **P**ERFECTLY WIND-PROOF and **W**ATER-PROOF, and yet are light in weight, giving healthful comfort and warmth.

This Fact is going to be kept continually before your Customers.

Beginning 1st April and all through the Summer, Fall and Winter, reading matter and display advertising will be inserted in all the Daily and leading Weekly Papers through Canada, telling your Customers of the advantages to be gained at so little, if any, extra cost. You may be able to sell goods not lined with FIBRE CHAMOIS, but **it will be much easier to sell those that are, and you can get a better profit.** Have the right goods in stock, with FIBRE CHAMOIS TICKETS ON, and when the time comes put a few good ads. In your own local paper, and you are bound to do the trade. It can't be otherwise. The wholesale manufacturer appreciates the merits of FIBRE CHAMOIS, and all are showing a full range.



WHAT IS NEW IN LACES.

THE great feature in millinery is the horsehair lace woven on the same pillow as tarchon, and ornamented with paillettes. Horsehair, says a New York exchange, is likely to be costly this year; it is universally in demand. There are all kinds of detached motifs in the grass cloth guipure, in jet embroidery and in broderie Anglaise, and many of them are sold in sets of three graduated. Light guipure effects on muslin are the most artistic. We are returning to the Breton makes of lace, and, as these are gathered and full, they need a great quantity. Spotted Valenciennes and straight laces of every kind, imitation Brussels, applique, Chantilly—all are treated in the same way; and as it is found that all light laces look far better in the butter tint than white, this is more in demand. Tamhour laces have come back again, and in every kind of dress for the spring there is evidence of a light and pretty phase, ready for coming sunshine. Etruscan patterns and patterns which recall the old pricked muslin work of years ago—Swiss embroideries of many kinds—all these are revived. There are many new foundations to lace, the large wire grounds and Cluny grounds among them; and some of the latest novelties are the dentelles Astrakan, with discs in the pattern representing the fur. These are mostly of geometrical design.

In veilings, the novelty is that they have been brought out much wider, 18 and 27 inches, to suit the large hats, and the black nets have white spots.

Mr. A. J. Meharg is sailing by ss. Britannic this week for Europe to make purchases for Messrs. S. Greenshields, Son & Co.'s notion department.

SHAPE, STYLE AND FINISH

THE CELEBRATED

P.D. CORSETS



possess all these qualities and the trade will be glad to learn that they can now secure them without any delay, as a full assortment is now carried in Montreal.

Italian Cloths

We also represent

W. PAASHAUS, Barmen, Germany

The celebrated Italian Cloth Manufacturer.

STOCK CARRIED IN MONTREAL
QUOTATIONS ON APPLICATION

Koenig & Stufmann

Sole Agents for Canada.
Send for Prices and Illustrated Catalogue.

— MONTREAL

LAUGHTER IN ADVERTISEMENTS.

Curiously-worded advertisements, which are funny without intent, are more common in the London papers, it would seem, than they are in New York publications. An English periodical offered a prize for the best collection of such announcements, and the following is the result:

"A lady wants to sell her piano, as she is going abroad in a strong iron frame." "Wanted, experienced nurse for bottled baby." "Furnished apartments suitable for gentlemen with folding doors." "Wanted, a room by two gentlemen about 30 feet long and 20 feet broad." "Lost, a collie dog by a man on Saturday answering to Jim with a brass collar round his neck and a muzziz."

"Wanted, by a respectable girl, her passage to New York willing to take care of children and a good sailor." "Mr. Brown, furrier, begs to announce that he will make up gowas, capes, etc. for ladies out of their own skin." "A boy wanted who can open oysters with a reference." "Bull-dog for sale, will eat anything; very fond of children." "Wanted, an organist and a boy to blow the same." "Wanted, a boy to be partly outside and partly behind the counter." "Wanted, for the summer, a cottage for a small family with good drainage." "Lost, near Highgate archway, an umbrella belonging to a gentleman with a bent rib and a bone handle." "Widow in comfortable circumstance wishes to marry two sons."

The last is the copy of an inscription painted on a board which adorned a fence in Kent. "Notis: If any man's or woman's cows get into these here otes, his or her tail will be cut off as the case may be."—Keystone.

Finley, Smith
& Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

Without question the best standard

QUALITY and **VALUE**
in this market.

This Spring's **BLACKS** are
PARTICULARLY CHOICE

IMMEDIATE DELIVERY
of all leading lines.

Write for Sample Package

FITZGIBBON, SCHAFHEITLIN & CO.

33 Victoria Square Montreal

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY: BRANCHES:
GRENOBLE, FRANCE | Paris, London, New York



A LARGE STOCK ON HAND.

Our aim in life

is to supply the wants of the Men's Furnishing Trade of Canada with the newest and best things in the market, and to make our goods interesting alike to the peasant and the prince. Our stock for the Spring Season is now complete in every department, and our travellers are on the way to show our samples.

If you want to lead the

BRACE TRADE

buy the "Handsewn Reliable"
with our own patent cast-off.

Ask to see our specialties in

UMBRELLAS

Numbers 4141, 4142, 4202, 4209.

Special values in **TIES** in the "Marlboro," and "Scarboro" Knots, the "Viscount" and the "Earl" Band Bows, the "Elysee" Graduated Four-In-Hand, etc.

Large assortment in **Hosiery and Underwear, Waterproofs, Handkerchiefs, etc.**

Matthews, Towers & Co.

Board of Trade Buildings,
St. Peter Street, MONTREAL

THE USE OF BRAIDS.

On looking at the spring styles of capes, jackets, and tailor-mades, I find, writes a London correspondent, that the distinctive feature is the liberality with which braid is used. On an exceedingly smart short and loose-fronted blue-green cloth jacket, the edges are bound with a plain black fine mohair braid and outlined with a narrow Russian gold and black braid. In addition there are three braid ornaments down the front with elongated buttons and cord, and the seams and cuffs are similarly trimmed with broad and narrow braid. Several biscuit and fawn box-cloth capes with turn-down and Stuart collars are covered with conventional braided designs, with and without the introduction of cloth. Perhaps the most uncommon cape is one in fawn Venetian cloth with high roll collar, trimmed with black velvet piping from neck to hem to simulate gores, while on a pretty Hussar blue cape, ecru Honiton lace and velvet motifs, studded with jet, are introduced with the best possible effect.

MEN'S UMBRELLAS.

The Irving Company have purchased a big line of sticks, which heretofore have only been put into \$15 and \$18 goods, and are being sold at 95c. each. Their 75c. line is great value.

THE CLOTH INDUSTRY OF VERVIERS.

A number of cloth mills of Verviers, France, are being moved to other countries. One of the largest firms is about to establish a branch in Sedan, another is on the point of moving to Aachen (Aix-la-Chapelle), Germany, and the Society Lainiere

of Verviers has already established a combing mill in Gladbach, which will be enlarged by additions in the near future. The reasons said to have caused these removals are the tariff wrangles between France and Germany, as well as the continually harassing strikes of French mill operatives.

UP-TO-DATE IN PARASOLS.

Another shipment of pearl and Dresden parasol handles have reached the Irving Company; styles are knobs, crosses and crooks. They say they are the finest lot they have ever had. Fancy parasols bought from this firm, with the exception of creams, will be delivered by April 5.

SMALLWARES.

W. R. Brock & Co.'s smallware department report the arrival of many lines. The past week large shipments of pearl buttons in staple and ball shapes, "Wakefield" leather skirt binding, hair nets, darts and hair ornaments were passed into stock.

LADIES' VESTS.

W. R. Brock & Co. are this season offering special lines in ladies' vests to retail at popular prices. An order executed this week for one merchant was for nearly 200 dozen, and contained none of the low priced lines. Sample dozens can be had on application.

NEW DESIGNS IN PARASOLS.

W. R. Brock & Co. are showing a large range of plain and fancy parasols in good styles, new designs.

Easter Gloves

The most important season of the year for your Glove Department will soon be here. Be sure that you have a full, fresh stock on hand.

Our Easter Gloves

Are now arriving. Place your order at once and insure a profitable Easter season.

EMIL PEWNY & CO.

Sun Life Building,

 **Montreal**

Samples sent
on application

JOHN FISHER, SON & CO.

442 and 444 St. James Street

 **MONTREAL**

Woollens and Tailors' Trimmings

.. ALSO AT ..

101 and 103 St. Peter Street, QUEBEC

AND... JOHN FISHER & SONS

HUDDESFIELD, Eng.
LONDON, Eng.
BELFAST, Ireland

IDEAS FOR EASTER TRADE.

SOME good practical advice re Easter trade is given by a writer in The Dry Goods Chronicle: Do it differently. If you have made a practice of spring openings put a different spirit into it now. Outdo every other effort of your life. As few features as possible should be copies of other years; all the prominent features should be new and unique.

Trim an Easter window—an example for all time—a window that will be talked about for a generation, in white, with doves, immortelles, palms and potted greenery, lilies, a large, pure white cross draped diagonally with a pure white silk drape—as I said, a unique example that will create comment and fairly compel your community to discuss your window. For interior decoration use unlimited greenery, calla lilies, etc.

Where are you going to get them? If you have a good greenhouse in your town the owner should be glad to furnish you cheaply for the sake of the advertising he might get and the privilege of selling, or having you sell, much of the plants on exhibition.

Buy plenty of potted roses in bloom, well flowered out; carnations or whatever hardy blossoms you can. Make an Easter bower of your place, and have a girl or girls to clip the buds or blossoms, and give or sell them—either or both—to the visitors at your store. Anybody will buy a flower for a few cents. The same people would appreciate a blossom as a gift.

Imagine a handsomely trimmed store, freely interspersed with hanging draperies, and the whole garnished with an abundance of plants, palms and flowers, the whole finished with music of a character to soften the hearts of promenading crowds and

open the way to favorable impressions. It can be done each by each after his own fashion. It should be done by those who wish to make a running start in the race for spring business. It must be done by those who are determined to go ahead this year at any cost.

PATENTED CORSET CLASP.

Mr. J. D. Belcher has invented a neat and novel corset clasp, which he calls the "Good Grip." In design it is much more effective and simple than the old style of clasp. The fastening consists of a strong sliding spring and slot which is very easy to arrange. When closed, the corsets are very firm, and a slight touch of the finger readily releases the clasps. The "Good Grip" clasp appears to be perfect, and doubtless will be a boon to corset manufacturers, and when put on the market will doubtless compensate the inventor for his labor. Mr. Belcher has received the Canadian patent, and has made applications to all the other leading countries for patents. In the meantime he continues on the road for the old company.—Halifax Chronicle.

GLOVES.

Brophy, Cains & Co. are showing their usual full range of fabric glove and mitts, for spring and summer wear, in taffeta and pure silk. In opera shades they have them from 13 to 24 inch.

PARASOLS AND UMBRELLAS.

Brophy, Cains & Co. advise that they have some special drives in these goods. Their travelers are now on the road with the samples.

Wm. Taylor Bailey

Successor to

Peter Schneider's Sons & Co.

27 Victoria Square, Montreal.

Upholstery and Drapery Goods

Special Designs in **Chenille Curtains** for Spring Trade. Saxony, Bengal and Nepaul **Chenille Table Covers** **Cotton Derby Curtains** **Cotton Derby Piece Goods**

SATIN REUSSE
COTTON NEPAULS
SILK TAPESTRIES
BROCADELLES } For Upholstering Work—Fringes, Gimps and Cords to match.

Cycling . . . Costumes

Navy Black and Grey

Dust-Proof Serges
and . . .

Vigoureux

Specialy Imported for Cycling Costumes

35c. 38c. 45c. 55c. 65c.

WILLIAM AGNEW & CO.

305 and 305A St. James Street

MONTREAL

A SILK AND GLASS FABRIC.

THE Mulhouse Industrial Society has received from Victor Schlumberger a sample of what he claims to be a new tissue, composed of a weft mixture of spun glass and silk, traversing a silk warp. M. Schlumberger states, says The Textile Mercury, that about twenty workpeople are engaged in this industry in Paris, and that the idea is patented. The glass is originally in rods, and is held by supports over a blow-pipe frame, which heats them to 1,200 deg. C. An excessively fine thread is then drawn out, which is thrown over a wooden wheel four metres in diameter, turning at the rate of 400 revolutions a minute. A yarn, round, perfectly equal, very supple, and brilliant, is spun at the rate of 1,500 metres a minute —if M. Schlumberger's arithmetic has not gone a little wrong. The weaving is done in a jacquard loom, the warps being silk or cotton, a weft shuttle of silk alternating with a weft shuttle of glass. Such things as lamp shades, satchets, cushions, curtains, and even more useful things, such as dresses, hats, cravats, etc., are made out of this mixed tissue. These articles can be washed, and they have the advantage of being incombustible. The



CHILD'S SLEEPING GARMENT WITHOUT
FREY, Boulier & Stewart.

curtains imitate Aubusson and Gobelins tapestry. The weak point in the industry, however, is the price of the product: it costs about \$20 a yard. Some evening dresses have been made costing nearly a thousand pounds. A lamp shade runs to \$10 or \$15, and other articles in proportion. M. Schlumberger admits that the industry hardly seems to have a serious future before it. This is true enough, for there is no novelty in it. Glass has often been spun in the manner he describes, and small articles of wear, such as cravats, were woven from it at least a quarter of a century ago, and the industry had not then the air of being in its first infancy. The mixture of silk is only a trifling innovation.

TAKES NO STOCK IN WAR SHOUTS.

Chicago Dry Goods Reporter.

"I feel as if I had been dropping shillings all day and picking up sixpences," said one of the steamer load of passengers who came rushing back to this country after President Cleveland's warlike Venezuela message. And yet the jingo organs are still shouting for war and for the repetition of that big drop in American securities.

NIGHT SHIRTS FOR DOGS.

According to 'To-day, the "Worth" of fashionable dogs is the Maison Ledouble in the Palais Royal, Paris, and among its clients are the Grand Duke Michel, the wife of the Khedive, and a score of world-famous folk. The costumes are bewildering. There are flannel night shirts for the winter, gauze night shirts for the summer, and silk night shirts in case of stomachic pains. Overcoats with velvet, astrachan and Medici collars are thought nothing of, and the finest clothes lined with the most delicate silks are turned out by the score.

IF YOU WANT . . .

Good Thread

THAT WILL PLEASE YOUR
CUSTOMERS, KEEP

GLAPPERTON'S



SEE THAT THIS LABEL IS ON THE SPOOL
Blacks Warranted Fast Dye. This Thread is Free from Knots.

WM. CLAPPERTON & Co.

165 St. James
Street

. . . . MONTREAL



We are Now Showing

Fancy Japanese Silks

ready for immediate shipment; all new and most
selected patterns of our own.

. . . . Send for Samples.

K. ISHIKAWA & CO. Yokohama.

Canadian Office:

No. 23 St. John St., MONTREAL.

LATEST NOVELTIES

Gilt, Silver and Sequence
Beltings in 1 1/2 and 2 1/2 in.

Gilt, Silver, Jet and Medallion
Buckles for 1 1/2, 1 3/4, 2 and 2 1/2 in.
Beltings.

LOTS
OF . . .
BLOUSES

Medallion and Jewel Buttons
All sizes.

Beurre and Ivory Laces
Accordeon Plaited Tulle

F. F. & C. B. KELLY

MONTREAL

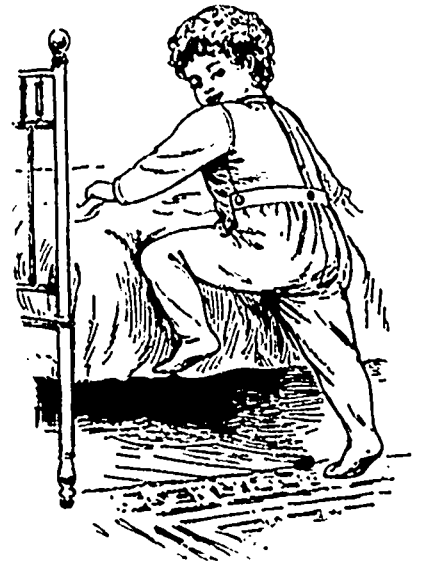
A RETAILER ON RETURNING GOODS.

With reference to our remarks on this subject on another page of THE REVIEW the following letter, written to The Chicago Reporter by an Illinois merchant, is apropos: "Having been in the retail trade for nearly thirty years, I can speak from experience. The retailer like the jobber is desirous to please and hold his trade, but they both are asked to do things that their customers would not think of doing. I rarely return goods, never when I have bought them, unless damaged or not what I bought, and not then until I have written the house about it. I try to buy such goods and in such quantities as I think I can use, buying often, thereby running no risk of overstocking. I have no trouble with the jobbers in that direction, and feel confident that they consider it a pleasure to do business with me, and am quite sure if the retailers would follow my plan the jobbers would have less cause for complaint along that line. I sympathise with the jobber in this unnecessary evil."

INDIA'S PROTEST AGAINST REVISED COTTON DUTIES.

THE members of the Bombay Mill-owners' Association have raised an objection to the revised Indian cotton duties, claiming that an exemption of all yarns from taxation will afford protection to the hand-loom weavers. The Government of India appears to attach little importance to this objection, being evidently under the impression that hand-loom weaving is a struggling and decaying industry. In a recent communication to the Government the association explains that while the industry may be in decadence in parts of Bengal, it is not so in

that portion of the country with which the mill-owners are more familiar. There the trade is followed as a special calling, and, as entire families are devoted to it and work under no factory laws or other restrictive measures, many of them are prosperous and deserve no especial protective care against the rest of the poor or laboring classes. Even if they did, mills are not philanthropic institutions, run on sentimental grounds, and the magnitude of the industry is too great to permit of it being considered otherwise than as a most important factor in the entire question.

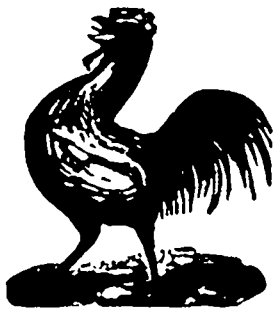


CHILD'S SLEEPING GARMENT, WITH FEET. Boulter & Stewart.

According to the census returns there are no less than seven millions of people working as weavers in India, and the association has placed at the disposal of the Government information which goes to show that hand-looms produce two-thirds of all the cloth woven in India, as compared with one-third by power-looms.

Do You Know Them?

IF NOT, YOU SOON WILL!



They represent the . . .

"ROOSTER BRAND"

and are now on the road for Fall and Assorting.

- MR. B. QUINAN, Nova Scotia and Cape Breton.
- MR. J. E. CRIBB, New Brunswick and P. E. I.
- MR. J. A. D. LALANNE, Province of Quebec.
- MR. GEO. D. PELLETIER, Montreal City.
- MR. R. MCGILL HOOD, Eastern and Central Ontario.
- MR. HUGH W. HOOD, Western and Northern Ontario.
- MR. JAMES ADAIR, Manitoba, Northwest and British Columbia.

From the coal fields of Cape Breton to the gold fields of British Columbia our Rooster crows about the **Best Shirts, Overalls, Jackets, etc., etc.**, made in America.

ROBERT C. WILKINS — Montreal

... 198 MCGILL STREET ...

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S

SUPERIOR

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED 1784

5,000 EMPLOYEES

The Best Known



The Best Made

ALL LEADING DEALERS AND MANUFACTURERS

in every part of the World, sell and use only BARBOUR'S celebrated Linen Threads and Flaxes for all purposes. See that all your Linen Thread carries the above Trade Mark.

Every Wholesale House can supply it. Insist on having **Barbour's**

THOMAS SAMUEL & SON, Sole Agents for Canada.

THE LATEST TRADE NEWS.

THE Dalglish woolen mills at Ottawa were seriously damaged by a fire on Thursday evening, the 27th. The loss amounted to about \$10,000, and is partly covered by insurance.

Pratt & Watkins, Hamilton, celebrated the 21st anniversary of the house, March 17, by a pleasant banquet, and by Mr. Watkins, with true generosity, dividing \$2,500 among his employes as their share in the profits. Mr. Knox, of Knox, Morgan & Co., in replying to a toast to the "Commercial Interests of Hamilton," said there were only two wholesale firms in the dry goods business in Hamilton to-day which were doing business fourteen years ago. Mr. Watkins is being congratulated on all sides on the successful record of his house.

McGowan & Wright have succeeded to the business of K. F. Ellis & Co., Summerside, P.E.I.

P. L. Lassonde, formerly with Messrs. S. Greenshields, Son & Co., Montreal, has become a partner in the well-known wholesale dry goods firm, Beaudry, Drolet & Co., now to be Drolet, Lassonde & Cie., of Three Rivers. Mr. Lassonde will hereafter reside in Three Rivers.

W. Donald, formerly manager at A. G. Hample's, Winnipeg, has gone into business for himself at Kamloops, B.C.

A meeting of the creditors of W. I. Mayhew & Co., Hamilton, is called for April 8.

Mr. Marr, of Moncton, had a very successful millinery opening March 13, showing all the latest styles from Paris, London and New York.

J. & E. Brown, Portage la Prairie, Man., have enlarged their store and fitted up a new flat as a millinery and dressmaking department.

R. P. Dalgleish, of Wilfrid, Ont., is adding a millinery department to his store. Miss Lottie Dalgleish will have charge of it.

Mr. Leslie H. Gault, of Gault Bros. & Co., Montreal, will be married in England early this month.

Joseph A. Moyes, who for twelve years had charge of the carding department of the Canada Cotton Co.'s mill at Cornwall, Ont., died last month at Lewiston, Me., where he was employed in the Androscoggin mill. Mr. Moyes was formerly in partnership with Mr. Edwin Kewin, now of Toronto, as owners of a batting mill afterwards destroyed by fire.

Mr. R. Dickson, of A. Beattie & Co., St. Mary's, Stratford and Thedford, was in Toronto last week and called at THE REVIEW. Mr. Dickson, who is the senior partner, reports trade very good in the districts where his large firm operates.

THE U. S. WOOL MARKET.

The wool sales during the last week in March at the three chief wool cities of the United States were only 2,926,750 lbs., against 5,229,800 last year, and in four weeks of March only 12,824,150 lbs., of which 6,596,800 were foreign, against 18,946,200 lbs. in 1895, of which 11,397,300 were foreign, and 21,984,576 in 1892, of which 14,978,526 were foreign. The experts say that at Boston it is now a buyers' market, if there were any buyers, but general stagnation prevails at New York, and the market at Philadelphia is strictly limited to manufacturers' needs. Prices abroad are steadily held at about ten per cent. higher than at the opening of the London sales, and are so far above American prices that sales of 350,000 lbs. for

delivery in England have been reported, and there is said to be no reason why the English market cannot use up American wool more cheaply, with lower cost of labor, than the market in this country.

THE DANCE OF THE BONNETS.

Attributed to Charles Dudley Warner.

All up and down the brilliant house,
Through Circle, Box, Parquet,
Sat rows and rows of waiting folks,
Men, dames and damsels gay;
All with their bright, expectant looks,
Care-free as if in story books,
Impatient for the Play.

At last the lights turned, sudden, low,
The curtain upward went,
Each voice was hushed and garment's stir;
With eyes and ears intent
Upon the sparkling, lovely scene
With elf and fairy the brooks between,
Each eager face was bent.

But one, aghast, could nothing see
Except a monstrous plume;
While three red roses high a-wave—
From Paris skill abloom—
Before another's straining eyes,
With saucy tilt and savage size,
Did loom, and loom, and loom.

And hard by this another sat,
Meek soul but now a-rage,
For two wide-spreading, fan-like wings
Concealed just half the stage.
Sometimes a player's head or hand
Or fragment of a dancing band
Would fall within his gauge.

One dame, behind a ribbon tower,
Felt honest, true amaze
That thoughtful she of tiniest toque
Must thus be spoiled of gaze.
She knew not that her light aigrette
To eyes behind would only let
Things pass as through a haze.

And so the dance began—to right,
To left—to right again—
The flower, the feather, silken bow,
The wing of bright bird slain.
O weird chase! row after row,
The bonnets come, the bonnets go,
Till curtain drops and from the show
Wend weary eyes and brain.

PENNY LETTER RATE FOR THE EMPIRE.

At the meeting of the Association of Chambers of Commerce, held in London recently, a resolution was passed in favor of the establishment of a system of penny postage throughout the empire. The Duke of Norfolk, Postmaster-General, who was present at the meeting, said he thought the moment premature for any such change in the postal system as the resolution demanded. When the colonies joined the Universal Postal Union, he said, it was agreed that the then existing rate of postage should not be cheapened until after 1897.

THOSE WHO READ THE PAPERS.

A manufacturer recently explained his liberal patronage of trade papers, remarks an exchange, by saying: "Men who do not read their trade papers and keep posted in their business are usually poor customers." Jobbers have discovered the same to be true in the dry goods trade. The merchant who does not keep right up with the times by means of a wide-awake trade journal is sure to make mistakes in buying and to be ignorant of the methods in selling, and hence to stand lower in the city credit man's estimation. Knowledge is power, and knowledge of one's business is power to secure profits and credit combined.

Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

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

The

“Puritas”

COTTON COMFORT

The

“Lanatus”

WOOLLEN QUILT

Sold by the wholesale trade throughout the
Dominion of Canada.

Manufactured by

**THE ALASKA FEATHER
& DOWN CO., Ltd.**

290 Guy Street

Montreal

James Johnston & Co.

26 St. Helen Street,

. . . . MONTREAL

**Sanitary
Diaper
Cloth.**

Sample
Free.



Soft,
Highly
Absorbent,
Entirely Free
from Starch.

For
use
of package.

Made absolutely hygienic by ster-
ilization and antiseptic bleach. . . .

Put Up In Hermetically Sealed Bags.

Staple and Fancy Dry Goods

. . . WHOLESALE . . .

Our stock is now well assorted in the following Departments:

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.
Some special lines in Blouse Silks and Trilby Velveteens.
Domestic Cotton Goods of every description.

Special attention given to Letter Orders . . .

Agents for
the

ANTISEPTIC SANITARY DIAPER

Put Up in 10 Yard Lengths, 18 to 27 in.

25TH ANNUAL REPORT
OF THE
CONFEDERATION LIFE ASSOCIATION.

A PROSPEROUS YEAR.

AN INCREASED VOLUME OF NEW BUSINESS WRITTEN—A VERY FAVORABLE DEATH RATE—A REDUCED EXPENSE RATE—INCREASES IN ASSETS, INCOME AND SURPLUS.

THE annual meeting of the Confederation Life Association was held at the Head Office of the Company, Yonge, Richmond and Victoria streets, Toronto, on Tuesday, March 17th, at the hour of 3 p. m. There was a good attendance of policy-holders, shareholders and members of the agency staff.

On motion, the Hon. Sir. W. P. Howland, C.B., K.C.M.G., was called to the chair, and Mr. J. K. Macdonald, Managing Director, appointed secretary of the meeting.

The Report and Financial Statements relating to the business of the Company for the year 1895 were submitted as follows:

REPORT.

During the past year the Directors have had under consideration 2,540 applications for insurance to the amount of \$3,736,150. This includes five applications for \$8,000, which were deferred at the close of 1894, 2,389 for \$3,474,150 were approved, while 134 for \$230,000 were declined, not being up to the standard; and 17 for \$32,000 were incomplete at the close of the register and were deferred. Adding to the above issue the revived policies of previous years, which had been written off, and the bonus additions, the total issue for 1895 was 2,421 policies for \$3,544,920. The total business on the books at the close of the year was \$26,611,718, under 17,590 policies on 15,413 lives. From this it will be seen that, though the year was quite unfavorable for the life insurance business and many companies fell behind in the volume of new business as compared with the previous year, and while the total insurance written by all the companies for the year is a good deal less, we have been able to maintain an equal volume with a lesser expenditure by several thousand dollars than in 1894.

The claims by death were 108, calling for \$171,847 under 121 policies. In view of the amount at risk, it will be observed that the death rate was very favorable, a fact which bears continued strong testimony to the care exercised in the admission of only good, healthy lives.

The Financial Statements which form part of the report will be found to furnish full information regarding the position of the Association.

The past year, on account of the continued and intensified commercial depression, called for more than usual care in conducting a business such as ours, combining insurance and investment; it cannot, therefore, fail to be a source of gratification to our policy-holders and shareholders to observe the very substantial advances made in all those features which indicate real progress and careful management. Some of these are:

1st—Maintaining an equal volume of new business and carrying on the old with a total expenditure over four thousand dollars less than in 1894.

2nd—Increased income.

3rd—Increased assets.

4th—Increased surplus, notwithstanding the payment to policy-holders during the year of over \$87,000 in profits.

These facts will prove the wisdom of the policy pursued by

your Directors and Management to secure a fair volume of business at a fair cost. The business has been sought for on strictly business principles, and means unfortunately too frequently used to procure applications, such as rebates, are strictly prohibited.

The report of the Auditors, who have continued to give regular and careful attention to their duties, will be found appended to the report.

It is a source of deep regret that we have to announce the death, since the completion of the audit for the past year, of Mr. William E. Watson, F.C.A., who has intelligently and faithfully discharged the duties of joint auditor for a period of six years.

Your Directors are pleased to report that the office and field staff continue to discharge their respective duties in a zealous and efficient manner.

All the Directors retire, but are eligible for re-election.

W. P. HOWLAND, President.

J. K. MACDONALD, Man. Director.

FINANCIAL STATEMENT.

Receipts	\$1,062,642 02
DISBURSEMENTS.	
To Policy-holders.	
Death Claims.....	\$165,879 17
Endowment Claims	75,444 00
Annuities	4,905 40
Surrendered Policies.....	63,650 11
Dividends.....	87,195 10
	\$ 307,073 87
Expenses, Commissions, etc	196,251 30
Dividends to Stockholders	15,138 00
Balance	454,145 85
	\$1,062,642 02

BALANCE SHEET.

Total Assets	\$5,374,438 59
Total Liabilities	4,090,184 86
Cash surplus above all Liabilities	\$ 1,314,254 03
Capital Stock	1,000,000 00
Total surplus security for Policy-holders	\$1,314,254 03
	J. K. MACDONALD, Managing Director.

AUDITORS' REPORT.

We beg to report that we have completed the audit of the books of the Association for the year ending December 31st, 1895, and have examined the vouchers connected therewith, and certify that the financial statements agree with the books and are correct.

The securities represented in the assets (with the exception of those lodged with the Dominion Government, amounting to \$84,500, and those deposited with the Government of Newfoundland, amounting to \$25,000) have been examined and compared with the books of the Association and are correct and correspond with the schedules and ledgers.

The bank balances and cash are certified as correct.

W. R. HARRIS,

WM. E. WATSON, F.C.A.,

Auditors

Toronto, February 27th, 1896.

The retiring Board of Directors were all re-elected, and a meeting of the new Board was held immediately after the annual meeting adjourned. Sir W. P. Howland, C.B., K.C.M.G., was re-elected President, and Messrs. Edward Hooper and W. H. Beatty, Vice-Presidents.

ED. SCHULTZE, SON & Co.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.
Highest Grade French Kid Gloves

These fine goods
have never before been
offered in this market.

We will shortly call upon the trade
with a complete line of **Kid Gloves**

INCLUDING

English, Belgian, German and Austrian
Manufactures

TO THOSE INTERESTED
VALUES IN MEN'S WEAR

Underwear and Half-Hose

○○○○○○

NOW COMPLETE

Two-Thread Balbriggan, (Domestic) 34 to 46, retail at 50c. Real French Balbriggan, 34 to 50, four first sizes retail at 50c. Natural Colored Balbriggan, low and superior quality. Silk Balbriggan, sixth of a dozen in each box. Tan Colored Balbriggan, sixth of a dozen in each box. Sky Blue Balbriggan, all fast color, sixth of a dozen in each box. Tan Silkene, sixth of a dozen each Shirts and Pants, and third of a dozen Half Hose to match, in each box. Tan and Sky Blue Spotted, sixth each Shirts and Pants, and a third Half-Hose to match, in each box. Natural Wool Shirts and Pants, in all prices from \$6.50 up. A large variety of Summer Stripes, imported goods, at reasonable prices. Netted Underwear, to retail from 25c. up.

NECKWEAR

A Thousand Dozen of neat classical Jasper Silks, silk-lined, in Bows, Derbys and Knots, just received. Five Hundred Dozen ditto, in Pin Dots, all silk-lined, to retail at 25 cents. Three Hundred Gross of Fiber Matted Ties we are offering at \$9.00 per gross. Samples forwarded on demand.

Our Travellers are now on the road soliciting orders for Winter Underwear, etc.

GLOVER & BRAIS, 184 McGill
Street

Montreal

MAKE NO MISTAKES.

DRY goods dealers, like everybody else, have trials and temptations. Any one engaged in business must come in contact with all sorts of humanity, owing to which fact it is plain that every successful business man must have great need of patience, courage and experience.

For this reason many young dealers starting in business fail before they become well enough acquainted with the intricacies of store management to avoid the things which lead to bankruptcy. In managing a store, says The St. Louis Dry Goods Reporter, as indeed, in managing anything, there are a thousand details with which only those having skill and years of experience in handling can be acquainted.

It is not putting it too strongly to say that many retail dealers are in the dry goods business through a case of mistaken identity—they launched their frail crafts fondly believing that prosperous trade winds would quickly fill their sails and wait them over calm seas to the beautiful continent of Success, little dreaming of the shoals, adverse winds, narrow channels and storms encountered by almost every ship that plies between distant points. Outward appearances are often misleading, and in nothing is this more true than the retail dry goods business.

Before one can become a doctor, a lawyer, or president of a bank he must show a certain fitness for the work—he must go through years of preparation and careful study and pass certain rigid examinations—but any farmer can quit his plow, any blacksmith can forsake his anvil and engage in the retail dry goods business with no other prerequisite than a few hundred dollars to be used as a nucleus around which to form a basis for credit.

The time has come when it would be well for every man contemplating entering the retail business to count the cost before making a fatal plunge. There is quite as much to know and quite as high an order of business ability is required to make headway in the retail business as in any other field of effort—and the sooner some people find this out the better it will be for the retail trade in general and the successful dealers in particular.

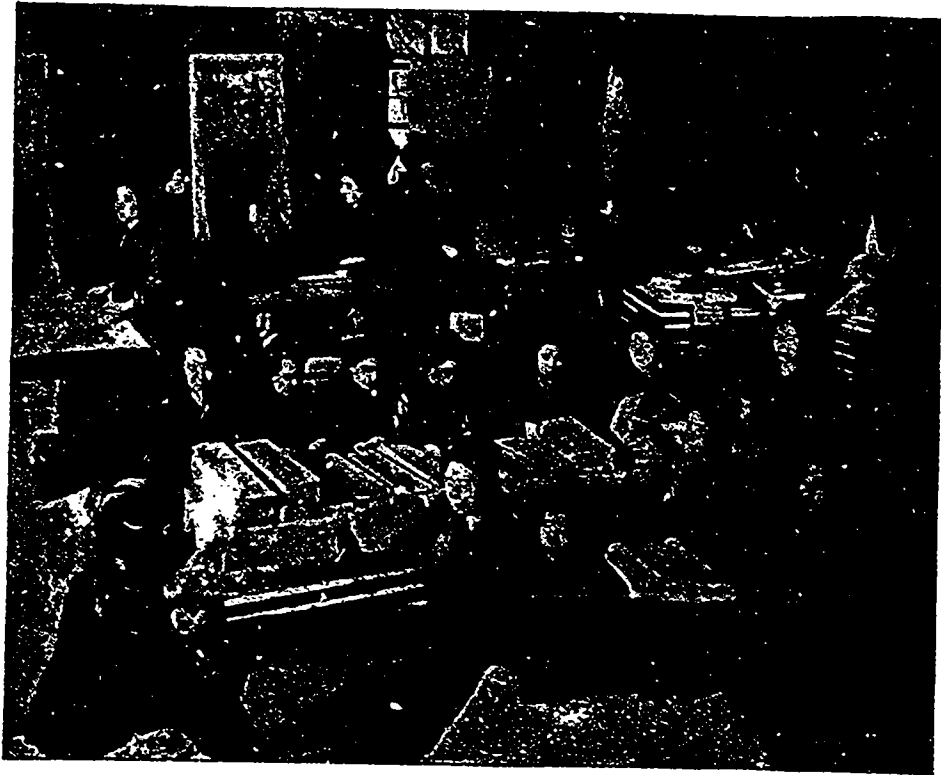
Referring to the matter of trials and difficulties of the retailer one writer says: "A statement of the demands made of him every day, if told to one not engaged in the trade, would

not be believed were there not facts to prove its truth. His complaisance and good nature are daily taxed by requests that are often staggering. As every retailer knows, however, no matter how hard he tries to please one customer, and to what lengths he goes in order to do so, the chances are that it will not be long before some other one wants still greater favors." When it becomes more generally known that careful study and preparation are essential to success in the retail dry goods business no less than in other lines of endeavor, the trade will be more profitable and greater inducements will be held out to capable men looking for an opportunity to invest their brains and capital.

ORIENTAL SILK SPECIALTIES.

The house of J. Frank Riepert, Montreal, has just received the new samples of novelties for the fall trade. There promises to be

a demand for embroidered cushions, both in silk and very new effects in mosaic designs printed on velvet. Lambrequins and mantle drapes, also curtains, are shown in large variety. The tendency in silk piece goods is to increase in volume, both in washing silks and fancy stripes. The same is true of plain colors. Quite a number of orders have been taken for hemstitched handkerchiefs, with and without initial. Travelers start out April 1st with a full line of the



SILK PIECE GOODS DEPARTMENT, YOKOHAMA—J. Frank Riepert, Montreal.

newest things offering for the coming season's trade, and those who are on the outlook for bright novelties will do well to see these samples. The illustration given herewith presents a view of the firm's piece goods department in Yokohama, which is at present occupied to its full capacity.

TRADE ABOUT BRANDON.

Brandon merchants report that the local trade has, during the past few weeks, been gradually increasing and that recent Saturdays have shown very fair results indeed. Farmers are beginning to buy their spring supplies, and not a few of them are taking advantage of the fine weather and the improved prices in order to sell what wheat they have carried over the winter. Messrs. Macdonald & Calvert, clothiers, the latest addition to the local business community, have opened their doors and are now bidding for a share of business.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

*Dry Goods,
Trimmings,
Silks,
Braids,
Curtains,*

*Embroideries,
Gloves,
Hosiery,
Muslins, and
Dress Goods, etc., etc.*

Our travelers are now on their respective routes with a full line of samples in Dry Goods Novelties, gathered through the best facilities and with the greatest possible care from all the leading fashion centres of Europe. It will interest you to see our collection before placing your order for the Spring Trade, and we solicit for our representatives, who will call upon you shortly, your usual kind consideration and esteemed favors With best wishes for a successful year in 1896.

We are, obediently yours,

Kyle, Cheesbrough & Co.

MONTREAL.

Please Wait —

to see our range of Men's Underwear, Hosiery, Gloves, etc., for the Fall Trade before you buy a dollar.

Special lines are being made for us exclusively.

English finished Collars are selling faster than we can turn them out at present.

TOOKE BROS. — Montreal

MEN'S FURNISHINGS.

A JOB line of braces, odd quantities, are being offered this month by Caldecott, Burton & Spence; a similar line of summer top shirts, interesting value, is also noted.

John Macdonald & Co. are showing summer-weight shirts and drawers, manufacturers' overmakes, at less than mill prices. Clearing lines in men's fine woolen half-hose are being shown. A special line of tweed pants to retail at a dollar are a feature this month.

Matthews, Towers & Co. are busy getting up their spring samples. Their travelers will be calling on the trade in the course of a week or so.

Wyld, Grasett & Darling have a specially attractive range in boys' and men's suspenders. The assortment in men's goods is large, they have silk jacquard webs, mohair ends and fancy buckles. For English collars, kept in all shapes and sizes, demand is large. The Minster English link cuff is gaining in favor.

Mr. Cookson, buyer for Glover & Brais, has been in London and Paris for several weeks, and has forwarded some of the latest novelties for the Easter trade.

Black sateen shirts are in demand. Goods to retail at from 50c. to \$2.50 are being shown this month. Wyld, Grasett & Darling keep them in acid proof, fast black, with yoke. Each line is shown in heavy, plain sateen, and the lighter makes in twill.

A selection of New York novelties in spring and summer neckwear have passed into stock at W. R. Brock & Co.'s to assort up their range of men's knots, derbys and bows.

A shipment of summer vests has arrived at Wyld, Grasett & Darling's, including pique, cashmere, Marseilles, etc. They are shown with three pockets and step collar. This house also report a large range of new cotton neckwear, made in ladies' and men's shapes.

THE REVIEW, when calling on Mr. Robt. C. Wilkins, Montreal, was shown some very pretty and serviceable blouses for boys, which lines he has just begun making, and has already received very flattering orders for them. Mr. Wilkins is also introducing a novelty in a waterproof jacket and overall, the many advantages of which for sportsmen, fishermen, sailors and anyone exposed to rainy or snowy weather, will be readily appreciated by the trade.

W. R. Brock & Co. made large purchases of men's shirts and drawers. Their balbriggan lines are good value. No. 19, fancy cotton S. & D., to retail at 50c., is the regular 75c. line.

The department of hosiery and underwear at Glover & Brais' is being extended, and from this month on the firm propose to surpass all previous efforts.

The English buyer for H. J. Caulfeild & Co., Mr. Geo. Hyslop, is now in the foreign markets, and will be sending out the latest novelties about April 15. The firm's special buyer,

Mr. Norman, is now out with import samples for next season's trade. As orders were placed early to good advantage, the trade are expected to find prices interesting.

WOOLENS.

THERE is quite a demand just now for worsted serges. These are being used largely in filling contracts for uniforms for employes of steel railway and other enterprises. As Canadian serges are pretty well liked they are enjoying a good trade. Some of the contracts being filled stipulated that the serge used should be Canadian.

With the Horse Show coming on, Wyld, Grasett & Darling have a nice line of light coverts for spring overcoatings. A supply of light drab supers for ladies' capes, jackets, etc., are also seasonable. The firm are clearing out this month a quantity of Canadian tweed ends at low figures.

Black and white stripes, narrow, are shown in fashionable trouserings. In wider stripes the suitings are taking well.

A large shipment of black worsted trouserings in all the latest designs has been received by John Macdonald & Co. Also a shipment of neat effects in six-quarter worsted suitings. One line in fawn color is very attractive for spring and summer wear. In tweed suitings, both imported and Canadian, browns, drabs, etc., a nice range is shown.

A good trade is being done in Oxford homespuns, which are wanted for bicycle suits. Hutchison, Nisbet & Auld are showing a fine range of these, as also fancy vesting in silk woad spots and spotted buckskins which, as novelties, are much liked. Worsteds trouserings are seen in variety. The firm have still left a lot of manufacturers' over-makes in Canadian goods which are being cleared out at job prices. Some jobs in trouserings, British goods, are also being offered this month.

A range of Canadian woolens, claimed to be much below manufacturers' prices, are being offered this month by W. R. Brock & Co. In sunproof serges special lines in blues and blacks are being shown. Handsome effects in Scotch and worsted suitings are being opened up for spring and summer wear. The cheviot finish goods, now much in demand, are in large range in black, blue and colors. In venetian overcoatings the different tints of fawns and browns are shown.

S. Greenshields, Son & Co. are offering the large stock of tweeds bought from the estate of Mills & Galt at less than manufacturer's prices. They will be glad to send samples to any merchants who wish for them. The tweeds are splendid value and cheap.

The travelers of the new Montreal firm, Findlay, Smith & Co., will be out the first week in April with a full range of fall samples, and the residue of the spring purchases of the Jas. McDougall & Co.'s estate, which they are prepared to sell at clearing prices.

APRIL SHOWERS.

W. B. Brock & Co.'s stocks of ladies' and gents' I.R. mantles and coats, umbrellas, etc., etc., are complete. Special lines to be seen in the various grades.

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES OF

Flexible and Mohair Buttons
Strap and Brace Buttons
Livery and Official Buttons
Fancy Metal Buttons
Anchor Buttons
Fancy Vest Buttons
Linen Buttons
Jet Buttons

Ivory and Buffalo Buttons
Vest and Trouser Buckles
Galter and Anchor Buckles
Mantle Hooks and Eyes
Trouser Hooks and Eyes
Cap Ornaments, Etc.

WALKER BROS.

Manufacturers' Agents

Carry full stock of staple lines. Samples supplied to the Wholesale Trade. Montreal

McDougall, Barrett & Co.

168 MCGILL STREET

... MONTREAL

April 1896

The demand for our celebrated Tyke and Bleinheim Serges has in the past so far exceeded our preparations as to cause much disappointment in delivery, which we can't but regret. The demand for these cloths rapidly outdistanced our most sanguine expectations. We have placed such contracts as will obviate future delays and ensure prompt delivery.

This season we are introducing our new **Genuine Irish Serge, "ROUGHEDY,"** Colors Guaranteed, a cloth which is destined to take a firm hold on the public confidence and merit it.

Registered in Great Britain, Canada and the United States. Stamped with registered trade marks.

TYKE

BLEINHEIM

ROUGHEDY

... Every 2 1/2 Yards ...

MCDUGALL, BARRETT & CO.

— Sole Proprietors

H. J. CAULFEILD & CO.

Wholesale Men's Furnishers and Manufacturers

Summer Clothing

- Lustre Coats and Vests, in Black, Grey and Fancy
- Russell Cord Coats and Vests, in Black Melange " " Grey
- Florentine " " Grey and Black
- Duck Coats and Vests, in White and Striped, for Yachting and Cricket
- Tweed Skeleton Coats with Pants or Knickers, for Bicycling, Golf and Outing

MERCHANTS, send for sample suits and secure the orders for your clubs.

WE WILL SAVE YOU MONEY



SPECIAL ...

Satara Cord Coats and Vests, in Linen Shades, also in Navy. Can be retailed for

One Dollar

... Greatest Value in the Trade ...

Dusters in the same material to retail at \$1.50. Send for samples.

LETTER ORDERS RECEIVE SPECIAL ATTENTION.

H. J. CAULFEILD & CO.

17 Front Street West

TORONTO

KID GLOVE NOTES.

THE continued wintry weather has seriously affected the demand for kid gloves, and mail orders are much fewer than at corresponding dates of former seasons. But the import trade in good goods has been larger than at any previous date in French goods, and alone firms here appear satisfied with the turnover, although the increased business has not fully compensated for the continued increased cost of production. Indeed, it seems as though there must come a time shortly when a general advance is made in local prices. So well is this known by Customs appraisers that, we hear, they have lately insisted on the invoices of a certain glove firm being adjusted to meet the foreign market value of the goods entered.

There is an apparent shortage of good French gloves in fancy effects, and one very well known firm has sold out a large surplus already. This will be a warning to procrastinating buyers which they would do well to remember. It has been difficult to provide stock in full for delivery before Easter, which comes unusually early this year, but it is expected that most people will have their stuff in time.

Styles are much as we predicted in a recent edition: the large pearl button is reduced in size and not so much in demand. Suedes, in 6-button length, of good quality, are bound to sell. White castor, 4-button, will also have a moderate run, but the safest line is a guaranteed kid, 7-stud laced, in light shades, the dark assortments being unseasonable. Modes and tans are in good demand.

Some pretty effects are noted in Eugene Jammet's 7 silver stud lacing in colors and blacks, with white points, which, with large stocks of staple laced, they carry for immediate delivery.

A full range of sizes in all leading lines, Godiva, Marguerite, Katrine, Ferrand Josephine, etc., are reported by Caldecott, Burton & Spence. The house carries exclusively the seamless Josephine.

THE TREFOUSSE GLOVES.

Ed. Schultze, Son & Co., agents for Trefousse & Co.'s high grade kid and suede gloves, report that buyers who have seen their line do not hesitate to say it is the finest range they have yet seen, and predict for them unqualified success when orders are placed for the season's requirements. The qualities being introduced by Trefousse cannot help but raise the standard of gloves in this market. Trefousse & Co. to-day do the largest imported kid glove business in the United States, and buyers who keep in touch with the American market in styles and qualities appreciate the entrance into this market of the Trefousse gloves.

NEW THING IN CURTAINS.

James Johnston & Co. are doing well with a special line of 32-inch black velveteen for capes. This width and weight are scarce, and their shipment, which is a fairly liberal one, is just to hand in time.

A new thing in curtains is being shown by this house. It is the ordinary scrim material in white and cream ground, with art printing upon it, which produces a very pleasing effect. They can be profitably retailed at \$2 a pair.

THE DRESS GOODS TRADE.

Caldecott, Burton & Spence do not anticipate any collapse in prices this year as a reaction from the advances of the past twelve months. In their circular to [the trade relating to autumn the firm say that in all woolen and dress goods especially, prices are likely to be maintained. The reasons for this are clearly pointed out. The immense expenditures on the navy are going to make business in Great Britain brisk; trade is good in Europe and the East, and in Australia and South America it is improving, the price of raw wool continues to rise; British woolen manufacturers are busy with orders and are not very anxious about new ones.

The firm make a specialty of dress goods, and their opinion is worth listening to. Their stock this season is varied and complete. The balance of their imports of German fancies are expected this week, which will complete them in this line. There has been an active demand for plaids. Black crepons, in good quality, have sold well, and a fresh shipment will be in shortly. Black and colored Sicilians have been strong, and new supplies are on the way. There has also been a marked demand for serges, especially those with bright finish—a taste connected with the present fashion for bright fabrics. That this fashion is not universal is seen in the good selling features of low lines of German fancy tweeds retailing at 50c., which in certain sections continue popular. A very handsome fancy German crepon for waists was noted in this department.

S. Greenshields, Son & Co. report an active demand for crepons. They have been getting the latest styles every week, and they have sold them as fast as received; more are on the way out, new designs, and first-rate value from 65c. to \$1.25.

THE BUTTON HOUSE.

Thomas Carlyle, the big button and buckle manufacturer, Birmingham, Eng., is now represented in Canada by Walker Bros., Victoria square, Montreal. Full lines of all staple buttons are carried in stock, and orders can be filled at once instead of waiting for importation. They sell to the wholesale trade and the larger clothing manufacturers only.

They make a feature of special designs for buttons for uniformed societies, military men, clubs, livery, etc. They already supply all the buttons used by militia contractors for military uniforms, but recently they have been making a number of special designs bearing the crest or coat-of-arms of individual corps. Retailers may sometimes be able to make a commission on such an order by communicating with Walker Bros., who will fill it through the wholesale trade.

PILLOWS.

A line of sofa pillows, useful also for garden chairs, hammocks, etc., at remarkable figures, are being offered at John Macdonald & Co.'s. Silk curtain fringe in tasteful shades, whites, yellows, etc., is also a specialty. A nice range of ponpons, to retail at 25c. a dozen, is being offered.

A WORD OF ENCOURAGEMENT.

Writing to THE REVIEW under date London, March 19, Mr. G. B. Fraser, of S. Greenshields, Son & Co., says: "Allow me to congratulate you on your successful Spring Number. Everyone I have shown it to is surprised at the progress you are making."



HEALTH

HEALTH

Proof Most Convincing

There is no finer under-
wear made in the WORLD
than

THE . . .

“Health Brand”

Bold words—you say. They
are, and true. Have them
worn in your own HOMES
and then deny it if you can.

●●●●●●●●

Read the Back of this Page Carefully.

HEALTH



HEALTH

HEALTH

TORONTO LITHOGRAPHING CO.

Two Letters

As the Lady is Now in Montreal these Letters Will be of Special Interest.

Mrs Jean Morris Ellis.

MONTREAL, NOV. 2, 1895

DEAR MADAM The considerably increased demand for our Health Brand of underwear from the Lower Provinces this season has caused us to make enquiries from our customers, and in answer to same, Messrs. Macauley Bros of St John N B write us, and also send us newspapers referring to your course of lectures in St John, in which you give prominence to our Health Brand, strongly advocating same especially our Children's and Women's Combinations. Inasmuch as we have not the pleasure of knowing you, we are much gratified to see our efforts appreciated by one so fully qualified to judge of the merits of the goods we make, and recognize the points which are so valuable to the wearers.

We shall be pleased any time you are in Montreal to show you the process of manufacture and give you any additional information in our power, or receive any ideas from you. If you can suggest any means by which we can still improve in the direction of greater comfort or more perfect adjustment to the special needs of women and children, from a health-preserving point of view, on any of our lines.

Thanking you for your unsought and most kind interest, and assuring you of our constant aim to keep up and improve the already high standard we have set ourselves,

We are, yours faithfully,
THE MONTREAL SILK MILLS CO
(Signed) Henry J. Joseph, Manager.

The Montreal Silk Mills Company:

GENTLEMEN.—In answer to your letter of the 2nd ult I wish to tell you that, having bought in Yarmouth, N S, goods of your make known as the "Health Brand," it has given me much pleasure to recommend them, and most highly, as, beyond a question, the most perfect articles in every respect, from a hygienic and sensible standpoint, I have come across. I carefully examined them in every detail after they had been worn and washed, and to state that for quality and finish I believe them to be unexcelled and worthy of the highest commendation. I have submitted samples of the wool to them to experts, who pronounced it of the finest grade that can be made, and I have in the "Health Brand" found an article I have long been looking for and one which I can endorse with utter sincerity and perfect confidence in the fact that every woman and child must benefit by their use.

I have been approached innumerable times by manufacturers and others wishing me to bring to the public notice articles that they were interested in, but this I never will do and have never done. My work lies in other directions, and my efforts in the same afford me all the reward, both pecuniary and otherwise, I seek in a world which has too great a need of earnest workers in good causes, without too selfish a wish for their own benefits, and if I have inadvertently been of use to you by letting the public know of the merits of the Health Brand, my object has been to benefit my hearers and nothing else.

At the same time I wish to thank you for your courteous letter of recognition, and when I come to Montreal I shall be much pleased to examine the process of manufacture at your mills and gain any technical knowledge possible, as I believe it is well to learn whenever a chance offers.

I can suggest no improvement in your goods, as they fill my idea of underwear exactly, and, while recommending them above all other, I wish it to be distinctly understood that I look for no other recognition at your hands than your good will, and only seek to give prominence to the "Health Brand" because I find it absolutely the best.

Yours truly,
(Signed) JEAN MORRIS ELLIS.

From "THE METROPOLITAN"

Montreal, Saturday, Jan. 25th, 1896

DRESS REFORM.

LECTURE AT THE TEMPLE HALL BY MRS. JEAN MORRIS ELLIS.

MRS ELLIS, who has been entertaining large and appreciative audiences during the week at Masonic Temple Hall, by her clever exposition of Physiognomy and Phrenology, turned her attention yesterday (Thursday afternoon) to the subject of Dress Reform in a lecture to ladies only, and was greeted by an audience which filled the hall, amongst which were many ladies known in the social world. Without going too fully into details which the nature of the lecture in a sense precludes, her ideas are certainly not the "new woman" as popularly represented, in bloomers, tight-

laced coats and the other accessories considered necessary to a man's general get-up, but a womanly woman in the truest sense, inclining more to the ideas of ancient Greece than modern London, but withal striking the happy medium in the direction of following fashion, where fashion leads, sensibly. She dwelt upon the great importance of wearing pure wool garments next to the skin in weights which are now made adapted for summer and winter, and showing how, by their use and wear, the beautiful outlines of figure were preserved in regard to the proper display of dress itself. She stated that for years her attention had been directed to this class of underwear in an endeavor to find that which filled to her ideas all the necessary requirements of absolute softness, purity of material and finish, and that she has found her ideal in

the "Health Brand." She has a charming little boy of about four years of age, who appeared on the stage as illustrating her ideas of this underwear for children. Another subject touched upon was the very important question of corsets and lacing. She also illustrated her ideas on this subject in a practical manner, in fact, the lecture was both clever and entertaining, showing Mrs. Ellis as a profound student on her subjects. She announced her intention at the close of giving one or more private lectures to ladies next week on different topics, the dates of which she would announce through the press Monday next. We have rarely had the pleasure of listening to a lady whose ideas were so excellent, and power and expression so forcible and at the same time refined.

The foregoing will interest everyone to whom a copy of this Number is delivered. Read it carefully. Try the "HEALTH BRAND" in your own homes—as WE DO. Let your OWN PEOPLE wear it. THEY will tell you, that properly washed, it does not shrink, and on ALL other points is everything we claim for it.

This is the way to find out beyond question---THEN---you will KNOW that you are selling the public goods that cannot be excelled.

BED COVERINGS.

The season is fast approaching when this class of goods will be shown for next fall. The cheapness of the genuine down quilts has caused an enormous increase in the sale of same. The Toronto Feather & Down Co. are putting on the market for the coming season an excellent line to retail from \$4 up. In addition to this their new "Snowflake" brand, which is almost equal to the genuine, can be sold from \$3 up. Their large range of fancy pillows contain some exquisite novelties, and with their increased facilities they are able to make prices interesting to all.

UNDERWEAR.

Just as sure as the thermometer went below zero and that the heavy snow-storms blocked street car and railway traffic, so sure will summer come, with its hot, sweltering days. Then your customers will rush in for cool underwear, and there is no reason why you should be without a well-assorted stock in ladies, misses and men's sizes. Brophy, Cains & Co.'s men are now on their sorting trip, and this firm make a specialty of underwear.

FOR ART NEEDLEWORK.

After supplying the industrial world with flax threads for staple demands, the Barbour Co. directed its experts to turn their attention to threads and yarns for decorative and ornamental work of all descriptions. This has resulted in a product which has stimulated home invention and enabled intelligent women to achieve wonderful results in art needlework and embroideries, covered under the general head of applique. Their

threads and yarns include, therefore, stock for crewel work, embroideries of all kinds, macrame, jacquard and floss, enabling amateurs and those better posted to execute art work at home for both the makers' use and for sale in open market. In short, it has enabled women of all degrees to become apt in applique work and to furnish them a livelihood in the seclusion of home rather than in the turmoil and rude surroundings of factory life.

CARPETS AND HOUSE FURNISHINGS.

S. Greenshields, Son & Co.'s stock is now thoroughly as sorted in all departments. They are receiving a large shipment in the newest makes and designs of China and other matting, all bought at old prices. Their Mr. Fraser has just sent out a shipment of the newest patterns in Harrison's Brussels carpets, selected by himself in England and specially suited for the Canadian trade.

CHENILLE CURTAINS.

McMaster & Co. are showing a splendid range of chenille curtains 27 inches to 72 inches wide in plain, dado, and florals—in all colors and combination of colors, and have also chenille covers in all sizes and colors. In art squares they show very attractive designs in Kensingtons and Aryanian weaves.

WEATHER SUITS DOWN QUILTS.

The cold weather, which has been prevailing in Montreal this month, has given a new impetus to the down quilt trade, of which the retailers as well as the manufacturers reap the benefit. For the latter it is like a second harvest. "A quelque chose malheur est bon."



Ready-Made Clothing

We have the most complete clothing factory in the Dominion.

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

Full-Fashioned Underwear, Ladies' and Children's Combination Suits, Men's Shirts and Drawers, Jersey Ribbed Perfect Fitting Ladies' Vests, Drawers, and Equestriennes, Ladies' and Children's Anti Grippe Bands, Sweaters, Striped Shirts and Knickers.

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

THE "P. D." CORSETS.



The "P.D." corsets, which are being placed on the Canadian market by Koenig & Stuffmann, Montreal, have been imitated by British and American manufacturers so frequently that the makers, P. Dutoict & Cie., Brussels, have had a trade mark registered.

Retailers buying these goods should see that they bear the accompanying design, for the makers guarantee the quality.

FOR THE LADIES.

McMaster & Co. are showing some unique designs in muslin waist sets, and have received a new supply of golfers in all shades and qualities for ladies and children.

A CLEARING LINE.

S. Greenshields, Son & Co. have made a large clearing purchase of fancy skirtings done up in short ends. They are offering these goods at one fourth less than the manufacturers' prices.

GOLF JERSEYS.

Until recently the demand has exceeded the supply; now manufacturers are catching up with back orders. Some of Brophy, Cains & Co.'s styles include self colors in black, cardinal, navy, brown, tan, self body with fancy sleeves; also black with cardinal, with grey, with gold, with white, navy with white, cardinal, sky. Misses' golfers will be much in demand for school girls during the next two months. They are just the thing to prevent coughs and colds after removing warm winter clothing.

AFTER A BARGAIN.

It was evident that she was troubled.

"I think I prefer this," said she, indicating a roll of cloth on the counter. "You say it has been marked down from 12 to 10 cents a yard?"

"Yes, ma'am," replied the clerk.

"It's really what I want," she continued, "but this," and she indicated another roll, "has been marked down from 12½ to 10 cents a yard, as I understand you?"

"Yes, ma'am."

"Then I should think the other ought to be down to 9½ cents."

"That would be cheaper than we can afford to sell it, ma'am."

"But you have taken 2½ cents off the price of the other and only 2 cents off this," she protested, taking up the first roll again. "That makes the other the better bargain."

"As a pure matter of cents, perhaps——"

"I'll give you 9¾ cents for it."

"We cannot sell it at less than 10 cents, ma'am."

"I'd rather have it than the other, but——"

"It's very cheap at 10 cents a yard, ma'am."

"I suppose it is, but it isn't as good a bargain as the other."

"I can't make it any less."

"Then I suppose I'll have to take the 12½ cents goods, but it seems a shame when I would rather have the other. You may give me ten yards."

THE ENGLISH

"Wakefield" Skirt Binding

Specially Prepared Leather and Braid combined—ready for use—in 36-yard lengths. Prominent Shades. An entirely up-to-date binding. Highly endorsed by leading dress makers of London, Berlin, Paris and New York. Light and indestructible. Outwears the skirt. Unaffected by moisture. Ask for "WAKEFIELD" Skirt Binding. For sale BY THE LEADING WHOLESALE houses in Canada.

"WAKEFIELD" Skirt Binding. "WAKEFIELD" Skirt Binding.

It is asked for by customers, because it is advertised in all papers and journals. Ask the wholesale men to show it.

MACDONALD BROS. (Sole Agents for Canada) MONTREAL



Re-dyers and Finishers

OF DRY GOODS IN THE PIECE
ALSO MILLINERY GOODS

AN HONEST CLAIM

OSTRICH FEATHERS DYED,
CLEANED AND CURLED

That we have by far the largest and best-equipped General Dye Works in the Dominion, that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion.

Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

221 McGill St., Montreal 133 Bank St., Ottawa
80 King St. East, Toronto 47 John St., Quebec

JOSEPH ALLEN, Managing Partner. W. R. ALLEN, Technical Chemical Dyer, and Medalist City and Guilds of London Inst., Eng., in charge of Works.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



Distinguishing Merits
Of Serviceable . . .

COTTON
BATTING

Always appreciated by the consumer

Long Staple Stock
Cloth-like Strength
Cleanliness

THESE QUALITIES ARE
ALL OBTAINED

WHEN YOU BUY . . .

North Star, Crescent or Pearl

Even in the lowest grades.

These are Old Brands, but always in
Front Rank.

ANY WHOLESALE HOUSE

Men's and Boys' Underwear
for Fall and Winter

1896-7

To the Retail Trade

OUR representative will call upon you shortly with a full line of Knitted Underwear, showing the various qualities, sizes, makes and finish suitable for a High-Class Retail Trade ; also a full line of Men's and Boys' Top Shirts, and which you can procure direct from the Mill at the lowest prices and on best terms.

These goods will be found worthy of your inspection, as every garment is closely examined before sending out, and is guaranteed to give satisfaction.

Kindly reserve your orders.

The GALT KNITTING CO., Ltd.

MANUFACTURERS GALT, ONT.

S. Lennard & Sons

ESTABLISHED 1878.



"Elysian" Nursing Vest.

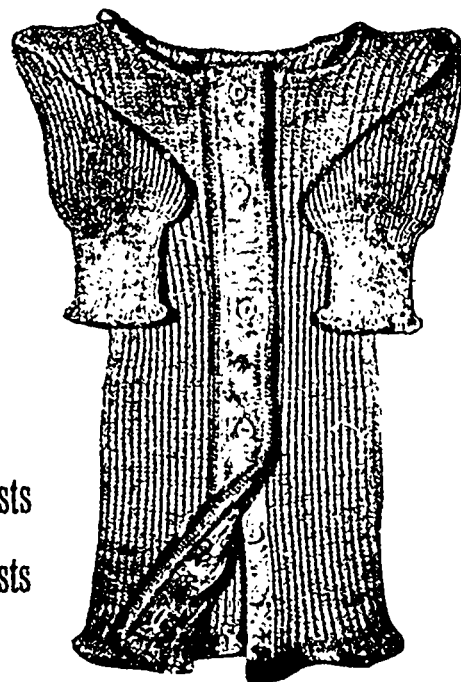
MANUFACTURERS OF

HOSIERY AND
UNDERWEAR

We are patentees and sole
manufacturers of

"ELYSIAN" Nursing Vests
AND
Infants' Vests

Made from finest European Yarns.
Wholesale trade only supplied.



"Elysian" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

CHEAP VICE HIGH-CLASS TRADE.

The Canadian agents for the "Wakefield leather" skirt bindings wish to impress upon the trade the importance of seeing that each yard of "Wakefield leather" skirt binding is stamped in gold letters. The "Wakefield" people do not wish to do a cheap trade in Canada, but rather, as on the home market, to furnish high-class goods, advertise them freely, and so satisfy everyone. This policy is England's greatness. Their goods are standard the world over and it is well to see them introduced in Canada so that our merchants will look far enough into their own future welfare to appreciate the reputation of selling good goods and of being reliable in this respect. One of the best demonstrations of this policy shows itself in the remarkable prosperity of that long established house of Hy. Morgan & Co., of Montreal. The "Wakefield leather" bindings are to be had from the wholesale houses, and are advertised in almost every paper and journal in Canada. Each yard is marked and guaranteed to outwear any braid or velvet binding.

CHILDREN'S DEPARTMENTS.

It is a well known fact that the most successful dry goods merchants in all our largest business centres are making a specialty of children's goods, and have departments fitted out especially for the mothers. Some call them "Babyland." This draws trade, as in the past it has been difficult to get proper fitting woolen goods. These can now be had in large varieties in the most dainty styles. Boulter & Stewart, of Toronto, are manufacturing these goods largely, which are equal to the finest American styles, and at prices which will compete with the ordinary machine-made goods.

SWEATERS.

Nothing more useful, convenient or comfortable has yet been made. They are in every way suitable for out-door sports. Thousands of school boys are now wearing them.

You go out for an early morning walk, ride, scull or other exercise and don't want to waste time putting on a "boiled shirt," collar, tie, etc., just jump into your sweater and "there you are." A moment removes it on your return; then your bath, breakfast and the office. Thousands of sweaters will be worn this year by those who work out of doors. Brophy, Cams & Co. have them for men and boys, in the best colors, at popular prices.

GOLDEN DECORATIVE DRAPERIES.

In the carpet and house furnishings department at McMaster & Co. are to be found several taking designs in these celebrated Japanese goods, which find a ready sale, and have been frequently repeated this season. They are also showing in this department lace curtains of special designs, taped both top and bottom, in white and ecru, which, together with their standard Swiss, Irish point and Brussels net curtains, meet all requirements satisfactorily.

"ROOSTER" BRAND.

Mr. James Adair, the well-known traveler, has just left Montreal for his old hunting ground, from the head waters of Lake Superior to the Pacific, where he will sing "The Song of the Shirt" and overalls of this well known brand. Mr. Wilkins is a believer in high-class representatives, and every good merchant in the Great West knows he has secured the service of such a man in Mr. James Adair.

**CANADIAN
COLORED
GILMOUR, SCHOLFIELD & CO. 1896**

Flannels, Zephyrs, Cheviot Suitings,
Flannelottes, Dress Goods, Skirtings,
Oxfords, Shirtings, Cottonades, Awnings,
Tickings, Etc., Etc.

— NOW READY —

See Samples in Wholesale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

Gilmour, Scholfield & Co.

334 St. Paul Street **MONTREAL**

We guarantee to save you money . .

**IF YOU BUY
FROM US . .**

We have received from a large Nottingham lace manufacturer \$10,000 in all the newest Spring Laces. They comprise all the latest styles, and as our instructions are to realize immediately we give the following special inducements:

- Lot 1. 10 per cent. trade and 5 per cent. 1st April
Lot 2. 20 " " " " " "
Lot 3. 33 1/3 per cent. net 1st April

As these are mill prices, and laces have advanced 25 per cent., it will pay you to visit us. We always have jobs on hand

GILMOUR, SCHOLFIELD & CO., Dry Goods Jobbers

READY-MADE CLOTHING

Finds a READY SALE when made up in the latest fashionable styles from the very best material, guaranteed to fit all sizes and shapes. If you wish to secure this desideratum, see our

LATEST SPRING AND SUMMER STYLES in

Men's Pants and Boys' Knickers

Special Values in Striped Worsteds.

Travellers with samples are out all through Canada. If they have not called upon you yet write us for sample lot and be convinced that you can save money by ordering from

THE

G. A. Thorpe Manufacturing Co.

OFFICE AND FACTORY:

Wholesale Manufacturers
Fine Ready-Made Clothing.

25 Melinda Street

TORONTO.

About Woolen Fabrics

There has been for a long time an idea prevalent amongst certain classes of our Canadian people that the manufactured productions of Canada are not at all equal to the imported article. We admit that in the early stages of our manufacturing industries the products may not have been up, in every respect, to those of the older manufacturing districts in England, Scotland and the Continent, but we are pleased to know that this is now only a thing of the past.

This is an Age of Progress as much so in Canada as in any country. We have got past the infant stage and we now claim to produce an article that will favorably compare in every way with the imported goods in the same class, and we are glad to be able to say that the Canadian people are now recognizing the merits of their own Canadian made goods. The productions of this Company include the finest **Woolens** and **Worsteds** for **Suitings**, **Coatings** and **Trouserings**.

We meet the imported article as to quality, style and finish, and—which is a vital point—quote lower prices. Our designing staff is complete and we aim, in addition to keeping the quality of the goods right, to keep our patterns abreast of the times—new and bright.

Retailers Will Do Well to keep an assortment of our goods in their stock. All leading wholesale houses handle them.

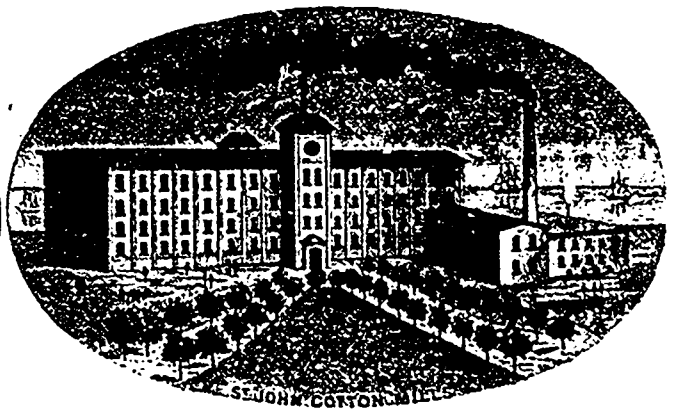
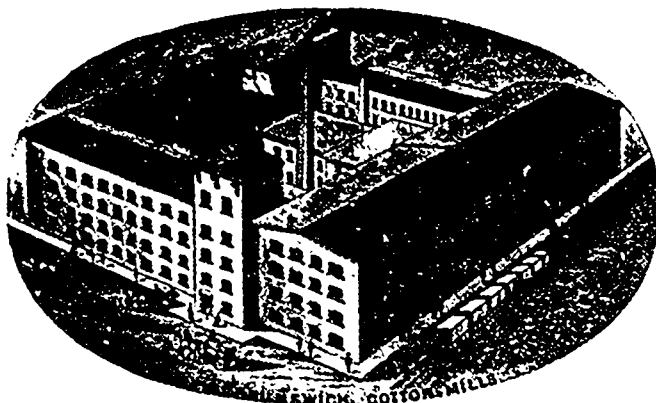
ROSAMOND WOOLEN CO.

Established 1857.

Almonte, Ontario.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Grey Cottons, Sheetings, Drills and White Ducks, Gingham, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS . . .

J. SPROUL SMITH, 30 Colborne Street, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS.
ST. JOHN COTTON MILLS.

ST. JOHN, N.B.

HOSIERY.

If you do a nice, clean, healthy trade, then hosiery will be a good department for you. It is not necessary to carry a heavy stock, but get it well assorted in ladies', misses', men's and boys' sizes, also three quarter hose for children. Brophy, Cains & Co. carry complete ranges in cashmere, wool and cotton, plain and ribbed, double knees and toes, with high spliced heels. They carry from the low grade of cotton to finest cashmere.

TWO SERGES.

A large line with McDougall, Barrett & Co. is their stock of serges. "Tyke" serge is meeting with great favor, reports from travelers being very encouraging in regard to it, and also the "Roughedy" serge.

A LARGE LINE OF LACE.

Gilmour, Scholfield & Co., St. Paul street, Montreal, have just received a large consignment of lace from a leading Nottingham manufacturer, amounting to over \$5,000. They are making a drive on these goods, which are really first class, offering them at 33% off. Enquiries in regard to the goods, their description, etc., will be cheerfully replied to

FREQUENT REPEATS FOR PRINTS.

McMaster & Co. report that so large has been the demand for their butter ground prints, they have just sent off their fifth repeat order, and that American fast black sateens in fancy effects are also in great demand.

THE PURITAS COMFORTS.

The "Puritas" cotton comfort, which is advertised on another page, will be offered this year in four different grades of covering and shows a peculiar double triangular stitching, which shows up the filling to great advantage. The factory of these comforts is located at 290 Guy street, Montreal, and the manufacturers are justly proud of their achievements in this department.

PRIESTLEY'S DRESS GOODS.

S. Greenshields, Son & Co. note an ever increasing demand for Priestley's dress goods. Wherever these goods are introduced they are always reordered. They are very beautifully done up and sell themselves.

THE ALASKA CO.'S NEW FACTORY.

The factory which was built some time ago by Mr. Duncan McIntyre for the Thomson Furniture Co., and which was vacated by the latter some years ago, has now been leased to the Alaska Feather & Down Co., Ltd. It is a strong, large building and well adapted for this firm's manufacture. The office and sample room will be on the ground floor.

NO CHARGE FOR THE CINDER.

It isn't often that a Canadian traveler gets worsted in argument, but the following is such a case. "Owing to your not having screens in your car windows," said the traveler, "I got a cinder in my eye the other day, and it has cost me \$10 to get it out. I want to know what you propose to do about it."

"Nothing, my dear sir," said the railway official. "We have no use for the cinder, and you are perfectly welcome to it. On a strict construction of facts, you did go off with our pro-

perty—the cinder, of course, was not yours—but we do not care to make trouble for you in so small a matter. Pray do not give the incident a moment's thought."

SLEEPING GARMENTS.

How few mothers there are but are always complaining of how hard it is to keep their little ones properly covered while sleeping, and in consequence they are continually catching colds and laying the foundation for after troubles. Boulter & Stewart have brought out a garment which they sell as the "Crown Brand Sleeping Garment," and which entirely does away with this trouble. It is in the form of a combination suit, and is warm, comfortable and cheap. Samples are now on the road.

A Reduction in Freights

and in cost of handling can be effected on small importations by employing us as shipping agents. **HOW?** Write us for particulars.

BLAIKLOCK BROTHERS, - Montreal

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES—Bank of Toronto, cor. of Wellington and Church Sts.
TORONTO, - ONTARIO.

Solicitors for Bank of Toronto, Board of Trade, Toronto, R. G. Dun & Co. (Mercantile Agency), etc.

MILLER BROS. & CO. MONTREAL . .

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

COLLARS Comet, Opera, Hanlan '76, Oro and Marquis.

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.
See that every Corset is marked "THOMSON'S GLOVE FITTING," and bear our Trade Mark, the Crown. No others are genuine.

BETWEEN YOU AND ME.

THE HARMONY THAT SHOULD EXIST BETWEEN A GIRL AND HER SKIRTS.

Do you know the girl with the ragged petticoat—the petticoat which has little jags and streamers and tails of black facing gaily dangling from the hem, just behind her trotting tootsies? In the ruddy autumn she bought that petticoat, and gradually it has succumbed, as petticoats will, to friction, wear and tear of brushes, damp streets and general constant usage. It seems so strange that the girl keeps on wearing it, apparently thinking that what she doesn't see no one else will. It's a horrid thing to repair, but it's still horrider, when she daintily lifts her natty tailor-made skirts over a snow bank, to look at. And you'd be amazed to notice how many girls give one the shock of seeing it. The other day I was outing with a woman, and in crowding into a narrow seat of a carriage the woman's Panquin skirt got badly twisted and huddled. It was of plain black, but it was bound with that new commodity the "Wakefield leather" binding, and underneath it was a lovely petticoat of lace and ribbon, the daintiest dream of a skirt, hidden away like some charming unobtrusive thought of refinement and beauty. And because we are largely creatures of sight and sense in our worship, I bowed me before the woman with the delicate and dainty petticoats, and felt rampant enough to write this paragraph about the people whose tails are a bit raggy and worn. — Exchange

Those trim ladies of England long ago learnt to appreciate the "Wakefield leather" bindings and to its lasting and tidy qualities they attribute the graceful appearance of their well worn skirts. Any wholesale or retail house in Canada will show you the "Wakefield leather" skirt bindings. If you are up to the times ask to see them.—St. John Progress.

BLOUSE WAISTS.

They are made, said Brophy, Cains & Co., of every known material. The designs are too numerous to give in detail; any pretty fancy goes. For the present and summer wear we are selling plaid silks, taffeta silks, Lister's silks, silk and wool, all wool and union plaids, cream Sicilians, some very handsome cream jacquard with silk effects for evening wear, also chene printed silk stripe delaine. In cotton goods there are lawns, muslin, dimity, duck, etc., in endless variety

A JOB IN FLANNELETTES.

S. Greenshields, Son & Co. report having purchased a large lot of fancy striped flannelettes at a job price. They are offering these goods to the trade at 6c. per yard.

In cottonades and denims S. Greenshields, Son & Co. are offering special inducements to buyers. They have secured a large lot of these goods on favorable terms and are giving their customers the benefit.

RIBBONS, BUTTONS, ETC.

A full range of ribbons, in black and colors, failles and satins, all widths, are shown by Caldecott, Burton & Spence. These are selling fast. A nice stock of embroideries, laces, parasols, veilings, frillings, etc., are also seen. The smallwares department is complete. A shipment of small buttons has arrived. The trade is being done in very small or very large buttons. The newest designs in small brass and silver buttons are being shown.

R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO**

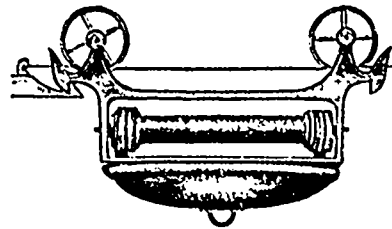
SPECIAL SALE OF Real Brussels Point Lace.

64 yds. 14 in. Flour	20 yds.	\$42.50
25 " 6 " Lace	20 "	55.00
1 Lace Handkerchief		10.00

\$507.50

J. D. M. MacBURNIE

Temple, MONTREAL.



Champion . . . Cash Railways

5 Years' trial have proved them the very best Store Service in the market. In use from P.E.I. to Victoria. Send for circular giving all particulars.

S. S. KIMBALL
577 Craig Street, Montreal

NORTHERN Established 1836
ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000
Revenue, \$5,545,000
Dominion Deposit, \$200,000

Canadian Branch Office.
1724 Notre Dame St., Montreal. **ROBERT W. TYRE,**
G. E. Moberloy, Inspector. Manager.

MARINE INSURANCE

The **MANNHEIM INSURANCE CO.**

Grant Open Policies to Wholesale Grocers and Importers at specially favorable rates. Further particulars obtainable by applying to Local Agent, or to

Jas. J. Riley & Sons, . . . MONTREAL
Managers for Canada

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

STEAMERS	From MONTREAL
Lake Winnipeg	Wednesday, May 6
Lake Huron	" " 13
Lake Ontario	" " 20
Lake Superior	" " 27
Lake Winnipeg	June 10
Lake Huron	" " 17
Lake Ontario	" " 24
Lake Superior	July 1
Lake Winnipeg	" " 15
Lake Huron	" " 22
Lake Ontario	" " 29

SALOON—Per \$8. Lake Winnipeg, single ticket, \$40 and \$45; round trip, \$80 and \$85. Per \$8. Lake Huron, single ticket, \$50; round trip, \$90. Lake Superior and Lake Ontario, single ticket, \$50 and \$60. round trip, \$90 and \$110. Clergymen and their families at Special Rates.

SECOND CABIN To and from Liverpool, Glasgow, Belfast, London, \$30.00 to \$33.00, round trip, \$55.00 to \$61.00

STEERAGE St. John to and from Liverpool, London, Londonderry, Belfast, Queens town, Glasgow, at lowest rates.

NOYK Steerage Passengers by the Beaver Line are provided with the use of bedding, also eating and drinking utensils, free of charge.

Each steamer carries a duly qualified Surgeon and experienced stewards. Passages and berths can be secured on application to the Montreal Office, or any local agent. For further information, plan of cabins, etc., apply

D. & C. MACIVER, Tower Buildings, Liverpool, or **D. W. CAMPBELL,** General Manager, 18 Hospital Street, Montreal.

BEAVER LINE OF STEAMSHIPS.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

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

CHARLES H. RICHES

SOLICITOR OF PATENTS

Canada Life Bldg., King St. West

Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application.

Toronto.

J. Frank Riepert
162 St. James Street.
MONTREAL.

DIRECT IMPORTER

JAPANESE & CHINESE SILKS
AND FANCY GOODS.

BRANCHES
YOKOHAMA
SHANGHAI
LYONS

AGENCY WANTED.

ANY good wholesale dry goods house wanting a representative to cover territory west of Fort William to Pacific and branch lines can hear of a first-class reliable agent by addressing "Traveller," C.O. Leader Publishing Co., Regina, Assa.

Want Advertisements . . .

Are inserted in this paper at the rate of two cents per word each insertion, payable strictly in advance. Advertisers may have their replies addressed in our care free of charge, but must send stamps for re-addressed letters.

The Dry Goods Review, Toronto.

A Pension for Life

DO YOU WANT ONE ?

See one of our agents about it, or send for explanatory circular to Head Office.

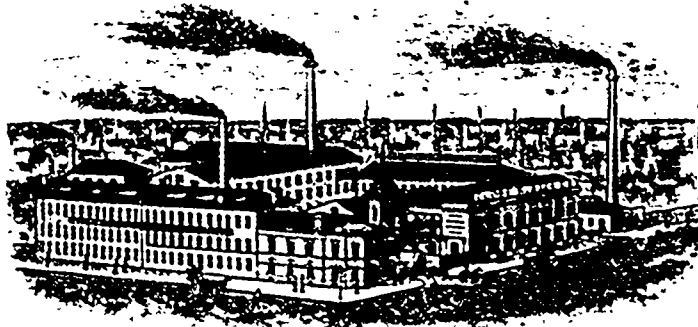
MANUFACTURERS' LIFE INSURANCE COMPANY

63 Yonge St. (cor. Colborne) TORONTO, CANADA

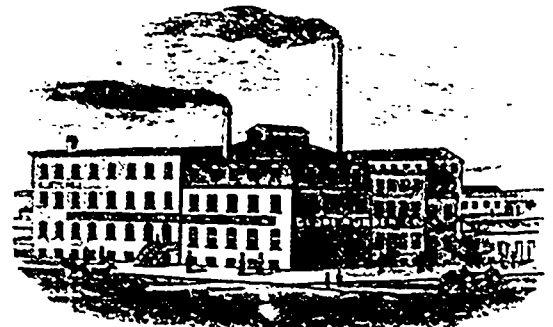
The "ELITE" Waterproofs

MANUFACTURED BY

THE GLOBE RUBBER COMPANY



MANCHESTER, ENGLAND



QUEBEC, CANADA

THEY ARE POSITIVELY GUARANTEED FOR 5 YEARS.

Made in medium and best qualities and latest styles.
Highest award granted at Toronto and Montreal Exhibitions.

ASK WHOLESALE HOUSES FOR "ELITE" WATERPROOFS.

"BEEN MAKING HOMESPUNS 29 YEARS"

FOR
**Golf
 Bicycle
 Sporting
 and
 Business
 Suits**

**Oxford..
 Homespuns**

are the
NOBBIEST THINGS OUT
 Wholesalers have them.
 Have you seen them?

TRADE MARK—"Tape woven across the ends of every web."

Made only by

OXFORD MFG. CO. - OXFORD, N.S.

Reliance Brand Hose

ARE GOOD WEARERS
 ARE WELL FINISHED AND SOFT
 ARE MADE OF THE BEST MATERIAL
 ARE WELL SHAPED AND ELASTIC

Wait and see our samples for the Fall trade.

Representatives . . .

Eastern Ontario and Quebec.....	H. L. Hurlburt
Western Ontario.....	T. S. Paton
Maritime Provinces.....	Cosman & Hayden
Manitoba.....	R. C. Hickson
British Columbia.....	W. G. Luker & Co.

THE WILLIAMS, HURLBURT CO.
 of COLLINGWOOD, Limited.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
 AND
 MARINE**

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,400,000.00

GEO. A. COX, President.
 J. J. KENNY, Vice-President and Man. Director.
 C. C. FOSTER, Secretary.

**Central Business
 College**

**TORONTO AND
 STRATFORD...**

Two great business schools under one management.
 Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals



**SOME PLACE
 IS BEST**

There is one best in everything. There can't be two. There is in Canada just one place where the best re-dyeing and re-finishing is done. Where the machinery is latest. Where more kinds of goods are handled. Where prices are just low enough to interest careful merchants, and just high enough to make a moderate profit. You will save time in searching for the best place by sending your orders direct to

R. PARKER & CO.

DYERS AND FINISHERS

787-789 Yonge Street **TORONTO**

Merchants and Milliners who have faded and undesirable goods are invited to write for circulars and price list.

Telephones:
 3037, 1540, 2143 and 1001.

Our Letter

Order Department is daily becoming a greater factor between us and our customers and bringing us into closer touch with requirements of the trade throughout the Dominion of Canada. We have so perfected the system of filling letter orders, and the name

John Macdonald & Co.

Toronto is so thoroughly known for correctness, promptness and dispatch, that business from letter orders has increased beyond our most sanguine expectation, which is to us the surest proof of its success.

Our Five Great

Departments Linens and Staples, Silks and Dress Goods, Men's Furnishings and Haberdashery, Woollens and Tailors' Trimmings, Carpets and Housefurnishings, unequalled in newness, assortment and value, combined with a thorough system of filling orders, is the strong connecting link between us and our customers.

Our Travellers are now on the road with a full range of samples for the assorting season. We solicit through them your esteemed orders. We shall be pleased to see you in

Our Warehouses

JOHN MACDONALD & CO.

Wellington and Front Streets E.

 **TORONTO**