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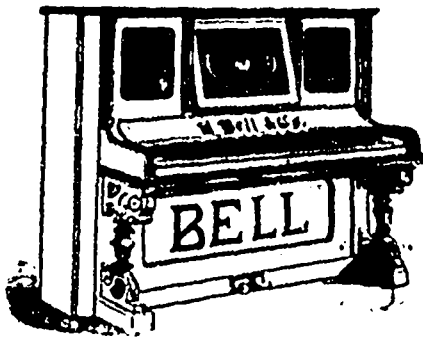
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THE CANADIAN DRY GOODS REVIEW

Vol. 1.

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THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

Dry Goods, Hats, Caps and Furs, Millinery and Clothing Trades.

Published Monthly by

THE DRY GOODS REVIEW CO.,

6 Wellington St. West, Toronto.

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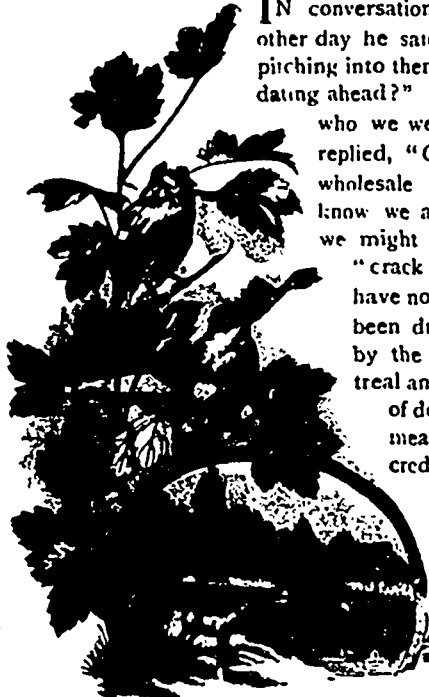
President.

CHAS. MORRISON,

Editor and Business Manager.

Address all communications to the Editor.

A NOTE OF WARNING.



IN conversation with a merchant the other day he said, "Why don't you keep pitching into them about long credits and dating ahead?" We asked him to specify who we were to pitch into, and he replied, "Oh, well, I suppose the wholesale men." From what we know we are inclined to think that we might pitch into them till the "crack o' doom," and it would have no effect. The matter has been discussed time and again by the wholesale trade in Montreal and Toronto with the object of devising some satisfactory means of introducing shorter credits, but a solution of the difficulty is as far distant now as it ever was. There seems to be "a nigger on the fence" somewhere. But even supposing the wholesale trade of the country entered into a combination to abolish long credits and dating ahead, it seems to us that it would not have the desired effect without the concurrence of English and foreign houses who cater for our retail trade, and perhaps that is the stumbling block. So far as the retailers are concerned they will take long credit just as long as they can get it, and nobody can blame them. But some of them do not shut their eyes to the fact that it injuriously affects them by enabling notoriously weak men to carry on their business at an ultimate loss, not only to themselves, but to dealers in the same locality as well. The evil may possibly become so great as to work out its own destruction, and we are of opinion, judging from the remarks of the general manager of the Merchants Bank of Canada in his annual report.

that the end is nearer at hand than most people imagine. He says: "The subject of long credits given by wholesale houses to retailers, and by retailers to farmers, has been so often dwelt upon, and with so little result, that one gets weary of talking about it. Numbers of our failures can be traced to it, and a good proportion of our bank losses. During the American war mercantile credit was annihilated, and all goods were sold for cash. Since peace was restored, credit has been resumed on a moderate scale. Where Canadian merchants give four and six months, and often renew beyond that, and date goods ahead to begin with, the same class of merchants in the United States sell at thirty and sixty days, and look askance at a customer who wants a day longer. There is some solid comfort and assurance of growing prosperity in a system of business like this. One could almost wish that something might happen in Canada, which would compel all dealings to be for cash, and bring about a rational method of trading. There is nothing more mischievous in our system of credit, than the fact that it leads to such heavy accounts being carried against retailers in the books of merchants. The greater part of these are two or three times as large as they ought to be. I am well aware that the evil is intensified by the credit that English houses give. This is an evil, however, that will cure itself in time. Our manufacturing industries are largely infected by the same evil, especially that of agricultural implements. There is one striking exception, namely, the flour milling trade, which is practically conducted on a cash basis, both in buying and selling. In some other manufactures, even raw materials are bought on four and six months' credit, a very great abuse, which has led to heavy losses. Raw material ought to be paid for in cash. There is a certain movement going on among manufacturers in the way of amalgamation, with a view of diminishing competition. This movement is good if kept within reasonable bounds, though we want no great monopolies created in Canada like those that have troubled our neighbors in the United States. Competition had, however, run riot in many places, and it was time for a check to be put upon it. Legitimate competition is the life of trade, when carried beyond that it is a bane. Bankers have it in their power to remedy many of the things now complained of. Long credit manifests itself in long bills offered for discount, unreasonable amounts offered on the names of weak traders, and borrowing from banks by importers without security at all. These things are within the power of bankers to remedy." This is apparently thrown out as a hint, and a very broad one too, that unless something is done by business men themselves to abolish long credits and dating ahead, the bankers will step in and force them to do so. It would be as well, therefore, for them to be prepared for such an emergency. The banks have been heavily hit recently and have evidently come to the conclusion that although they cannot have too much of a good thing there is a material difference in having too much of a bad thing. Bankers, however, are not infallible, and shrewd business men have been heard to say that some of their recent heavy losses could have been avoided if they had applied ordinary business methods in dealing with the parties involved.

Trade papers in the United States are waging war against the system of dating ahead. The New York Dry Goods Economist handles it without gloves in the following manner. "Dating ahead is the legitimate parent of all the evils that assail the welfare of the dry goods trade. It begets over-purchases; stimulates over-production and imperfect goods; it incurs large expenses for storage, vast expenses for salesmen, and traveling expenses; it renders liable the return of many goods, and the cancellation of orders that have been received in good faith; it promotes over-trading and large risks; it makes criminals of many who are impatient to get rich; it breeds commercial derangements of every and all forms, and finally ends in lamentable insolvency. To our mind there is no argument that can be advanced that will support such a bastard policy and call it legitimate merchandizing."



FALL TRADE PROSPECTS.

That our bountiful harvest would give a much needed impetus to trade was to be expected. But even the most sanguine of our wholesale merchants did not imagine that its effect would be so marked as it has turned out. Since the first of the month till the present writing the wholesale stores in Toronto have been daily filled with buyers animated with the hope of good times coming and therefore inclined to buy liberally. All the wholesale merchants report splendid business and bright prospects for the whole season. And this is not to be wondered at. In a few weeks more our farmers will be reaping the benefits from the sale of their products, enabling them to meet their obligations to the country storekeepers and be more liberal in their purchases of fall and winter goods. The scarcity of money has been keenly felt for some years back and has resulted disastrously to both wholesalers and retailers. Things had about reached rock bottom, and if this year's harvest had been a failure a commercial crisis, as calamitous as any from which Canada has suffered, was inevitable. But this dire affliction has been providentially averted, and some of those, who a few months ago took a pessimistic view of the business situation, are beginning to think that the tide is on the turn and that prosperity will now take the place of depression for some years to come. Be that as it may it will not do to be too hopeful of the future. The exercise of economy and retrenchment is just as necessary in a momentary period of prosperity as in times of depression. There is, however, a certain amount of comfort to be derived from contemplating the fact that the dry goods business could not have been much worse than it was recently and that a marked improvement has at last set in.

Our Montreal correspondent writes us that there is a hopeful feeling in dry goods circles but business at the moment is restricted. Money is coming in very slowly, country storekeepers complaining that the farmers are not paying their bills. The travelers are looking forward to a very successful sorting trip, however, and money will no doubt come in freely as soon as harvesting is over.

From Hamilton, Knox, Morgan & Co., report a large attendance of buyers since their fall opening and that prospects are bright for steadily increasing business. Anticipating a brisk retail demand, buyers do not need to exercise the same caution as heretofore and are laying in larger supplies of imported and stylish goods.

RETAILERS TAKE NOTE.

It has been a source of great gratification to us that the retail trade has so generously responded to our call for subscriptions. The success that has attended the efforts of our canvassers has been unparalleled in the history of trade journalism in this country and the large number who have voluntarily sent in their subscription, by mail, is proof positive that the REVIEW is cordially welcomed by the trade and fills a "long felt want." Our numerous readers may rest assured that our efforts will not be relaxed in turning out a first class paper, creditable to the trade, and to make it still more attractive in the future will be our earnest endeavor.

As an inducement to those who have not yet subscribed we offer the REVIEW

from now till the end of 1892

FOR ONE DOLLAR, or in other words we give the balance of this year FREE, and we trust that this liberal offer will meet with a ready and hearty response from the trade.

EDITORIAL NOTES.

Our fourth article on "Hints on Bookkeeping" is unavoidably held over till our next issue.

* * *

An Exchange says that the dry goods trade of the United States has more money invested in it than any other interest in the country. It is estimated at the enormous sum of \$20,000,000,000, while next in order, the railroads, has only between \$10,000,000,000 and \$12,000,000,000.

* * *

For the week ending September 5th, Bradstreet's reports 17 business failures throughout the Dominion, against 21 the previous week and 25 the corresponding week last year, but the total number of failures from January 1st to September 5th is 1221 as against 1105 last year.

* * *

The British Board of Trade returns of exports from the United Kingdom for the seven months ending July 31st last, show that the total quantity of linen piece goods exported has decreased 19.9 per cent. and values 17.6 per cent., compared with the previous year, the greater part of the difference being in the trade with the United States.

* * *

Harvesting throughout Manitoba and the North-West is about over, and it is estimated that there will be in the neighborhood of 20,000,000 bushels for export. The damage from frost is not nearly so great as was at first believed, and taken altogether the result is most gratifying. Storekeepers in the far West may, therefore, look for a brisk trade during the fall and winter season.

* * *

Henry W. Buxton, 335 Broadway, New York, has been appointed selling agent for the United States by H. Berrington & Co., of Belfast, Ireland, the largest apron and pinafore manufacturers in Great Britain and Ireland. He has on hand a full sample line of their goods in English and American styles at European market prices, and the goods are shipped direct from Belfast to the purchasers.

* * *

The report of the United States department of agriculture marks a reduction in the condition of cotton during the past month of six points from 88.9 to 82.7. The cause of the reduction on the Atlantic coast has been excess of rainfall, causing overgrowth of the plant, and diminishing the tendency to fruitage. From Alabama westward drought was the main factor of loss, assisted by the boll worm. The condition is lowest in Arkansas, Louisiana, and Tennessee.

* * *

In reply to several enquiries we may state that no definite steps have as yet been taken in Toronto for the formation of a Retail Dry Goods Association. There seems to be a disinclination on the part of any one in particular to take the first step, but we are assured that if this were done the movement would soon become general. But it is not all necessary that other places should wait until Toronto makes a start. We have been advised that several cities and towns are ripe for the experiment, and if only one out of the number would go into the matter vigorously and not stop until an Association was formed others would quickly follow suit. The columns of THE REVIEW are open for any correspondence on the subject.

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

"BALED" Goods same quality but less price.

SEEN AT THE TORONTO EXHIBITION.

DEATH OF MR. A. G. SAMSON.

Mr. S. Davison, agent for Dunbar & Co., linen thread manufacturers, has a splendid display of their manufactures in their own ornate building on the grounds. It is visited by immense numbers of people, who are courteously welcomed by Mr. T. M. Campbell, the gentleman in charge, and his assistants.

The Dominion Suspender Co., Niagara Falls, Ont., have a most attractive exhibit of their famous Hercules braces on the ground floor of the main building. Machines are in operation making the braces, and crowds of people watch them with keen interest.

The Dominion Oilcloth Co., of Montreal, have an excellent exhibit of their various productions of floor cloths, linoleums, etc., on the ground floor of the main building.

Another Montreal concern, the Silk Mills Co., have a nice display for the gentler sex in silk furnishings, also on the ground floor of the main building. They are admitted to be really fine goods.

The Corset companies come out strong, and as they are all on the first floor of the main building, visitors can quickly judge for themselves of the merits claimed for each. The E. T. Corset Co., of Sherbrooke, Que., show their famous watch-spring corset, and its merits are done ample justice to by Mr. Nicholls, the gentleman in charge. The Brush Corset Co., of Toronto, shew their ready-dress stays, and the Crompton Corset Co., also of Toronto, exhibit their standard dress stays.

Messer & Ward, of Galt, have a nice display of their buttonless shirts on the first floor of the main building, and near them W. H. Williamson & Co., Toronto, have an exhibit of dress shirtds and rubber goods.

Just as we were going to press we learned of the death of Mr. Andrew G. Samson, senior member of the wholesale dry goods firm of Samson, Kennedy & Co., Toronto, on Sunday September 13th, at the residence of his partner, Mr. Warring Kennedy, 200 Beverley Street. Mr. Samson had been in failing health for some years arising from a complication of diseases and shortly after his arrival from Europe, in July last, he became seriously ill. Mr. Kennedy was then in England but was at once summoned home, and was almost constantly at the patient's bedside until the last. Mr. Samson leaves two sons and two daughters, one of the former being an Episcopalian minister. One of his daughters arrived from England a few weeks ago and his widow is on her way, but will not reach Toronto till the 19th.

The deceased was a native of Ayrshire, Scotland, where he was born in 1832, and came to this country in 1857. After a time he became European Buyer for John Macdonald & Co., and in 1869 formed a partnership with Mr. Kennedy and the late Mr. Gemmell, who were also at the time connected with the same establishment. The firm commenced business in the warehouse, corner of Scott and Colborne streets, where the establishment still flourishes. Mr. Samson was made the European buyer for the firm, and took up his residence at Bournemouth, England. He visited Canada twice a year, and during his long and successful business career he crossed the Atlantic about one hundred times. He was a man who was personally esteemed for his many amiable qualities, and in the commercial world he was known for his strict integrity and honorable dealing. He was a steadfast adherent of the Anglican church.

MEN OF MARK.

MR. FREDERICK WYLD,
(Of Wyld, Grasett & Darling.)

"On their own merits modest men are dumb."
—G. COLKMAN (The Younger).

Among men who have made an honored name for themselves in the commercial life of Canada none stands out with greater brilliancy than Mr. Frederick Wyld, head of the firm of Wyld, Grasett & Darling, corner of Bay & Wellington streets, Toronto. Mr. Wyld was born at Sciston Park, Queens ferry, Scotland, on Dec. 24th, 1832. His father, William Wyld, was a partner in the house of James Wyld & Co., merchants, Leith. He was educated at Irvine Academy and afterwards received a thorough business training in Edinburgh and Glasgow. At the age of twenty two he came to Canada to push his fortune and located in Hamilton, the then centre of the dry goods trade for Western Canada. He engaged in business in that city and remained there till 1872, the firm then being Wyld & Darling. In that year, however, they removed to Toronto, and seven years afterwards the firm name was changed to Wyld, Brock & Darling. In 1887 this firm dissolved partnership and Mr. Wyld entered into a new partnership under the firm name of Wyld, Grasett & Darling. The new firm erected one of the finest and most imposing warehouses in the Dominion, which will be referred to later on.

Mr. Wyld can honestly boast of a most successful record, all the firms he has been identified with having prospered to an exceptional degree. He is essentially a business man, and as head of the firm has always made his name felt. He has a commanding presence and his manner is always such as to invite confidence and respect. It is not too much to say that no living merchant in Canada has a more general or wider range of business experience than Mr. Wyld or one whose personal character stands higher in commercial circles. He has had many years experience in the English markets where he is known and appreciated as one of the shrewdest business men in Canada and one of the keenest buyers. He is blessed with a most retentive memory—a very great help to a business man—and is possessed of that grand combination of intelligence, perseverance and industry, qualities which constitute the leading elements of what we commonly term genius. In private life Mr. Wyld is esteemed for his geniality and liberality, which have surrounded him with many warm personal friends. He

has never had any ambition to enter the political arena, which we venture to say is a matter to be regretted for obvious reasons. It is such men as he, who have risen to positions of eminence in commercial life by their marked individuality and natural force of character, who can make their voices felt to advantage in the councils of a nation. It is almost needless to say that he has been prominently identified with the commercial, financial and insurance interests of Toronto, where his ripe experience, rare judgment and keen intellect are recognized at their true value. He is among other things a director of the Standard Bank, the London and Ontario Investment Company, and the Toronto Land Investment Company, and President of the Fire Insurance Exchange. As a Scotchman, proud of the land of his birth, he is an honored member of St. Andrew's Society, though in matters of national well-being and sentiment he

is essentially a Canadian.

The magnificent warehouse of Wyld, Grasett & Darling, deserves more than passing mention. Its splendid exterior, with its huge arched doorways fronting on Bay and Wellington, cannot fail to strike the eye and impress the mind of the visitor to the city. It consists of four storeys and basement, and covers an area of 60 feet by 120, or a floor space of 36,000 square feet. It has numerous broad and lofty windows upon three sides, affording it all the light necessary for inspecting fabrics, and judging of colors and textures. To render the building the more perfect in all its appointments and convenient for the wants of every department of the business, no forethought and expense have been spared. It is ventilated and heated by the most modern and approved methods, and in its sanitary arrangements both health and comfort have been consulted. On every floor are found powerful and roomy freight and passenger elevators, and speaking tubes and parcel elevators are supplied wherever convenience requires them. All facilities for shipping and receiving goods are most perfect. The business offices and reception parlors of the firm as well as the private



MR. FREDERICK WYLD,
(Of Wyld, Grasett & Darling.)

rooms of the partners, are fitted up with a quiet and tasteful elegance which bears testimony that the modern business man no longer considers the comfort of himself and those with whom he associates in business hours a matter of no consequence. The basement is utilized as an entry and shipping room; the first floor is devoted to staple goods, the second floor to domestic and imported woolens and tailors' trimmings, the third floor to smallwares and men's furnishings, and the fourth floor to dress goods and mantlings. Each department is supervised by a thoroughly trained expert in that particular line and it would be difficult to find a more courteous and obliging staff of superintendents than in this establishment. The marked success which has attended the business of the firm is not surprising when it is considered that it has command of large capital, varied experience in every branch of the trade, and its partners are men trained from youth in business and of high personal worth.

WOOLLENS FOR NEXT SPRING.



WE have got some splendid goods for next spring" said Mr. A. J. Johnston, the well-known buyer for Wyld, Grasett & Darling, with his usual affability. "Just come here for a moment and I'll show you some of the samples I brought with me on my return from the old country."

Taking down his sample book he showed me beautiful patterns in Scotch Cheviots. The newest tints are in browns, fawns and tans all subdued and making a pleasing and restful impression upon the eye. A feature in the make of these goods is the hoppersack and herringbone weave. "They are manufactured specially for us" said Mr. Johnston, "and are as fine a lot of goods as could be seen anywhere. The fashionable houses in the West End of London have all taken up that class of stuff."

Patterns of English tweeds were then shown with the same features as the Scotch. Shepherd checks for trouserings and worsted trouserings of small, neat effects will be features in the finer trade, also with a stripe down the side. As good a demand for black trouserings as last season is anticipated. Colored worsted suitings in small, neat effects in colors similar to the Scotch cheviots will also be a leading feature. Blue serges will also be in demand for suitings and there will still be a big demand for black worsted coatings, a feature of which will be corkscrews, venetian twill and large twill.

For Spring overcoatings, Meltons and Venetians in a variety of colors, drabs, fawns and various new shades will be the leading feature.

NEATNESS AMONG CLERKS.

It has not, perhaps, entered the mind of many clerks of either sex to notice how much their hands are exposed when showing goods of any description says the Dry Goods Economist. Handsome hands are at a premium, but clean hands and nails may be had and should never be absent when handling dry goods. We can readily understand that when dusting the stock the clerk's hands will become soiled, but when this is the case call another clerk to wait on a customer. To descant upon the beauty of a ribbon held by an untidy hand can but afford the chance of comparison in the customer's mind.

Dust creates havoc wherever it may stray, and a clerk's clothes are no exception to this rule. Well-combed hair, clean hands and collar and cleanly brushed clothes and shoes give a neat appearance behind the counter as well as in front of it.

The use of a quantity of cheap jewelry on the part of a saleswoman is very poor taste, also of perfumes that may be very disagreeable to a customer.

The use of black aprons is universal to protect the dress, but to wear a torn one is a perfect eye-sore. We have never seen a clerk so busy, except during the holidays, that she could not take five minutes during the day to mend a torn apron.

Black gowns are generally worn for economy and as they afford a good background for the goods, and during the warm weather many skirt waists are worn that are both neat and comfortable when belted down, but one side pulled out, from reaching up, and soiled wrist bands, make these waists slovenly in appearance. We can understand that low and medium salaries exist, which prevent any excess of changes in the wardrobe of a saleswoman, but we also know that "cleanliness is next to Godliness," and no excuse for untidiness should be taken.

This properly comes under the charge of the superintendent, as each buyer is concerned only in the buying and selling of the stock. For this reason many times a woman would be quicker to observe such lapses and govern the clerks accordingly. It is a well-known fact that saleswomen do not like one of their own sex for a manager. They know too many of their faults and weaknesses, and many are no doubt inclined to govern with a hand of steel, not inclosed in the glove of velvet.

OBITUARY.

Mr. William A. Murray, one of the most prominent retail dry goods merchants in the Dominion, died at the residence of his eldest son, Atholbank, Scarborough, on September 7th. Early in the year he was attacked by jaundice, and failed so rapidly that he was advised to go to Germany and try the baths at Carlsbad. Accompanied by his son, Dr. Charles S. Murray of New York, he left Toronto for Carlsbad about three months ago, but as he appeared to derive no benefit from the change he returned to Toronto about the middle of August. All efforts to ameliorate his condition were unavailing and he passed away on the date mentioned above surrounded by his family.

Mr. Murray was born at Perth, Scotland, in 1814. He learned the dry goods business in his native town and afterwards went to Lunenburg, Ireland, where he lived for a short time. He came to Canada in 1854 to join his brother, Alexander, in Hamilton where he remained for two years, and then removed to Toronto entering into partnership with Mr. G. B. Wyllie. In 1858 the firm of W. A. Murray & Co. was formed, Mr. Wyllie retiring and Mr. John Drynan being given an interest in the business. Mr. Murray retired from the business in March of last year. He was well known and highly respected in the English markets, as during his long connection with the firm, of which he was the head, he crossed the ocean every year to personally supervise the buying of goods. He was a thorough business man and never craved for political or municipal distinction. The only Society he belonged to was the St. Andrew's. Deceased is survived by his wife, formerly Mrs. Cawthra, whom he married last year, and by four sons and one daughter. Three of his sons, William, James and John are now partners in the business, and the fourth, Charles, enjoys a lucrative medical practice in New York.

HOW TO MOVE SLOW GOODS.

"Matthew Marshall" says in the New York Sun. I remember walking one morning, years ago, into A. T. Stewart's retail dry goods establishment on Broadway while the old gentleman was making his usual round of the various counters. In the course of it he came up to the place where I was standing, and after hurriedly saluting me he began catechizing the salesman in attendance. Taking up one article, he said. "How much are you selling these for?" "Forty cents, Mr. Stewart." "Do they go well?" "Not very well, sir." "Put them down to twenty-five cents. How much are these?" taking up another article. "Seventy-five cents, sir." "Are they going well?" "Slowly, sir." "Make them fifty cents. And these?" "Sixty cents, sir." "How do they sell at that?" "Very well, sir." "Let them stay there." And so he went on through the entire stock displayed on the counter. Observing my amused and interested look, he good-humoredly turned to me and said. "It is of no use to keep goods up so high that customers will not buy them, and the worst of all mistakes in a merchant, after he has made the mistake of buying things which are slow of sale, is to hold them for a market. The best way is to clear them out at any sacrifice, and lay in a better selected stock." Mr. Stewart knew human nature, whatever he may have lacked in knowledge of architecture and pictures, and he was the prince of shopkeepers. He did not often miss suiting the taste of the public in dry goods, but when he did, he got out of the scrape by appealing to its avarice. Men and more so women, dearly love bargains, and will buy things because they are cheap, when they will not buy them because they are pretty and suitable. Moreover, Mr. Stewart had learned a useful lesson that a little loss at the beginning is preferable to a great one at the end, and made his losses as he did his profits, small and quickly.

CORRESPONDENCE.

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



PARISIAN SHOP WINDOW DISPLAYS.

To the majority of Parisians, says the London Drapers' Journal, the big magasins are familiar ground, but to strangers their intricacies are somewhat confusing, and the latter are pleased to have a choice of goods displayed where they can examine their effect at leisure, and which will give them a general idea of what is to be had within. Price tickets are somewhat more plentifully used at this time for the same reason. Strange to say, although marking up is much resorted to in the various departments of all the French magasins, a relatively small number of tickets appear in the windows. The artistic beauty of the principal shows made by the Louvre, Bon Marche, etc., is never marred by a placard—that is to say, from half a dozen to a dozen windows are reserved in each shop for harmonious groupings of materials and special articles; in the smaller and shallower windows, where less attention is paid to the artistic side of the question, price tickets are admitted, but as frequently as possible one is made to do duty for a row of articles, or perhaps for the entire show, when the price is put up on a very handsome card at the back. Laudatory and other remarks are mostly excluded from window-tickets, and are reserved solely for the catalogues issued at each season, when they are used pretty freely. Still, one often sees the words *Haute nouveaute* and occasion (which signifies bargain); whereas explanatory notices, giving the name of the material, the fashionable designation of a color, are frequent enough in show windows and certain special shops. The *Trois Quartiers*, for instance, is lavish of such notices; they form a part of their particular system. New names of stuffs and tints are often launched by this establishment and they are mostly in the first place prefixed by the announcement, "Registered," or "Manufactured specially for the *Trois Quartiers*." The same reason which causes the bigger magasins to be more prolific of price-tickets at this season, makes the proprietors of the aforesaid shop partial to this species of window advertising, namely, to arrest the attention of chance purchasers and the floating population of visitors.

The tickets used here are invariably white, and they are made of Bristol board; ornamentation is generally eschewed. The letters and figures are inscribed in printed letters, large and clear, more often black than color. But whatever style of letter or ink be chosen the same will be used for the whole of the tickets and placards required in the establishment, which may amount to many hundreds; for if they are sparingly introduced into the windows, they are multiplied to a great extent within the buildings. Huge placards, suspended over the counters or in the galleries, indicate the nature of the articles to be found there, and greatly facilitate matters to the customers, while relieving the assistants of constant applications as to their whereabouts. Changes of color and style in the lettering have been made at various times at the Louvre and Bon Marche, but the proprietor of the *Printemps* adopted blue lettering on a white ground at the outset, and has persevered in it ever since. His catalogues are printed in blue, and even the little tickets affixed to each object. However small and insignificant a thing, it always has a square of paper, with the name of the magasin, the name of the department to which it belongs, the price and length (if a remnant) gummed to it. This rule is also carried out at all the magasins. As a precaution against shoplifters and kleptomaniacs, when an article has been chosen by the purchaser, the assistant either makes a little pencil mark on the price ticket, or sticks on a circular or star-shaped piece of gummed paper, so that if search is made in the pockets or in the houses of suspected persons (a proceeding admitted by French law) the stolen goods can be immediately identified by reason of the absence of the mark.

POLISH YOUR WINDOWS.

The prettiest display in the world will not look well through dirty or streaked windows. The Pharmaceutical Era says that a good window-polishing paste is made of ninety parts prepared chalk and five parts each of white bole and armenian bole, rubbed together into a smooth paste with fifty parts of water and twenty-five parts alcohol. This paste is to be rubbed on the window, allowed to dry, and then rubbed off with cloths.

KEEP SUCH GOODS TO THE FRONT.

In a general merchant's stock one source of loss is the accumulation of goods in out-of-the-way places, and their consequent slow-selling or no-selling. Not more than half the people who visit a store know just what they wish before they get there. They are going to look, and then make up their minds. Many times they buy an entirely different article from what they had a half-formed intention of buying, because it is prominently thrust upon their attention, and it suits them better.

Every busy merchant should set apart some day in every month, when he sees each article of merchandise in which he deals, and learns the quantity on hand. If it is too large, or sells slowly, and will permit of removal, bring it to the front of the store, arrange it tastefully, and call the attention of every customer to it, and it will sell.—Dry Goods Chronicle.

MANCHESTER DRY GOODS TRADE.

The last issue to hand of the *Textile Mercury* says: The week's trade has on the whole been somewhat depressing, and the fancy season has been most unsatisfactory. The heavy departments have been better off in comparison, as climatic influences do not have so much influence upon the trade in this branch. Cotton goods as used in the home trade are decidedly cheaper, quilts and sheetings being easier. In flannels and blankets there is no change, but the season's prospects are considered good. The harvest outlook is, however, gloomy, and this tends to discourage merchants. The hay harvest has been considerably delayed in Cheshire, Buckinghamshire, and, in fact, most counties, floods having in some cases swept it away. The crops have been beaten down a good deal by the heavy rains, and drapers in agricultural districts, owing to the unforbidding character of the outlook, have not placed orders for such extensive parcels as hitherto. The branches are dull, the season all round having been most disappointing. The American demand for dry goods is quieter. Some New York importers are offering goods imported before the enactment of the new tariff at prices which firms who have had to pay the higher duties cannot compete with. This, of course, applies to other departments also, but the stocks on hand cannot last much longer in any case. Silks are slow, especially in the dress goods branch. The material is used for trimmings, but not to a marked extent. Ribbons do not sell satisfactorily for either trimming or millinery purposes. In linens, roughs are enquired for to a moderate extent. Stocks generally are fairly large. Fancy makes, such as damasks, are bought more freely. Yarns are certainly not weaker, and there does not seem to be any prospect of cheaper cloth yet. The mantle trade keeps steady, and the output here increases yearly. Cheviots and imitation Harris tweeds of Yorkshire makes have been in good request for mantle cloths. It appears hard on Scotch hand-loom weavers that whenever their cloths attract the attention of the fashionable world, the power-loom manufacturers step in and secure the bulk of the trade with an imitation which is cheaper, but, of course, inferior so far as quality and wear are concerned. The uncertainty with reference to the position of Westbeads has continued to exert a depressing influence by causing some retail buyers, in anticipation of future bargains at a sale, to hold off.

GORDON, MACKAY & CO.,

WHOLESALE DRY GOODS,
Corner Bay and Front Sts., Toronto.

The Trade is invited to inspect our stock. Leading lines in all departments. Close prices on staples. No better values to be had in the trade. Clean, fresh, well-assorted stock to select from.

GORDON, MACKAY & CO.

CASCADE ROLL BRAID

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



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

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.

SELLING GOODS BELOW COST.

Selling goods below cost to attract trade should not be resorted to unless to get rid of out-of-date or shop-worn remnants, says Mixed Stocks. Purchasers are learning to steer clear of concerns who are always advertising to do so. The merchant who does business on a legitimate basis, and is honest enough to admit that he expects a profit on his goods, is the man worthy of confidence.

DIFFERENCE BETWEEN WORSTEDS AND WOOLLENS.

A prominent English authority defines woollen and worsted yarn as follows; "A worsted yarn may be defined as a thread spun from wool, in which the fibres are arranged so as to lie smoothly in the direction of the length of the thread and parallel to each other. A woollen yarn, on the other hand, is a thread spun from wool in which the fibres are arranged so as to lie in every direction, and cross and overlap each other, that they may present their serrated surfaces in the greatest variety of directions." This crossing and overlapping is the characteristic of woollen yarn, while the object of the worsted spinner is to have a smooth and level thread. It may be further explained that manufactured woollens comprise all descriptions of cloths, such as coatings, etc.; while worsteds include various kinds of stuffs which are used for ladies' dresses. There is a much greater combination of raw material in worsteds than in woollens.

GOOD HUMORED SALESMEN.

Good humor is an excellent quality for salesmen to cultivate. A frown, an impertinent expression, or exhibition of incivility has sent many a customer away from the store and has created a prejudice against the establishment that the proprietor has subsequently found it hard to overcome. If we were asked what should constitute the

most important quality of a salesman, we would say patience, for in no occupation is that virtue more necessary than in selling goods to customers, who are hard to please and who often do not know what they want when they go into a store. The salesman should not lose his interest in a customer from the time he makes his appearance until he goes away. He should not lose his temper if the customer argues with him as to the merits of the goods and wares shown. He should wait upon him as politely as possible and never be disagreeably persistent in pushing the sale of goods. A careful observance of these points are vital to the success of a salesman, and merchants cannot be too careful in calling attention of their clerks and employes to the points we have above enumerated.

DRESS GOODS NOVELTIES FOR NEXT SPRING.

We were shown during the week, says the Dry Goods Chronicle, a letter from Paris under date of August 28th last, addressed to a leading importing dry goods house of this city and written by an authority on the subject, which gives some very interesting points concerning the styles in dress goods for the coming spring season of 1892.

Says the writer: "The styles for the next season will run largely to fancy weaves in dyed goods, and also to the various crepes. Crocodile cloth suitings and other classic styles will take the lead.

"Broadcloths and Bedford cords will also be much used. Extreme novelties and striking fancy weaves will be produced, but in much more limited quantities than heretofore."

We quote the above believing it will be of interest to our readers, as indicating the tendency of style in this special line of goods for the next season, and especially as the information comes from the French capital, the acknowledged headquarters for everything in ladies' wear and from which the manufacturing world derives its ideas.

FOR RETAILERS TO CONSIDER.



QUAYS the Dry Goods Economist: It would be an admirable plan for the retail merchant once or twice a year to put on his hat and go shopping, not for a few hundred cloaks, a fine assortment of umbrellas or a complete line of cashmeres, but for the ordinary day's shopping of an ordinary woman. Let him try to select a dress, keeping in mind, as the ordinary woman must, its adaptability to a certain complexion, purse and needs. Then let him buy the various details of linings and finishings that she will require, and the trimming, which is often more important than the material of the frock itself.

In the effort to match this and at the same time find something unique and desirable in trimming he will probably have to go from one shop to another, to compare the different selections and prices. As he does this he will see that some shops are much more frequented than others, and if he is observant he will see why it is that women go to one place as a first impulse and to another only as a last resort and because they cannot find what they seek anywhere else.

It is to the ordinary women with their ordinary wants and their limited purses that the retail merchant must look for the mass of his customers. There are a thousand of these where there are ten who do not have to count the cost and who only require something that no one else has. The stores that are crowded are the stores that supply the various tastes of the average woman and that keep up to her changing whims and fancies. As soon as an establishment gets a reputation for exclusiveness the average woman shuns it. She always feels sure that its prices are higher and in nine cases out of ten she is right.

Men often wonder why women flock to the crowded stores, following one another like a pack of sheep. It is a fact that they do, but there is more method in this madness than is generally supposed. The very fact that so many other women think it a good place to buy is an argument to them to go there. It is on the old principle that nothing succeeds like success. Then the crowd of buyers makes a constantly changing stock, which is always interesting to women who love variety. There is no stimulus to the shopper to go into a place where she expects to see the same old things on the shelves and counters.

There is a store in New York where last fall one of the wax figures was attired in a rather elaborate tea-gown and placed upon a high showcase. The gown attracted admiring comment at first, but that particular figure wore that particular tea-gown all winter. As time wore on its colors lost their freshness and its frills and pleats their crispness. The whole floor seemed to acquire a sort of passe appearance from that slightly battered garment, and its effect was well voiced by a lady who remarked, "Well, if they have had all their ready made things as long as they have that old tea-gown I would rather get mine somewhere else."

Then the crowd signifies to most women that they can find what they want. They know that out of the hundreds of shoppers no two seek exactly the same thing, and that where there are so many buyers there must be many different things to buy. Every department the retail dealer adds to his establishment means so many more customers, each one of whom brings others, so that their number swells in geometrical progression.

Another great reason why women choose the crowded stores is because each one feels that she individually is lost in the crowd and that her motions are not under any special observation. Broad aisles and counters, and a clean, open, airy effect are very agreeable, but we have heard women say they never went into such shops for that very reason. One feels as if under a microscope when walking down one of those broad aisles under the eyes of a few floor-walkers and a double file of clerks. Only a very hardened shopper can do more than walk straight to the department which she sought, make her purchase and walk straight out again, looking

neither to the right hand nor the left. While in a crowded store she could go in, examine the quality of the table damask, the price of the surahs, the handles of the new umbrellas, the colors of the chiffons or any one of a dozen other points and walk out again without attracting the least observation if she doesn't wish to buy anything.

This reflection tempts her to enter, and having entered how often can a woman leave one of the big, glittering bazars with its attractive display of everything conceivable and inconceivable to spend money for without buying anything? Let her husband's bank account answer this conundrum!

MISTAKES IN WINDOW DRESSING.

Window dressing is one of the fine arts, and one which, properly attended to, is a very important aid to success in business, says an English contemporary. The subject is a very large one, and may be discussed in a variety of ways. We do not, however, intend on the present occasion to discuss the topic in all its theoretical or practical bearings, but simply to point out a few mistakes of which, in our humble opinion, some tradesmen are guilty. We think it is a mistake to place goods flat against the glass. We hold that there is not only a decided sacrifice of effect in adopting this plan, but there is also a palpable deterioration of the goods. Silk neckties and similar articles are especially liable to soiling by being so treated. Panes of glass in a shop window are seldom perfectly dry inside, and it is evident that delicate fabrics must be injured by the contact. Place your goods at least six inches back, and they will be better seen and better preserved. Another very common error in the arranging of windows is the placing of masses of dark material at the back. This turns the window into a mirror, and the display of colored goods in front is ruined by being mingled with the reflections of surrounding objects. And, furthermore, many passers-by will direct all their attention to the reflections of their own faces, and not bestow a glance on your goods. There are a few golden rules for neophytes before they have developed that window dressing instinct which will enable them to make the best of the materials at their disposal, even though they themselves may scarcely know how it is done. First of all, don't overdo it. Let your first displays be simple, and carefully avoid overcrowding. Take care that there is an aspect of lightness and airy elegance over the whole display when you have finished. Don't try to do it without fixtures. Have a good supply of them, and, if possible, have them good. At any rate let them be as brightly polished as possible. Shabby fixtures will take off from the effect of the best display of goods, and actually make them look of less value. After all, of course, your window, however beautifully and tastefully arranged, will not please everybody. But never mind the fault finders. Study to do your best, and use every opportunity you can get for observing the effects produced by those who are successful in this matter. Thus your taste will be educated, and without slavish copying of details you will be able to produce similar effects in your own case. Don't be discouraged if your window is small or badly constructed. Make the best of it, and carefully think out what kind of display will best suit the circumstances. You need a very small space to prove your taste and originality, and make it a show which people will cross the street to look at. Lay it down as an indisputable rule that windows properly dressed make trade. Avoid the mistake of being too glaring, too flashy, but at the same time avoid being too tame, too commonplace. Neatness is a point that always pleases, and is always attainable, even where there is no possibility of getting up a striking effect.

Toronto Fringe and Tassel Company

Manufacturers of

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

27 Front St. West, TORONTO.

WHAT GLOVES ARE MADE OF.



ANY of the gloves that are sold in this country under the comprehensive title of 'kid,' said a glove manufacturer are really made of goatskin. There is hardly a country in the world that does not supply some sort of materials which are made up into gloves, and many of which pass for kid in the retail stores. The supply of kidskin of the finest quality is naturally limited. The greater part is absorbed in the manufacture of women's gloves. Men's gloves, therefore, are frequently made of fine lambskin, which is better than the second-rate kid. The genuine, fine kidskins are mainly of French origin, and those

obtained from mountain slopes of southern France are world-famed for their excellence. All the best conditions of climates, air and diet appear to unite in exactly the degree required to secure perfection in this district. Nowhere else are the conditions equally favorable, although kidskins of great excellence are produced throughout the mountain ranges of southern Europe. Their production is the principal industry among the mountaineers.

"Great pains must be taken to secure the softness and delicacy of texture and freedom from blemish, which form the value of the kidskins. The diet is the most important factor, and mother's milk is required to keep the kid in perfect condition. If the animal is allowed to eat grass, its value declines, as the skin immediately begins to grow harder and coarser in texture. To keep the skin in perfect condition the young kid is kept closely penned and carefully guarded against injury from scratches, bruises, and so on. As soon as the kids have reached the age at which their skins are in the best condition for the glover, they are killed and the skins are sold to traveling peddlers, who bear them to the great centers of the tanning industry at Grenoble, Annonay, Milhau and Paris.

"Fine lambskins are raised in great quantities in southern Europe and throughout Hungary, Servia, Bulgaria and Roumania. The American glovemakers buy most of their lambskins at Vienna or Muhlburg.

"London is the chief market of all the miscellaneous skins. Here may be found the Cape sheepskins, tough and durable, from the Cape of Good Hope; colt and calfskins from Buenos Ayres and other cities of South America; hogskins from Mexico and Brazil; antelope from India, Brazil, Colorado and Africa. Of late years many of these skins have been brought directly to New York, and American buyers no longer find it necessary to go to London. While fine lambskins are the staple in men's gloves, coltskins are rapidly coming into favor, and fine calfskins are also extensively used. Each has a grain peculiar to itself, which, while not visible to the ordinary buyer, can be instantly perceived by the expert.

"Calfskins are good looking, soft and pliable, but are apt to crack. This fault is not found in coltskins, which are durable and handsome, and in many respects make model gloves. The wrinkles are objectionable, but these disappear when the glove is on the hand. The 'jacks' of Venezuela contribute the majority of deer-skins at present. The castor comes from the antelopes of the West. Heavy leather gloves are obtained from elks. Hogskins are used to a moderate extent. Patnas, or Calcutta, ox hides are also used.

"Every invoice of heavy skins contains more or less curiosities, and the kind of leather that will be evolved from a stray moose, muskox, llama or kangaroo skin depends upon the skins that accompany it. Dogskins are occasionally made up into gloves, but their use is very uncommon. Everything that goes by the name of dogskin nowadays is likely to be Cape sheep. Ratskins in gloves are about as frequent as rat sautes in Chinese laundries."—New York Sun.

THE PROFIT SHARING SYSTEM.

A manufacturer of Minneapolis, Minn., whose establishment is conducted under the profit sharing system, gives his views concerning it as follows:—

"I don't find profit sharing a cure-all for all labor problems and troubles; no, indeed. The trouble with the system is just this: the average employee gets the idea into his head that the amount of profits he is to receive is part of his salary. So he contracts debts, to be paid with his share of the profits long before he ever receives the portion coming to him. One man argues that whereas he received \$25 as his share when the last dividend was declared he will of necessity receive the same the next time, and so figures that he can get in debt for that amount.

"Then when he finds that he gets only \$10 or \$15 at the next time he is disappointed, as he is \$10 or \$15 in the hole. When the employee looks at the scheme in that light it becomes a dismal failure. But then employees are different. Some are very grateful for the extra allotment, while some feel it is but due them. I look for the good effect in the matter of profit sharing in the recognition among my people that I have their interests at heart and have more regard for them than that merely hemmed in by a mere question of daily wages. The trouble with the employee is his failure to recognize the principle of the scheme. He shouldn't feel that his share is a lump of accumulated salary at the end of six months, which might just as well have been given him along with his regular earnings.

"This feeling utterly destroys the whole idea, which is to make the share a gratuity, an extra. The share isn't a present given according to the amount of salary that a man draws, but it is his pro rata share of the entire net profits of the company, be they small or be they large, and is pre-eminently just. From the boy who sweeps out the store to the highest priced man we employ, the same just ruling is carried out. In other words, the share of each employee represents a certain percentage of the net profits for the six months or year, as the case may be, in the same proportion as the amount of capital employed bears to the gross salary list. Or state it in figures: Let \$50,000 stand for the employer's capital and \$25,000 the salary list. The employer is entitled to the interest on his money, say \$4,000, and a fair salary for his services, say \$5,000. This makes \$9,000 the capitalist is to receive as against \$25,000 his men receive.

"Suppose \$10,000 represents the total net earnings. Of course, the \$9,000 must come out of that, leaving \$1,000 to be divided between himself and his employees. Now, the employer has put into the business two-thirds more than the employees, so that he is entitled to receive two-thirds of \$1,000, the net profits, for his share, leaving one-third for the employee. This is the equitable basis on which the plan is drawn; it is fair for both parties, and is, I think, a good scheme. There are between thirty and forty firms in this country at present using this system, and they will find the same troubles, I think, to overcome as I do. The system cannot be explained too often to the employee, the fairness and justness cannot be brought out too much. An honest dividing up of the profits on an equal basis—that is the idea."

THAT'S SO.

A true philosopher thus discourses to his wholesale friends: "I don't care how much pains you take in getting it up, the circular as an advertising medium is no good. Retailers have a way of throwing into the waste basket every kind of an announcement they receive unless it appears in a trade paper which they subscribe to and pay for. The latter comes to them periodically as guide, philosopher, and friend. Therefore, its pages are scanned and their contents noted. A good advertisement in a trade paper going directly to the people whom you want to address pays a bigger profit than a whole ton of circulars mailed in sealed or unsealed envelopes. At least, that is the way we find it in our business, and I am sure we are not an exception to the rule."



GENERAL AND PERSONAL NOTES.

S. Summon, manufacturing furrier, has opened an establishment in the Music hall block, Port Hope, Ont.

The Ontario Cotton Manufacturing Company, Hamilton, received a silver medal and diploma for exhibits at the Jamaica exhibition.

A fire started in the dry goods store of J. A. Allard, 733 Notre Dame Street, Montreal, on the night of August 28th. The fire did not get much headway, but the stock was badly damaged by fire and water.

The Stormont Cotton Co., Cornwall, Ont. received at the Jamaica exhibition a gold medal and diploma, having shown some beautiful lines in cottonades, shirtings, Madras suitings, and other goods suitable for ladies' and men's wear.

The Dundas Cotton mills were sold by auction on September 1st for \$150,000 to Mr. Thomson of the law firm of Thomson, Henderson & Bell, Toronto. It is understood that he was acting for Gault Bros., of Montreal, and a syndicate. The original cost of the mills was \$800,000.

Brown Bros., of Teeswater, Ont., have just established a flax mill, there, which will give employment all winter to a number of people. They have put in a large quantity of good machinery and intend to turn out first class work. The flax crop is reported to be unusually good and well harvested.

A gang of thieves in Madoc, Ont., by some means obtained a duplicate key to the dry goods store of Thomas Cross, and commenced a systematic course of relieving him of his stock. As usual the thieves over-reached themselves, and some arrests followed. Mr. Cross got a lot of his goods returned.

McLean, Ogilvie, & Lohead have purchased the dry goods stock of Thomas McLean, Brantford, Ont., Mr. McLean having associated with him, Mr. Ogilvie, who has been identified with H. W. Brethour & Co., and Crompton, Appelbe & Co., for eleven years, and Mr. Lohead who has also been with the latter firm for a long time.

The Merriton Cotton Company has been formed to take over and work the mills of the suspended Merriton Cotton Mills Company. The capital stock is \$200,000, and the principal shareholders are Thomas Long, William Thomas Kiely, and John Drynan, of Toronto; John Joseph Long of Collingwood, and William Kilner of Merriton.

Here is bad news for the corset manufacturers. A new religious sect has sprung up in the neighborhood of Sydenham, Ont., and some nights ago on being ejected from a hall where they held their meetings they retired to a field and held a "corset" meeting. A bonfire was built, and the women threw their corsets on the blaze, crying out "We will die as God made us."

J. A. Humphrey & Son's woolen mill, Moncton, N.B., now gives employment to 57 hands as compared with about 35 or 40 last year. The lower flat of the new brick building, 35 by 105, has been partly filled with new machinery and is now actively in operation. New looms, spinning machines, etc., have been added, enabling the firm to turn out a finer class of goods than ever before. Humphrey's woolen yarns are now a standard article, the daily output being up-

wards of 100 pounds. The output of the mill, principally woolens and tweeds, is fully sold and new machinery will be added as the market enlarges, the firm having in view a three-fold increase of their present capacity. Quite a large village has sprung up in the vicinity, and more houses will be needed next spring to accommodate the people.

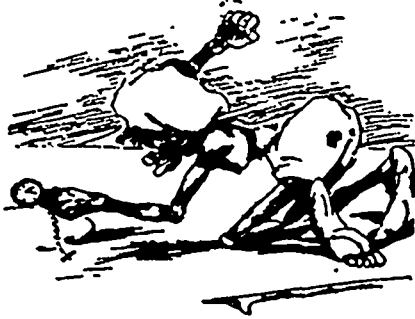
The dry goods clerks of Ottawa have succeeded in getting the signatures of two thirds of the merchants to a petition, agreeing to close their places of business at 6 p. m. except on Saturdays, but as it requires the signatures of three-quarters to give it effect, the clerks at a meeting recently decided to appeal to the various Labour Unions to use their influence and intercede with the merchants who have refused to sign the petition.

Harry Harvey, clerk in Knox Morgan & Co.'s wholesale dry goods store, Hamilton, Ont., was bitten by a black spider. At the time he paid no attention to the matter, but in a day or two Harvey was obliged to consult Dr. Griffin, for the arm began swelling and took an ugly inflamed appearance, and was also exceedingly painful. In spite of medical preventives the malady became worse, and before a week passed it bore as much resemblance to a mammoth bologna sausage as to a man's arm. It was then evident that the spider's bite had been poisonous and it rapidly permeated the sufferer's system, his whole body being more or less swollen. Fortunately the trouble was not more than Harvey's strength would stand and he is able to be around once more, though not anything like his former self, and is still unable to use the bitten arm. Dr. Griffin was afraid the arm would have to be amputated, but, fortunately, it is not thought likely now.

Moritz Boas, of St. Hyacinthe, and, Geo. W. King, of Montreal, late of Georgetown, Ont., recently invented an automatic knitting machine which has been in operation in the woolen manufactory of Feodor Boas & Co., St. Hyacinthe. It is pronounced by those who have examined it to be one of the most wonderful inventions ever patented. Its operation is entirely automatic, requiring little or no attention, and does its work perfectly. Mr. Boas has sold the patent right of the machine for the United States to a syndicate of American capitalists for \$300,000, besides retaining a large interest in the enterprise. The experts whom they brought with them to examine the machine, pronounced it the most wonderful invention of the kind they had ever seen. This transaction would seem to warrant the belief that the inventive genius displayed by the gentlemen mentioned in the construction of the automatic knitting machine is not only highly creditable to themselves, but also a source of satisfaction to the people of Canada, who in this matter, at least, have proved themselves quite able not only to hold their own, but also to lead the Americans.

The fondness of the public to be gulled, says the Paisley, Ont., Advocate, was amply shown in town this week by the operations of some gypsies who drove a trade in the dry goods business. These dealers went into some of our stores in town, and bought low-priced unsaleable webs of tweed which they took right out and sold to parties for over double the price which they paid the store-keeper. In one case they sold to a man in town a web for \$12 which they bought from the store-keeper for \$3.00. The best feature of the thing though is that in most of the cases those who were caught are not short of funds and are considered to be knowing ones generally. However, it is not only in Paisley and vicinity that men can be fooled in this way. We know of an instance where one of the leading wholesale men of Toronto was caught in about the same way. A jobber went to him with a certain sample of goods marked at \$1 a yard, and could not sell because he was a jobber and the wholesale man was down on his class. He then marked the goods \$1.50 a yard and sent another man with it to the same wholesale man with instructions to say that he represented a certain woolen mill in an outlying town in Ontario, and had no difficulty in making the sale. That wholesale man is known all over this province both in private and public life, and financially the mill is none more solid,

THE HINDOO AND THE WATERBURY WATCH SPRING.



THE STORY OF AN OLD HAT.

The London Correspondent of the Hatter and Furrier says: I have made a discovery of some literary importance. It is not one of the lost books of Aristotle or of Livy, but a poem, which is undoubtedly from the pen of Alfred Tennyson. You will not find it in his published works, but probably it is one of his early effusions. An old battered silk hat has given it to the world.

It is an experience of all hatters in the retail trade, that when new tiles are bought, the old ones are left, now and then, to be called for—but they are never called for—and they accumulate, and after a while have to be cleared away. I know a hatter who has recently made a clearing out of dusty, battered old hats, such as would delight the heart of a South African king, and every one of them such as his dusky majesty would be glad to wear as the sole article of his gala dress. In the lining of one of these dilapidated head-pieces, under the sweat leather, and yellow with age and perspiration, was found a paper with the following lines written in pencil, which was with some difficulty deciphered:

SONNET.

By Alfred Tennyson.

Me my own fate to lasting sorrow doomed;
Thy woes are birds of passage—transitory;
Thy spirit circled with a living glory,
In Summer still a Summer joy resumeth.
Alone my hopeless melancholy gloometh,
Like a lone cypress through the twilight hoary,
From an old garden where no flower bloometh,
One cypress, on an inland promontory,
But yet my lonely spirit follows thine,
As round the rolling earth night follows day;
But yet thy lights on my horizon shine
Into my night, when thou art far way.
I am so dark, alas! and thou so bright—
When we two meet there's never perfect light.

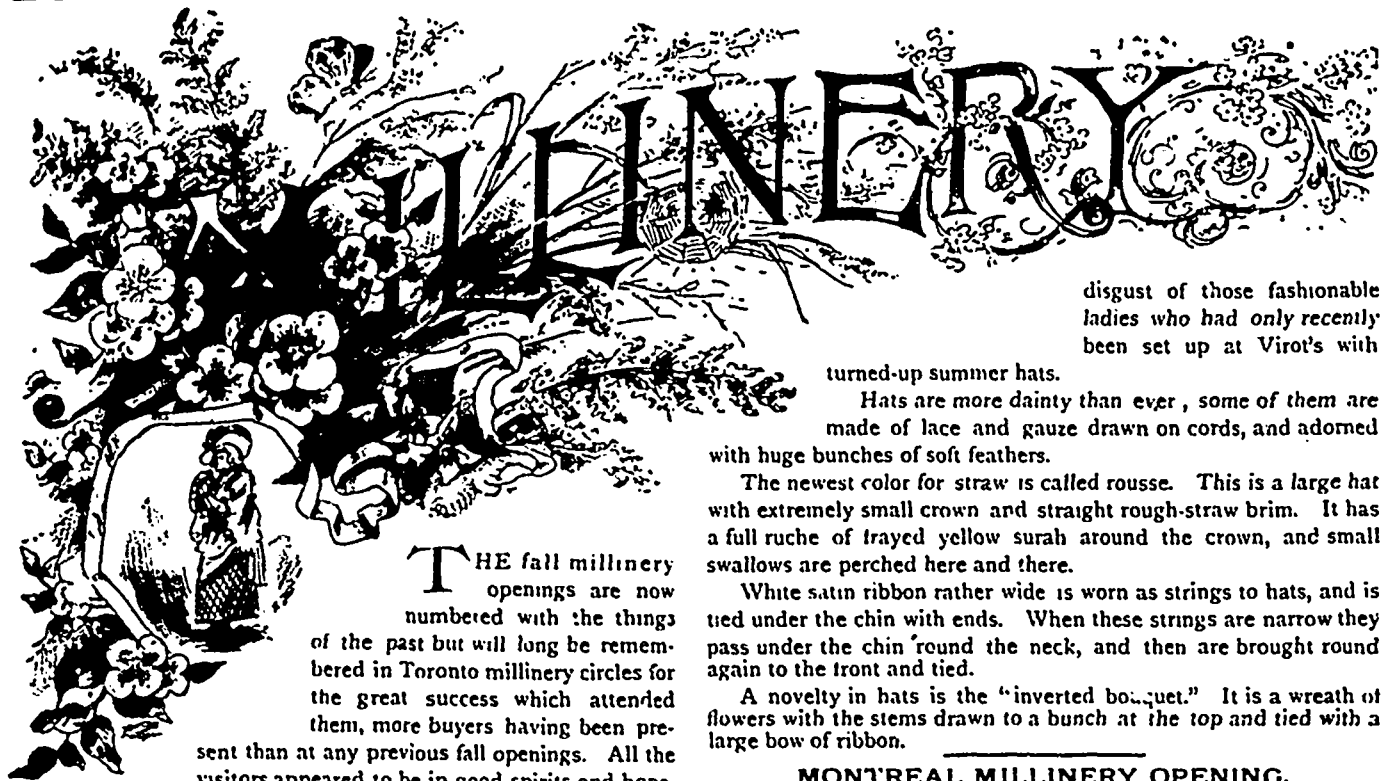
Under these lines was written the following parody, evidently by an American drummer of drinking habits to his inebriate friend. He seems to have been occasionally rather short of funds, and when in his cups, a "striker," though "not given to filthy lucre." How his hat found its way to London is a mystery. It is to be hoped that he is reformed if he is still traveling for some American house. The chances are, however, that he was too much inclined to moistening his clay, that he has returned to his original dust, and that on his tombstone, if he has one, should be cut in deep letters—"Died of Bad Western Whisky":

THE UNHAPPY DRUMMER.

By Alfred Denison.

Me, my old hat to constant brushing doometh,
Whose nap is worn, whose gloss is transitory,
No more a daisy or a morning glory—
A drummer, still a drummer's life resumeth.
About I travel much when business boometh.
I take a room in a hotel top-story,
Near some back door yard where no flower bloometh,
Where fighting cats have left their traces gory;
And yet—I have an awful jolly time
As round the rolling earth I make my way.
We cannot get a drink for half a dime,
So we must put it off another day.
I get so drunk, alas! and thou, so tight—
When we two meet we always want to fight

Let drummers read and heed the warning.



THE fall millinery openings are now numbered with the things of the past but will long be remembered in Toronto millinery circles for the great success which attended them, more buyers having been present than at any previous fall openings. All the visitors appeared to be in good spirits and hopeful of big results from the season now opened.

We learn from the leading wholesale millinery houses that felt hats are in high favor and for a time at least the tendency will be towards sailors with flange brims, small shapes and conical crown effects. In hat adornments passementeries, plain and fancy ribbons, ribbon velvets, birds, wings, fancy feathers, mounts and tips will all take positions in the garniture of fall and winter millinery.

A branch of the wholesale millinery business, which has made great progress within the past three or four years, is the cloak department. Firms, which would not look at ready-made mantles two years ago, are now heavy buyers of this important article and wonder how they did business without them. So much for mantle education. The correct goods in this class are reefers, $\frac{3}{4}$ coats, combination cape and jacket, and paletots. The houses report a very large trade in this line.

Buyers are again in the English markets looking out for sorting-up goods.

WHAT DAME RUMOR HAS DONE.

Thomas May & Co., the well-known wholesale merchants, of Montreal, have taken out an action for \$50,000 damages against F. X. Cousineau, a Toronto merchant, on account of certain statements which they claim were made by him regarding the firm. It was recently rumored that the firm was about to go into liquidation, but the story was promptly contradicted by the firm. The plaintiffs claim that the defendant declared in the presence of other parties that the rumors were true.

PARISIAN FASHIONS:

The Paris correspondent of the Drapers' Record says: In the way of hats a dreadful revolution has taken place, which has caused the direst despair to many. This is it: My readers will doubtless know that up to the end of July every single hat, without exception, was turned up at the back in some way or other. A whole bevy of well-known demi-mondaines arrived at Aix-les-Bains from Paris a few days ago with the most exquisite models of hats, which not only were made narrow at the back to sit on the edge of the now fashionable Grecian knot, but many of them even sloped downwards, to the

disgust of those fashionable ladies who had only recently been set up at Viro's with

turned-up summer hats.

Hats are more dainty than ever, some of them are made of lace and gauze drawn on cords, and adorned with huge bunches of soft feathers.

The newest color for straw is called rousse. This is a large hat with extremely small crown and straight rough-straw brim. It has a full ruche of frayed yellow surah around the crown, and small swallows are perched here and there.

White satin ribbon rather wide is worn as strings to hats, and is tied under the chin with ends. When these strings are narrow they pass under the chin round the neck, and then are brought round again to the front and tied.

A novelty in hats is the "inverted bouquet." It is a wreath of flowers with the stems drawn to a bunch at the top and tied with a large bow of ribbon.

MONTREAL MILLINERY OPENING.

(By Our Own Correspondent.)

The autumn millinery openings have been more largely attended this season than usual, and business has been above the average. Two reasons are given for this state of affairs. First the travelers did a very poor business on the road, owing to the uncertainty regarding the crops, which has now been dispelled, and second because of the merchants' excursion which gave to merchants west of Kingston advantages not enjoyed heretofore. All the opening week the wholesale millinery establishments were crowded from morning till night, with milliners from cities, towns and villages, all looking out for the latest goods and fancies. They found many changes in styles—more pronounced changes than there have been for a couple of years. Covered goods take the place of the trimmed bonnet and plain felt hat of the last few years, and silver or gold is considered a necessary adjunct to trimming. These are the two principal changes, and those in the trade will recognize their importance. Felts are inclined to be small and compact in shape, but are shown in all styles, high crowns and low crowns, broad brims and narrow brims, all being on the same level, with a slight preference in favor of sailors. The most correct thing is the College or Vassar, with plush crowns and paramatta brims, of all colors from the brightest red to the most subdued browns or black. The English Scarborough also shows out prominently in the displays and meets with particular favor. It is drab in color with a low, crown and rounding brim, trimmed in black velvet with a bow in front faced with two rows of brilliants, and with a straight black wing standing up from the crown. French felts have come in all styles, and are generally high priced. A better trade is expected in beavers this season than heretofore. They come in larger sizes than felts, and are meeting with more favor already. A flat plaque, which can be bent to the fancy of the wearer, is one of the novelties.

The new shades are numerous. Browns and grays are the prevailing colors, but blacks continue in most favor. Of the new shades, the Thermidor, a yellow or burnt orange, is expected to take well. Several new shades of green are also destined to be very popular.

Trimmings are in great variety, gold and silver tinsel effects being particularly prominent in French goods. French velvets are shown in many shades and will be much used for covering, the

blending of the shades being the proper thing. In ribbons the double satin, inclined to be wide, will meet with most favor. Some very pretty effects are made with the aid of tinsel, the crocodile with barred back being a great favorite. Sprays of grain in tinsel will no doubt meet with favor. Some very pretty and striking effects are shown with Payette trimmings used in conjunction with feathers. They are spangles overlaying one another and come as braid or in the shape of birds' wings. The demand for wings, birds and fancy trimmings has been stimulated by the dearness of ostrich feathers (which show an advance in value of nearly 50 per cent. this year.) Both natural and fancy wings promise to be an excellent line. White pigeon or natural ptarmigan will be the run for trimming tan or brown hats. A fashionable line of birds is made up with bird of paradise tails which come on some of the most stylish hats. Osprey and jet aigrettes will also be a good line to carry. Flowers do not meet the popular fancy, but are carried to a limited extent to meet a certain demand. Jet ornaments are shown in different varieties and will be used prominently. A short description of the Vassar hat will no doubt prove interesting. It has a crown projecting one inch above and half an inch below the brim. It is cheap and becoming, and is usually sold ready trimmed. When turned up behind and trimmed with a ribbon pompon it is termed a Lennox and sells almost as well as in its original form. The Narragansett is a hat on similar lines, but has a higher crown and $3\frac{1}{2}$ inch brim, and comes with beaver and velvet tops, making a cheap and serviceable hat for street wear.

DESCRIPTION OF MILLINERY ILLUSTRATIONS.



Nos. 1-6.

Nos. 1-6 illustrate several ornaments and a toque of cut jet. 1. The Griselides toque, light and pliant and of finely cut jets. 2. A three bunch lyra having darts of fine jet. 3. A five branch star of jet. 4. A round loop of jet squares. 5. Peacock's head having aigrette and fan of jet. 6. Louis XV. style of comb.



No. 7.

No. 7 represents a bonnet of castor velvet for the soft crown, with folds, puffed at the center, of light green velvet for the brim, which are held by fancy pins below two pieces of fancy embroidery or peacock's eyes, strings of No. 12 green satin ribbon and a pompon of peacock's eyes and brownish feathers.



No. 8.

No. 8 is a cut brim turban. The crown is similar to many turbans shown, but the close roll brim is where the novelty is as represented; the brim is cut and tacked to the crown, a torsade of velvet drawn through with a pompon effect of two shades of velvet at the front with aigrettes tipped with jet, a twist or roll of velvet from the back to front of crown.

Riggs: "My wife had a queer accident befall her the other week. As she was walking along the street a man's hat blew off and struck her in the eye, It cost me a guinea for a doctor's bill." Briggs. "Oh, that's nothing. My wife was walking along the street the other day, and as she passed a milliner's, a bonnet in the window struck her eye, and it cost me two pounds ten."

HATS CAPS AND FURTS

The wholesale houses are now busily engaged opening out their fall importations of hats and report that trade is picking up considerably. They have had a very large number of buyers in to see them since the first of the month, and a good business has been done. Retailers in the city report a brisk trade in fall hats, and during the exhibition their hearts will no doubt be gladdened by many calls from visitors to the city. There is a continued and brisk demand for the new square crown for young men which is shown in the following cut :



FANCY FELT FASHIONS IN ENGLAND.

There is likely to be a heavy demand next winter for felt hats for ladies' and children's wear, says the London Hatters Gazette. This may convey an impression of monotony which the inspection of a range of samples effectually dispels. For variety in shape, color, finish and dimensions, these felt hats are but little behind the extraordinary range of summer goods. Some manufacturers of the less enterprising sort have hinted that "something" will have to be done to check the present prodigality of invention and to induce a return to more moderate selections. They must commence by persuading their more pushing competitors to forego the benefits of their superiority—a hopeless task. The Luton houses will have very little bad stock left over when the dying season is dead—they have prudently worked on the smallest possible quantities of material, and the last few weeks have absorbed a vast amount of stuff. Luton will be found a dangerous competitor with Stockport, Atherton, etc., in the production of the felt goods already mentioned, while it will probably lead the way with the heavily-raised "beaver" fur goods as sold so largely last season, and which promise an equal success for next.



rather than from any particular embellishment. Roll collars, high shoulders, loose fronts and tight fitting backs are the general rules.

This promises to be pre-eminently a fur season. Wholesale houses report that the demand for all classes of furs is very spirited, in fact one house says that furs were never selling so well. There is a big demand for Astrakhan and a steady run on beaver and seal. Persian lamb is also being brought into more prominence owing to the advance in the price of seal. Travelers for Toronto houses are on duty during the exhibition and are kept busy waiting upon customers. But by the end of the month they will be out with their samples. We illustrate this month the shape for a 40 or 45 inch seal jacket, manufactured by A. A. Allan & Co. but there is no doubt that the short jacket—28 inch—will be in greater demand. We will give a cut of it in our next issue. The designs this season in jackets are charming and novel. We may here mention that the English models of short seal jackets are very plain, deriving their beauty from the neat way in which they are cut to fit the figure

COMPENSATION FOR B. C. SEALERS.

All those interested in the sealing industry in Victoria and Vancouver, B. C., have forwarded strong protests to the Marquis of Salisbury against the prohibition of fur seal hunting in Behring sea, which they claim has inflicted upon them grievous injustice, embarrassment and loss, and submitting that they are equitably entitled to compensation for their losses inflicted through no laches on their own part, notwithstanding their earnest protest against the course which has been taken. In their opinion the only equitable and fair method of ascertaining such compensation will be to allow in respect of each vessel such a sum as will be equal to the value of the average take in Behring sea, according to the number of boats or canoes carried by each vessel, for the last three years (exclusive of such vessels as were seized or driven out of Behring sea in the year 1889) calculated at the current price of sealskins. If allowed such rate of compensation they will undertake to pay all hunters and others entitled to wages, or a rate per skin, such sums as will be equal to what they would have been entitled to receive if they had actually taken such number of skins, and such wages as they would have earned had they served for the usual period. And as many of those interested rely upon the year's profits to meet the cost of outfit, wages, and other expenses, it is of the utmost importance that prompt action be taken by the Imperial Government so as to

avoid the infliction of further undeserved loss. They point out that they are loyal subjects of the Crown, and have no desire to embarrass the Imperial Government in dealing with a difficult political question, but simply to protect themselves against losses to which, had the action of the government been less precipitate, they would not have been subjected to so great a degree.

THEIR BRANCH STORE.

B. Levin & Co., of Montreal, have opened a branch store at 70 Bay street, Toronto, under the management of Mr. E. F. Stewart, for Toronto and the West. Mr. Stewart has been for twenty three years in the hat and fur business and it can therefore be seen that the management has been placed in capable hands. This old established and reliable firm are doing big business in the West and it has increased to such an extent that the establishment of this branch store was rendered necessary.

RUSSIANS IN BEHRING SEA.

According to recent Russian advices from Eastern Siberia, the Russian sealers have captured a considerable quantity of skins in the waters controlled by the Russian government, and there is no apparent cessation in their operations. The authorities are keeping a sharp lookout for trespassers in the Russian jurisdiction, and so far several have been chased, but none captured. The sealing season has been excellent, no diminution in the number of seals being apparent. The Russians apparently feel under no obligations as to any agreement with Great Britain, and it is rumored on semi-official authority that no confidence is placed by the Czar's representatives in Eastern Siberia in the good faith of the American sealing company which, they claim, is taking advantage of the proviso allowing them to capture a certain number of seals to take all the seals they

can get. The Russians, therefore, have been going ahead with their seal fishing as usual, under the Russian flag, and with entire independence of any other national arrangement.

HAT TRADE CREDIT ASSOCIATION.

A number of prominent firms, representing different branches of the hat trade, have incorporated themselves under the above title, for the purpose of mutual information and protection in the matter of credits. The plan of procedure is simple and effective, and at the same time can in no way operate to the prejudice of honest buyers. It is simply a matter of exchange of information. The services of a prominent gentleman, well skilled in such matters, have been secured as actuary - N. Y. Hatter and Furrier

E. J. FAWCETT

MANUFACTURER OF

FELT HATS

STIFF, SOFT and FLEXIBLE.

NIAGARA ST., - - TORONTO.

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

DUNLAP, KNOX AND MILLER STYLES.

A. A. ALLAN & CO.,

WHOLESALE

Hats, Furs, Caps, Robes, Gloves, &c.

Our stock for the Fall and Winter trade now complete, which is large and attractive, embracing rapidly selling lines that can only be found in our stock. The attention of close buyers and prompt paying dealers invited.

A. A. ALLAN & CO.,

51 Bay St., TORONTO,

B. LEVIN & CO.,

WHOLESALE MANUFACTURERS OF FINE FURS

—AND—

IMPORTERS OF HATS.

491 & 493 ST. PAUL ST.,

MONTREAL.

BRANCH SALEROOMS : 70 BAY ST. TORONTO.



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

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



A brisk demand continues in the wholesale clothing trade, and business is reported as very good with bright prospects for the balance of the season. A pleasing feature is the demand for the better-class of goods, which would demonstrate an improvement in the taste of the consumers. This is particularly so in overcoats. If retailers would consult their own interests they would give a wide berth to some of the shoddy articles that were in the market last season. A customer may be taken in once but that will be an end of him so far as patronizing that particular store. Some of the ready-made overcoats are really elegant in design and make-up. Retailers report a good sale in fall overcoats and suitings, and express confidence that they will be able to command steady business during the season.

FOIBLES OF FASHION.

"The Arbitrator" in *The Clothier and Furnisher* says: The cut of Winter overcoats will be easy without being fullsome or long, and they will be made up principally in the single-breasted style. On the rough goods the velvet collar will be deemed necessary.

Some of the high priced goods will be lined with cloth linings, of which there is to be a revival, and in patterns of richness in design quite beyond anything that has preceded of a similar nature.

A good rule to follow in regard to the mooted question of velvet or self-collared upon the Spring top-coat is that which decrees that when the silk or satin lining is carried to the edge of the lapel the decoration is deemed sufficient; but when it is not then the velvet collar may be used for a truly heightening effect.

The rough finish has at last penetrated the special realm of leg-wear. Wool trouserings will be popular the forthcoming cold season.

The velvet collar is well adapted to the covert cloth, while the silk lining to the lapel treatment is more in consonance with the quietude of the thibets and unfinished worsteds.

Two of the latest patternings in trouser cloth are a $\frac{3}{8}$ -inch wide dark blue herringbone stripe, with a narrow red line running lengthwise at inch-spaced intervals, and a similar herringbone background design with herringbone of a lighter shade of blue running through and forming a plaid effect.

The waistcoat lapels are still cut well down, and the U-shaped opening is avoided. There is just a shadow of hollowing V-like effect.

There has been a marked improvement in the styles of house coats and smoking jackets. The designers seem to have taken their cue from the success of the less aggressive tones in the outing coats of the current season; and the success they have achieved is an indication of a growing desire for richer and quieter goods in this line.

A GOOD SCHEME.

E. A. Small & Co., the wholesale clothiers of Montreal, have opened a sample room at 32 York street, Toronto, for the convenience of their customers who may visit the exhibition. It is in charge of Mr. Sandeman and Mr. Finch, two of their travelers in the West, and they are a splendid team. They have had quite a number of callers and have done a rattling business.

GULLIBLE PEOPLE.

It is astonishing how easily some people are duped by their mania for cheapness. Every now and then we hear of people being victimized by shoddy pedlars and although the newspapers give circulation to the swindles they are always ready to swallow the bait again. The latest comes from the Kingston district where two men went about selling cloth for men's suits in the name of McGregor & Co., manufacturers of tweeds, Kilmarnock, Scotland, and representing that Livingston Bros. Kingston, would make the suits at a very low rate under agreement with McGregor & Co., and did a rushing business. Of course Livingston Bros. did not know of such a firm as McGregor & Co. and the whole story was a fraud. But the worst of it was that the victims did not get the full measurement of what they paid for, the deficiency running from one to three yards. It served them right as they ought to have sense enough to get their clothing from legitimate dealers.

MILITARY CLOTHING.

The successful contractors for militia clothing to be supplied during '91 and '92 are as follows:—Doull & Gibson, Halifax, serge trousers for artillery, \$2.85 per pair. James O'Brien & Co., Montreal, cavalry breeches, \$6.06 per pair; artillery breeches, \$5.56; mounted infantry breeches, \$5.56. Rosamond Woollen Company, infantry red coats, with capes, \$5.73; cavalry great coats, \$7.47; artillery great coats, \$7.69; mounted artillery great coats, \$11.25. H. Shorey & Co., Montreal, artillery tunics, \$6.04; rifle tunics, \$5.58 $\frac{1}{4}$; infantry trousers, \$5; infantry trousers, \$4.18; infantry band wings, 33 cents; rifle band wings, 33 cents; infantry or rifle chevrons, two bars, 15 cents; ditto, three bars, 20 cents; infantry tunics, \$3; serge infantry trousers, \$2.85; serge rifle trousers, \$2.85.

READY-MADE CLOTHING IN THE STATES.

Mr. R. N. Hepworth, of Hepworth & Son, the well-known wholesale and retail clothiers, who has just returned from a visit to the United States, writes to the *Hosier and Glovers' Gazette*, London, England, as follows: "I am much impressed with the following facts relative to ready-made clothing. In boys' suits they are just where they were in '81, not one whit improved in style or one jot cheaper. In the stores they are asking five dollars (20s. 10d.) for what can be bought at any retail shop in Leeds for 8s. I am perfectly certain that our Leeds clothiers could face the big duty, and still beat the New York manufacturers. But it is men's clothing in which New York excels, for there is no better made clothing in the world, either for style or finish. On my first visit in 1881, I found that men's trousers sold in the retail stores in New York for five dollars (20s. 10d.) were identical with those sold in England at 10s. 6d. In men's suits they were on an average just two-and-a-half times as much. It was exactly the same on my next visit in 1886. Just ten days ago I spent some time round the principal retail clothing stores in New York City. I found them asking 33s. 4d. for trousers that can be bought here at 14s. 6d.; and in men's suits 130s., or what we sell at 50s. Granted these suits are much better

made, an extra 6s. spent in labor would make ours equal to theirs. Owing to competition and the reduced price of materials, during the past ten years clothing in England has been reduced at least 15 per cent., and, strange to say, wages have been increased, proving that the public generally have derived a large benefit. What I wish to point out is this, that in America, with all their high protective duties, in clothing they have not advanced one iota, but have gone from bad to worse. Their prices to-day are higher than they were in 1881, and the free American citizen has had to pay, and is paying, the piper. Statistics prove that McKinley & Co. have increased the price of manufactured goods without increasing wages. I should also say that the farther west you go from New York the higher the price of clothing."

KNOW THE FASHIONS:

The successful retail clothing salesman, says The Racketeer in The Clothier and Furnisher, will put himself first of all in rapport with his customer. If he desires to divert the wish and purpose of the intending purchaser he must not seem to do so. To run counter to a buyer's first intentions is to lose a sale nine times out of ten. The clothing salesman who, upon hearing what his customer is looking for, remarks, arbitrarily, "No, that is not what you want; you should never try to wear that color!" promptly dashes down the image the man's vanity has set up, and antagonizes him at the start. Show the customer as near to what he has in mind as you have, appearing to agree with him. Then, after gaining deftly his confidence, work towards the goods you know best adapted to his personality, and calculated to make a substantial impression. The retailer should be quite vive with the spirit of the fashions. But this phase of barter is too lightly appreciated. It is a dereliction many of the retail salesmen, both in the clothing and furnishing realm will admit, for beyond the confines of the stock they handle they are not conversant with the fashions of the times. I recall the case in point of a man who inquired in a Broadway store if it was proper to wear a black cravat with full dress, and the salesman, after hesitating, replied "It is all a matter of choice;" whereupon a black cravat was chosen. The salesman should have known better, he should have said promptly: "The white lawn cravat is the only neckwear of evening costume." Instead, he sent the deluded customer away with bad advice, and put him into an incorrect ensemble upon an occasion when he wished to appear at his best. Of course, it dawned eventually upon the victim that the black cravat was wrong, and he thereafter avoided this particular concern. Said one of the best furnishing salesmen in this city, in speaking upon this subject: "Why, certainly we should know all the latest wrinkles of men's fashions. We are asked technical questions involving good form in dress every day. If we were unable to answer them the standing of the establishment would suffer. Frequently, while buying a bill, customers ask me what I think of such and such an idea in clothing or hats. If I could not answer promptly and with confidence I should lose caste as an expert in my own line. Only a man in my position can appreciate how many men of wealth there are that look to the people from whom they buy their various articles of attire to guide them in the correct vogue. The man that comes in to buy an expensive scarf to be worn with a certain suit that he describes is not an unusual instance; and you must know just what style, pattern and color will be most effective with this. If you are abreast of the fashions you will be better qualified to adjudge what the suit is actually like, and your selection will, therefore, be truer. I get a great many inquiries that seem simple enough, but that would be really posers if I was not well-up in the fashion etiquette of the day. One man wanted a neck-scarf for an afternoon tea; another inquires about the correct gloves for a morning wedding, and so it goes—a hundred different complications coming up every day, making it necessary for me to keep a watchful eye upon what is going on in the world of men's wear. This knowledge, moreover, will make trade for the house inasmuch as many men not originally following closely the fashions from observing the niceties will come to regard them and rely upon you as an authentic source."

CHINESE BRANCHING INTO THE CLOTHING BUSINESS.

The clothing manufacturers of the city says the San Francisco Call are learning the lesson which the Chinese taught the fruit-canners long ago. A gentleman whose name is well known in society circles and whose hatred of the Chinese is also well known, called upon a Market street tailor Saturday night for a suit which he had ordered early in the week.

"It is not done yet," said the tailor.

"But you said it would be finished this morning."

"Yes, I did, and the tailor who is sewing the suit promised to have it here, but he has not kept his word. I'll send a boy for it now."

"No, I'll go for it myself. Give me the man's address."

"My dear sir, I would not trouble you for all the world. I'll send the boy."

"I tell you I will go for it myself; you have had time enough to send your boy. Give me the address."

He was given the address of a Chinese tailor on Clay street.

"Do you mean to say"—and the face of the society man flushed red with wrath, "that my clothes are handled by filthy Chinese?"

"My dear sir, Chinese make half the clothes that are made in the city."

"But I see women at work in the shops. Can't you find enough of them to do your work?"

"Oh, most of the women are employed for show. They attract customers, but they do little work. Go around to one of these places late at night and if you don't find a Chinaman loading a wagon with cloth ready cut for the sewers I am not in the business."

"Then," said the gentleman, "you are simply a commission man. I pay you to have the clothes made by Chinese. I think I will save the commission hereafter."

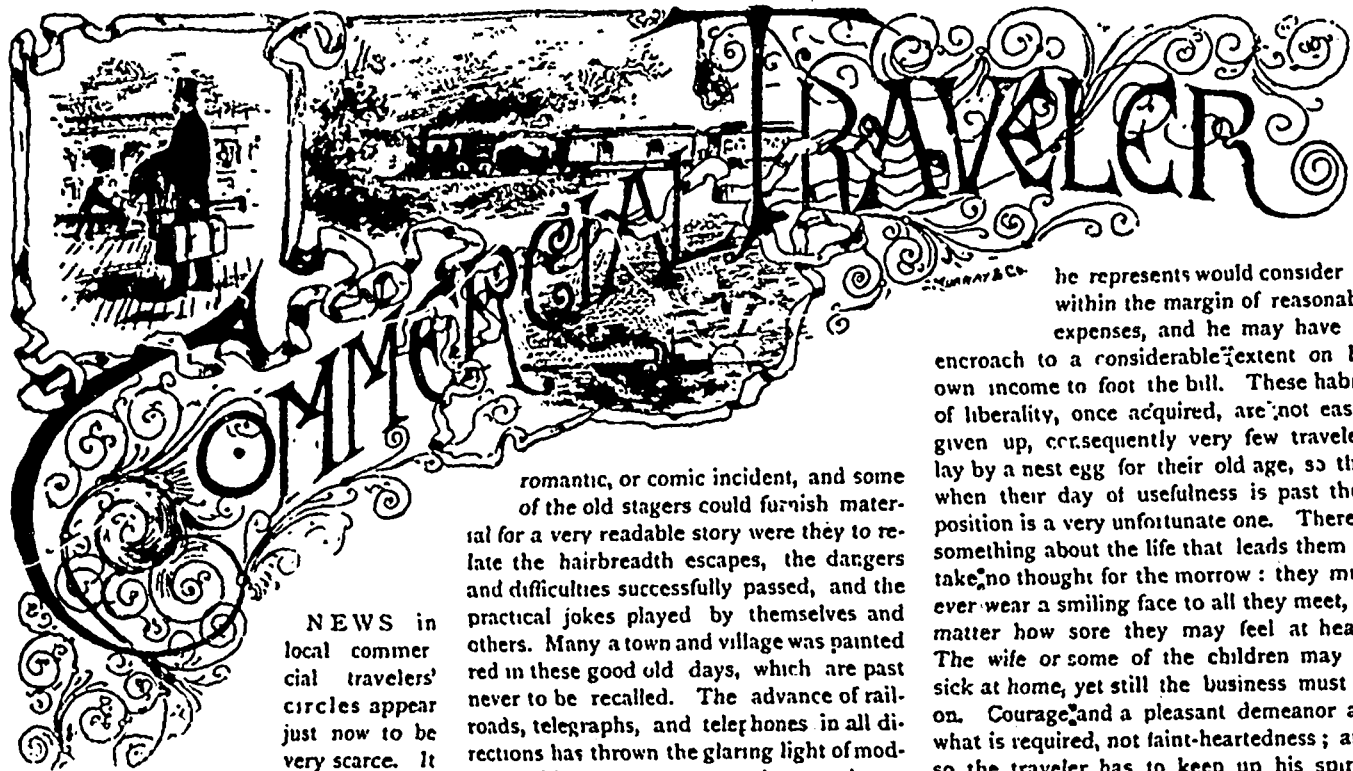
There was more truth than poetry in the statement which the clothier made to his customer. The Chinese clothier is flourishing apace. Within the past six months Chinese tailors who make garments for American customers exclusively have opened three shops on Clay street, two on Commercial, one on Pacific, three on Dupont and five on Stockton, and a contract was given on Saturday for the erection of a large factory, in which a Chinaman is to employ Chinese to manufacture clothing. A few years ago he was making clothes for a white tailor for less than they could be made by a white man or woman. In a few months he will be selling clothes for less than a white man can sell them.

AN INALIENABLE RIGHT.

Merchant tailors, says The Sartorial Art Journal, should always bear in mind both in dealing with and commenting upon those of their customers whom they regard as pseudo-crank, that a customer has an inalienable right to differ with his tailor on any matter relating to the grace, style, finish or appropriateness of a garment, even to the hang of a skirt, the peak of a lapel, or the slant of a button-hole, however beautiful and symmetrical they may be. The tailor, of course, because of his study of and experience in dressing men of different shapes and for various purposes, should know better what will suitably dress his customers than they do, and should endeavor to persuade them to dress properly and becomingly; but this does not mean that he should expect a customer to suffer himself to be coerced into the adoption of styles which may be disagreeable to him, and to which he never has been, and never will be, accustomed.

TRIALS OF A SHOPPER.

"Can you really recommend this cloth?" "Most certainly; it is the finest thing that we have in the shop." "You have, I suppose, something finer in stock?" "Certainly, here they are, in all colors!"—Fliegende Blatter.



NEWS in local commercial travelers' circles appear just now to be very scarce. It seems to be the off season. But by the end of September they will all be on the road again, when we hope to be in a position to chronicle events of passing interest. We would like to have the views of some of our friends regarding the recent "most popular commercial traveler" competition. A pertinent question for discussion would, we think, be "What constitutes popularity?"

MAC'S VALEDICTORY.

There is such a wealth of sound common sense in the article written by "Mac" in connection with The Mail's travelers' "story" competition, that it is only right and proper to give it all the publicity possible. And we take the opportunity of saying that our commercial friends should feel gratified in having amongst their number one who displays such rare literary ability. We understand the writer of the article is Mr. R. G. Hector. It is as follows:

Commercial travelers who are pretty well advanced in years look back with fond recollections to the good old days when more of the ground had to be covered by team than by rail. The horses might jog along when out of sight of a village or town, but they were always going at a smart pace when arriving or departing, and the knight of the road was the observed of all observers; envied by the young men behind the counters of the country stores, a hero in the eyes of the schoolboy, a knight errant in fancy to the bashful maiden, whose heart would go pit-a-pat as she gazed from behind the window blind at his comely form, and his intrepid manner of handling the fiery, untamed steeds with the dexterity of a circus man. Those were the days of thrilling, dramatic,

romantic, or comic incident, and some of the old stagers could furnish material for a very readable story were they to relate the hairbreadth escapes, the dangers and difficulties successfully passed, and the practical jokes played by themselves and others. Many a town and village was painted red in these good old days, which are past never to be recalled. The advance of railroads, telegraphs, and telephones in all directions has thrown the glaring light of modern civilization on so many obscure places, where the inhabitants 20 or 25 years ago lived in almost primitive simplicity, that the life of a commercial traveler has to a large extent been robbed of its romantic character.

And where are the principal actors who played their parts in the commercial traveling drama of these good old days? Many have gone over to the majority, a few are comfortably settled in business for themselves, and a goodly number are like broken-down race horses—their speed gone, their usefulness to the bustling business world of to-day gone, too, and they are either entirely laid aside or condemned to the shafts of the cart to do chores.

It is deplorable, but nevertheless true, that there are a number of travelers whose constitutions are broken up through the effects of the hard work and exposure they endured in bygone days, pushing business for their respective firms, who are now physically unfit to bear the burden and the heat of the day, and therefore cannot find an occupation that will give them and their families a decent living. They are of no account now to the firm who got rich through their energy and perseverance, because we live in a high-pressure age, when young blood must be continually replacing the old, to stand the strain on the constitution imposed by the continual traveling that is considered necessary to keep up the business connections of the houses who employ travelers.

The life of a commercial traveler gets him into extravagant habits that are difficult to get rid of when he leaves the road. A successful traveler has to practise a good deal of open-handed liberality towards customers, hotel porters, baggagemen, and others; some times a good deal more than the firm

he represents would consider as within the margin of reasonable expenses, and he may have to encroach to a considerable extent on his own income to foot the bill. These habits of liberality, once acquired, are not easily given up, consequently very few travelers lay by a nest egg for their old age, so that when their day of usefulness is past their position is a very unfortunate one. There is something about the life that leads them to take no thought for the morrow: they must ever wear a smiling face to all they meet, no matter how sore they may feel at heart. The wife or some of the children may be sick at home, yet still the business must go on. Courage and a pleasant demeanor are what is required, not faint-heartedness; and so the traveler has to keep up his spirits under all circumstances. Is it any wonder then that he should get into the habit of letting the future take care of itself, when his whole mental faculties have to be centred on the business of the day!

"Popular travelers." Where are the popular travelers of 20 or 25 years ago, the men who bore the brunt of the battle in making a business for some of our most successful firms? There are still a good many of them left who would have polled a large vote in the heyday of their popularity, but few of their names appear in the present contest, the majority of them being so poor that none are found to do them reverence. Some, it is true, have fallen victims to drink, and on that account are thought unworthy of consideration, although even these are entitled to some consideration from the firms for whom in their palmy days they worked hard and faithfully, the nature of their occupation getting them into habits they could not altogether control. There are others who have not fallen victims to intemperance, whose intellects are as bright as ever, although physically incapacitated to stand the hard work of continual travel on the road at the present time. They are pushed aside by younger men. Young men are strong, but age gives experience, and surely there ought still to be room and a remunerative occupation for some of the older and experienced travelers who can do a fair day's work for a fair day's pay. At the present time, however, experience will not weigh in the balance against youth and strength, and when a man gets on the wrong side of 40 his usefulness as a traveler appears to be gone in the eyes of the majority of our leading firms.

Popular travelers rarely get into business for themselves because they are not close-

fisted enough to save money. Popularity is generally accompanied by liberality, geniality, and honesty; therefore, the popular traveler is not usually a money-saving man.

Popular young travelers, at the zenith of their fame, would do well to pause for a moment and think what is likely to be their fate 10, 15, or 20 years from now. Fresh steeds are training to take the place of those who through wear and tear in the exciting contest become broken-winded or spavined, and the pace is terribly swift. Positions are only secure as long as the ability remains to perform the work demanded, and in time the strongest will be laid on the shelf. The business of the world, the business of the country, the business of any large mercantile house does not depend on the individual exertions of any one man, and when one is deposed another takes his place, and the business goes on as if he had never existed. Germany still prospers without the aid of the mighty Bismarck, and our own fair Canada keeps on the even tenor of her way although the chief whose great intellect moulded the Confederation, the nucleus of a vast empire, is laid in the silent tomb. And so it is through life, no man is so important but what another can be found to fill his place.

The time will come when the young and popular travelers of to-day—when a new era is inaugurated—will, like the present old stagers, speak with fond recollections of the good old days that are past and gone. Each new generation begins where the former left off, and the ideas of even 10 years back are considered fageyish. We cannot always be young and strong, and although the commercial traveler may enjoy health, strength, and popularity while they last, he is burning the candle at both ends, and in time the fire will be quenched, and his light hid from the eyes of the business community.

Popularity is good in its way, but it is not all that should be desired by the commercial traveler. No class of men give more of the best years of their lives for the good of others without getting a fair share of good for themselves. Their life is beset with trials and temptations, and although many fall by the wayside and perish in the snares and pitfalls that encompass their path, yet not more than would fall in any other class of society exposed to similar trials and temptations. To those who come unscathed through the ordeal there should be some recompense for having spent their strength, energy, and the best years of their lives in a calling where such difficulties have to be encountered; but no recompense is forthcoming from those they have benefited, and if they do not look after themselves and save their money when in their glorious youthful prime, their former popularity will avail them little when in the course of years their manly strength begins to fail, and the firms who employ them begin to see that their glory has departed, that the vim that was in them is oozing out, and

competition in business requires the filling of their places with more youthful blood.

Why the experienced soldiers who have fought in so many fields should not be made officers in command of the young and inexperienced recruits is one of the mysteries of the present business age that cannot properly be explained to the satisfaction of some of the older travelers.

TOLD IN THE SMOKER.

The other night, while we were making "a home run" for the city after a hard week's work, two or three travelers got together, and to make the "run in" pass pleasantly began telling stories.

Mr. Jagers, the well-known shoe traveler, said: "I went out fishing one day last week. There were three of us in the party. We took a dozen empty beer bottles, tightly corked. We attached a hook and line to each bottle and threw them out about twenty yards apart, and each of the tightly bottled delegates began trolling around. The lake was like a sheet of glass, so we could easily watch every movement as we sat in the boat fishing, smoking, and enjoying the fun. In a few minutes we saw one of our floating fishermen go under, then up it came and skimmed along the smooth water at a 'two-forty' clip. We paddled after it towards the lake shore, and pulled over a hundred yards before we caught up. When we were within a few yards of the bottle the fellow in the stern shouted, 'Pull like the d—, boys, he's making for the woods.' The absurdity of this remark made us drop the oars and roar till our sides ached. When we recovered and again caught up sure enough, it was close to the shore. We found attached to the bottle a speckled trout weighing 2½ pounds; he was a beauty. Altogether the 'White Seal brand' of fishermen caught that day 30 pounds of trout. Bottle fishing is a great scheme, gentlemen."

"Talking of fishing, that reminds me of a curious circumstance that came under my notice last winter," said Harry Jones, the clothing man. "We went fishing on one of the Muskoka lakes one day when it was thirty below zero. The hotel man had a little shanty on the ice, which was about two feet thick. We threw the fish out on the ice and they froze stiff in a moment. We returned to the hotel to get our fish cooked for dinner and as they were frozen as stiff as bars of iron it was necessary to thaw them before being prepared for cooking. We put them in a frying pan and do you believe me, gentlemen, as soon as they began to warm up they kicked and squirmed like so many live eels—that is a positive fact."

"I don't take much stock in fish stories myself," said Doolittle, the saddlery hardware man, "but one of my customers told me an amusing story the other day about a calf. A short time ago a farmer named Sandy McPherson, living close to the village

of Harrisville, sold out and went to the North-West. Before leaving he made the Rev. Mr. McLeod, Presbyterian minister, a present of a thoroughbred Jersey bull calf. The first Sunday morning after Sandy's departure, as the clergyman and his good wife were leaving for the kirk, the calf began to bellow. 'Eh mon,' said the wife, 'but we didna feed the calf this mornin.' As the clergyman was dressed in his best broad-cloth he thought the calf might get along till after kirk. The lady said, 'it wadna be richt and she wadna gang till the calf was fed.' Mr. McLeod went and got the pail of milk and as soon as the hungry little thoroughbred saw it, up went his tail and with a dash and a splurge he made for the pail, which the clergyman held on his knee. The milk was splashed all over the good man and his "Sunday-go-to-meeting" suit was ruined. He forgot all about the Sabbath and the kirk. Putting down the pail he caught the calf by the ears and shouted: 'can ye no keep yer ugly nose in the bucket. Look at ma claes. If it wasna for the love o' God an' the respect I hae for Sandy McPherson I wad brak every bone in your wee crazy little boddy.'

George Gatlin, the well-known grocery man, said: "I heard rather a good thing the other evening. You all know the Patterson house, Owen Sound—the hotel that won the prize for the best house in Canada. Before the present handsome house was built, Mr. Archie Duncan, the genial proprietor, used to run The City hotel. It was used principally by farmers and other people from the 'back fifties.' Soon after the new house was running one of the old 'way-back' customers came along and was amazed at the elevator, electric bells, and other modern improvements. He was shown into the dining room and was handed a bill of fare. 'What is this, may I ask?' 'That is the bill of fare, sir,' said the girl. He folded it up and put it in his pocket. 'You tell Archie, my name is John Thompson from the township of Keppel. I'll see this bill is paid for. My team's in the stable; you needn't be scared about me; the boss knows me. I've stopped with Archie for ten years. Now, miss, will you please bring me some pork and beans.'

TOM SWALWELL.

TOLD AGAIN.

Airy drummer to merchant: "How do you do? I bet, though, that you don't remember my name."

Merchant, giving him one up-and-down glance: "You've won that bet, sir."—Exit.

Stranger (entering): "Can I get a bite at this hotel?" Drummer (departing): "I guess you can. I stayed there last night, and I got several of them."

Credit is often too cheap and overbuying far too common. Don't be guilty of the one, and don't abuse the other.

STORE ATTRACTIONS.

"Did you ever sit down seriously and think out the problem why it was that your neighbor's store is more attractive than your own?" asks the editor of a live, wide-awake country paper, and then he proceeds to answer the question by saying: "If not, we would advise a self-examination upon this matter at the earliest convenience. It will do no harm, either to yourself or your business, if you do not solve the problem. Such 'personal thinks,' as the sailor put it, would no doubt lead to a decided improvement in a majority of cases.

"That one store is more attractive than another, exactly as one show is more attractive than another, there cannot be the slightest bit of doubt, and to find out the reason should be the aim of all competitors. We have often heard the remark, 'I cannot tell how it is that Mr. So-and-So does such a trade, but he does it somehow or other.' To use a common parlance of the theatrical business, we should say that he 'had the best show.' It may be that he keeps the best muslin, or it may be that his calico is better than any one else's, or it may be that his dress goods are more fashionable, or it may be the clerks are more accommodating and civil, or a dozen and one things beside; but the real fact of the matter is that he has the most attractive store, or, in other words, 'he has the best show.'

"Competition often, if it is healthy, results in benefit to all who compete. It at least makes better business men of all engaged in the competition. Many times have we seen this theory proved beyond the possibility of successful contradiction. Trade has peculiar freaks at times, like many things beside, and one of these freaks is that it will go on the lines of the least resistance and greatest attraction. The world is large and the opportunities many for those who will not close their eyes."

"The more goods you can show the more like doing a prosperous business it appears, and your stock looks large and complete, and keeps customers from going elsewhere to look for more complete stock.

Take a few front shelves, and always keep them nicely filled and straight on the shelves. In season when you have both bound and paper covers, it makes a very nice showing to arrange them alternately, dark and light."

A leading mercantile firm says: "We solicit patronage on the following basis:

- 1st. Because we are workers.
- 2nd. Because we look to our customer's interests as well as our own in the selecting and packing of an order, and in every way possible we make his interest ours.
- 3d. Because of our economy. We have reduced the percentage of cost on marketing goods to the lowest limit.
- 4th. Because of the large assortment we offer. Outside of staples, an attractive assortment has more to do with the success of a store than even prices do.
- 5th. Because we pay particular attention to mail orders. We appreciate the trust in our ability and integrity that the voluntary giving of an order shows."

THE SALESMAN WAS NOT SHARP ENOUGH.

She was a fashionable young lady. He was a new salesman. "I want something nice," said she, "to give a gentleman." "How would a necktie do?" he asked, timidly, with a furtive glance at the proprietor. In a word, he was anxious to please. "Oh, he has miles of them," she replied firmly. "Handkerchiefs would not be inappropriate," he ventured. "But everyone will give him handkerchiefs." "Would a couple of dozen collars and cuffs do?" he asked with undiminished politeness. "No, I think not," she answered. "How about some nice dress shirts?" "Oh, dear me, no," she replied, with an almost imperceptible blush. "A scarf pin or suspenders?" he inquired, with an air of one who is becoming desperate. "No," doubtfully. "Well, there is nothing else that I can suggest except night robes," he muttered, despairingly. "Sir!" she answered, and whisked out. And the new salesman lost a customer just because he did not know intuitively that she wanted some elegant silk socks and did not have the courage to ask for them.

A DAY OF SMALL THINGS.

The liberal and large spirit of trade in great centers and large establishments is apt to leave the impression upon the mind of the superficial observer that there is an immense unnecessary waste going on all the time. That appears to be the case. No account seems to be taken of little things, and the refuse heap is supposed to be a costly pile by the end of a year. This is as the fact seems, not as it is, for there is a very careful collection made of the odds and ends that are accounted waste in a large business house. Small dealers are not usually so careful, though to them the extravagance of doing business on a large scale seems greatest. The bits of string, the scraps of paper, the fragments of old packing cases, and the numberless remains or ruins of damaged stock, do not go to the pile of debris that is to be carried and deposited out of sight at cleaving up time. They are not swept up. They are very carefully gathered up, assorted, and made into neat looking collections whose value will tell in a few weeks. In all the big stores of the cities there is a boy employed solely to gather bits of string, paper, etc., whose duties warrant his employment at a fair rate of pay, quite as much as a boy would earn in any other capacity. If this is true of large stores it is no less true of small ones. If a boy can make his pay and something for his employer, by saving such scraps from the refuse pile in a large store, it surely will pay storekeepers of all degrees to practise the same economy.

The lavish ways of some merchants, their sovereign disdain for the bits of paper and string that fall on the floor, etc., are not typical of the time, and the maxim that "money

saved is money gained" is held to even more firmly than in the more primitive days of trade when that maxim was coined. The greater stir and bustle of business create a cloud of dust through which the observer cannot always penetrate into the details, but those details are on principle what would be considered quite petty by those not well grounded in commercial economy. Certain frugal and careful habits of this description may be designated as "small" by people who have not the rudiments of a business training, but they are the means whereby the leakages are soldered up, and whereby the solvency of the trade is maintained in the face of the severe competition that meets him everywhere.

EVERY DAY.

Once upon a time a donkey fell into a deep hole, and, after nearly starving, caught sight of a passing fox, and implored the stranger to help him out.

"I am too small to aid you," said the fox, "but I will give you some good advice. Only a few rods away is a big, strong elephant. Call to him and he will get you out in a jiffy."

After the fox had gone the donkey thus reasoned to himself: "I am very weak for want of nourishment. Every move I make is just so much additional loss of strength. If I raise my voice to call the elephant I shall be weaker yet. No, I will not waste my substance that way. It is the duty of the elephant to come without calling."

So the donkey settled himself back and eventually starved to death.

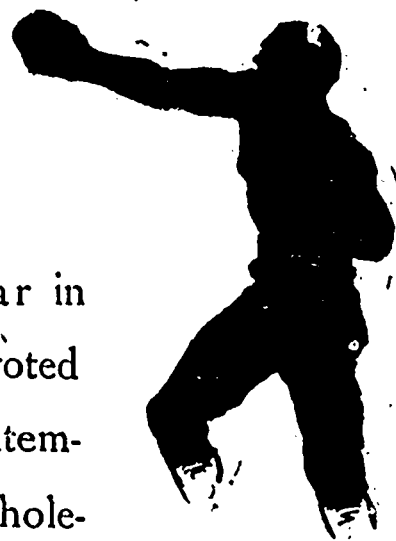
Long afterwards the fox on passing the hole saw within it a whitened skeleton, and remarked, "If it be true that the souls of animals are transmigrated into men, that donkey will become one of those merchants who can never afford to advertise" - Philadelphia Call.

HOW NOT TO DO IT.

According to Emerson there is a great secret in knowing what to keep out of the mind as well as what to put in it. The same is true of a newspaper. One unfamiliar with journalism has no idea how large an amount of matter passes through the hands of the editor only to be rejected. So in business the wise man is he who knows what not to buy. The crucial test is in selection. To take everything that is offered is a part any fool can play. To discriminate wisely involves intelligence, training, and nerve. One of A. T. Stewart's great successes was refusing lines of goods which his competitors were running.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (L'd), Printers and Publishers, 6 Wellington St. West, Toronto, who make a specialty of high-class magazine printing.

Did it ever Strike You



That you could save a considerable amount every year in placing your advertisements in the paper specially devoted to your trade. The following reasons given by a contemporary should receive the careful consideration of wholesale dry goods merchants and manufacturers as they are as full of good common sense as an egg is full of meat. It says :

You all want country trade.

You spend thousands of dollars every year in sending travelers over routes they have traveled all their lives.

You make all sorts of special inducements, all expensive and often at a dead loss.

Country trade is worth cultivating, but it must be secured at as little cost as possible to bring its full value.

The trade press offers an unfailing adjunct to the work of the traveling salesman.

It is not difficult to secure and keep country trade with the trade press as an assistant in the work.

There is less competition for country trade than for city retail trade, and the further away from trade centres the easier the field.

The trade papers reach places that the traveling salesman cannot frequent.

The traveler calls attention to certain new lines of goods, perhaps not wanted at the moment, but the trade paper with its advertising pages keeps these goods constantly in mind.

Supplement the work of the traveling salesman with a liberal advertisement in some good trade journal and you are in a fair way to get and keep the country trade.

Ask your traveling men if an advertisement just before their visits would not be a great help to them.

Ask yourself if you are not anxious to see goods the arrival of which has been anticipated for some time; you then can get an idea of the interest awakened by a well-worded advertisement.

The question of expense!

It is expensive to advertise in a good medium, but the charges are not exorbitant and considered in the light of the work they do they are very reasonable.

▷ TO THE TRADE ▷



We can show you a stock bought by expert departmental buyers, who have bought the requirements of their departments on the most favorable terms, such as buying for cash, in large quantities and from the best sources of supply. The stock is large, it is suitable, it is what is required. It is new. Call and inspect. You are cordially invited. We mention a few of the leading sections:—

Silks, Dress Goods,	Hosiery and Gloves, Trimmings,
Ribbons, Laces,	Linens, Staples, Smallwares,
Shawls, Fancy Knit Goods,	Carpets, Woollens, Fancy Goods,
Plushes, Velvets and Velveteens,	Mantlings, Gents' Furnishings.

JOHN MACDONALD & CO.,

21 to 27 Wellington St. East, 30 to 36 Front St. East, Toronto.

The Assorting House of the Dominion.

KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

Our **Fall Stock** has been kept fully assorted by Cable Repeats, but we urge our Customers to **secure early** their probable requirements in Imported and Stylish Goods.

Special values in:—

MANTLE CLOTHS,	BLACK WORSTEDS,
PLUSHES,	DRESS GOODS,
SEALETTES,	GENTS' FURNISHINGS.

Send for Samples. Letter Orders receive careful and prompt attention.