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THE CANADIAN DRY GOODS REVIEW

OCTOBER



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"HEALTH BRAND" Underwear to be fire-proof or water-proof;

We DO NOT Guarantee

"HEALTH BRAND" Underwear to cure every ill under the sun;

But We DO Guarantee

Every garment with our label "HEALTH" upon it to be perfect in quality, fit and finish, and worth the money. Whenever you get one that does not possess these qualifications, **WE GIVE YOU A NEW ONE FOR NOTHING.**

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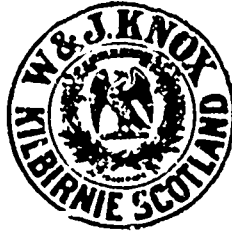
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Gray and White Cottons
Cottonades, Prints
Ginghams, Linings
Flannelettes, Haircloths
Canton Flannel
Striped Tickings, etc.

B

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Shirts and Drawers and
Gents' Furnishings
Worsted Coatings
Golf Cloakings
Mantle Beavers
White and Colored
Saxony Flannels
Etc., Etc.

C

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Cretonnes, Art Muslins
Curtains,
Chenille Portieres
Table Covers, etc.

D

Linens, Damasks
Towelings, Towels, Quilts
Canvas, Blankets, etc.

E

Smallwares, Laces, Ribbons
Muslins, Hosiery, Gloves
Etc., Etc.

H

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Fall and Winter Assorting

Ask the trade to order their
requirements through

Our Travelers
By Letter
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By Telephone

Our Letter Order Department has made itself popular by its
promptness and good judgment.

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CALDECOTT, BURTON & SPENCE

— TORONTO

Now is the time for action.

The wheels of industry are revolving actively.

A trade revival has set in.

Goods are advancing.

We have made ample preparation
for this and shall give our cus-
tomers the full benefit.

We are showing a splendid range 36 in., 42 in., 54 in. Serges, and a full assortment
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In Hosiery, Gloves and Underwear—all the improved makes.

In Velvets and Velveteens—all colors and every width.

In Mantle and Golf Cloths—the latest novelties.

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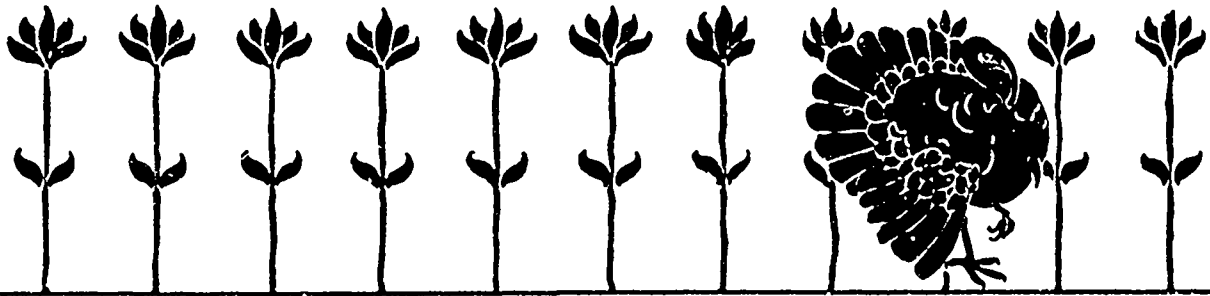
In Ribbons—a large assortment in all colors and widths.

These goods are in ACTIVE DEMAND and will prove to buyers PROFIT-GIVING PURCHASES.
Orders receive our best attention.

Caldecott, Burton & Spence

THE DRY GOODS REVIEW

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



Vol. V.

MONTREAL AND TORONTO, OCTOBER, 1895.

No. 10.

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THE TRADE OUTLOOK.

On another page of this issue will be found reports from leading merchants at many points in Canada, giving their views of the trade outlook. These reports are of great value, being from independent sources by men who are practically posted about the conditions in their districts.

THE SEPTEMBER TRADE.

September was a good month for business. The crop reports stimulated trade, and encouraged both retailers and wholesalers to look forward hopefully. The Exhibitions at Montreal and Toronto attracted a large number of buyers, and the crowd of visitors was felt in the retail trade of both centres. In Toronto the wholesale houses had the best Exhibition season they have experienced in several years. "You could sum up the situation in this way," said a leading merchant to THE REVIEW: "Hopeful feeling, cautious buying." This was fully borne out by reports from all quarters. In most wholesale houses the travelers were kept in the warehouses to attend to visiting customers, and the number of customers who personally visited the houses they buy from was the largest in many years. While moderate buying prevailed there was a willingness shown to face the advances demanded, and the country merchants seemed to be confident of a good fall's business.

IMPORTS OF DRY GOODS IN 1895.

THE unrevised statement of the imports and exports of Canada for the fiscal year ending June 30 has been issued. It only gives values, not quantities. In this way no exact comparison can be made with the figures of the previous year, since the change in prices makes calculation difficult. On the basis of registered values at the Custom House, however, the imports of dry goods in 1895 were about \$18,146,000, compared with \$19,746,000 in 1894. The details of the dutiable imports are as follows:

	1894.	1895.
Cotton, dyed	\$1,227,052	\$2,120,933
Cotton, not dyed	156,117	495,927
Cotton clothing	342,894	352,118
Cotton, thread, yarn, etc.	190,163	221,512
Cotton thread on spools	255,972	322,281
Cotton, other manufactures of	872,922	572,559
Bracelets, braids, fringes, etc.	951,512	755,279
Laces, collars, nettings, etc.	610,531	542,559
Other fancy goods	264,176	337,270
Furs, manufactured	714,692	570,317
Hats and caps, felt, silk, etc.	714,291	740,511
Hats, other kinds	445,116	444,271
Silk, manufactures of	2,420,172	2,217,221
Carpets, brussels and tapestry	714,766
Clothing	812,589
Cloths, worsted, etc.	2,551,727
Dress goods	2,760,819
Knitted goods	301,062
Shawls	91,452
Yarns	111,716
Other woolen goods	9,452,814	674,750

This shows considerable increases in imports of cotton goods (or else merely increased values of those goods), but decreases in mostly every other department of the import dry goods trade. The imports of free raw materials for those industries allied to dry goods indicate that a fair measure of activity has been maintained. The imports in 1895 were valued at \$6,305,000, compared with \$5,599,000 the year before. Here again the rise in values, in such cases as those of raw cotton and raw wool, must be kept in view. The details are:

	1894.	1895.
Cotton waste	\$ 221,455	\$ 1,172,725
Raw cotton	2,727,551	1,221,477
Fur skins, undressed	727,771	511,444
Jute cloth and yarn	2,221,111	2,221,111
Silk, raw	4,221,111	6,221,111
Hemp, sisal, etc.	2,221,111	1,111,111
Wool	1,221,111	1,111,111
	\$5,599,000	\$6,305,000

THE CANADIAN WOOLEN OUTLOOK.

THE advances in raw material are bound to send up the price of Canadian tweeds, and it remains to be seen what advantage the mills will take of the new situation, i.e., an era of revived trade all over the world, and a pretty certain demand for the better class of goods in this market. A Canadian material has always to fight enough native prejudice at home without demoralizing the trade by utter collapse in prices. This season a satisfactory demand for Canadian fabrics is already reported both for men's and ladies' wear, and selections of the spring patterns have, as recorded in an incident related elsewhere, been so favorably commented on as to raise suspicions that the goods were not Canadian at all! There is a lesson in this for Canadian woolen men. Let them not run too much to cheap grades, wasting, yes, practically wasting, the best designs on the lowest lines, preventing both jobber and retailer from getting any price for Canadian fabrics on account of an absence of high reputation. Some tailors will not keep Canadian goods, the reason being that the customer has no opinion of them and will pay no price for them. A reputation can be enhanced by co-operation and enterprise, and if, as THE REVIEW suggested, a Woolen Manufacturers' Association were in existence, the makers could soon use it to advantage.

This summer there has been quite an active export trade to the United States from some of the mills, such as the Paton mill at Sherbrooke, and the Cornwall mill, a trade which the McKinley Tariff rendered impossible. The American market may always be counted on, under normal tariff conditions, to take some of the novelties and special lines made in Canada, and when our mills can get any standing in the States they should make an effort to deserve well of Canadian opinion.

MR. CALDECOTT'S ADDRESS.

THE dry goods trade cannot fail to have observed that the only pointed, practical utterance addressed to Sir Charles Rivers-Wilson since he arrived in this country was delivered by one of themselves. Mr. Stapleton Caldecott, president of the Board of Trade of Toronto, seems to have considered that the president of the Grand Trunk Railway was here for some other purpose than to be loaded down with polite platitudes; to eat well-cooked dinners; to listen with admirably concealed weariness to the effusions of the "address fiend." Mr. Caldecott thought, as any other man of common sense was entitled to think, that the railway magnate was here to find out the real sentiments of the business community, to learn their wants, and to see if his company could supply them. Sir Charles would probably be the first to admit that this is certainly one of the causes of his visit. He came out to inspect the road and to investigate its relations with the public who contribute to its earnings. His is not a pleasure jaunt, nor even a triumphal progress for the exchange of compliments at every convenient stage of the journey. To make the Grand Trunk a dividend-paying concern is his object, and any complaints which patrons of the line have to make are just the very material he requires to help him to a conclusion. Therefore Mr. Caldecott is entitled to the thanks of the community for speaking out plainly and practically when the occasion presented itself. Of course, Sir Charles Rivers-Wilson could not at once acquiesce in the programme presented. It meant additional outlay, and that has to be carefully weighed before being gone into. He fenced with all the

skill of a commercial diplomat. At the same time we observe that, since Mr. Caldecott's Toronto speech, Sir Charles, speaking at Detroit, announced a very important concession in the efficiency of the freight service. The railway authorities are, no doubt, anxious to do all they can to increase the road's popularity and success, and they are helped to this goal by just such straightforward remarks as those indulged in by Mr. Caldecott.

MERCHANTS AND THE MUNICIPALITY.

If merchants only had more time to devote to municipal affairs there would be less debt, less extravagance and less dishonesty in the administration of all our urban-communities. Just as the cash system is infinitely preferable to credit in business, so is avoidance of debt a far wiser course for a municipality than a career of big loans and profuse expenditures. Governor Macintosh, in his recent speech to the newly-assembled Legislature of the Western Territories, laid stress upon this. He pointed out that a new district like our Territories, which are trying to secure new settlers, is more attractive to an in-coming population if its debt is small and its taxes light. "The Canadian Northwest Territories," he said, "should be made a cheap country to live in." This is equally true of older Canada. Merchants naturally favor a town being made attractive by well-paved streets and good drains, because it promotes growth and increases their trade. But let them take care that the municipal policy is conducted on the same lines as they apply in their own business. See that the town's debt does not run ahead of the people's ability to pay. Be sure that no local work is scamped or that ratepayers' money is not leaking into contractors' pockets. In other words, it pays the merchant to keep a watchful eye on the municipal finances, and to have someone in the Council who holds a brief for the business men. A clean street and a good sidewalk may contribute to increased sales, but, in the long run, a municipality that lives beyond its means is on the down grade, and all the new-fangled luxuries of asphalt, telephone or electric light will not put the local trade on a better basis.

ADOPT THE CASH SYSTEM.

A. E. Lees & Co., of Vancouver, B.C., clothing, hats and men's furnishings, write to THE REVIEW that they have been reading the articles in this journal favoring the cash system, and have resolved to adopt it. In an announcement to the public through the local press they say:

"On September 1st our books will be closed and we will sell for cash only. This will enable us to give you more for your money, because we will avoid the expense of keeping books, the time it takes to collect accounts, and the occasional loss incidental to the credit system. We often hear the remark 'that man is as good as gold,' but this is untrue, gold is a medium of exchange, a book debt is not, and no man ever liked us better because he owed us, on the contrary, if he is unable or unwilling to pay he avoids us and pays his cash to our competitors.

"Selling goods at cost? No, we are not. You would not believe us if we said we were, but our profits are just as small as we can possibly make them, you will find our goods as cheap as the same goods are sold anywhere in Vancouver, and much cheaper than some people sell them. The secret of our success is that we keep the kind of goods you want, we buy them in the

cheapest markets, and we mark our prices plainly on the goods, and adhere strictly to our price."

This is a frank and attractive announcement, and can hardly fail to impress customers. THE REVIEW will be glad to hear from the firm of the results of the new departure.

THE O.P.R.'S LATEST MOVE.

MORE than once reference has been made to the work the Canadian Pacific Railway was doing to develop the natural resources of the Dominion and provide business for their line.

The management have just made a further very important move in this direction by establishing a mining department, and J. H. Susmann, an experienced mining engineer, has been placed in charge. The development of mining in Canada, but especially in British Columbia, has been most important in the last few years. Mr. Susmann will examine and report on all mining properties in the districts through which the Canadian Pacific passes. If he thinks it will pay to develop them the company will do all they can to assist by building branch lines, giving low freight rates and the benefit of expert and reliable advice.

As we have before pointed out, what the railway is doing throughout the Dominion, boards of trade and business men's associations can do in their own localities. Most districts in Canada have some natural industry which it would pay to develop. Much of the progress dairying has made has been due to the encouragement given it by the business men of the locality. There are other and equally profitable fields untouched.

A CONFERENCE OF MERCHANTS.

There are always misunderstandings, grievances and jealousies throughout the trade. There is not much co-operation among wholesalers, and the retailers' interests are not consulted as they might be and as they often should be. The retailers, especially, have no means of taking common action on matters that concern their interests, of ventilating grievances which affect not localities but the trade of the country as a whole. The dry goods sections of the Boards of Trade do serve the wholesale element in the particular city where they are situated, but there is no constant communication between them, and no machinery for prompt combination between the wholesale trade in the various cities. No efforts are made to bring wholesaler and retailer closer together, to clear away misunderstandings, to wipe out the frauds that afflict the trade, and concentrate honest business methods and enterprising business men into one strong, national combination. Why not have regular conferences between representative men of both branches of trade throughout Canada? The geography of Canada is rather against such meetings, because its large cities are far apart, but there are always seasons of the year when the railways grant excursion rates, and when a conference of Canadian merchants would be practicable and successful. It could assemble alternately at Halifax or Toronto, or St. John or Montreal, so that the organization would cover the whole Dominion, and thus speak with greater weight. It would give to the dry goods business a strength and a unity which would solve most of the difficulties that arise from the present need of co-operation, the defects in insolvency legisla-

tion, and the distrust felt by the trade owing to the lack of any organization and the absence of personal acquaintance. The man who sets afoot some plan along this line will deserve the thanks of the trade and do much to promote the influence of the dry goods business in Canada.

FOREIGN COMPETITION.

The taste for foreign goods is not by any means peculiar to Canada. The same taste is growing in England. The imports of foreign manufactures have in the last ten years increased at a very rapid rate. Lines of English manufacture which were once thought to be unrivalled at home and abroad are being cut into by foreign makes. This rivalry seems to cover two different classes of goods—those which are being now made cheaper abroad, and under free trade are brought into England with the manifest intention of underselling the home article, and a class of imports consisting of luxuries—silks, satins, laces, etc., which are sought after by the rich who have a fancy for a foreign article and are willing to pay for it.

The import trade must continue. It may be limited by popular taste or increased home production. But you cannot regulate people's inclinations by tariffs or any other device. This is an age of competition, and the producer in every country must rely mainly on his enterprise and originality to maintain a hold on his own market. The lesson for every maker is to meet his foreign competitor with the greatest skill and vigilance. A tariff may be shaped to help him, but he will always have foreign competition in some form to battle against.

TAKING CASH DISCOUNTS.

The merchant who takes his cash discounts finds many an opportunity of clearing a handsome profit. The system itself saves him an average man's living expenses, but in addition chances present themselves whereby a special profit can be made. Take the case of job lots. When the merchant pays spot cash he often comes across a clearing line in jobbing houses which he gets at 30 or 40 per cent. better rate. These chances will be thrown into the way of a cash buyer oftener than the long credit man. The latter not being noted for any anxiety to take advantage of a cash bargain, it is not apt to be brought to his notice. Owing to the habit of relying on the credit system he himself is less on the watch for a job lot. Consequently, many a chance of making a real profit in a short time drifts by unheeded and unutilized. Yet a job lot secured at a low rate, and chosen with judgment of the local needs and possibilities, can net the merchant a very substantial gain. This is one of the advantages enjoyed by the cash buyer, but it is only one of many which the system presents.

BRITAIN'S FISCAL POLICY.

Any protectionist sentiment that exists in Great Britain is found in the Conservative party. Now that this party is in power with a great majority, people are asking themselves whether England will ever go back to protection. The Fair Trade League has lately been reorganized by Mr. Lowther, and here and there murmurs are heard at the immense imports of foreign merchandise. Lord Salisbury said in 1892 in a public address at Hastings that free trade was "noble but it was not business," and he favored moderate duties on silks, satins and

similar products, the manufacture of which has declined in England since unrestricted imports became the rule. Now that he has returned to the Premiership the business world is asking itself if there is any chance of such a policy being promoted. The chances, in our opinion, are decidedly against any present changes in the fiscal policy. The Drapers' Record has been discussing the question, and sees only two features in the situation which are unfavorable to free trade. One is that England in trying to frame commercial treaties has no advantages to offer the second party to a bargain. The other danger is the possible discontent of the artisan class at free imports of foreign manufactures. But these influences are not as yet powerful. No leading man of any party is an avowed champion of protection, though some may lean that way. Mr. Balfour is a strong bi-metallist, but when he got into office he said his views committed only himself, not the Government. Protection is not a live issue yet in Britain.

FOUR TIMES A YEAR.

In a short interview with Messrs. Brophy, Cains & Co., they expressed themselves as well pleased with their September business. A great many buyers had been in, several of whom expressed a wish to have the dry goods excursion four times a year instead of annually as at present, and mentioned as the most suitable time the first week in March, then about 20th May, just before the semi-annual stock-taking, again the first week in September and say 20th November, just before the annual stock-taking began. Others who were spoken to expressed themselves as being greatly pleased with the suggestion, and hoped the Montreal Dry Goods Association of the Board of Trade would see their way clear to carrying out the suggestion. It was thought that the railway companies would gladly consent to four excursions, as the extra freight they would receive would more than repay them for the difference in fares.

A CONFERENCE OF RETAILERS.

Last month a conference of country retail merchants in New South Wales was held in the city of Sydney. They found a meeting necessary to take united action for the removal of many grievances felt by the country merchants. Some of the injurious influences they have to work against are declared to be the issue of licenses to alien hawkers (apparently the same evil the Montreal retailers have been successfully fighting against), insolvency grievances, cheap excursions, the parcels post, and other conditions which The Sydney Storekeeper says have been steadily undermining the prosperity of the country merchants. The formation of a central association was strongly advocated which could make common cause with all the retailers in the country.

THE DEPARTMENTAL IDEA.

The goods in the modern warehouse are always as carefully classified into departments as circumstances will permit, and Caldecott, Burton & Spence have, by a recent change, still further recorded their adherence to this wise rule. The mantle cloths and muslins were taken from the fourth floor and placed on the second floor with the dress goods, thus making a complete piece goods floor of it. The smallwares, which formerly found a place on the second, were removed to the fourth, thus devoting it entirely to haberdashery and smallwares. Customers have noted and appreciated the change.

THE Board of Customs lately announced some decision which concern the dry goods trade. These include: Pin—What shall be classed as hat pins, hair pins, knitting pins or needles, stick pins and safety pins, common, 30 per cent.; hair pins, celluloid, etc., except metal pins, with plated or metal tops, 25 per cent.; hair pins, of celluloid, bone, ivory, horn or tortoise shell, 20 per cent.; hair pins, of rubber, 25 per cent.

Mr. K. Boissevain, of the Alaska Feather and Down Co., Montreal, has been appointed Consul-General of the Netherlands in Canada, succeeding Mr. B. Homer Dixon, Toronto, who has resigned. Mr. Boissevain is a native of Holland, having been born in Amsterdam. He settled in Canada several years ago, and though still a young man, has successfully promoted a thriving business. He has seen a good deal of Canada, having explored it as far as the Rockies on first coming out. The company of which he is a leading member does business all over the country, and he is favorably known to the dry goods trade of the Dominion. The honor which has just been conferred upon him will be generally recognized as well merited. THE REVIEW offers its congratulations to the new Consul-General.

The idea has occurred to some suspicious person that the exports under the head of "settlers' effects," which make a pretty large item even in the Canadian returns, are sometimes swelled by goods which emigrating merchants class under their household effects. Some such notion seems to prevail in United States circles, because the Washington officials are refusing to admit household stuff free unless the owner personally accompanies them or gives a bond as to their bona-fide character. THE REVIEW asked a leading Canadian official if there was any ground for the suspicion. "I don't believe it," he replied, "as far as exports from Canada are concerned. There is, no doubt, a tendency to unduly value the emigrant's effects. He puts a price on them that they would not bring in the market. In fact, the value is a sentimental one. That's why the item looks so large in the returns. But there is no fraud about it, and no goods are going out labelled "settlers' effects."

The Ohio Wool Growers' Association, in session at Columbus, O., adopted an appeal to Congress to return to protection of raw wool. The manufacturers, however, are adapting themselves to the new conditions created by free wool.

British Columbia advices say that late news from Japan announces the placing of a line of steamers on the route to the Pacific ports of Mexico by the Osako Cotton Spinning Co., to facilitate the carrying of raw cotton, Japan being determined to hold her own in the cotton industry.

Mr. Lee, of G. G. Gladman's, Parry Sound, was in Toronto the other day, and had an encouraging word to say of the results of window dressing. "I devote a good deal of care and time every week to the dressing of windows, and consider the efforts well spent. It draws custom, both local and the large tourist influx which Parry Sound gets every season. They find the place attractive, and sales are the result. Formerly, it was not the custom to make any window display in the stores at

Barry Sound, and the first one attracted a crowd so that you might have thought Barnum's circus or something was coming into town. Now the windows are of plate glass, and dressing is thoroughly done, with satisfactory results."

Morton & Co., Fort William, Ont., announce inauguration of the cash system in a couple of clever circulars, one of them signed "Cash," the firm's new manager, and the other a regulation funeral notice to this effect: "Died, on Saturday evening at 10 o'clock, of the fatal disease known as Bad Debts, Mr. Credit, commonly known as Credit System; age unknown. The remains have been carefully embalmed by our new undertaker, Mr. Cash, and will be on exhibition to his late friends and the public generally for the next ten days. Funeral notice hereafter, etc." We give the new manager a cordial welcome, and hope he will wax fat and successful.

"The growth of new woolen firms, handling woolens and nothing else, like the new one formed in Toronto lately," said a wholesale merchant to THE REVIEW, "is comparatively a new feature of the trade. It remains to be seen what effect they will have on the general dry goods houses, and how far they will be a factor in the situation."

"It is too soon yet to say that the cotton print agreement is an assured success," a firm who signed said to THE REVIEW last week. "No doubt the trade are buying freely, but we must wait until the retailer buys the goods before we can tell how the retail trade will take the advance."

Remarked a Toronto wholesaler to THE REVIEW: "The Exhibition usually brings crowds of visitors, and this year a better house trade was done than for many years, but I notice that the large buyers come to town after the crush. The hotels are not so crowded then. They can look over the goods undisturbed, and they come emphatically to do business. Many Exhibition visitors come to see as well as to buy, and they are, in the main, on a holiday trip."

According to the tale of several correspondents of The London Star, the employing dry goods stores in London, England, have an ingenious system by which they virtually make slaves of their assistants. They have two rules of a somewhat contradictory character, but which, nevertheless, effectually tie up their unhappy employes. One is not to grant "references" to persons leaving their employment, and the other is not to hire anybody without references. It can readily be seen what position this leaves their assistants in. They have to cling desperately to their jobs or give up the hope of ever getting another in that particular calling. They are crying out about their woes, and there seems to be a disposition on the part of the general public to help them to fight the tyranny.

The proprietors of a large retail establishment in Liverpool, Eng., are determined to stop late shopping if they can. A circular has been sent out intimating that all purchases made after a certain hour in the evening will not be executed at "sale prices."

TWO TORONTO RETAILERS SELL OUT.

The stock of James Scott & Son, King street, has been bought by W. A. Murray & Co., who are selling it off at the old stand. Mr. Scott is retiring from business after a long and honorable career. He has had a retail business on King street since about 1850. The stock was of high-class goods, especially in linens, hosiery, underwear and Scotch dress stuffs. Messrs. Murray say it was the cleanest stock ever put in the market.

The T. Thompson & Son Co., Ltd., clothiers, have sold their stock, book debts and other assets to the John Eaton Co., Ltd., and the business is now being carried on in the Yonge street store of the latter. The Thompson store on King street east will be kept open for some months yet. A circular issued to the firm's patrons says: "The present stockholders of the T. Thompson & Son Co., Ltd., become stockholders in the new concern for amounts similar to those held in the old company, and Mr. Boyce Thompson, president, and Mr. T. C. Thompson, secretary, of this company, are to hold similar positions in the new concern."

LINES OF SPECIALS.

John Macdonald & Co. are offering a job in satins and silks, pongee, a duchess satin and peau de soie, black failles, luxors and taffetas.

A full shipment of the house's Cluze patent thumb kid gloves has been received. There is a complete range in colors, blacks, tans, browns, red-browns, white and cream.

A lot of seconds in striped underwear are being shown at a great reduction. Another job, in netted top shirts, in nice patterns, retailing at 50c., is also being shown.

Three lines of overalls of exceptionally good value, retailing at 50c., 75c. and \$1, are now being offered. Likewise a job line of braces.

In the haberdashery department pearl buttons, which have been scarce, are just stocked. Several special lines of corsets are being shown.

GOODS IN DEMAND.

In the staple department of Caldecott, Burton & Spence cotton flannels in all choice shades are shown, as well as some very tasty lines in printed cotton flannels. The department is well up to date in all leading lines.

The same house has had an active demand for fancy plaid dress goods for blouse waists, linings for hoods, etc. Plaid silks have also sold well.

HE HAS RETURNED.

Mr. John Cameron, the general subscription agent of THE DRY GOODS REVIEW, whom many REVIEW readers know, has been taking a well-earned holiday in Great Britain, and returned from his trip by the Lake Superior on the 25th ult. Those who may happen to have delayed their remittances may be on the look-out for him.

Mr. McKinnon, of McKinnon & Co., Blyth, and Mr. T. S. Ford, of Mitchell, were among the many REVIEW readers who visited the Toronto Exhibition last month.

OUR WINDOW DRESSING AWARDS.

FIRST PRIZE—McCull & Lee, Owen Sound.

SECOND PRIZE—J. Sutcliffe & Sons, Toronto, and T. Long & Bro., Collingwood, equal.

IN PRESENTING our readers with reproductions of the windows which won the prizes in THE REVIEW'S Second Series Window Dressing Competition, a few general remarks will be in order.

The photos presented were generally very poor, and did not show to advantage the design of the window. To secure good photos they must be taken early in the day—between 5 and 7 a.m. The light must be good, and yet not strong enough to make a reflection. The hour of the day may, perhaps, have to be varied to suit the direction of the street and the side on which the store may be. But there is no reason why a photograph full of reflections should be accepted by any window dresser who is having a picture of his work taken.

The object of window dressing is twofold. First, to attract attention, and second, to sell goods. The first feature is always necessary, as it is pre-essential to the latter. But to have an attractive window without having in it the latent power to impress purchasers is to totally fail. The winning set of photos will be seen to possess the twofold character.

Another essential of a well-dressed window is that it should be of such a design that it can be taken in at a glance. Some of the photos showed that much labor and time had been spent on the windows, but on account of the dresser having no central idea to develop, he merely produced a jumble. Some of the windows contained about twice the quantity of goods required.

To illustrate that idea two windows here reproduced may be mentioned. Sutcliffe's lace window contains only one class of goods. The main idea is laces, and a score of different kinds are exhibited without covering up the one central idea. So with Long's linen window, the main idea is linens, and this one thing is impressed by an artistic display made up entirely of this class of goods.

The judges were two practical window dressers: Messrs. H. C. Fletcher, of R. Simpson's, and W. C. Griffith, of W. A. Murray & Co.'s, two of the largest retail dry goods stores in Toronto. The foregoing remarks show on what grounds they based their awards.

Mr. McCull must be congratulated on again winning First Prize. He seems to be the best window dresser in Canada, and his designs will compare favorably, all the circumstances considered, with the best window dressing in New York and Toronto or Montreal. In addition to the series submitted for competition, Mr. McCull sent in some specimens of other windows which show great skill in the art of dressing, and which, for the benefit of our readers, will be reproduced in these columns later on.

In awarding the Second Prize the judges decided in favor of dividing it between Long, of Collingwood, and Sutcliffe, of Toronto. The series of these two competitors clearly entitled them equally to second place, and the task of deciding between them was not easy. The judges decided to take one window from each series and divide the prize. In the judges' opinion a controlling factor in awarding the prizes was whether a window would sell goods. The other two windows in Messrs. Sutcliffe's series were well dressed and attractive, but in this particular

they seemed to fail. The same was true of the Messrs. Long's other windows. Yet the two series, taking the exhibits altogether, were very praiseworthy, and the judges deemed the only fair course was to divide the award. Of other series submitted for competition, those of Mr. White, of Ingersoll, were very handsomely dressed, but the judges deemed them wanting in power to sell goods.

A MARITIME PARTY.

A pleasant party of visitors to the Toronto Exhibition was one which came from the Maritime Provinces. It included a number of the friends and customers of John Macdonald & Co., among them the following: W. J. Power, of Smith & Power, Halifax; E. B. Elliott, of R. T. Braine & Co., Halifax; Geo. D. Gallert, of Windsor, N.S.; J. Joseph Rudolf, of Lunenburg, N.S.; D. T. Chapman, of Chapman Bros., Amherst, N.S.; F. A. Dykeman, St. John, N.B., and Messrs. Sinclair and Ramsay, of Sinclair & Stewart, Summerside, P.E.I. They saw the sights of Toronto, and Mr. Macdonald entertained them with his proverbial hospitality and bonhomie. They visited Niagara Falls, and were taken for a drive on the tally-ho coach. Mr. J. E. Ellis, the Maritime representative of the firm, also helped to entertain the party, who expressed their appreciation of Mr. Ellis' efforts by presenting him before their departure with a handsome marble clock as a token of their esteem.

SHORT WEIGHTS IN YARNS.

Complaint is again being made of some of this season's fingering and factory yarns being put up in light weight spindles. For the regular 6 lb. spindle one of $4\frac{1}{2}$ lbs. is sometimes sold to the trade, the term "spindle" being employed without any notification of short weight. THE REVIEW inquired of a man in the trade: "Is it not a fact that Berlin wools are sometimes put up 14 ounces to the pound?" "Yes, often, though I know a case where an English maker refused to take an order where the weight was to be less than the standard. But then there is this difference: The box wools are sold by the box, and nothing is said about weight, and the retailer sells not by the pound but by the skein. In the case of fingering yarns the short weight tells."

A NEW COMPANY.

The King-Jones Co. Ltd., is seeking incorporation to manufacture, buy and sell dry goods, specialties and similar goods. Capital stock, \$50,000, in 1,000 fifty-dollar shares. The applicants are: Albert Edward Jones, Niagara Falls, manufacturer, and Henry Jones, manufacturer; Selina Jones, married woman; John Sifton Dignam, manager, and Mary Ella Dignam, married woman, Toronto.

AN ENGLISH CLOTHIER IN CANADA.

Henry Marsden, of Henry Marsden & Co., the ready-made clothiers of Manchester, England, has been paying a visit to the United States and Canada. He has called on the principal clothing concerns in the two countries in order to secure ideas which may be introduced into the English trade. In this country he visited Montreal, Toronto and other points.

**THE RED MAN'S FACT
THE MAIDEN'S SACRIFICE.**



**WHITE MAN'S FANCY
MAID OF THE MIST**



... THE ...

White Man's Fancy.

THE MAIDEN OF THE MIST.

MODERN fancy portrays the real spirits of the Indian maidens sacrificed to the spirit of Niagara in days gone by, as idealized into the Maiden of the Mist—a mythical and typical maiden dwelling at the base of the Falls, and continuously, both by day and night, disporting herself in the ever-rising and never-falling clouds of mist or spray, awaiting and greeting the spirits of those victims some unfortunate by accident, and some more unfortunate by suicide who from time to time yield up their lives to Niagara, or, as the Indians pronounced it,

“NI-A-GA-RA, the Thunderer of Waters.”



... THE ...

Red Man's Fact.

THE MAIDEN'S SACRIFICE.

TRADITION tells us that the Indians living near the Falls used annually to offer as a sacrifice to the great spirit of Niagara, the fairest maiden of the tribe, sending her over the Falls in a white canoe, which was decked with fruits and flowers. The honor of being chosen as the heroine of this human sacrifice was eagerly coveted by the Indian maidens.

On one occasion the daughter of the chief was selected. Her father betrayed no feeling, but as the white canoe, guided by his daughter's hand, reached the Rapids he leaped into a canoe and followed her, nearly overtaking her, and meeting his death a few moments afterwards.



THE OUTLOOK FOR TRADE

CORRESPONDENTS FROM MANY POINTS DEAL WITH THE CROP CONDITIONS, THE VIEWS OF MERCHANTS ON TRADE PROSPECTS IN THEIR LOCALITIES, PRACTICAL REGARDS FROM PRACTICAL MEN.

MANY readers have sent to THE REVIEW brief but interesting reports on present trade prospects throughout Canada. From these the following have been selected as coming from representative and important centres :

ONTARIO.

Stratford.—The crops in this section have been very good. All classes of grain have averaged well, the hay crop about half and roots of all kinds excellent, the potatoes being unusually productive. The outlook is good and the tone hopeful. The G.T.R. shops are an important factor in the business of our city, and the staff at present is quite full, some 600, besides, a large force of train men centring here adds to the pay roll, which runs as high as some \$45,000 per month. W. J. FERGUSON.

Tara.—The hay crop was a failure and it does not average half a crop. Fall wheat was harvested in good condition and farmers do not murmur at the return. Spring wheat, oats, barley and peas, while thin on the ground the grain is as a rule plump and of a good quality. The yield is variable, but taken altogether will be about an average one. There is no fruit of any kind, and it will need to be imported to supply the demand. The outlook for a good fall and winter trade is not very promising. The butter and egg trade this summer was very much smaller than usual, and cheese being so low not much money is being obtained by the farmers' wives from this source, and we believe collections will be hard to make. Last season thousands of dollars was left through this section from the sale of fruit alone. The money obtained from the sale of grain, cattle, etc., usually goes to pay taxes, rent or interest. H. A. VAN DUSEN.

Oak Lake.—Seventy-five per cent. of the wheat was frozen here, and there is very little No. 1 wheat in this section. Crops are threshing out well: wheat, 25 to 35 to the acre, and oats as high as 100 bushels to the acre. Fall trade up to date is very slow. On account of small prices not much grain is being sold. Farmers are building granaries and storing wheat for higher prices. This will have a tendency to have a more evenly distributed business during fall and winter. Prices to-day run from 20 to 45c. for wheat. Collections up to date are nil.—A. CAMERON.

Woodstock.—In parts of our county the crops are exceptionally good, while in other parts they are quite the reverse. Our farming community seems to be depending more upon the raising of stock and of dairy products. The prospects at present for these interests are not of the brightest character. So far there are little of what we might class as actual or winter purchases taking place. Our town trade is moving steadily among the moneyed class, but, as ours is a manufacturing centre, the general stagnation has affected our interests in this respect with a large portion of the community—the mechanic class. Houses which do a credit business will be better able to speak of collections and how they are being made.—T. A. FORMAN.

Lindsay.—Crops in our county are generally a good average, with very short straw and very little hay. Cattle, hogs and

cheese, with peas and oats, are now the staple articles in our county. Trade outlook is fair. Our own business so far this fall is ahead of the past two years, but we doubt if this is general in our town. It is too soon to speak of collections, as they seldom come before October and November.—DUNDAS & FLAVILLE BROS.

Windsor.—Crops in the county of Essex have never been better. 70 to 80 bushels of oats and 100 bushels of corn to the acre; wheat and fruits good; hay only a light crop. Other matters that affect trade are in good condition. The dry goods business is slightly better than a year ago, notwithstanding the unusually warm weather for September. From the prosperity of the farmer the outlook for trade is good. Collections are fairly good and up to the average.—BARTLET & MACDONALD.

Chatham.—Wheat turned out well. Oats, a magnificent crop. Corn never was such a good crop in Kent county. Beans, a good crop, and mostly all harvested in good condition. Apples, none. Peaches, scarce. The outlook is good and not so much grumbling among the farmers. Collections are slow. The weather is too warm for business, farmers all busy seeding and cutting corn. Not much grain selling since the drop in price.—H. K. RIDLEY.

Barrie.—This is a purely agricultural district, well adapted and given to mixed farming and stock raising. The crops this season are well in advance of the average. The transactions in grain so far are limited, and collections are consequently slow. A strong feeling of expectation of a good fall and winter trade prevails among our local tradespeople. A healthy feeling of carefulness is at the same time observable, awaiting the establishment of prices of farm products.—FRAWLEY & DEVLIN.

Almonte.—Crop returns in this immediate vicinity are good—ahead of last year—though on the high and hilly lands of Lanark township and a few other localities the drouth affected farmers, whose yield in some cases is much smaller than last year. This being a manufacturing town, the condition of the market for tweeds, flannels, knitted goods, files, etc., affects the prosperity of Almonte, which, however, has come through the depression wonderfully well. Farmers are greatly helped by the score or more cheese factories that are established within the county, which have been the means of circulating a large amount of cash at a time when the agriculturists need it most. Mixed farming is the rule here, but many farmers make a specialty of stock raising, and are making a success of that branch of farm work. Judging from present indications, the outlook for fall and winter trade is much better than it has been for years, as our factories are running steadily, which they have not been doing for some time; and this alone has the tendency to create confidence, and the working classes will in consequence buy more freely. We think we are quite safe in saying that the farmers will do more buying this fall and winter, as they have been purchasing very sparingly during the past two years. Re collections: we cannot say for ourselves, as we virtually do a cash business; but we were speaking to a business man here a short time since, and he said that he had some accounts that he

would have accepted 10 cents on the dollar for, and they were all paid recently. Generally speaking, we understand collections are good. Almonte being a manufacturing town, merchants who do a credit business find it necessary to do it on a 30-days basis, and do not lose a great deal in consequence. WILSON & WILSON.

Cornwall.—Crops of all kinds are good. Not much for export, except oats. The principal product through this section of country is cheese, price of which has ruled low so far, averaging about 7 to 7½c. As there is a large quantity held in cold storage prospects are not bright for much higher price for balance of season. The outlook for fall and winter trade is brighter, and we look for slow but steady improvement. The sharp advance in nearly all raw material we consider one of the best signs of better times.—MCINTYRE & CAMPBELL.

Owen Sound.—The present outlook favors the belief that, with the exception of hay, the crops in this immediate vicinity are, perhaps, the finest for years. Fall wheat, peas and oats show an abundant yield, the latter in some instances reaching sixty bushels per acre. More particularly in the south of the county the continued drouth ruined pastures and reduced the hay crop to about 25 per cent. of an average; on this account much young stock was sold at a sacrifice. Late corn, planted to supply the deficiency in fodder, is doing well, and there is now an abundance of after grass. Root crops are abundant; apples, pears and plums almost nil. The outlook is not cheering. Any business doing is forced, partaking largely of the discount sale order, cut rates on even the staple lines being the rule rather than the exception. The public, as a body, are buying with extreme caution; while admitting that goods were never so cheap, they aver, with oft-recurring frequency, that never was money so scarce nor so unusually hard to get. Business people are watching stocks closely, and sailing with a little more than the usual caution. Few claim sales quite up to last year; those doing credit trades report collections difficult. In no line is there yet any activity in new fall stocks at remunerative prices; exceptionally warm weather, the Toronto Exhibition, coupled with county and township fairs, tend to unsettle trade and retard fall buying. With cooler, seasonable weather we anticipate a fair business.—MCCOLL & LEE.

Renfrew.—The crops in this section are a good average, the principal of which are peas, wheat and oats; the hay crop is also very good. It is impossible to gauge the future correctly by the actual transactions in business in this section so far, because there has been very little threshing and practically no marketing done here yet, and owing to the unfavorable results of their operations for the past two years farmers are, as a rule, more careful than they would be under ordinary circumstances, considering that they have had good crops, yielding above their expectations, and the prospect of better prices than they have had for some time past. The prospects are bright, and a good fall and winter trade is looked for and expected. Collecting is a branch of business that I know practically nothing of, but in conversation with those of experience in that branch of the trade I find that these have been very satisfactory, which is attributed principally to the large amount of cash paid out monthly by the Renfrew Creamery Company, Limited, (a new industry organized this year) for the milk received from their patrons. The high price (10 to 12c. above the ordinary dairy butter) realized by the company for their butter, the demand for

which is far in excess of their output, enables them to pay an extra price for the milk.—ISAAC E. PEDLOW.

Brantford.—The aggregate yield of all crops is considerably below average in this section. The net money value to farmers, based upon present prices, is also considerably below average. The outlook for the fall, so far as country trade is concerned, is not bright, and collections will probably be unsatisfactory. As the productions of Brantford factories find a market in all sections of the country as well as abroad, city trade may reasonably be expected to be relatively better than country trade. On the whole, only a moderate business should be looked for, not in excess of last year. Prosperity, to be strong and permanent in this country, must begin with the farmer.—FRANK COCKSHUTT & CO.

Bridgeburg (formerly International Bridge).—Hay was quite short, and is selling at \$10 to \$12. It is one of the principal crops, being marketed generally in Buffalo, N.Y. Wheat was average. Oats, extraordinarily good; 40 to 75 bush. to acre; 20 to 25c. Potatoes, very good. Corn, extra good; large acreage. Apples, very good close to water; also grapes; away from water nil. The outlook here is not gauged very strongly by crops, this being a frontier border village, and more essentially a railroad town. The outlook, however, is just fair, through freights not having assumed very large proportions. Payments are principally monthly, and are about as usual.—JOHN T. JAMES.

Walkerton.—Harvest home; threshing, pretty general; yield, nearly an average, with not more than one-third the crop of hay; no fruit in this locality; dairy revenue, reduced one-third on account of drouth. All the above affects our local trade, and must reduce the general volume of business accordingly. Up to this date all are practising caution. Farmers are buying with great care, and town purchases show the effects of smaller earnings during the past summer, and while our own trade is larger than last year, we attribute it to the cash system and extra pushing of trade. But there is nothing to hope for from collections except renewals for a larger percentage than usual.—T. WHITEHEAD.

Goderich.—Crops throughout the county are a fair average, less hay and apples, which are a complete failure. The prospect for fall and winter trade is fair. Collections will be slow, as products are being held back very largely from sale on account of the present low prices.—W. ACHESON & SON.

PROVINCE OF QUEBEC.

Quebec.—The crops in this section are slightly over the average, and have been well harvested. Principal products are hay, oats, butter and vegetables. The outlook for fall and winter trade is so far only moderate. Collections are slow, and merchants have bought carefully. So far low prices prevail for agricultural products, and the result of the fall trade will much depend on the manner in which farmers can realize.

Sherbrooke.—The crops in this section are excellent without any exception, hay and oats being the principal products. The outlook for trade is very encouraging just now, and collections are fairly good.—H. SAMUEL.

NEW BRUNSWICK.

St. Stephen.—Crops are only fair in this county. Potatoes are poor. Hay, only an average crop. Rain is very much needed here for fall feed for cattle. The outlook for trade is, on

the whole, fair. So far trade has been equal to last year. We do not anticipate any great volume of business, but fully expect it to be as good as last year. The lumber market is very quiet, which will not help us any. Collections are only fair.

St. John.—From our experience so far this season, there is an easier feeling among buyers and cash is being spent more freely than last year. Country buyers have the same old complaint "hard times," but we notice they get about all they want, and in some cases are buying a better class of goods than formerly. Crops are excellent, but prices, of course, low, and the farmers' profits of the season will probably be an average. The lumber business (our principal source of distributing the dollars), is about as usual, with a firmer feeling, some new mills being erected in this vicinity, which means a larger employment of labor. Collections, a shade easier than last season.—DANIEL & ROBERTSON.

NOVA SCOTIA.

Amherst.—The crop prospects are good. Local products cover hay, butter (potatoes and other roots only a small quantity), cattle, and quite an output of lumber. Trade is fair; collections not what they might be.

Liverpool.—Hay, grain and vegetables are rather above the average. Apples and other fruit in our section are fair, but not up to the average. Lumber and fish are our staple exports, with production about an average, but both rule rather low at present, though we hope for an improvement. The outlook for fall and winter trade is very good, as owing to the late disastrous fire there will be quite a lot of building going on, which will put money in circulation and give employment to all who are able and willing to work. Trade generally, thus far, has been very good. Collections are rather slow, owing chiefly to

the fact that our season's catch of fish has not yet been realized upon.—N. S. WETMORE.

Port Hood.—Crops are good in this section of country, grain and potatoes particularly. Hay is somewhat lighter than usual. The principal products that affect local trade are butter, cattle and sheep. Butter is low, but cattle and sheep bring fair prices. The outlook for fall and winter trade is very fair, fully up to the average. The prospects of making collections are about as usual, I would say as good as any time during the past five years.—D. F. McLEAN.

Truro.—The crops all round are good. Hay, potatoes and lumber, chief factors in local trade. Prospects for fall and winter trade are fairly good. Collections, fully up to the average, and the advancing prices on all kinds of staples seem to have been anticipated by the purchasing public.

PRINCE EDWARD ISLAND.

Charlottetown.—The outlook for the fall season is regarded as fairly good. Hay, wheat and oat crops have been secured in good condition and are above the general average. The root crop is fast maturing, and will prove an exceedingly heavy and valuable one; with fair prices for export, trade should receive a marked impetus.—W. A. WEEKS & Co.

Summerside.—The crops are good in this part of the island, but prices are poor. The products which affect the trade are oats, potatoes, hay and eggs. They are all plentiful, but prices are very low. The outlook for trade during the coming winter is poor. The price of farm produce rules the trade, as this is purely an agricultural country, except for a little fishing, and that was not very good, either, last year. Collections have been poor.

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

These goods have been bought at bottom figures. Many lines have already advanced, and, as stocks have been depleted, both at retail, wholesale, and in manufacturers' hands, we advise our friends to place their orders early. The goods cannot go lower, and early buyers will be sure of satisfactory delivery before market is bare.

All the indications are that Country Merchants will have a satisfactory trade during the balance of 1895.

KNOX, MORGAN & CO.

Dry Goods Importers

 HAMILTON, ONT.

MEN'S FURNISHINGS.

W. D. LE BOUTILLIER, of Glover & Brais, returned last week from his European trip, and is now on the outskirts of his ground in the Maritime Provinces. He is showing the best range he has yet had in negligé and dress shirts for spring, 1896, and complete lines of Canadian and imported underwear and hosiery.

A new thing in hosiery is being offered this year by Glover & Brais—a line of printed half-hose in fast colors. Designs are shown in imitation of heather effects, bandana scarf patterns and tartan stripes in lisle and cotton. There are a few lines with embroidered silk spots on printed designs that are very pretty, though they cost a little more than the others. There is also a combination of embroidered silk spots and stripes that can be retailed at 25c.

Perhaps the most popular, however, are a line of real classical white stripes in cotton on black, navy and tan grounds, ingrain dye, to be retailed at 25c.; the same in lisle to retail at 50c.; and same, but silk embroidered, to sell at 65c.; then come the same, but open ribs, in stripes and self-shades. For all these lines they have the exclusive control in Canada.

Fred. Cookson is in England buying scarfs and fancy goods for spring.

BUYERS IN BRITAIN.

Among the Canadian buyers whose arrivals in England have been noted by our English exchanges since the middle of August are: Mr. A. W. Grasett (Messrs. Wyld, Grasett & Darling, Toronto); Mr. C. S. Botsford, Toronto; Mr. C. J. Scott (Messrs. Alexander & Anderson, Toronto); Mr. R. L. Davidson (Messrs. John Macdonald & Co., Toronto); Mr. B. B. Cronin (Messrs. W. R. Brock & Co., Toronto); Mr. George M. Neild, Montreal; Mr. Sam Munro (Mr. John Marshall, London); Mr. W. A. Weeks (Messrs. Weeks & Co., Charlottetown, P.E.I.); Mr. W. W. Stanley (Messrs. Stanley Bros., Charlottetown); Mr. James Minnes, Kingston; Mr. F. Simard, Quebec; Mr. L. E. Prowse (Messrs. Prowse Bros., Charlottetown); Mr. Matthew Hicks, Montreal; Mr. J. Baird, St. John's; Mr. G. M. Smith (Messrs. G. M. Smith & Co., Halifax, N.S.); Mr. W. A. Dewar (Messrs. J. Macdonald & Co., Toronto); Mr. C. J. Catfo, Toronto; Mr. Charles Cockshutt, Toronto; Mr. H. J. Wellner (Messrs. Wellner, Moore & Co., Halifax, N.S.); Mr. B. Tooke, Montreal; Mr. Thomas Alison, Toronto; Mr. G. B. Fraser (Messrs. S. Greenshields, Son & Co., Montreal); Mr. J. K. Whiney (Messrs. Stobart, Sons & Co., Winnipeg); Mr. John Black (Messrs. Robert Linton & Co., Montreal); Mr. J. H. Cockburn (Messrs. Cockburn & Drake, Toronto); Mr. R. M. Bremner (Messrs. Hodgson, Sumner & Co., Montreal); Mr. Wm. Hyslop (Messrs. W. Hyslop & Co., Toronto); Mr. Blackie (Messrs. John Macdonald & Co., Toronto); Mr. W. Kennedy (Messrs. Samson, Kennedy & Co., Toronto).

YARNS SCARCE.

Importers find it difficult to get delivery of yarns as wanted. The manufacturers are overrun with orders, and in many instances refuse to accept any for prompt shipment. The rapid rise in prices has made the active demand. In some cases there is an advance of 150 per cent. Mohairs which could be bought at 1s. three months ago are now 2s. 6d.

A NUMBER OF SPECIAL LINES.

The announcement of Samson, Kennedy & Co., in another column, is supplemented by mention of a number of special lines which are now being offered to the trade. In the linen department there is shown the W. G. K. bleached huck toweling 24 x 44, at \$2.25; a satin-finished Irish damask tabling, 50 inches, at 23½c.; the No. S 108, 60-inch cream satin-faced damask tabling, Shamrock brand, at 37½c., the No. 201 Turkey roller towelling at 8c. per yard.

Dress buttons are being sold in quantities now. The ones in demand are of large size, the varieties including pearls, pearletta, colored glass and jets. Jet gimps and fur gimps trimmed with jet are good sellers. Pointed jet gimps and ornaments are in demand, the ornaments for bodice and cape-decoration.

In men's furnishings the scarce goods include the never equalled umbrella at \$9, \$12 and \$24; all wool bicycle sweaters, in white, black, navy and garnet, at \$9; a special line of white dress shirts at \$6.50; and derby and knot ties in the new bronze, myrtle and oriental shades from \$2.25 to \$4.

The hosiery and glove department is showing a line of ladies' skating gloves, in black, white and fancies, from \$2 to \$3.50 per dozen; a clearing line of top shirts, \$6.50 goods for \$4.50; cashmere gloves, in blacks and colors, colored stitchings and fleeced and silk-lined, from \$1.20 to \$4.50.

In the muslin and dress goods departments some of the lines for special mention are: A select range of Swiss embroidered handkerchiefs, from \$1.20 to \$6 per doz.; a large range of black and colored cashmeres, union and all wool, from 16c. to \$1 per yard; black and colored all-wool dress serges from 18c. up; a special line of black and colored double fold meltons, 42 inches, at 19c.; a 40-inch serge, No. H 210, in all colors, at 15½c. Merchants may send for samples of these goods.

GOLF JERSEYS.

The demand still continues. Brophy, Cains & Co. have several new styles coming. They are expected about the 15th October.

FLANNELETTES.

Imported flannelettes, self colors, medium priced goods, are being shown by Brophy, Cains & Co. Their stock of linen goods will be found very complete.

MR. CALDECOTT GOES TO ENGLAND.

Mr. Stapleton Caldecott, president of the Toronto Board of Trade, sailed for England by the Vancouver on Sept. 28th, accompanied by his daughter. The visit is not a business one.

WATERPROOFS.

Attention is directed to the new "Elite" waterproof garments advertised by Brophy, Cains & Co. for men and women. The makers guarantee them for five years.

A new veiling called Niniche, in white, cream, magpie, jackdaw and black, is one of the novelties in the lace and veiling department at Brock's.

Heavy Goods

That is, Fall and Winter Weights, will now be in demand for the "Sorting Season." Plain, Satin Finish and Victoria Twill Amazon Cloths in all the fashionable shades; Check Back and Niggerhead Cloakings, Colored Cheviots and Beavers; Costume Tweeds, Serges and Cape Cloths are some of the lines we are showing.

You want fashionable "bright effects" in Black Dress Goods, also Cream Effects for evening wear and Fashionable Dress Goods for Fall and Winter.

WE HAVE THEM

Our travellers will all be on the road in a few days, and will carry some **Special Lines for Spring, 1896**, which will be worthy of your close attention. We want you to please see them.

BROPHY, CAINS & CO. 196 McGill Street **Montreal.**

N.B.—We have just received the new "Elite" Ladies' Waterproof Circulars in fancy tweed effects and self colors. These goods are guaranteed by the makers for five years. --BROPHY, CAINS & CO.

Tooke Bros.

... Montreal



PLEASE LOOK OUT FOR
"IRON FRAME" HOSIERY
AND UNDERWEAR.

Manufacturers of . . .

Shirts, Collars and Cuffs,
Ladies' Shirts, Waists, Fronts,
Collars, Cuffs, Etc.

Importers of . . .

Men's High-Class Furnishings,
Ladies' Neckwear, Belts, Etc.

SPRING, 1896

Three Placing Trips will be made by our travelers for the coming Spring Trade.

1st Trip—Men's Shirts, Collars and Cuffs.

2nd Trip—Ladies' Shirts, Waists, Blouses, Neckwear,
Belts, Etc., Etc.

3rd Trip—Men's High-Class Furnishings.

TOOKE BROS.

MONTREAL



A FAVORABLE REPORT.

EDITOR DRY GOODS REVIEW

SIR, When we said in our September advertisement in the Fall Trade Number of THE REVIEW: "It will pay you to visit Montreal in September and call at our warehouse," we did not for a moment anticipate such a general and generous response to our invitation. They came from the Northwest, from all parts of Ontario, Quebec, Nova Scotia, New Brunswick and Prince Edward Island. The best men came, came looking for novelties and high-priced goods, and were not disappointed. The way our "bright effects" in black goods, novelties and best dress goods were sold was very gratifying. We welcomed scores of old friends and made many new ones. A compliment paid us by several we cannot forget: "We like to come here, it is so bright and cheerful, so home-like, we mean to come oftener." They will always be welcome.

Yours sincerely,
BROPHY, CAINS & Co.

Montreal, September, 1895.

EARLY CLOSING.

Over a hundred clerks assembled in St. Joseph Hall, Montreal, Sunday afternoon at the annual meeting of the Early-Closing Association. P. Macdonald, the president, was in the chair. Ald. Connaughton, who is an old-time grocer, and very popular with the clerks, was on the platform, so was Ald. Brunet. Both are supporters of the early-closing movement, and the boys will not forget the assistance they are giving them in their fight. Speeches were made by Messrs Gendron, of Gendron, Pigeon & Cie; the two aldermen; Huot, dry goods merchant, St. Lawrence street, Havard and Poirier protesting against the way in which a few members of the City Council were blocking the progress of the movement by leaving the meetings and breaking up the quorum.

It was decided to appoint committees in each ward to organize the friends of early closing so as to re-elect aldermen in favor of the movement and defeat those who are now opposing it.

The following officers were then elected: President, J. B. E. Poirier; vice-president, A. Macbeth; treasurer, O. Legendre; secretary, M. Havard; assistant secretary, J. A. Laughran; committee, D. Seguin, L. C. Langevin, A. Roy, L. P. Collette, P. Macdonald, G. N. Robert, J. P. Beauvais, J. A. E. Delfausse, P. Ethier, E. Viau.

The association is composed chiefly of the dry goods and grocers' clerks, though there are representatives of the hardware and other businesses.

A NOVELTY IN GLOVES.

Perrin, Freres & Co. are showing a novelty for spring. It is a button for ladies' 4-button gloves, made of fine pearl, imitating perfectly the real pearl in shape and color. It has had a big success in Europe and in the United States. Their travelers are getting their samples together for the spring trip.

AN EXHIBITOR'S GRIEVANCE.

The Alaska Feather and Down Co., of Montreal, write to us complaining of the treatment they received from the management of the Toronto Exhibition. They say that although their application for space was in even before Superintendent Unitt assumed his functions, the spaces which this official offered them were so inadequate to their wants that at last they had to cancel their application altogether.

We cannot judge if the Alaska Co. "wanted the earth," and therefore got left, or whether the authorities were in fault in thus crowding the Montreal people out. It certainly seems a pity that a young and enterprising firm which started a new industry in Canada a few years ago should miss the opportunity of showing its yearly progress at the annual exhibitions. Last year they were awarded a bronze medal and diploma, and this year they would probably have come in, for high honors.

CHEAP FLANNELETTES.

Greenshields, Son & Co. bought a special line of plain wide flannelettes from a manufacturer, taking all he had at less than his regular selling price. They are using them as a leader by quoting almost the buying price. They can be resold, giving a long profit at 8 to 10c. This firm showed THE REVIEW some special lines in grey flannels, white and grey wool blankets, which they are also offering at manufacturers' prices. Their travelers received this week samples of a range of new designs in Priestley's goods.

GOLFING CLOTHS.

The demand for golfing jerseys, cloakings and cloths for making the capes, has almost doubled this season. Jobbing houses have had a difficulty in filling orders, though they increased their importations. One firm, Greenshields, Son & Co., who were entirely sold out last week, ask THE REVIEW to say that they are now filling back orders and have a supply ahead.

DERBY CURTAINS.

The new cotton Derby curtain shown by Peter Schneider's Sons & Co., to which reference was made last month, seems to have taken the market. They can be retailed at \$4 to \$4.50 a pair and are replacing the low grades of chenille, which cost more money and are 1 1/4 inches less in width. They are shown in six shades.

Some new shades in silk damask are very attractive and should take well in a trade which wants a curtain to retail at \$18 to \$20 a pair.

There has been an unusual run on silk plush. All the trade report inquiries the past ten days.

A NEW FIRM.

Another British dry goods house, S. & J. Watts & Co., Manchester, have opened a branch in Canada, and will carry stock. It will be under the management of Alex. J. Morrison, who was with Arthur & Co., Glasgow. He is at present in Montreal, but it is said that he will make Toronto his headquarters, putting Mr. Hodgins in charge at Montreal. The firm have a large place, and are well spoken of in Great Britain.

FALL ASSORTING SEASON 1895

Our travellers are now out with a full range of samples for the assorting season, and will call on the trade in due course ; any orders given them will have careful attention and shipment the day received.

Our trade during the Exhibition fortnight, and since, shows a marked increase over the corresponding period of last year.

The fact that prices are advancing generally calls attention to the necessity of re stocking early to obtain advantage of present prices ; this, together with the exceptional values in many lines which we are able to offer, through early and judicious buying, accounts for the increase, and speaks loudly for its continuance.

Our representatives are also now carrying, for the Spring trade, samples of the best patterns of Carpets ever brought into this country, and have their full range of English and Canadian (Magog) Prints.

These goods will have no competitors, and on inspection will be duly appreciated.

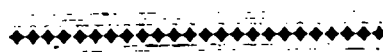
Wholesale
Dry Goods
Importers

McMASTER & CO.

12 Front Street West
... TORONTO

Our Travelers

Are
now leaving
for their
respective
districts.



Umbrellas are selling freely now, and more will be wanted. Reind the travelers to show you a new line of Shepherd Crooks, with silver mounted handles, to sell at popular prices, or write us for a sample if you want them at once.

They are carrying greater lines of new goods and showing better values than on any previous Fall sorting or Spring trip. They have novelties in several departments that it will pay everyone who handles men's furnishings to see—just to know what the latest things are. They will be glad to show them, even if you do not give an order now. You may want to do so later.

We make a specialty of **Sweaters and Bicycle Hose**. We handle more than any house in Canada, and buy in larger quantities and get closer prices. We now have lines to retail at 75c., \$1.00, \$1.25 and \$1.50 that are better value than any we have yet offered.

A line of **Scotch Knit Shetland Underwear** to retail at 50c., 75c., \$1.00, \$1.25 and \$1.50 is a specialty our travelers will show.

We have that light grade Natural Wool No. 250 always in stock.

GLOVER & BRAIS,

MEN'S
FURNISHINGS

Montreal

FALL MILLINERY.

GOOD reports from the trade are general. During the exhibitions at Montreal and Toronto the number of buyers in both cities from all parts of Canada was large, and an excellent house trade was done, the openings being better than for several years past. There has been a distinct tendency towards more expensive hats for this season. The sailortrade has also been better than usual, and travelers, so far as they have covered their territory, report favorably. Buying continues to be done on a cautious basis, but the trade throughout the country expresses hopeful views. The cold weather which closed the month would stimulate buying. In silks and ribbons prices are stiff or advancing.



NEW MANTLES - ALEXANDER & ANDERSON

NOTES.

Among the signs of a demand for better goods is the large trade reported by D. McCall & Co. in ribbons, Oriental patterns.

Buyers visiting the market should see S. F. McKinnon & Co.'s large stock of German jackets, correct styles.

S. F. McKinnon & Co. are showing

a large and superior stock of silk velvets and velveteens in all colors and shades likely to be in demand.



NEW MANTLES - S. F. MCKINNON & CO.

In fine new hats with silk beaver crowns, D. McCall & Co. are showing the Ascot, St. James and Reliant.

G. Goulding & Sons report a large sale for the newest kind of chenille trimming.

J. D. Ivey & Co. have had a great demand for their sailors, the Britannia, Valkyrie III. and Defender.

The ribbon department of S. F. McKinnon & Co. is thoroughly assorted in all widths and colors in double-face satin and faille ribbons at closest prices.

Another large shipment of ostrich feathers has been received by D. McCall & Co. The demand for them is large.

The sailor and walking hats, Regent, Buckingham, Saragossa, and Valkyrie III. are in good demand at D. McCall & Co.'s.

MANTLES.

With coats, as with dresses, there is a decided tendency to lower the fulness on the shoulders, and some of the newest sleeves are positively continued right up over the shoulder and sewn into the collar. This throws out the fulness quite below the curve of the shoulder in regular 1840 style.

Another device for this purpose is that seen in one of the sketches that I made at Alexander & Anderson's, viz., the little coat with tabs on the shoulders cut in one with the waist, and keeping down the fulness of the top part of the sleeve.

This is a very pretty little coat, the tabbed front being quite a novelty. Fancy buttons are used on this, as well as on most of the newest jackets—these being black one inch pearl centres.

Nearly all the newest coats are short and very full in skirt, but there seems to be no decided preference at present for either those that fasten close up to the throat or those that, being double-breasted, leave a small space for the accommodation of a shirt front and tie or a silk kerchief.

* * *

The German papers say that full-length Newmarkets will be fashionable, and certainly a more stylish looking garment can



NEW MANTLES - ALEXANDER & ANDERSON.

OUR FIELD

HALIFAX
Nova Scotia

TO

VICTORIA
British Columbia

The
Dominion
OF . . .
Canada

Millinery Wholesale

Our Opening in Toronto and Montreal has been a phenomenal success. Buyers from all parts of the Dominion all delighted and pleased at what was pronounced the most magnificent display ever shown. Our patterns sold at sight, because the **styles** and **prices** suited all. Our workroom is still in full blast trying to catch up, while new orders are pouring in daily.

WE ARE ALIVE

to the requirements of the trade, and we can be relied upon to have the very latest styles—many of which are confined to ourselves.

We give very special attention to open orders sent us from places our travelers do not reach.

Every department is being replenished daily with new goods.

Letter, Telephone and Telegraph Orders promptly attended to.

D. McCall & Co., TORONTO AND MONTREAL

Our travellers are now on the road with a complete range of samples for the

Fall Millinery Trade

NEW GOODS ARRIVING WEEKLY.

The latest novelties in

Ladies' Golf Blouses

JUST RECEIVED.

Also 200 Cases American Felt Hats.

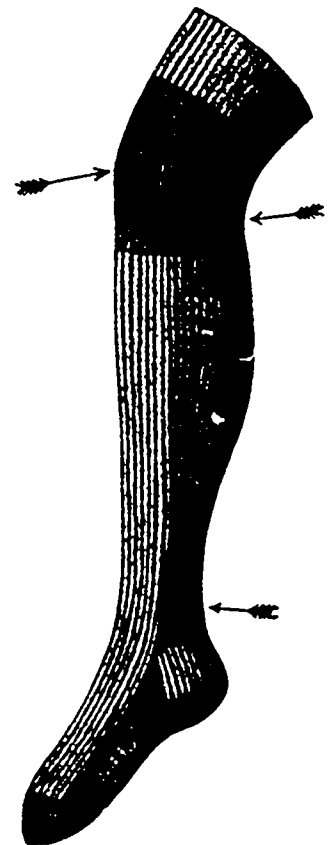
CAVERHILL & KISSOCK

91 St. Peter Street, Montreal.

PATENT

Lock-Stitch

Kept in stock by all leading wholesale firms in Canada.



DON'T TAKE
INFERIOR
IMITATIONS

hardly be desired. Many of these, like the one I have illustrated, are extremely stylish, being finished, as regards linings, buttons and stitchings, in a most fastidious manner.

Golf cloakings are selling well, and so also are Irish friezes; those in brown, claret, Oxford, navy and black being very popular.



FUR JACKET—A. A. ALLAN & CO.

season, and has now been imitated with considerable success.

S. F. McKinnon & Co. are showing some capes of this material which are particularly stylish, and their double-breasted coats which I have sketched are especially smart and well finished, with some of the prettiest fancy buttons that I have yet met.



NEW MANTLES—S. F. MCKINNON & CO.

experienced over the whole of the European Continent last winter the demand for furs of all kinds was so largely in advance of all previous years that the stock became very greatly dimin-

Capes have always had a drawback for this climate, on account of the fear of contracting a cold from the amount of wind which reaches the chests of their wearers, but Messrs. Alexander & Anderson have now obviated that difficulty by bringing out a cape with a vest of the same material, which buttons closely from neck to waist.

Caracul fur, a sort of lamb with but a slight curl, and having more of the appearance of a black watered sealskin than anything else, was very popular in England last

season, and has now been imitated with considerable success. Caracul fur, a sort of lamb with but a slight curl, and having more of the appearance of a black watered sealskin than anything else, was very popular in England last

FURS.

On account of the extreme cold

ished. Retailers should therefore purchase at once all that they will be likely to require for the season, as it is now almost impossible to obtain further supplies from the original sources.

In England, Paris and New York, garments of a combination of furs will be popular this winter, but our Canadian winters are too severe for these small wraps. When we wear furs here they are for use as much as, or more than, for ornament, which is not always the case in warmer climates. Our coats and capes are, therefore, supplied with large collars and wide fronts, some times, though not often, worn open on the chest. The two sketches that I have made from garments shown by A. A. Allan & Co. show the shapes that will be most worn this winter, the sleeves and skirts being much wider than last year. This increase in the size adds considerably to the cost of a fur coat, and for that reason capes are likely to be more in demand than coats.

MONTREAL MILLINERY.

The openings were very well attended—better than usual but the Exhibition week “even knocked these endways.” Buyers were here from all parts of Canada. There were quite a number who had never been to an opening in Montreal before. Last week was quiet, on account of warm weather, but from letters received and the colder probabilities, there should have been another period of activity. Travelers went out last week.



FUR JACKET—A. A. ALLAN & CO.

There has been an unusual run on sailors and walking hats. Caverhill & Kissock have made a good hit with “Valkyrie” and “St. Louis,” both felt sailors.

Caverhill & Kissock had a very successful opening at Ottawa last week.

EXCURSIONS TO TORONTO.

The Toronto millinery trade made an effort this year to have railway excursions to Toronto from the east, as a complement to the excursion rates granted to Montreal from western points at the date of the Montreal openings. A deputation waited on the railway authorities, who replied that it was too late to do anything this year, as arrangements had already been made, but that next season the question would be fully considered.

The Toronto Exhibition authorities say, as to the Alaska Co., that space could not be allotted on the ground floor.

German Jackets

WE are drawing near to the season which ushers in the thrifty toilers to make purchases from actual necessity. They want jackets too, and they are going to have them. Now, Mr. Buyer, look out and be prepared with correct goods at right prices. It is almost unnecessary for us to remind the trade that our large stock of Ladies' German Jackets contains styles and effects not to be found elsewhere, with fit, finish and just prices linked arm in arm. With our garments as stock you have an equipment which is bound to make your department popular. There are a few buyers to whom we have not yet sold jackets; to them we say come, get acquainted, march with the winners and share the victory. We will highly appreciate your patronage and will spare no endeavors to serve you well. Mail orders will receive prompt and careful attention.

Faithfully yours,

S. F. McKinnon & Co.

61 Bay Street
Toronto.

OFFICES:
35 Milk Street,
London, England.

MARKET PRICES AND REPORTS.

RISE IN AUSTRALIAN WOOL.

EVIDENTLY in Australia the rise in the price of wool is expected to be maintained, for The Australasian Pastoralists' Review says: The long-expected rise in wool has at last taken definite shape, with every prospect of being maintained, if not improved upon. The following table shows the fluctuations in the value of average New South Wales greasy wool in London from December, 1889, to date:

Date.	Value.	Percentage of Decline on December, 1889.
December, 1889.	11½d. per lb.
October, 1890.	10¾d. "	7.8 per cent.
October, 1891.	8¾d. "	25.6 "
October, 1892.	7½d. "	33.3 "
October, 1893.	7¼d. "	34.1 "
October, 1894.	7¼d. "	36.6 "
December, 1894.	6½d. "	43.9 "
February, 1895.	6¼d. "	44.7 "
March, 1895.	7¼d. "	35.5 "
May, 1895.	7d. "	37.7 "
July 12, 1895.	7½d. "	33.7 "

The recent rise in values has thus brought the market for this description of wool to the level of October, 1893, or, say 5½d. per lb. above that of October, 1894. The price is, however, still 3½d. per lb., or say 31 per cent. below the rates of December, 1889.

CONDITIONS AT LEEDS.

The position in which many manufacturers find themselves just now is an extremely difficult one, says the Leeds correspondent of The Drapery World. Many cases have occurred where orders have been accepted some months ago at prices at which the goods cannot now be produced, owing to the unlooked-for rise in values; these orders have, however, to be completed, although completion means a substantial loss upon every piece turned out. It will thus be seen that the great expansion of trade experienced in this district has not been altogether an unmingled blessing.

THE RIBBON TRADE.

Speaking of the ribbon trade, which has been good this year, The Coventry Times says: Striped ribbons and double satins are the class of goods finding a market just now, and it is understood that for the latter large orders have already been placed on the Continent.

A HIT AT CANADA.

Leeds houses engaged in Australian or Canadian trade report an improved state of affairs, with very encouraging prospects. It is, however, complained that, with regard to Canada, prices are cut so low, and terms of credit are so exacting, as to be almost unremunerative. —London Drapery World.

FASHION IN TRADE.

Fashion is again bringing prosperity to Bradford, as it has in times past brought idleness to the wheels and hunger to the inhabitants. Two-thirds of the mohair of the world is manufactured into weaving material in Bradford, and a recovery of a long-lost popularity by mohair and lustre goods has created a tremendous demand for the products of Bradford, and sent up the price of mohair from 24 to 64 cents a pound, and of the yarn from 48 cents to \$1.03 a pound. Almost incredible fortunes have been made by firms that had large quantities of mohair on hand when the boom began. A few years ago Bradford was prostrated because the fashion

decreed the use of soft lustreless fabrics. Of course, to a certain extent, Bradford could learn to make these, but this only slightly mitigated the blow; the channels of trade, the arts of operatives and styles of machinery do not change so readily as the whims of fashion, and Bradford went into a deep eclipse. There is a tradition in England that the makers of shell combs were brought to the verge of starvation by a change in fashion, which sent all existing combs into retirement and stopped abruptly the sale of more. The situation being explained to the Queen, she benevolently appeared in public with shell combs, and the business recovered its prosperity. Four or five years ago an English actress appeared on a New York stage in a straw hat that was a novelty. A manufacturer took note of the style, and in a few days had the trade supplied with its reproductions. It proved popular, and though he was protected by no registration of the design or other legal discourager of imitations, he made \$32,000 net profit that season on that particular style of hat. Fashion is a powerful ally in trade, and also a remorseless enemy. —N.Y. Journal of Commerce.

WHY GERMAN GLOVES ARE HIGH.

IT IS gathered from conversation with leading dealers in the glove trade that no very special demand has been felt during the last few weeks except in the lower grades of goods, Schmasschen and lambskins. It is noted in most instances where quotations have been asked that enquiries have come from large dealers whose buyers have returned from Europe almost empty-handed. They were unable to face the high prices now ruling, especially in Germany. These have now to fall back on the home market, just as THE DRY GOODS REVIEW predicted three months ago. Stocks of the above grades of goods are low, and held very firmly as to price, though while they last regular customers will get the benefit of them. As a proof of advancing prices, Fitzgibbon, Schallheitlin & Co. claim that \$1 per dozen will not cover increased cost. This will make a reliable Schmasschen seven-hook laced line at \$9 an impossibility, and the trade may count on inferior Italian skins if prices are maintained. Some firms here have considerable stock of this character on hand, but will take no spring orders at old figures.

As to future foreign skin values it is safe to say that no possible relief can be expected within a year. The skins have been rather defective this year, which has caused a greater scarcity of firsts than usual. Lambskins as yet unmoved are showing signs of an advance in price.

As a relief to buyers' minds, it may be predicted with a reasonable degree of safety that French kid gloves are likely to remain for spring import at present prices, though increased demand for French, on account of prohibitory prices of German, is almost sure to produce a sympathetic effect.

THE LONDON WOOL SALES.

At the London wool sales, Sept. 26, over 13,000 bales were offered. Prices firm. All kinds of combing wools sold readily. Long stapled cross-breds of all quantities caused great activity among home buyers, and Cape of Good Hope and Natal sold well at higher prices. Prices brought were: New South Wales, scoured, 6¼d. to 1s. 6½d.; greasy, 6½d. to 9¼d. Cape of Good Hope and Natal, scoured, 1s. 1d. to 1s. 5d.; greasy, 5¾d. to 7d. Prices all round have advanced 10 to 20 per cent.

THE DRY GOODS REVIEW



Window Dressing Competition

Second

Series.



Awards.....

FIRST PRIZE—\$20 Cash

W. R. McCOLL, Owen Sound.

SECOND PRIZE—\$10 Cash

Divided between T. LONG & BRO., Collingwood,
and J. SUTCLIFFE & SONS, Toronto.

Judges:

H. C. FLETCHER, of R. Simpson's
W. C. GRIFFITH, of W. A. Murray & Co's

DESCRIPTION OF WINDOWS

First Prize Collection.

WINDOW NO. 1 "A Few Lace Hints." Design—Close to ceiling suspend a solid circular disk, $3\frac{1}{2}$ feet in diameter. Set a similar one on the floor immediately under former, and raised six inches. Half way between these suspend an open circle 5 feet in diameter. Trim the edges of top and bottom disks with cream 6-inch lace; the centre one with 6-inch black insertion. With lath make A shaped points, running up all around the suspended centre circle. Trim with lace and tip the top of each with bunches of flowers. Hang trailing vines to lower loop to form the diamond-shaped openings. Run laces up and down from upper to lower disk and festoon the same inside. Trim under side of top disk with white embroidered handkerchiefs. On lower disk set a lace stand, handsomely draped, and cover the floor of it with cardinal ruffled silk velvet, scattered over with cream silk lace. Ceiling—In each corner, suspended with lace, hang a basket made from white sailor hats, turned upside down, and the edge of rim draped with pointed lace. Between the baskets lace is draped in V shaped loops and tipped with flowers. Walls—Two tiers of white lace curtains shirred full. Floor—Dress with three lace stands, handsomely draped on each side of central design. Ruffle black velveteen for floor and cover with cream silk laces in zig-zag rail fence design.

WINDOW NO. 2 "Winsome Weaves That Women Want." Ceiling—Spaced 15 inches apart, stretch double lines of strong twine from front to rear of window, being careful not to let the lines twist around each other. Pass the two edges of material up between the first two pairs of lines and shirr the material full, using alternately dark and light shades. Continue until ceiling is covered. Wall—Across the top and down front, tack $1 \times 2\frac{1}{2}$ inch strips of lumber $\frac{1}{2}$ inch from the wall. Commence at the floor, and pin material round strip at front and draw each width, as you ascend, back to lower corner at back of window, thus making the rising sun design. (Short remnants will do.) Design—With $1 \times 1\frac{1}{2}$ inch strips and lath build a stairway at sides of window, 18 inches wide, steps 21 inches high, standards at back 9 feet high, across the top of which nail a board from one stairway to the other, to make both rigid. Drape the edge of board with colored Madras muslin and loop up with a bunch of flowers. Dress exposed sides of stairways same as wall, with rising sun design in light colors. Place dress goods stands on each step and a row on top board reaching the ceiling, and drape with prints, lawns, gingham and zephyrs. Floor—Stand prints up in fancy folds, interspersed with embroidery cards. Close opening at back with Maltese cross, draped with soft print, behind which hang a fine lace curtain. Arrange parasols as shown in cut.

WINDOW NO. 3 "New Color Plays." Ceiling—Radiating from the centre run eight lines like the spokes of a wheel. With wide fancy millinery ribbons trim each line, gradually increasing the length of each loop as the centre of window is reached. Wall—Trim with two tiers of lace curtains, gathered full. Design—Upon four "legs" made of window boxes, 10×10 inches square and 3 feet high, set a packing case from which both sides and the front have been removed, and a post placed at each front corner instead. Cut a square hole in bottom of case two feet square, thus leaving a shelf all around underneath. Make two shelves, 5 inches wide, and fasten to back of case. Trimming—Now weave alternate plain and fancy millinery ribbons (like an Indian basket), leaving the up and down rolls underneath on shelf, and the round-and-round rolls on two shelves at back. The effect when finished in bright colors is surprising. Cover the "legs" with yellow paper and wind with black lace, trim all corners of legs with climbing wreaths of flowers, drape each opening under case with cream lace and stand a handsome trimmed hat underneath. Floor—Dress with millinery on stands, and cover floor with crinkled buttereup silk, over which scatter unbroken bunches of flowers.



Second Prize Collection.

LACE WINDOW This is a lace trim. The principal features of the window are five columns, cornucopia shape, covered with sky blue material, and then completely covered with lace. Columns reach from floor to ceiling, one each in four corners of window, and one huge column in centre. The background is draped in same color and covered with lace, the floor of window set with stands all covered with same material and draped with lace. The lace is drawn from each column in arches at top of window. This is easily done by taking an ordinary barrel hoop and putting in cross-bar, then driving a nail through the centre firmly to floor and ceiling, two hoops being required to each column; pass goods through each hoop and catch together in centre.

LINEN WINDOW The side and back are puffed with cardinal cheese cloth, decorated with doilies, tray cloths and 5 o'clock teas. In the centre wire a balloon, the top made of towels, and on the wire napkins, etc. The balloon represents "searching for your linen trade", and the ground trim is composed principally of napkins, teas, sideboards and dinner cloths.



FIRST PRIZE.-Window No. 1.

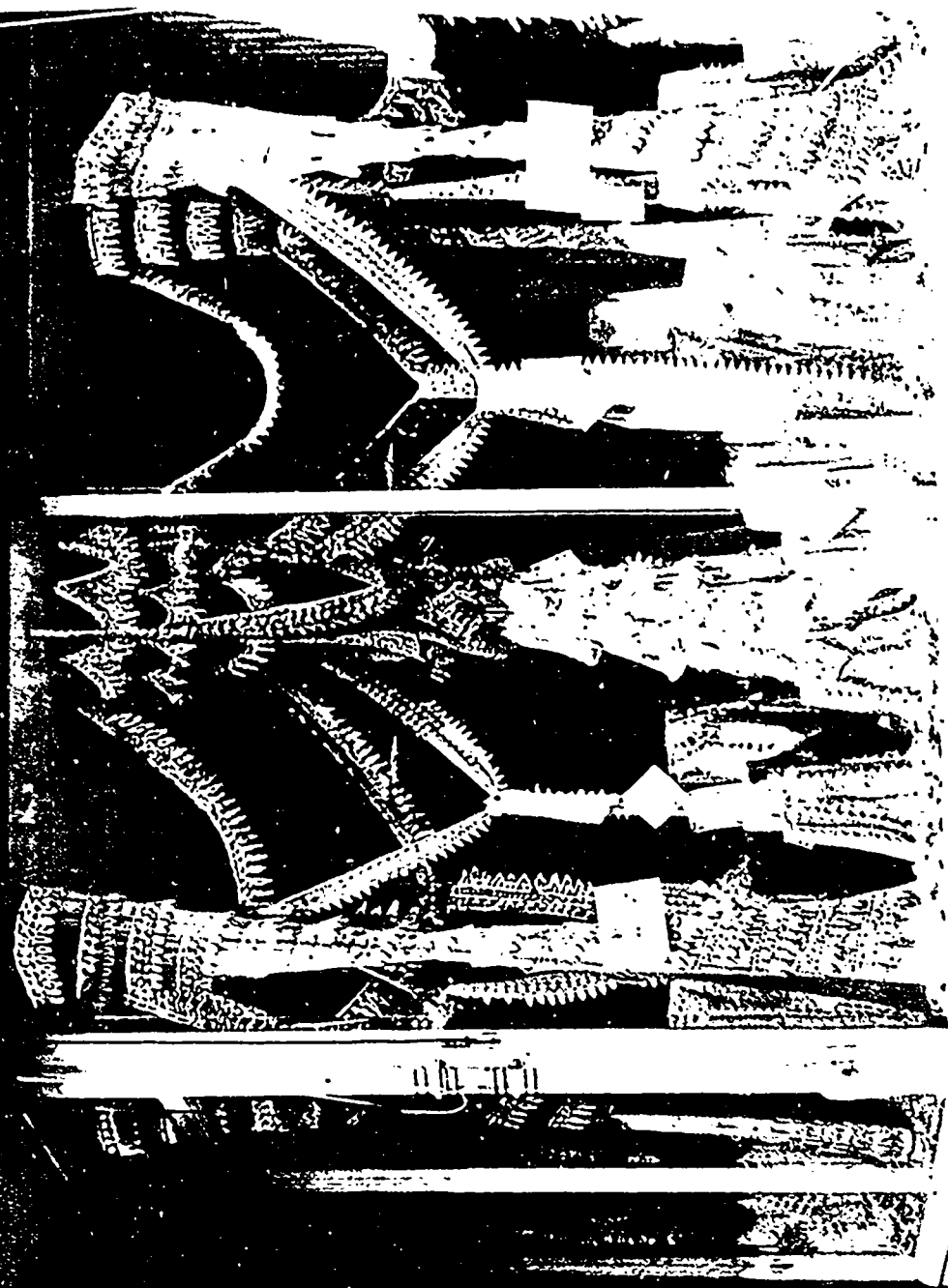


FIRST PRIZE. Window No. 2.



FIRST PRIZE. Window No. 3.

J. SUTCLIFFE & SONS.



SECOND PRIZE.-Lace Window.



SECOND PRIZE. Linon Window.

Are you in the dark ?



Are you going on in the old way of cutting the life out of the prices on bad patterns, out of date shades and faded lengths ? There's a better way to get the money out. It is to put just a little more money in. Put it in

Re-Dyeing and Re-Finishing

Wide-awake merchants everywhere send us their goods. We are leaders in our line. Have the best and biggest plant for the work—give the best service. No use saying so if it weren't so—you'd find us out.

Cashmeres, Serges, Crepons, Henriettas, Mixtures, Tweeds, Cloaking, Yarns, Hose, Braids, Union and Soft Silk Ribbons, etc., re-dyed,

re-finished and put up as originally.

Send us a small order first to try us. Price list on application.

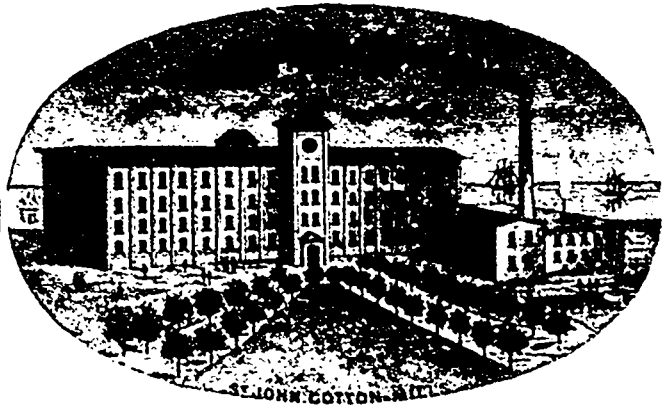
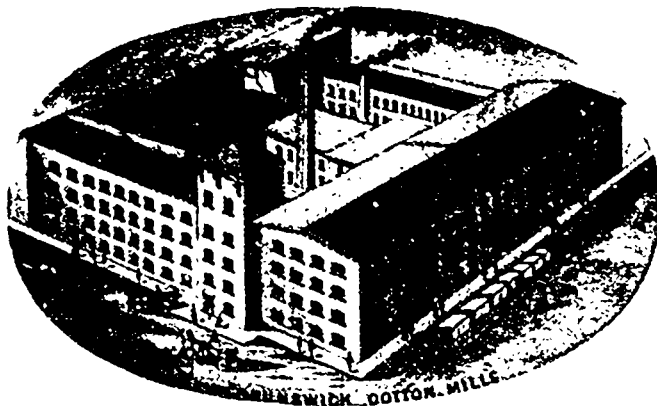
R. Parker & Co.

Head Office and Works **TORONTO**
787 to 791 Yonge Street

WHOLESALE DYERS AND FINISHERS

WM. PARKS & CO'Y, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS . . .

WM. HEWITT & CO., 8 Colborne Street, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, Front Street East, Toronto, Special Agent for
Beam Warps for Ontario

MILLS NEW BRUNSWICK COTTON MILLS.
(ST. JOHN COTTON MILLS.)

ST. JOHN, N.B.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

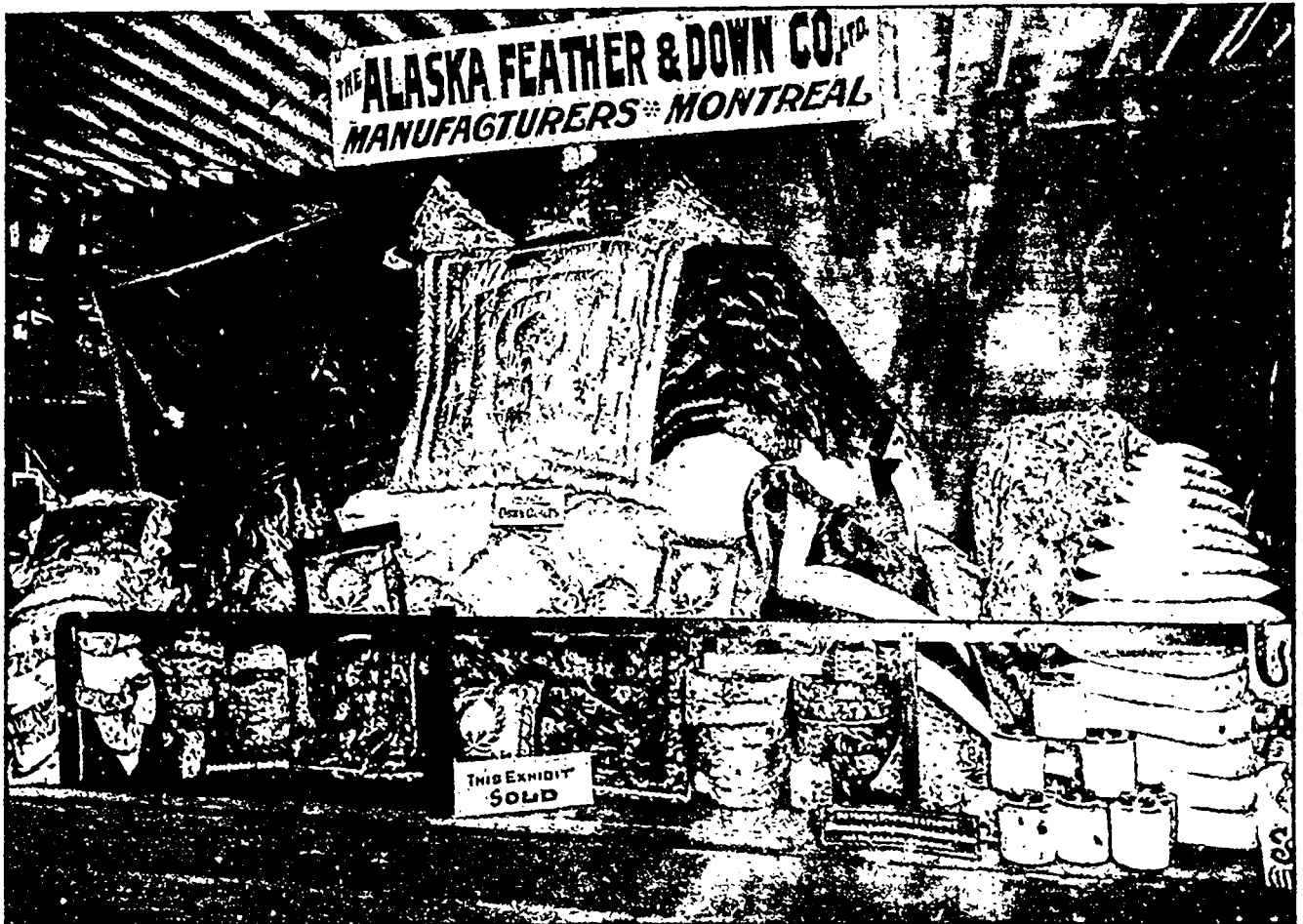
*Dry Goods,
Trimmings,
Silks,
Braids,
Curtains,*

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

Our travelers are now out with sorting samples. They also carry Lace Curtains for 1896, and are making their last round with Import Laces and Embroideries for '96. In laces we are producing colors in some special lines never shown in colors before. Don't fail to see these samples this trip.

Kyle, Cheesbrough & Co.

MONTREAL.



Medal and Diploma—Toronto, 1894.

Highest Award—Montreal, 1895.

SAMSON, KENNEDY & Co.

The Great **FANCY DRY GOODS HOUSE** of Canada

IMPORTERS OF

Irish Linens And... Domestic Manufactures

Dealers in

MOTTO: WE ALWAYS LEAD; WE NEVER FOLLOW.

(REGISTERED TRADE MARK.)

Hair Nets

30 to 80 cts.
per dozen.

Dress Goods

Specials—	N 40.	38 in. Melton,	all colors	13 cts.
	H 220.	40 in.	" "	15½ "
	H 210.	40 in. Serge	" "	15½ "

Special--19 in.

PONGEE SILK

18½ cts.

300 Pieces Job Dress Goods,
Checks and Stripes, 5½c.



W 600 43-in. Coating Cloth,
Extra Value, 37½c.

24 inch

Real Haircloth

25 cents.

Just received our repeat orders of 54 in.
Dress Tweeds. Latest designs.

Black and
Colored

Silk Velvets

A Specialty

LINENS

250 pieces Embroidered Dowlas, 40 inches wide,
Very special. Blue and red border.
Dress Canvasses in all colors and prices.

Another shipment of our famous
Bleached Huck Towels. 1,000
dozen at \$2.25. Size 24 x 44.



A Job Line of Loom Damask Tabling In all 573 Pieces

No. 121.	56 inch	(Lily)	:	:	23½ cents
" 588.	58 "		:	:	30 "
" 675.	60 "		:	:	33 "

Bleached Damask Tabling

No. 350.	62 inch	:	:	:	42½ cents
" 370.	66 "	:	:	:	55 "
" 12 S.	68 "	:	:	:	70 "

Turkish Towels

No. 250.	800 dozen	.	.	.	\$1 10
" 260.	500 "	.	.	.	2 40

Glass Cloth, a complete stock in all prices and colors.

Towelings, an endless variety. See our A. A. M. Brand
in 16 in., 6¼c., and 22 in., 9c. Red borders.

No. 201, 300 pieces 16 in. Turkish Roller Towelling at 8c.

These goods are from 10% to 25% below market
value.

We will be pleased to send samples.

Pieces on application.

Orders

{ No order so large that its details escape our attention.
No order so small that we do not cater for it.

wholesale and retail trade, and their jobbing department is in creasing annually. Truro is admirably situated as a business centre.

St. John, Oct. 2.—H. G. Marr, of Moncton, has returned from his trip to the fall millinery openings in Toronto and Montreal. The head millner of his establishment, Miss Armstrong, has also visited the principal openings in the States and Canada.

Mr. J. A. Cantlie, president of the Montreal Board of Trade was entertained last month by Mayor Robertson and some leading citizens on his visit here. Mr. Cantlie, who was taken for a sail on the harbor, said he would always be able to speak encouragingly of St. John harbor.

ONTARIO.

Hardy & Co. are a new dry goods firm in Kingston.

An addition has been made to the Canada Glove Works at Acton.

A branch of the Oak Hall establishments has been opened in Peterboro.

W. J. Frood, Brantford, men's furnishings, has sold out to Beemer & Co.

S. Petitpiece, Burritt's Rapids, has sold his woolen mill to Thos. H. Mills.

A. E. Gurney & Co. have opened in Acton in dry goods, men's furnishings, etc.

Mr. G. Rowat, of Rowat, McMahon & Granger, London, has left for the English markets.

Miss McBean, of Toronto, is taking charge this fall of the millinery department of J. A. Younge & Co. Glencoe.

Broderick & Son, St. Thomas, have got to their new premises in Talbot street, where ample accommodation is afforded.

Percy Bros., tailors and dry goods, Smith's Falls, have dissolved, Andrew Percy continuing the business, while Thomas Percy starts as a tailor.

The fire at Erin, on September 10, destroyed the stores of J. S. Mulloy, dry goods, W. J. Stevenson, tailor, and Carbery Bros. narrowly escaped.

The general dry goods stock of G. Adams & Co., amounting to about \$4,000, was sold to Mr. H. T. Webb, of Brighton, at 48½ cents on the dollar.

F. R. Smith, clothier, St. Thomas, has moved to Hamilton. His late manager, J. Coombes, has made an engagement with the Oak Hall store being opened in St. Thomas.

Since Meakins & Sons, Hamilton, added the hat factory to their large brush manufactory, Mr. W. Meakins has had charge of the former, and business in hats is very good at present.

Henry Smith, formerly manager of Smith's clothing store, St. Thomas, died at Hamilton, September 22. He was only thirty years of age and had great business energy and ability.

Wilfred L. Blaikie, a popular member of the staff of Burns & Lewis, wholesale clothiers, London, was married last week to Miss Bertha Land. His fellow clerks made a handsome presentation.

James Robertson & Co., wholesale woolen cloth merchants, 29 King street west, Hamilton, have leased the premises lately occupied by the Bowman Hardware Company, corner of King

and Catharine streets, and previous to removal are holding a special sale of \$5,000 worth of tweeds.

G. H. White, Ingersoll, having secured the bankrupt stock of D. White & Co., opened a cash sale Sept. 11, and will in future conduct the business at the old stand, where he is well known and highly thought of.

E. Van Allen & Co., shirt manufacturers, Hamilton, are doubling the capacity of their factory, finding trade warrants it. Their trade is 25 per cent. ahead of last year. The travelers are just going out with spring samples.

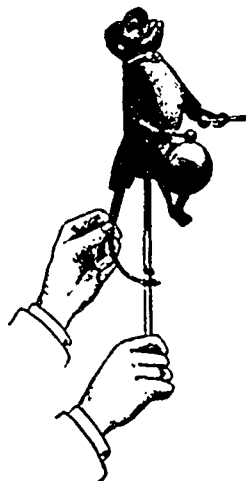
Broderick and Morley, of Chatham, have purchased the fine exhibit of choice Canadian tweeds, ladies' golf cloakings and costume cloths, shown by the new woolen firm of Messrs. John Muldrew & Co., at the Toronto Exhibition.

Alex. Currie, men's outfits, Sarnia, was fined, under the early-closing law, for keeping his store open in the evening after prescribed hours. A young man bought a necktie there at six minutes past six one evening. Hence the fine.

URGENT DEMAND SENDS COTTON UP.

The speculation in cotton, says Bradstreet's of Sept. 28, has lifted the price five-eighths during the past week, and quotations here are so much higher than at Liverpool that free exports cannot be expected. It seems no longer possible to hope for a good crop, and Neill Brothers have issued a circular predicting a yield of only seven million bales. The accounts of injury and loss grow more dismal each week, and while they may be somewhat exaggerated, the general outlook is decidedly unfavorable. But for the extraordinary supplies carried over from last year the manufacturer here and abroad would be in trouble. But prices of goods rise each week, adding to the profit of mills, which, on both sides of the ocean, can use for some time to come old cotton bought at low prices. It is not yet clear how far the consumption will support the manufacture at the present rate, and at present prices for goods, though the demand from dealers is naturally urgent, while the market for the raw material is constantly rising.

THE "MONKEY DRUMMER."



The illustration of the "monkey drummer" so exactly reproduces the novelty that no description is needed. It works easily and drums to suit the operator. It is gaily painted, and is a durable piece of mechanism. Samson, Kennedy & Co. have them at \$2.25 per dozen.

CALENDARS FOR 1896.

The Dominion Suspender Co., Niagara Falls, will have on January 1 a lot of calendars with a picture of the Maid of the Mist, for distribution to anyone who writes the company a post card request.

A feature of next spring's linen trade is likely to be the demand for canvases and other coarse kinds of men's apparel.

HATS

.. First Shipment ..

Of New Shapes in

**ENGLISH AND AMERICAN
 STIFFS AND FEDORAS**

WE EXPECT TO ARRIVE
 ABOUT 15TH AUGUST.

STYLES THE LATEST
 QUALITY THE BEST
 PRICES THE LOWEST

Letter Orders carefully attended to.

A. A. ALLAN & CO.

Wholesale Importers. 51 Bay Street . . TORONTO

Wyld, Grasett & Darling

Ladies' Waterproof Cloaks

Golf shape in Tweed Effects, Three-Deckers, Detachable Capes, Black and Navy Cashmerette and Check Tweed Patterns.

Men's I. R. Coats

Black Paramatta, with and without sleeves. Tweed Effects, various qualities, newest patterns.

Umbrellas

Fine stock, including Austria, Gloria and Silk Tops, with Natural Sticks, Nickel and Japanned Steel Rods, Stylish Handles.

A full stock of our famous

English Collars

Complete in all heights and sizes.

Black Lustres

In plain and figured.

WYLD, GRASETT & DARLING - TORONTO

D. MAGEE'S SONS

ST. JOHN, N.B.

Hats, Furs
 Robes, and
 Gloves

IN . . .

Winter Caps

THE

Samples on Application

"Columbia" and
 "Fowler"

Are two lines you
 cannot afford
 to do without.

A Full Range of Everything in Our Line

Greene & Sons Co.

MONTREAL

WHOLESALE MANUFACTURERS OF FINE FUR
 GOODS, JACKETS, CAPES, COATS, ETC.

HATS AND CAPS

Importers of

Gentlemen's Furnishings

LATEST STYLES.

LOWEST PRICES.

LETTER ORDERS CAREFULLY ATTENDED TO.

Our Travellers are now on the road with **SPRING SAMPLES for 1896**; also **FALL SORTING SAMPLES.**

GREENE & SONS CO.

Warehouse 515 to 525
 St. Paul Street.

Montreal

COTTON NEWS.

ADVANCE IN MAGOG PRINTS.

A NEW price list was issued on Magog prints on Saturday last in which several lines were advanced $\frac{1}{2}$ c. per yard, and the market is very firm on all goods, and it is not improbable that there may be a further advance.

The question has been asked by a wholesale house whether a jobber is bound to follow any advance in the price lists in making sales to the retail trade. Suppose a house in Montreal or Toronto sees the samples of new season's prints a couple of weeks before those in St. John, Halifax, Winnipeg, Victoria or Vancouver. Before those in the last-named cities have placed orders a new list is issued advancing quotations $\frac{1}{2}$ to 1 c. a yard. Are the houses in Toronto and Montreal permitted to sell on the basis on which they bought? They are not; they must immediately advance selling prices to the new basis.

The selling agents are acting wisely in issuing an entire new price list each time there is a change, if it is only in one item. It would be an improvement if the changes were particularly specified, otherwise a single variation might escape notice. The latest list is as follows:

H. Cloth.....	4 $\frac{3}{4}$ cts.
1 "	6 "
2 "	7 $\frac{1}{4}$ "
2 " Anilines, Black and Whites..	7 $\frac{1}{2}$ "
2 " " Pompadour Styles..	7 $\frac{1}{2}$ "
D. "	8 $\frac{1}{2}$ "
3 "	8 $\frac{1}{2}$ "
C. "	9 $\frac{1}{4}$ "
C. " Anilines, Black and Whites..	9 $\frac{1}{2}$ "
C. " " Pompadour Styles..	9 $\frac{1}{2}$ "
Solid Black No. 1 "	5 "
2 "	6 "
3 "	8 "
C. "	8 $\frac{1}{2}$ "
Indigoes— P.C. "	6 $\frac{1}{2}$ "
S.C. "	7 $\frac{3}{4}$ "
D.C. "	9 $\frac{5}{8}$ "
GC "	11 $\frac{1}{2}$ "

SPECIALS.

Challies—Light	4 $\frac{3}{4}$ cts.
Dark	5 "
Delainettes.....	6 $\frac{1}{2}$ "
Cretonnes	7 $\frac{1}{2}$ "
Summer Suitings.....	7 $\frac{1}{2}$ "
Salisburys.....	7 $\frac{1}{2}$ "
Fancy Piques.....	8 "
A. Duck, 25 inches.....	7 $\frac{3}{4}$ "
AA. " Indigo.....	9 "
C. " "	10 "
Outing Cloth, 28 inches	10 "
Skirting 37 inches.....	10 "
Ladas Tweeds.....	10 "
Printed Moleskins.....	12 $\frac{3}{4}$ "

This cancels all previous lists.

CANADIAN COTTONS IN AFRICA.

The possibility of placing Canadian cottons in Africa is arousing a good deal of interest. Mr. Charles N. Hartling writes from Halifax as follows: "In THE REVIEW for September, reference is made to a trip to Australia and South Africa by the representative of D. Morrice, Sons & Co. The mention of South Africa has led me to think that a little information on the cotton trade of another part of Africa might be interesting. I was in the Cape de Verde Islands for four years as the agent of a firm doing a general trading business. We sold a considerable quantity of grey, white and print cottons, denims, white drill and duck. The cotton goods we handled were usually purchased in the United States, but one shipment of grey cotton was purchased from the Halifax mill, and no grey cotton that I handled during my stay at the Islands sold as well as that lot. American cotton goods are taking the place of English cottons in these Islands. At the De Verdes a very large quantity of grey cottons, denims and print cottons are consumed. I am quite sure that the De Verde market could be secured by our Canadian products. The places on the west coast of Africa near the De Verdes are: Goree, Dakar, Casheo, Bolama and Bissan.

"I believe our cotton goods could be sold in considerable quantities in all these places. I may say, also, that not only could Canadian cottons be successfully sold in the places above named, but other Canadian products as well—flour, furniture, paints, tinware and other manufactured goods."

FIXED PRICES ON OTHER LINES.

It is said that the scheme of "fixed" prices, at which jobbers must sell Magog prints to retailers, promises to work so satisfactorily that other concerns are figuring on adopting it. Next season, therefore, we may expect to see the Montreal Cotton Co., Merchants' Manufacturing Co., Wm. Parks & Son, several of the blanket and of the flannel men out with an agreement.

The Magog people say their orders this season are much greater than ever before. This is due, to some extent, to the greater range of goods they are putting on the market, but more especially to the fact that jobbers, feeling satisfied that prices will be maintained, are not importing as largely. As frequently pointed out in these columns, they bought as few domestic prints as possible, because they could not get control of lines, and therefore could not prevent cutting. By importing they secured goods none of their competitors had.

THE COTTON PRINT AGREEMENT.

D. Morrice, Sons & Co. report that the agreement as to prices of cotton prints is working satisfactorily, and that sales are 30 per cent. ahead of last year. The Magog Mills are showing some handsome new designs this season—superior, it is claimed, to those of previous years.

THE ADVANCE IN COTTON.

Raw cotton is stronger and looking higher. There is talk of 10c. cotton. This year's crop is 7,500,000 bales, against 9,999,000 last year. The consumption is so much larger than a few years ago that this shortage is really greater than at first

appears. Large quantities are used in wool. Last year at this time many mills were shut down and others were running on part time. It looks as if the advance would hold, and if it does there must be higher prices on manufactured goods in Canada. It will pay buyers to look into the situation.

THE PRINT AGREEMENT.

THERE is still much talk in the trade on the action of the Magog mills in putting several retailers on the list of firms to whom they will sell direct. It now appears that the select list is not confined to the big department stores in Montreal and Toronto. In fact, only one department store in Toronto and two in Montreal are on it. The others must buy through the wholesale houses. It is understood that there are about fifteen firms who enjoy the privilege. These are not all to be found in the big centres by any means. For instance, a good firm in the town of Collingwood, Ont., and another in Truro, N.S., and several others similarly situated, are on the list. The selling agents claim that they have been supplying all these firms direct for many years, and say they will not make any change. This being the case, it is only fair that they should exact an agreement from these retail houses that they will not cut prices, as they require from the jobbers. It is true it would be more difficult to carry out; but it can be done. Some of these houses will not take advantage of the fact that they can buy at less than their competitors, but it is feared others will. It is probable the matter will come before the Dry Goods Associations in To-

ronto and Montreal. Some advocate a general meeting of dealers from all parts of Canada.

ADVANCE IN COTTON PRICES.

Last month a 5 per cent. advance in plain and twilled bleached sheetings took place, which is the second recent advance on these goods. All lines of bags were advanced \$1 per bale. An advance on several low numbers of grey cottons was also recorded.

SALES OF MONTMORENCY GOODS.

The cottons of the Montmorency mill, which withdrew from the syndicate lately, have been offered to the trade since Sept. 1, and a number of orders placed. No cut in prices is reported, and the mill, which makes several good lines of grey cottons, will continue to seek its share of the trade. As in the past, toweling will also be made in this mill. The selling agent is S. H. Mills.

ADVANCES IN LININGS.

The Montreal Cotton Co. have been advancing quotations for the past couple of weeks. To-day they are unsettled but strong and tending up. They claim not to be booking any orders for future delivery at to-day's figures. All lines are not advanced, but in silicias, twill waste, colored cantons and similar lines, there is a rise of 5 to 7½ per cent.

J. Frank Riepert
102 St. James Street
MONTREAL.

DIRECT IMPORTER

JAPANESE & CHINESE SILKS
AND FANCY GOODS.

BRANCHES
YOKOHAMA
SHANGHAI
LYONS

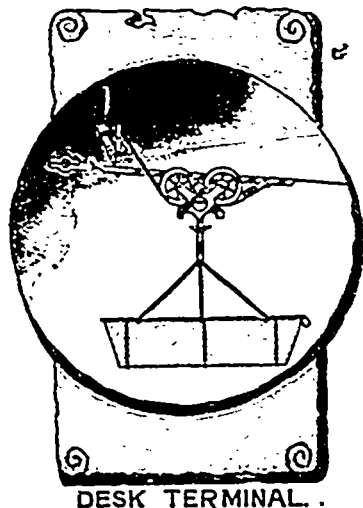
Thorpe Manufacturing Co.
25 Melinda St. TORONTO
Wholesale Manufacturers of

Fine Ready-Made Clothing

Pants a Specialty

Our Travelers are on the road now. If they do not call on you, send for a Sample list.

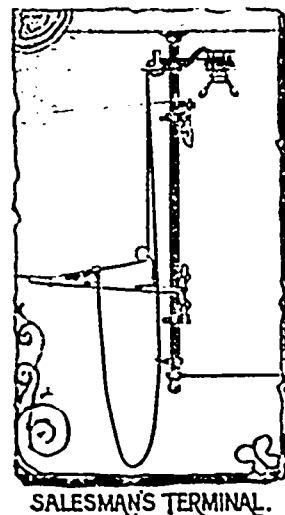
Write for Prices for Knickers.



"LAMSON CASH CARRIERS."

These illustrations show our "Nonpareil Cash and Parcel Carrier." The best Package Carrier offered on the market. We manufacture and always have on hand all other styles of Carrier you may desire.

Send for our new Catalogue. Correspondence invited.



E. ST. AMOUR, Temple Building

MONTREAL

OUR CARPET
.. STOCKS ..

For the Fall Trade are the largest and finest we've ever shown, and prices most reasonable.



Many new and select designs you'll not find elsewhere.



Samples furnished the trade as is our usual custom.



John Kay, Son & Co.

34 King Street
West,

IMPORTERS

TORONTO

**Do You Want . .
the Latest Novelty ?**

THIS FILLS THE BILL !

The _____
Tribby Sleeve Puffs

Light in Weight. Easily Attached.

CAN BE RETAILED AT 25¢.

TRY THEM

Made in assorted colors. One dozen in Box.

Manufactured by

Brush & Co.

Toronto

NORWICH FIRE

NORWICH, ONT., Sept. 24th, 1895.

MESSRS. J. & J. TAYLOR,
Toronto Safe Works, Toronto.

GENTLEMEN,—On the 16th of September, 1895, my drug store was entirely destroyed by fire, the only thing left being a heap of debris. It was my good fortune to have one of your No. 4 Fire-Proof Safes in use, and on being opened up after the fire I found my books, papers, etc., to be in excellent condition, thus proving to me (beyond doubt) the fact that your safes are what you claim, "Fire-Proof." Yours truly,

(Signed) J. H. HAKEN.

AND

WOODSTOCK, ONT., 24th Sept., 1895.

MESSRS. J. & J. TAYLOR, Toronto.

DEAR SIRS,—We had one of your safes in our Norwich office, which was burned down on 16th Sept. inst. On opening it we found all the papers and books uninjured, and we have great pleasure in informing you of the character of the fire and the excellence of your safe. Yours truly,

(Signed) DUNCAN & DUNCAN.

THE TAYLOR SAFE

Always the Best

**SOFTER AND CLEANER
COTTON BATTING**

A marked
Improvement in the quality of

**NORTH STAR
CRESCENT .
PEARL . .**

Patent Roll Cotton Batting

Will make these Brands sell unusually well
during the Season of 1895 and 1896.

Baled or Cased

In 4, 6, 8, 12, or 16 oz. Rolls.

FOR SALE BY ALL WHOLESALE HOUSES.

FALL DRESS GOODS.

JUST as the rough-surfaced materials, such as crepon, have been fashionable all the summer, so they will continue in popularity during the coming season. All sorts of rough-faced goods are selling well, especially fancy German dress goods in tweed effects, and boucle cloths. Owing to the enormous demand for mohairs on the European continent generally, and in New York, it is now impossible to get more of them, except at a very high price. Retailers should, therefore, buy all they can obtain of these while the present stock lasts. In all probability they will be very popular and more easily obtainable next season.

Wyld, Grasett & Darling have had large sales of these mohairs, especially the black figured Parisian ones. They are now showing some particularly pretty boucle cloths in two toned plaid effects, also German tweeds in all the new colorings.

Caldecott, Burton & Spence find henriettas largely enquired for, their special brand of black selling remarkably well. Crepons are also good, and rough-surfaced goods generally. Here, as elsewhere, are to be found fancy tweeds in plaids and in other designs. Serges are also selling well, both in black and blue.

There has been a great demand for "rustling" skirt linings in London and New York all this year, and Samson, Kennedy & Co. are now receiving a large consignment of this "rustling batiste" as it is called. Another novelty seen at this house is the cremona cashmere, which is something like sateen, and is selling well. Hop sackings, in all the new shades, both plain and figured, are good, and, in low priced goods, shot effects promise to be popular.

John Macdonald & Co. show fancy German tweeds in a very large variety of patterns and colorings, also the plain sateen cloths which I have just mentioned and box cloths in all the leading shades. They are also selling serges very largely both in black and blue.

Venetian and Sedan cloths are shown by W. R. Brock & Co., also a new ribbed cloth called cote de cheval which is very effective when made up, being pliable enough to fit the figure most accurately without much trouble. Here, as usual, are the French plaids and rough surfaced cloths which are being sold in such large quantities this season.

Alexander & Anderson show a new cloth called the "Trilby Cord," in all colors; also Sicilian cloth, a new lustre resembling alpaca, but being of rather coarser make.

Velvet du nord is another of their novelties, and it is claimed by the maker that it is absolutely rain-proof, and is warranted not to be injured by rain. Cote de cheval is also to be found at this house, and German fancy tweeds in great variety. Eiderdown cloakings in various colorings are selling well, and there is the usual demand for both blue and black serges.

The Parisian boucles, in green, and navies especially, as seen at McMaster & Co.'s, make up into handsome costumes. Friezes for capeings, etc., are in demand. Striped silks, in light colors for evening wear, and dark for blouses for the house or the street, are in variety. The sublime cloth for evening wear in all light shades is popular.

BAD FAILURE IN MONTREAL.

The Dominion Blanket Co., Montreal, is in difficulties. They have liabilities of \$305,000 including stocks, bonds and debts.

The assets will hardly be enough to pay the privileged claims of \$10,000, that is, salaries and bank paper. The company on Tuesday asked time to go on but things looked so bad that it will likely be wound up. It is one of the worst failures for years. A. W. Stevenson has been asked to look into the books by the creditors.

BUYERS IN TOWN.

AMONG the out-of-town buyers seen by THE REVIEW in Montreal during September were: A. Kirk, Antigonish, N.S.; Mr. McPherson, of McPherson & Freeman, Halifax; Mr. Kane, of Kane & Flett, Charlottetown; E. H. Beer, of E. H. Beer & Co., Kensington, P.E.I.; T. Lindsay, Ottawa; Mr. Mendles, for Lindsay, Patterson & Co., Estevan, N.W.T.; Reid Bros., Portage du Fort; Smythe & Mullin, Granby; H. Samuel, Sherbrooke; Mr. Pugsley, of Etter & Pugsley, Amherst, N.S.; F. A. Marr, Halifax, N.S.; H. G. Marr, Moncton, N.B.; I. G. Phelan, Springhill, N.S.; Mr. Gilroy, of Gilroy & Westman, Clinton, Ont.; G. I. Paquin, St. Therese, Que.; J. Decelles, Farnham, Que.; A. G. Dolloff, Magog, Que.; T. B. Rider, Fitch Bay, Que.; N. L. Ouimette, Londesborough, Ont.; Mr. Couch, of Couch, Johnston & Cryderman, Bowmanville, Ont.; Mr. Hutcheson, of Geo. G. Hutcheson & Co., Brockville, Ont.; W. Franklin, Riceville, Ont.; F. Cadieux, Fournier, Ont.; Mr. Boehmer, of the Boehmer Co., Ltd., Berlin, Ont.; N. W. Thomas, Coaticooke, Que.; Chas. Godmer, St. Jerome, Que.; Willie Schlueter, Preston, Ont.; K. Monahan, St. Lin, Que.; Mr. Carrie, of Gray, Carrie & Co., Woodstock, Ont.; T. E. Vanstone, Owen Sound, Ont.; M. A. Halliday, Chesley, Ont.; Miss M. E. Farley, Coaticooke, Que.; A. N. Dunning, Cumberland, Ont.; Mr. Keddy, of Keddy & Kenney, Hemmingsford, Que.; Thos. Morrow, Grenville, Que.; J. H. Wert, Avonmore, Ont.; D. Behavais, Joliette, Que., Mr. Cummings, of Cummings Bros., Hazeldean, Ont.; Dr. Darrach, of R. Tuplin & Co., Kensington, P.E.I.; Mr. Spencer, of Spencer & Spencer, Frelighsburg, Que.; Thos. Lapointe, Terrebonne, Que.; M. Kee, Ormstown, Que.; J. A. Paquin, St. Eustache, Que.; J. R. Strome, Brandon, Man.; R. R. Wilson, Howick, Que.; Mr. Mills, of Mann & Mills, Kars, Ont.; R. Deschenes, St. Hyacinthe, Que.; C. E. Church, Leeds Village, Que.; W. R. Horner, Granby, Que.; Angus McIntosh, Dunvegan, Ont.; Mr. McCuaig, of Sangster & McCuaig, Bainsville, Ont.; W. A. Sheltus, Bedford, Que.; J. F. Cattanaich, North Lancaster, Ont.; F. Raymond, St. Scholastique, Que.; Mr. Cousineau, of F. X. Cousineau & Co., Toronto, Ont.; J. A. Smith, Brodie, Ont.; A. G. Clough, Ayers Flat, Que.; McIntyre & Campbell, Cornwall, Ont.; S. Mann, Stittsville, Ont.; R. Barfett, Newcastle, Ont.; Mr. Miller, of T. Miller & Sons, Oshawa, Ont.; E. A. Force, Lacolle, Que.; R. S. Marston, Warden, Que.; J. F. Clement, of J. F. Clement & Frere, Waterloo, Que.; J. & S. McEachern, Douglas, Ont.; J. Craig, of Geo. Craig & Son, North Gower, Ont.; G. E. Barnes, Frelighsburg, Que.; E. R. Webster, Ayer's Flat, Que.; Thomas Rowell, Compton, Que.; J. D. McGillivray, Laggan, Ont.; Z. Raymond, St. Placide, Que.; I. E. Richardson, Warden, Que.; J. Gilliland, Pittstown, Ont.; I. E. Pedlow, Renfrew, Ont.; P. Bulger, Eganville, Ont.; M. E. Bowker, Farnham, Que.

A SPECIALTY OF PANTS.

The Thorpe Manufacturing Co., ready-made clothing, Toronto, are making a specialty of pants and boys' knickerbockers. Their travelers are now on the road with samples.

Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

Manningham Mills

BRADFORD Eng.

Emil Pewny & Co.

Sun Life Building

MONTREAL

Honest Kid Gloves

What we mean by Honest Kid Gloves is that they are the best glove that can be produced to be sold at the prices we ask you for them.

If you require Kid Gloves, when you see this do not hesitate but write at once for samples.

Stock on Hand of all Standard Lines

Factory : GRENoble, FRANCE.

THE . . .

C. Turnbull Co.

ESTABLISHED 1859

OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

JAPANESE SILK GOODS.

TWO characteristics at least distinguish the goods of Japanese make now being introduced into Canada. They possess the unique features of Japanese art and finish, and they are exceedingly moderate in price. One line of black and brown silks, which is selling well for linings to furriers and others, is being handled by K. Ishikawa & Co., Montreal, and is imported direct from the Kurin mills of the Silk Weaving Co. of Japan. This mill, having done well in the domestic trade, is now pushing exports with good results in Canada thus far. Other Japanese goods now being offered by Ishikawa & Co.—which, being a Japanese firm, is well qualified to get the latest and best goods—include silk handkerchiefs (all sizes), initial handkerchiefs, a white embossed satin selling at 35c. a yard, well suited for curtains, and produced by the mill already mentioned; silk dressing and house gowns, and jackets for ladies and gentlemen. These goods are richly finished, the ladies' garments are artistically embroidered and have the fashionable cut. They sell at prices ranging from \$5.50 to \$7 and \$8. In mantel covers, table covers and chair tidies, the range is large and the material is embellished in the true style of Japanese art, with a strikingly handsome effect. Men's silk ties in the latest colors and designs are also a feature. The silk bed covers, warm and light, are of superior workmanship—in Japanese style, of course—and in point of price are likely to make a hit. The hand-woven silk dress goods, with a large range in stripes for blouses, are very pretty and cheap. These goods should take well in Canada, both from beauty of design and coloring and the low figures at which they are being offered.

A JOB IN FLANNELS.

A large job in flannels has been lately secured by Wyld, Grasett & Darling, both plain and twills. In flannelettes there is a large assorted stock. Another shipment of cotton blankets has arrived. A large trade is doing in these, which are wonderful products of modern cotton mill machinery. An exclusive line, a new crepon lining in 40 inches, is being shown, and merchants who desire it had better communicate now.

ART DRAPERIES.

This class of goods is now so generally kept by all dry goods merchants who make any pretence of being in the first rank, that the question naturally arises as to where they can get the best assortment, at the same time feeling sure they are buying as low as the goods can be had for. Boulter & Stewart, whose announcement appears on another page of this issue, claim to be headquarters in Canada for these goods, and as they represent eleven of the largest makers of drapery goods, buyers looking for the "latest" can safely count upon finding it at their watterooms. If not convenient to call, a postal card will bring you sample cards of what you wish.

ENGLISH COLLARS AND TIES.

A fresh shipment of English collars has been received in the mens' furnishings department of Wyld, Grasett & Darling, making the range complete in all shapes and heights, including the Grandee, Glendower and Mentone. The latter is slightly rolled on the point and is especially suited for the winter trade. A

full assortment of black neckwear is being shown, including knots, derbys, tom thumb ties, club house ties, bow and breast shapes. The stock of colored scarves is large and attractive, and all these lines are this season's goods. In gloves a specialty is made of men's unlined kids in white, black, tans and browns. The latter are made with spear point backs and two push fasteners, and retail at \$1 and \$1.25.

THE TRADE IN WOOLENS.

The trade this year in overcoatings and suitings is better than last, in both imported and Canadian goods. The market continues to advance, and prices are very firm, especially in worsted coatings. Even in Canadian makes advances of about 5 per cent. are being asked in certain low grades. Merchants seem to expect better sales and are purchasing more freely.

John Macdonald & Co. report that beavers are going very well, and that the demand for friezes is a feature. The stock of Canadian friezes for ladies' jackets is remarkably good this year.

W. R. Brock & Co. find that beavers and meltons of the better class are going well. The house has a great range of Scotch suitings, and their heavy range of black worsteds now offering is subject for congratulation, as the stock is already contracted for spring as well as fall trade, and since then Yorkshire prices have advanced from a penny to a shilling a yard. Rough serges in dark tints for ulsters are having quite a demand. Wale worsteds are in favor for overcoatings and suitings. The Canadian tweeds this season in quiet tints are deservedly popular.

Wyld, Grasett & Darling report a fine trade in meltons this season, and the best city trade is going in for them. The fur beaver is likely to be very popular. The trade in Scotch tweeds has been large, and bannockburns for suitings in rich drab and brown effects are in favor.

NEW FEATURE IN HOSIERY.

A large sale continues for W. R. Brock & Co.'s line of ribbed underwear in ladies' and misses' goods. The line is of superior value, and can be retailed at 25c., 50c. and 75c. The Startler, Pearl and I. X. L. fill the bill at these figures. In men's furnishings special values are seen in waterproof clothing. The style, shape and patterns are up to date, and the goods are rapid sellers. In hosiery, special values are offering in cashmere hose secured before the recent rises were hinted at, buyers thus getting the advantage. One special number retailing at 50c. is No. 62, with spliced toes and heels. This number is made with the perfected toe, having no ridge or seam, and thus doing away with discomfort to the wearer.

DRAPING SILKS.

Some of the prettiest goods THE REVIEW has seen this month are in draping silks, the trade in which has greatly revived this year owing to the new patterns and ideas which have been at work. The crinkle and Japanese printed satin effects are as tasteful as any goods of the kind shown in recent years. Another line, also seen at Macabe, Robertson & Co.'s, is the art denims. The plain denim, when given a printed pattern and embroidered with Japanese gold, makes a handsome decorating material.

Just passed into stock



36-in. Zulu Cloth, white and cream; 60-in. White Fish Net; the new Long Side Comb, to retail at 25c.; Belt Buckles, black and silver; Garter Clasps; Belt Pins, black and silver; Eiderdown Cushions and Tea Cosies; new designs in Printed Denims; the new "Alix" Cloth for cushions; a range of 10 Colorings in the handsomest Blouse Silk to be found in the Canadian wholesale trade, \$1.25 per yard; Swansdown Trimmings, in white, pink, blue, heliotrope, grey, navy; Hair Frames and Frizettes; Hair Nets to retail from 3 to 10c.; Japanese Gold Thread, all sizes; Victoria Shaded Crochet Thread, all colors; five styles of Japanese Work Baskets in nests; Colored Wisteria Table Mats; an entirely new range of Hemstitched Linen Goods, stamped with new designs, including Doylies, Table Centres, Tray Cloths, Sideboard Scarfs, Pillow Shams, and Table Covers, in 36 and 45-inch.



Samples sent on application. Please mention Dry Goods Review in writing

Macabe, Robertson & Co.

8 Wellington St. West . . . TORONTO

Sole agents for the "GLORIA" brand of wools.

Kleinert's Dress Shields



The Gem Featherweight Invincible

THESE SHIELDS represent the highest manufacturers' art in their construction, and we offer to pay for any damage to dress from use of same.

I. B. KLEINERT RUBBER CO.

Toronto New York London
 26 and 28 Front Street West. 716 to 726 Broadway. 26 Hasinghall Street.

Did You Ever?



WE ARE HEADQUARTERS



ENOUGH SAID



See our



If not, you have lost a big chance to make \$\$\$
 We represent eleven mills making these goods. Ask our traveller to show you samples from same when he calls.

BOULTER & STEWART

39 Wellington St. East . . . TORONTO

NOTES ABOUT GLOVES.

A WORD of wholesome advice to the dealer: Don't allow your clerks, for the sake of making an easy sale, to even recommend a glove which from its price cannot be reliable. Though a four-button French glove may be retailed at \$1 and guaranteed, it does not follow that a seven-hook laced at that price can be. The latter system on the same glove increases price about \$2 per doz., while quality remains the same.

Current values, as plainly intimated in recent advices, are considerably higher, though quotations are not much disturbed, simply and only because jobbers or agencies are willing to deliver from surplus stock, if it exists, at previous figures; but it is questionable if any maker can afford to repeat old quotations this year for kid gloves of any kind except Italians, unless the skins take a pronounced tumble, and this is by no means certain, as with revived prosperity at home and abroad values and cost of production appreciate. In proof of this we know that Eugene Jammot, of Grenoble, wired his agency that he would not accept any orders in August or September for present or future delivery, owing to scarcity of labor and cost of material; and the shortage said to be evident in the American market will increase these conditions.

In kid gloves W. R. Brock & Co. have all sizes in their well-known lines of laced kid gloves, the Ava and Laura. The new glove, Adrienne, is a novelty with white and colored points.

Brophy, Cains & Co. have just received another shipment of silk and plush-lined cashmere gloves. These are beautiful goods, and all orders can now be filled.

The winter season will soon be at hand. Everyone wants to be comfortably clad for it. There is certain to be a demand for the wherewithals, and warm gloves are one of them. Buyers of fall lined gloves may find it to their advantage to write to Emil Pewny & Co., Notre Dame street, Montreal. This firm now have a full stock of fall lined gloves on hand, and can attend promptly to orders for immediate shipment.

A firm of French manufacturers write their Montreal agent that gloves are going to be still dearer during the coming season. Buyers who do not make a close study of the glove situation will find this hard to understand, but the fact remains. They may make up their minds that they are not going to get the same glove for the same money as in former seasons. The cost of raw material makes this impossible. As a result, seconds cost as much now as firsts did in former seasons; in fact, more. They have to be offered to the trade in accordance with these altered conditions, and if importers find that this season's receipts do not show the same value as before they may rest assured that there are unanswerable reasons for it.

The agency of Eugene Jammot—Messrs. Fitzgibbon, Schafheitlin & Co. — are proud of the fact that, with the exception of a few specials, all their fall orders have been delivered; and stock of \$12 7-stud and \$9.50 5-stud laced and other French fancies are now arriving for sorting-up purposes, and this in the face of a greatly increased output this season.

There is probably no staple article in trade to-day which is firmer in price or will be more difficult to obtain than standard qualities of kid gloves.

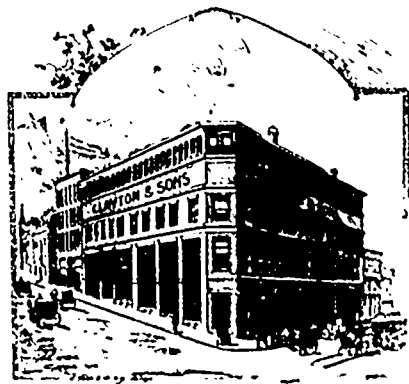
DOWN QUILTS.

There is hardly an article which depends so entirely for success upon its workmanship as a down quilt, and the popularity which the Canadian-made quilts have acquired is due in no slight degree to the quality of the work put into them. A bed-cover is bought as much for its appearance as for its warmth, and anything which does not come up to the standard in taste and quality makes no headway. One of the finer features of the down quilts now being produced by the Alaska Feather and Down Company, Montreal, is the eyelet for ventilation purposes. They require special machinery, and are silk-embroidered and add to the finish of the quilt. There are four things in these new Canadian quilts which indicate high quality. First, the use of pure down is insisted on, as an inferior filling would be certain to show in the long run. Second, a down-proof cover is always employed, so that there is no leakage, which would inevitably occur if the coverings were of poor quality. Thirdly, the quilts are odorless, which is a strong point, for goose and duck down is hard to clean, and only good work could render it free from odor. Lastly, the workmanship is carried to the best degree of excellence, so that the quilts have the appearance desired by buyers of the fine grades. The Montreal factory is being fitted up by the Singer Company with special machinery for producing the best effects, of which the invisible stitching is a striking detail.

To judge from the picture presented in this issue of their exhibit, the Alaska Feather and Down Co., of Montreal, must be making a strong bid for the eastern down quilt business. The statement which appeared in the Fall Number, that many customers of this Montreal company had given up importing English quilts altogether, finds its explanation in this exhibit. Finer and better-made goods surely were never brought into this market from abroad. Even the peculiar feature of English down quilts, namely, that of being "ventilated" with silk eyelets, does not distinguish them any more from the Canadian make, as all Alaska brand quilts are now ventilated if the trade requires it.

LACES FOR NEXT SEASON.

The demand for laces during the past two seasons has been very good, and fashion's decree, so far as it has been heard, declares for a season quite as successful, from the lace point of view, in 1896. The new laces are very beautiful, and Mr. Kyle, of Kyle, Cheesbrough & Co., told THE REVIEW last week that travelers were taking orders largely thus far, fully bearing out the expectation that the coming season will be a banner one in every kind of lace trimming. The season's range is very extensive, and a special feature is the new applique and button-hole design, a special patent and one shown in many different styles. The black laces in Chantilly, Point d'Ireland and Bourdons are very handsome. The button-hole effect is shown in black, cream and white laces. Some of the finest lines seen in this market are in Valenciennes, Torchons, and a large and embroidered range, all the new goods being procured from Lyons, Calais, Coudery, Plouen, Nottingham, etc., in fact from the principal lace centres in Europe. The millinery laces in colors this season are pronounced a complete range by those who deal in these goods. Besides these laces of the highest grade, this firm's new colored cotton laces, in delicate shades of blues, pinks, etc., are most attractive and take very well.



FOUR STORES, 100 FEET SQUARE.

WE ARE RUNNING

a small factory exclusively
for the manufacture of . . .

Juvenile Clothing

BEST VALUE IN DOMINION. PLEASE WRITE FOR
SAMPLES.

Clayton & Sons

HALIFAX, N.S.

**FOREIGN AND
DOMESTIC**

WOOLLENS



and

**Tailors'
Trimmings**

A fully assorted
stock on hand.

**Hutchison,
Nisbet & Auld**

34 WELLINGTON STREET WEST

— TORONTO

James Johnston & Co.

26 St. Helen Street, **MONTREAL**

Importers of British and Foreign Dry Goods.
Dealers in Canadian and American Staples, Etc.

DEPARTMENTS

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.

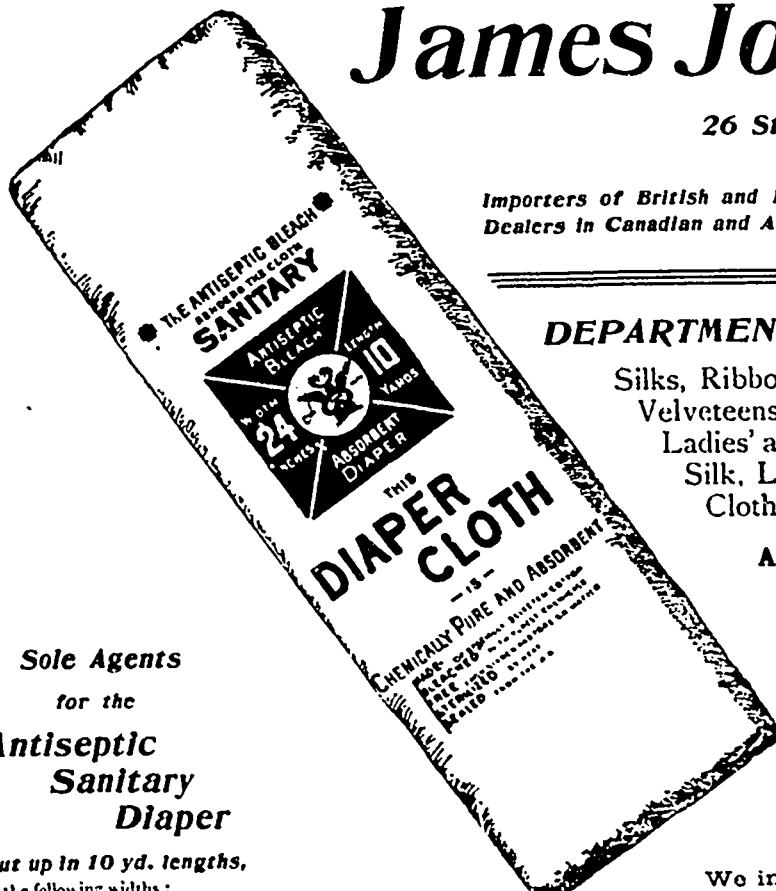
A Fine Assortment of Scotch Zephyrs in stock.

**DOMESTIC COTTON GOODS
OF EVERY DESCRIPTION**

SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the City to call.
They will be cordially welcomed.



Sole Agents
for the
**Antiseptic
Sanitary
Diaper**

Put up in 10 yd. lengths,
in the following widths:
18, 20, 22, 24, 27 in

DRESS STEELS.

ONE of the most prosperous industries in Canada to-day is that of dress steels, and probably no one article in the haberdashery department of our dry goods stores has seen so many changes during the last ten years. Whalebone for a long time was used as the stiffening material for dresses, followed by vulcanized rubber, but the steel seems at present to meet the requirements of the masses. The difficulty has been to properly protect the ends. The metal tip is objectionable, as it soon cuts through the covering, and, in many instances, destroys the garment. Messrs. Brush & Co. will, by the introduction of their rubber-tipped dress stay, overcome this serious objection, as the rubber tip, being soft and pliable, will securely cover the ends of the steel. The Canadian patent has just been issued, and this very desirable article will soon be in the hands of the trade. As the steels can be sold at popular prices, they will no doubt meet with a ready sale.

THE MAN AND THE MAID.

"Where are you going young Man?" cried the Maid.
 "I'm going a cycling, Miss!" he said.
 "May I come with you, young Man?" asked the Maid.
 "Why ye-e-es, if you feel like it, Miss!" he said.
 "But—why do I find you like man arrayed?"
 "Oh, knickers are cumfy, young Man?" she said.
 "But the boys will chevvy you, Miss, I'm afraid!"
 "What does that matter, young Man!" she said.
 "Are you a scorcher, young Man?" asked the Maid.
 "Nothing so vulgar, fair Miss!" he said.
 "Then I don't think much of you!" mocked the Maid.
 "Neither does 'Arry, sweet Miss," he said.
 "What is your ideal, young Man?" said the Maid.
 "A Womanly woman, fair Miss," he said.
 "Then I can't marry you, sir!" cried the Maid.
 "Thank heaven for that, manly Miss!" he said.

—New York World.

A YOKOHAMA HOUSE IN CANADA.

Mr. Togou, Montreal, the Canadian manager for K. Ishikawa & Co., Yokohama, Japan, has just returned from his first trip to the Maritime Provinces. He did a good business with the larger houses in the leading towns on import orders of silks for next spring. There was at one time a prejudice against the light pure silk products of Japan because they did not show the same body or weight as European manufactures. This is because the Japan article is "too pure." Now, however, the latter is growing rapidly in favor, for its good wearing qualities are becoming recognized. Mr. Togou is now on his way west. He has received a new line of samples by the last steamer, which he is taking with him.

THEY WERE CANADIAN GOODS.

THE REVIEW was passing through the Exhibition in Toronto, and observed an exhibit of what purported to be Canadian woolens. They consisted of two-and-a-quarter tweeds, trousers, worsted fabrics, ladies' cloakings, etc., all making a very fine exhibit. The tweeds, especially, were very choice in design and finish, and were such perfect imitations of the best class of

Scotch goods that some incredulity was shown by visitors as to the goods being Canadian at all. One or two expressed their doubts to THE REVIEW, and, as the exhibit was labelled as that of Hutchison, Nisbet & Auld's, enquiry was made of them. They declared that every piece was of Canadian make, and represent a selection made in advance of the new designs that are to be put on the market for the spring of 1896. The incident just shows what the Canadian makers can do when they put their mind to it. The exhibit in question has been sold to P. Jamieson, clothier, Yonge street, Toronto.

CHARLES H. RICHES SOLICITOR OF PATENTS

Canada Life Bldg., King St. West
 Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application. Toronto.

NORTHERN Established 1836
ASSURANCE COMPANY OF LONDON
 Capital and Funds, \$36,465,000
 Revenue, \$5,545,000
 Dominion Deposit, \$200,000

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

MARINE INSURANCE

The
MANNHEIM INSURANCE CO.

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

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

THE PEOPLE'S
Building and Loan Association
 HEAD OFFICE (INCORPORATED) LONDON, ONT.

When business is prosperous every merchant should put by a regular monthly sum in our Class "A" stock. It will be available when you need it most. \$3 deposited monthly is estimated to mature a \$500 certificate in 7½ years. Larger amounts in like ratio.

Security, first mortgage loans—the basis of wealth. Money loaned to buy a home, to build, to re-model the old house or pay off old mortgages. Agencies in all the principal towns and cities in Ontario. Write for manuals and name of resident agent in your locality. Do not delay. It will pay you.



K. Ishikawa & Co.

YOKOHAMA
 JAPAN

Manufacturers of . . .

Japanese Silks, Etc.

Canadian Office:

23 St. John St., - MONTREAL

The following Houses are using it, and are prepared to quote prices on lines made up in this way:

MONTREAL

H. SHOREY & CO.
E. A. SMALL & CO.
DOULL & GIBSON
MCKENNA, THOMSON & CO.
JOHN MARTIN, SONS & CO.

TORONTO

W. R. JOHNSON & CO.
LAILEY, WATSON & CO.
E. BOISSEAU & CO.
CHALCRAFT, SIMPSON & CO.

HAMILTON

SANFORD MFG. CO., LTD.
JOHN CALDER & CO.

Ever Been Chilled to the Bone?

Heavy Cold, Neglect of Business, Doctors' Bills, etc., in consequence. . .

No excuse for it in future. An overcoat interlined with Fibre Chamois will keep out all biting winter winds, and you may disregard all damp, raw days.

No extra weight or bulk. Tough and durable. You would appreciate the advantages of this; don't you think your Customers will? They will take such a coat in preference every time and pay three times the little extra expense.

JOHN FISHER SON & CO. . .

WOOLLENS

.. AND ..

TAILORS' TRIMMINGS

442 and 444
St. James Street, *Montreal*

... ALSO ...

60 BAY STREET

Toronto

101-103 ST. PETER ST.

Quebec

JOHN FISHER & SONS

Huddersfield, Eng.

London, Eng.

FRENCH KID GLOVES

IF YOU ARE IN DOUBT

As to your Quality, Style or Delivery
Date this fall

PROTECT YOURSELF

By ordering NOW

EUGENE JAMMET'S

UNEXCELLED QUALITY

7 Stud Laced, gusseted, \$12.00; guaranteed line, a specialty. Shades—light, medium, dark tans and blacks.

Full Stock of Lined Gloves on hand for Immediate Delivery. Samples on Application.

FITZGIBBON, SCHAFHEITLIN & CO.

(Late THOURET, FITZGIBBON & CO.)

MONTREAL

DESERVE SPECIAL MENTION.

SOME of the lines now offering by McMaster & Co. require special mention, such as a fresh lot of cream and colored shaker flannels; real linen toweling, for which a ready sale is reported; the celebrated line of this house's French canvas is still in stock, though much has already been sold. A great assortment of cashmere gloves, handkerchiefs in silk, linen and cambric, are being shown. Another shipment of cashmere hose and a nice lot of fur dress trimmings are reported. A specialty in men's furnishings is the job brace, of which a new shipment has arrived. The woolen department includes a full range of woisted twills and fancy suitings, and a special range of trouserings in neat effects for the sorting trade. For overcoatings, there are some very special values in beavers and meltons. All the firm's goods were purchased before the recent rises and are offered at market prices.

AN EXCELLENT DEVICE.

The sleeve puff is a necessary consequence of the present fashionable sleeve. A device which preserves the shape and appearance of the puffed sleeve now in vogue will be welcomed by the fair sex. The announcement made elsewhere by Brush & Co. is, therefore, of considerable present interest. Their Trilby puffs are easily attached; are suitable for lighter silk blouses as well as those of heavier material, because two weights of wire are employed for the lighter or heavier garments, as required. These puffs will become a permanent feature as a dress attachment, since the makers can adapt them to any sleeve, and if, as some signs indicate, the puffed sleeve gives way to the droop sleeve, the device offered by Brush & Co. can be made to meet the change of fashion. Another grade, of better quality, is being offered to the trade in addition to the Trilby.

NEW CARPETS.

There are some very handsome patterns in the new Brussels and tapestry carpets now coming into the market. McMaster & Co. are getting samples of them ready for the spring trade, and their travelers go out this week. In printed hemsps there is a large range of bright and taking patterns, which must prove an incentive to buy these low-priced lines. In curtains, the new Nottingham and Swiss lace curtains are attractive. Chenille continue to be much in demand.

CASHMERE HOSE.

In ribbed cashmere hose, Wyld, Grasett & Darling announce a line, ladies' sizes, to retail at 25 cents per pair. Also ladies' plain cashmere hose, full fashioned, heavy winter weight, to retail at 50 cents. They have cashmere gloves in all leading makes, which will retail at from 12 1/2 to 35 cents per pair.

THE HARD HAT REVIVING.

A revival of the hard hat is looked for, especially for the city trade. To a certain extent it will replace the fedora. The flat set hats recently introduced in New York will, in the opinion of M. Macpherson & Co., Toronto, be a prevailing characteristic of hats worn in Canada during the coming spring season.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

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

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

"HONEST GOODS AT HONEST PRICES."

Made at the _____

Montreal Fringe and Tassel Works

MOULTON & CO.

12 St. Peter Street,

Agent for Ontario: Ben. Allon, Toronto.

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MILLER BROS. & CO. MONTREAL . . .

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

GOLLARS Comet, Opera, Hanlan '76, Oro and Marquis.
MOZART CUFFS
Angelo & Raphael Reversible Linen Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY: BRANCHES:

GRENOBLE, FRANCE | Paris, London, New York



GLOVES

A LARGE STOCK ON HAND.

Our Travellers will be around shortly with Samples for Spring Orders

Peter Schneider's Sons & Co.

185 and 187 Canal Street, NEW YORK CITY
27 and 29 Victoria Square, MONTREAL

Upholstery and Drapery Goods

Special Designs in Chenille Curtains for Fall Trade.
Saxony, Bengal and Nepal Chenille Table Covers
Cotton Derby Curtains
Cotton Derby Piece Goods

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

Men's and Ladies'

Umbrellas



FACTORY:
Corner Yonge and Walton Sts.

CLEARING
LINES
IN

NECKWEAR

Latest
Fall Shapes
... AND ...
Patterns

AT
MOVING
PRICES

E. & S. GURRIE

Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mits.

We are offering some good drives in

BOYS' RIBBED COTTON HOSE

To clean out Stock. Warranted Stainless.

Letter Orders promptly attended to.

MANUFACTURED BY :-

THE WILLIAMS, HURLBURT CO.

COLLINGWOOD, - - - - - ONT.

BEEN MAKING HOMESPUNS 28 YEARS

OXFORD Tweeds and Homespuns

For Spring and Summer. Handsome, Cool, Durable. Unexcelled for

Tourists' and Business Suits

All genuine Oxford bears our Trade Mark. Tape woven across the ends of every web.

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

Dogs for Business Men

Irish Terrier Puppies for Sale—From stock that has won first prizes in leading British and American shows. They are now the fashionable breed in Great Britain. They are the most faithful companions, best watch dogs (the Standard Oil Co. use them exclusively), for they will fight until the last drop of blood in their daring little bodies in defence of their master or his property. No rats can live where they are. They are excellent dogs for the woods, and very fond of the water.

KINKORA KENNELS

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P.O. Box 2179 MONTREAL

P.O. Box 2501 TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851.

FIRE
AND
MARINE

Head Office
Toronto
Ont.

Capital - - - \$2,000,000.00
Assets, over - 2,375,000.00
Annual Income 2,200,000.00

GEO. A. COX, President.

J. J. KENNY, Vice-President.

C. C. FOSTER, Secretary.

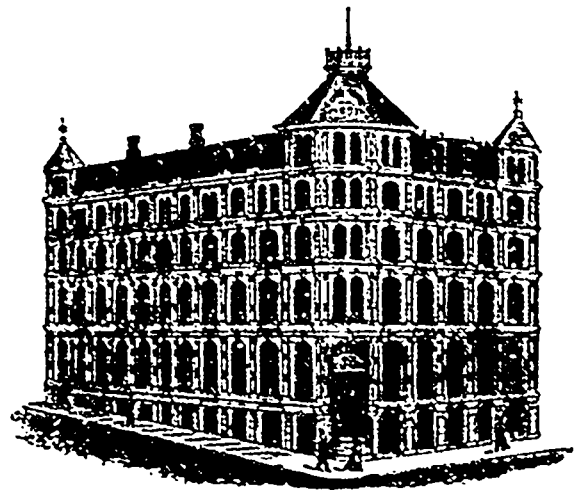
We Have Removed

To these large and commodious premises, situated on Victoria Square.



Our Travelers

are now on the way with



Samples for Fall and Winter, 1895

BEFORE PURCHASING SEE THEM. IT WILL PAY YOU.

E. A. SMALL & CO.

Manufacturers of Clothing

MONTREAL

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.



AND
STAIR PADS
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OFFICE.—
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TO CANADIANS . . .

Miles & Co.

NEW ADDRESS . . . TAILORS

4 Sackville St., Piccadilly,
London, W.,

Late 21 Old Bond Street.

ENGLAND.

CANADIAN
COLORED
OTTON MILLS CO. *SPRING* 1896

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

—: NOW READY :—

See Samples in Whole-
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D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

Matthews, Towers & Co.

WHOLESALE

Men's Furnishings

73 ST. PETER STREET

WE WANT
YOUR TRADE

Montreal, Que.

S. Lennard & Sons

ESTABLISHED 1878.



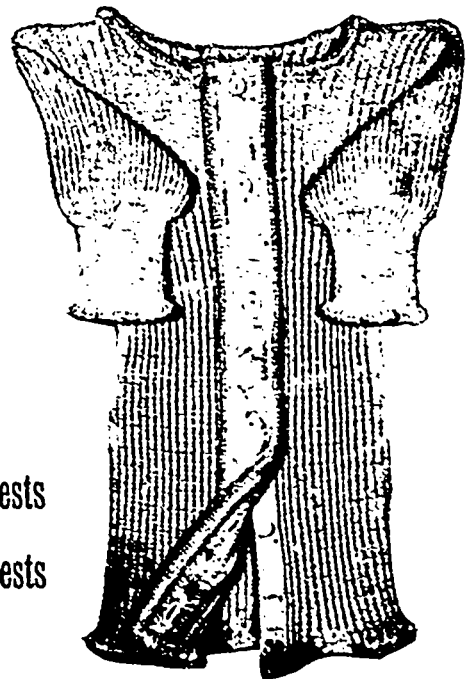
"Elysian" Nursing Vest.

HOSIERY AND UNDERWEAR

We are patentees and sole
manufacturers of

"**ELYSIAN**" Nursing Vests
AND
Infants' Vests

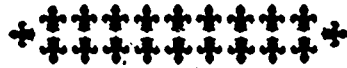
Made from finest European Yarns.
Wholesale trade only supplied.



"Elysian" Infant's Vest.

S. Lennard & Sons - Dundas, Ont.

The Assorting Trade



We have at the present time buyers in the British and European markets buying for the **Assorting Trade**. Purchases made by them have been already received, including some special lines. By daily shipments our stock is kept well assorted.

Linens . . .

Merchants handling our linens are convinced that it is to their advantage to place their orders with us.

Silks and Dress Goods

Every buyer in his own interest should inspect our stock.

Carpets

In this department we show the newest colorings and latest designs.

Men's Furnishings

We spare no effort in making this stock complete.

Haberdashery

Each section is fully assorted with staple lines and choice novelties.

Woollens

Our Worsteds, Overcoatings and Suitings are unsurpassed.

LETTER ORDER DEPARTMENT.— We make the filling of letter orders a specialty, having an efficient staff devoting their whole attention and ability to the interest of customers sending us their letter orders.

JOHN MACDONALD & CO.

Wellington and Front Streets East

London and
Manchester
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 **TORONTO**