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PROPOSED WOOLLEN TRUST
CUTTING IN DOMESTIC STAPLES

FULL INFORMATION IN THIS NUMBER.

JULY, 1893.

THE CANADIAN

Mail Goods

HATS, CAPS & FURS
Millinery & Clothing.

REVIEW.

If You Want
Anything

BUY THE BEST

This is a well business principle, but
but one not always acted upon.



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— IS THE BEST

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have a reputation with the
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The Montreal Silk Mills Co.

. . LIMITED . .

MONTREAL

Dress Goods

Does Your Dress Goods Department Pay?

THAT DEPENDS UPON WHOSE GOODS YOU HANDLE.

THE ESSENTIALS OF SUCCESS ARE
**Latest Styles, Newest Colors,
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And more important still RELIABLE QUALITY and DYE.

In this department we lead the trade. Our range for the coming season contains the very **Latest Novelties**, many of which are confined to us and shown by no other house in Canada. We make Fine Goods a leading feature, offering a range as high as \$1.75 per yard and from that price to the lowest we **challenge** the values shewn by either **local or foreign competitors**.

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Sail Cloth,	Panama,
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Diagonals,	Matalasse,
Broche Effects,	
Loie Fuller Effects,	
Natte,	Vigoyne.

The Color Favorites for Fall '93 are

IN GREENS {	Russe	IN BROWNS {	Tabac
	Emerande		Mordore
	Sphinx		Ujiji
	Mousse		Castor
IN PURPLES {	Violetta	IN GREYS {	Beaver
	Eminence		Argent
	Evêque		Platine
	Ascanio		Nickel
STAPLE COLORS {	Such as Seal, Navy, Cardinal, Garnet, Etc. will meet with the usual demand.		

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 In Black Cashmeres we claim to give positively the best value in the trade.

Gordon, Mackay & Co.

Cor. Front and Bay Streets, TORONTO

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

Vol. III.

TORONTO, JULY, 1893.

No. 7.

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

Trade Journal Publishers.

AND

Fine Magazine Printers.

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THE FINANCIAL OUTLOOK.



DESPITE the fact that trade is dull in some few lines, there can be no doubt that Canada is to-day, as financially sound as any other country in the world. The exports and imports are expanding rapidly, and those who participate in this trade are putting forth greater efforts than ever. The government finds itself with a balance in its treasury, and the fiscal year which closed on June 30th, has been a most favorable one. But above all Canada possesses a banking system which has proven itself sound and stable, and no failure has occurred for many years. Dur-

ing the past year there has been a banking crisis in Australia of unexampled severity, a money panic in London, and a very unsatisfactory condition of affairs in the United States. But Canada has not suffered, and the reports of the banks show a very favorable state of affairs. At a recent meeting of the shareholders of our leading bank, The Bank of Montreal, the annual statement showed that the bank made net earnings of \$1,325,810, paying ten per cent. in dividends and carrying \$125,810 to profit and loss, the profit and loss account being now nearly \$700,000. It is not many banks which are able to pay what is virtually eleven per cent. in dividends to their shareholders, yet

this is what the Dominion Bank has done in paying ten per cent. and a bonus for the past year. The bank earned \$215,040, after deducting all bad and doubtful debts and expenses, and after paying \$165,000 to the shareholders, carried \$50,000 to the Reserve and a few hundreds to profit and loss. The reports of other banks have been as cheering as these two. Again, it may be repeated that the record of failures during the past year showed bad debts amounting to \$12,000,000 as against \$16,000,000 for the previous year—another indication of prosperity. Above all, the basis of trade and speculation is sound, and all trading is of a cautious nature. No great risks are being taken, and speculative inflation is almost entirely absent.

With such a position as this enumeration of facts only dimly outlines, Canadian tradesmen may look forward to a fairly prosperous year. The crop prospect is magnificent, and with the cautious buying that has obtained in all mercantile branches, there need be no fear of a financial crisis. To-day Canada buys her imports at a comparatively lower price than any other nation on the face of the globe, because her buyers are shrewd, and obtain large reductions on regular prices to enable them to pay the duties which our Government collects. Domestic manufacturing of all kinds is in excellent condition. Trade with Europe is expanding. Trade with Australia will now be developed, and the first trip over the new line, which makes the direct connection between Canada and Australia, has been made successfully. Moreover there is a prospect of a Canada-Australia telegraph cable, and if this project is carried to completion there may be a huge trade developed between the two colonies during the next decade. An agitation is going on to secure a line of fast Atlantic steamers, and it is to be earnestly hoped that some such arrangement will be made in the near future. Its effects are underestimated by the majority of our citizens. The prospects for increased trade with the West Indies never were better. Canada's railroad and canal systems are being extended and improved, and the nations have begun to seek her trade. The commercial outlook was never brighter than it is to-day, and if care is exercised during the coming year, which promises to be a trying one in the financial world generally, Canada will emerge with an untarnished and enviable reputation. Her merchants are energetic and cool-headed, and if these qualities predominate this year, Canada will advance while other countries may suffer from hard times.

Nations, like business firms, depend much on their reputation for their success. Canada has been many years reputation building, but to-day has attained a height which many larger countries may envy. Steady development has been her motto, and it is to be hoped, will be the motto for the future.



CUTTING OF PRICES.

A GREAT hubbub has been raised in the Canadian dry goods trade during the past month on account of the cutting of the price of staples by certain Toronto houses. THE DRY GOODS REVIEW explained in its June issue, how at least three of the Toronto houses were selling domestic staples at a very small advance on cost. Some jobbers claim that it is foolishness to adopt such methods, when the cost of selling these goods must be at least 10 per cent. The cheating one's self out of all profit is called mercantile suicide and absurd short-sightedness. But as mentioned before this new method promises to become apparent.

The Montreal houses have taken a hand in the matter, and have decided that this cutting must be stopped. At a meeting held last week they decided to interview the Canadian Colored Cotton Mills Co., and see if the supplies of those doing the slashing could not be stopped. But before considering this new feature, a history of the new practice may be found interesting.

ITS HISTORY.

It is not over 15 or 20 years since there was a peaceful, quiet and a profitable trade in the Canadian dry goods market. The jobbers were selling goods at large advances on cost, and the manufacturer was also having a profitable season. But a practice was introduced, which was then intended to accomplish much good, which has since been the cause of much trouble. Cash discounts on Canadian staples at that time were $2\frac{1}{2}$ to 3 per cent; but payments not being very prompt, some of the houses decided to give an all round cash discount of 5 per cent, in order to ensure prompter returns. It certainly stimulated cash payments, and thus accomplished the the purpose for which it was introduced.

But after 1878, when the National Policy was introduced, domestic manufacturers multiplied with great rapidity and competition increased correspondingly, then profits began to go down, as both jobbers and retailers found it more important to know how close domestic goods could be bought. Slowly and steadily the margins narrowed, until the jobbers woke up to the realization that if staples were to be sold at 10, 15 or 20 per cent. advance, this 5 per cent. cash discount stood in the way of making a fair profit on these lines. The keenest competition began about 1884 and has continued ever since. The consequence was that discussion took place at various times, and a most important one was when the Dry Goods Section of the Toronto Board of Trade in May, 1891, decided to make an attempt to shorten credits and lessen cash discounts. But there were difficulties in the way. Mr. Caldecott and Mr. McMaster, of the Toronto Dry Goods section, were sent to Montreal to confer with the trade there. It was of no avail, as no agreement could be arrived at. One Montreal dry goods house absolutely refused to have anything to do with the meeting, which was held to discuss the matter. The reformers were balked in their efforts to secure unison of terms in both Toronto and Montreal quota-

tions. They were also unable to secure unison in this city because one house absolutely refused to adopt any less than a one per cent. cash discount. So the five per cent. remained and so did the long credit system. One house got around the difficulty by selling staples at 60 days net.

Now another phase of the question must be mentioned. A Toronto house eight years ago began to look about for a way to increase their trade, as all good business men do. Some master spirit suggested that they sell their staples at a small advance on the mill prices; and by adopting this plan they are said to have secured good paper just when they needed it most, and also to have secured many excellent customers who were taken with the new way of doing business. There is no doubt that the house who first adopted this method of doing business have found it to answer their purpose. But in this case their gain was someone's loss. About six month ago the manager of the staple department of this particular house left their employ and entered the employ of another house, assuming the management of the staple department, and under his guidance this house has been selling staples at prices which do not please its competitors. Other Toronto houses are falling into the same method of doing business when forced to, and the advance asked for Canadian staples is only 5 per cent. with many of the best retailers. Some of the Toronto houses are selling temporarily with little profit, in order to maintain their share of the staple trade. Other Toronto houses and most of the Montreal houses are making vigorous protests against the new methods, and that brings up the point which was mentioned before, namely the action of the Montreal houses in the matter.

HOW MONTREALERS VIEW IT.

Our Montreal correspondent writes as follows: "There is a lot of hard feeling among the trade in Montreal toward several Toronto firms who have, it is alleged, been cutting right and left in Canadian cotton staples. This is an old grievance of over two years standing, but it appears that the trade in Montreal have come to the conclusion that they have stood it long enough, and that it is time they took some action in regard to the matter. This decision was arrived at at a meeting of the dry goods branch of the Montreal Board of Trade held the other week, when it was decided that the representatives of the Canadian Colored Cotton Company should be waited upon and the facts of the case laid before them. Nothing however has been done yet, as Mr. Andrew Gault, the President of the Company, is away in Europe and until he returns matters will have to stand as they are. Opinions differ among the trade as to whether it will be possible to arrive at a practical remedy. On the one hand it is contended that a customer if he pays for his goods cannot be dictated to regarding the price at which they shall be sold, for they are his own property. The parties who hold this view admit that the practice is an evil one, but contend that it will remedy itself in time, and that it never does have any good effect to interfere in matters of this kind. They claim to know also that the three firms who have been cutting are gradually stopping it, and have issued instructions to their travellers to show the goods, but not push a sale. The opposition laugh at this and protest that no traveller can consistently observe such an order. They say that cutting is going on as freely as ever, that not only have goods been sold at $2\frac{1}{2}$ and 5 per cent. on mill prices, but actually at the latter, and that affairs have got to such a pitch that a Toronto firm, which has had nothing to do with the mat-

ter so far, threatens to sell right along at cost to effectually sicken the three firms who have been the greatest offenders. They contend that this state of affair, utterly demoralizes business and that it may lead to even worse things if it is not stopped, for when it costs fully 10 to 12 per cent to handle a class of goods, a house cannot go on selling them at such low prices as the ones complained of with impunity. For all these reasons it is held that the trade as a body and the manufacturers should take action. What will be the outcome of all this strong feeling is hard to say. Another point is that when a sales agent is working for a commission on his business he is not apt to be very discriminating if the fact is likely to seriously interfere with the showing on his sales sheet at the time he reckons up with his principals."

THE CONCLUSION OF THE WHOLE MATTER.

The history of the strife given above and the critical analysis of the situation by our Montreal correspondent leaves little to be said. But even wholesalers themselves who are opposed to the cutting have overdrawn one or two points.

The first is that not more than one wholesaler shows mill prices and then asks a straight advance on these prices. Some houses who are supposed to be showing the original invoices are not doing so. If they did show mill prices and then ask a straight advance say of five per cent., they would be severely criticized and deservedly so. They would merit criticism because they should have a certain amount of esprit du corps, which would prevent them from placing their brother wholesale merchants at such a disadvantage. Still while we maintain that this showing of original invoices is not a general practice, even amongst those who are selling on close margins, yet it has been done in some cases. It has been done by men in Toronto, and, what may seem more remarkable under present circumstances, it has been done by Montreal men. They have done it because the cotton combines of Canada have fixed prices on all goods, and the smallest house buys on almost equal terms with the largest. This enables the small man to say to a large retailer, "Here you know we can buy as cheap as the larger houses, and we will sell you at a closer margin if you give us your order." Before the prices were fixed, this could not be done, because the larger houses bought better than the smaller.

The second point is that some wholesalers and many retailers are running away with the idea that some Toronto houses are going to sell at cost in order to sicken the houses who are selling at close margins. As far as we have been able to learn this report is without foundation, and the house that sells at cost to accomplish such a purpose would find it had laid out more work than it might care to finish. The houses who commence to sell at cost only make matters worse, they draw down the profit line so much further.

There will be one good result, THE REVIEW hopes, from this strife and talk, and that is that the long credit system will be done away with. In several places throughout this issue will be found arguments and statements of facts which go to show that this system of selling goods after July 1st and dating them October 1st is nonsensical, unnecessary and antiquated. For years everybody has wanted to get rid of it except the wholesale merchants, and a few of these would like to see its abrogation. But the circumstances of trade have found a new way out of the dilemma. The new way is to sell staples 60 days net, or at a small advance on cost without a cash discount. It is the strife between the old system of long credits, big risks, and dating ahead, and the newer and more progressive system of selling at

close prices to those who can take large quantities and pay cash. This is one case where the Canadian trade is emulating the progressive methods of their dry goods brethren of the Republic to the south.

It is well that there should be rivalry between Toronto and Montreal houses in order that trade should not become stagnant. But the rivalry should not become an unfriendly one, nor develop a strife which would be unworthy of cool headed and gentlemanly business men. If there are differences which the majority would like to see arranged, a conference is the proper manner in which to settle them. The Montreal Dry Goods Association has already written to the Toronto section, and it is to be hoped that a friendly and thorough discussion of the situation take place. If such a discussion would lead to an abrogation of the lengthened credit system, the dry goods trade both retail and wholesale would receive an upward impetus, the momentum of which would long be felt.

A GRIEVANCE AMONG IMPORTERS.

IMPORTERS have a grievance, and considerable anxiety was caused at first among them which has been to a certain extent alleviated. For many years there has been a customs law that all invoices should be made out in the currency of the country from which the goods were imported. That is goods imported from Germany must be invoiced in German currency, Swiss goods in Swiss currency, etc. But this law has been a dead letter until about a month ago. The consequence was that all goods were invoiced in the "Sterling" currency which is adopted by all continental merchants and manufacturers when exporting to Great Britain, North America and Australia.

About a month ago it was announced that after July 1st the rule would be enforced; but the announcement was made in such an obscure manner that very few importers knew of it. But some did, and made preparations for it, by sending instructions to all the houses from whom they expected goods to make invoices in native currency. Then about the middle of the month a number of importers waited on the Comptroller of Customs and stated that their fall goods were coming in now and would continue until the end of July, and desired that the extension be granted until the season was over. They made no complaint as to the general working of the order, but showed that they would be greatly inconvenienced if the order went into effect on July 1st. The Comptroller granted their request and the enforcement of the order will be postponed until the end of the season. On July 3rd (Monday) the first day of the supposed new ruling, it was reported that some invoices thrown out according to the previous order; but finally all were allowed to go through according to the decision of the Comptroller. Thus all the announcements and contra-announcements leave the matter as it has been for years. The only result being that some invoices of July shipments will be made out in native currency instead of sterling, a proceeding which will cause much unnecessary trouble to dry goods buyers and clerks.

If such a ruling is to be enforced this season, the Comptroller of Customs would do the dry goods trade a favor by making the announcement early and by making it sufficiently public. Dry goods importers can see no reason why the ruling should obtain, and recognize that it will cause them a great deal of trouble. But no trouble is so disastrous as uncertainty.

THE PROPOSED WOOLLEN TRUST.

A PROPOSED combine of the Canadian woollen mills has created a great deal of talk during the past few months. But like the wind, no one knew whither it came or whither it went, and no one seems to have any definite knowledge on the subject. All that is known is that there has been much talk among those who are interested in a secondary way, and that a little mention of it was made at the secret meeting of the Canadian woollen manufacturers held in this city on May 23rd.

This secret meeting has bothered a great many people. But THE REVIEW is in possession of information showing that the only real topic of discussion was the tariff question. There was some talk of combination, but no definite plan was proposed. The meeting was not a very representative one, and its transactions didn't amount to anything and would appear much less important if they had not been painted with the delicate coloring of secrecy. The woollen men want a continuation of the tariff, but the wiser heads do not bother themselves with combination talk.

The talk has probably arisen from the fact that tweeds, grey flannels, knit underwear and hosiery have all been cut in price until at present margins are small. In blankets the knife has been used to greater effect, and many lines are being sold below cost. The woollen industry is seemingly tending towards the same position as the cotton industry occupied before the combination. But it is not necessarily true that the same result will be produced. As an example in proof of the above statement it may be mentioned that a line of underwear which sold ten years at \$10.00 is now sold at \$5.25; and the price of wool has not fallen very much. The introduction of labor saving machinery has lessened the price somewhat, but the great lowering is due to the cutting away of profits. The larger mills with their huge investments are feeling the cutting in a greater degree than the small two-set mills. The latter are run by water power and by cheap or family labor. The consequence is that the little mill is making a decent living and no more; while the larger mills find their dividends only with a microscope.

As an example of how the larger mills were feeling the cutting, the recent changes in the mills controlled by D. Morrice, Sons & Co., may be cited. This firm were selling for The Penman mills at Paris, The Thorold mill, The Coaticook mill and the mill at Port Dover. Finding that neither they nor the mills were making money, these well-known manufacturers' agents decided to apply a remedy. They accordingly brought the mills more directly under their control by increasing their financial hold on them, and now they confine each mill to its own specialty, and have removed all competition from among their own mills. The small saving in this way will enable them to make a profit out of knit underwear. The Coaticook mill has 7 sets of cards, the Thorold mill 3, and the Paris mills 15. These with the Port Dover mill give these selling agents a fair share of the knit underwear put on the Canadian market. But while they have made an internal saving in this way, they can make no perceptible impression on the market in the way of influencing prices, so long as the half a hundred or more mills who make the same class of goods continue to sell at the present unprofitable prices. It is the small mills who set the price. If the prices were fixed the big mills would get the order. The small mills

know this, and secure orders only by cutting prices to a smaller or greater extent. So long as the small mills are independent the prices will be as low as living competition can bring them. Moreover, the small mill will always be in existence; because even if all the small mills in Canada to-day were bought up, there could be as many more put in operation inside of three months, and no one mill need have over \$15,000 capital. It costs very little to start a woollen mill as compared with the expensive plant required for a cotton mill, and for this reason, if for no other, there is no prospect for a combination.

The need of some stop to the present cutting is more apparent in the case of knitted goods than in the case of tweeds. In tweeds each mill produces different patterns, and this variety prevents the direct comparison that prevails to a great extent in underwear. In the latter the lines are necessarily very similar, no matter who makes them, and the only way to decide which is the better of two lines is to examine the minute details of finish, some slight difference in terms, or other minute variation. This more direct comparison causes the agents of knitting mills to cut a few cents a dozen to obtain orders, where if the subject of the sale had been a tweed, the best pattern would have won without the necessity or thought of a cut.

But if there is no hope of a combination to save the profits of the manufacturers of knitted goods, what other way is there to preserve this industry from financial disaster? THE DRY GOODS REVIEW has a remedy to propose, and a full explanation will be given in the next issue.

CANADIAN PATRIOTISM O'ER-SHADOWED.

THERE is much talk of standing up for Canadian industries, and some of this patriotic talk is genuine common sense. But an incident in connection with the Royal wedding in Great Britain shows how far patriotism is carried in that country, and Canada may well take the example to heart. Every country should encourage its own industries, because these are necessary to the well-balanced life of a prosperous nation, even when the basis of that prosperity is agriculture. The incident referred to is thus described by The Draper's Record:—"The mother of the bride-elect, the Duchess of Teck, has entrusted the orders for her daughter's trousseau entirely to British firms, and has, we are told, gone so far as to stipulate that "all the materials used shall be of home manufacture." England comes in no doubt for the lion's share of these orders, Ireland will provide linen, while—although no actual intimation is made of this—we may take it that Scotland will not be overlooked. All this is only what we, in common with everybody else, regarded a foregone conclusion. Among the English Royal Family the Duchess of Teck and the popular Princess May have stood out prominently as champions of British industries; they have endeavored to infuse with fresh vitality those industries that have fallen into decay, and generally associated themselves with every good object that was essentially English in its character. It is gratifying to know that, as the auspicious event grows nearer, the impetus to the trade of London increases, as of course it is bound to do. Business has received a welcome and, perhaps, timely encouragement, and the revival is, or will be shortly, enjoyed by all classes of the trading community."

Beeton has again been visited by a big fire. Andrews' dry goods store lost \$10,000 and Mrs. Patterson, millinery, \$1,000. This fire occurred on the night of the 4th inst.

SORTING STOCKS AND LONG CREDITS.

JUST now the sorting trade is brisk; that is, the new fashions and demands call for goods which were not ordered with the regular spring stock, and these new wants can be satisfied only from wholesaler's stocks. As this is the case, it may be opportune to consider, critically, this sorting trade.

There was a time when Canada knew very little of this sorting trade, when the merchant from the village came down to the city on an ox-cart and bought enough goods to last him six months. But the railway train has superseded the ox cart, the steam boat has displaced the canoe and the ferry boat. And the consequence of this advancing civilization is that the sorting trade is indispensable. The quick communication between Canadian cities and those in the United States, Great Britain and Europe has led to a quick dissemination of fashionable ideas. The Paris, London, and New York tastes soon penetrate into the cities and larger towns of this country, and a dealer cannot buy all his stock six months ahead, a month being too far ahead in many cases. Some classes of goods experience more than one change, as to the ruling color or quality, in a month, and this being so, how can any retailer do a proper business unless he has somewhere to place his sorting orders? He must have a house which has always the goods which he may have purchased early, but in insufficient quantity, and which has always the goods which fickle fashion dictates. The conclusion is that the house that has a full stock at such a season of the year as the present, satisfies many demands which a house with a small stock cannot do. If Guipure laces take an extra run, and every merchant who ordered a 100 pieces sends in a repeat for a similar quantity, only the house with a heavy stock for the sorting trade will be able to fill that order.

Having thus seen that the sorting trade is necessary to meet, the tastes of quickly-changing fashion, it may now be pointed out that there are certain things which are detrimental to this sorting trade, and which tend to make those houses which carry a heavy stock in the sorting season dissatisfied with the kind of business they are doing. The first and great objection is that some houses presided over by suitable men, but men who lack the starch ingredient necessary to a stiff back-bone, find it convenient to sell goods during the sorting season with a dating of October 1st four months. In other words they give seven to nine months' credit. They do this because they count on the sorting trade as one in which they make no money, but simply get rid of the balance of the previous season's goods, which may be seasonable, but which is generally not. The houses which carry large stocks and have special facilities for doing a sorting trade are thus put at a disadvantage, because their customers want the long dating they get elsewhere on goods that are not so seasonable. There is a certain ingredient of injustice in this business, and if the practice continues, then the sorting season will be spoiled, nobody will carry the stock necessary to meet the fashionable trade, and Canadian trade and tastes will degenerate, much to the detriment of the dry goods community generally. A wholesaler tells how one day in May, an Eastern buyer entered a Toronto house and said he wanted to buy summer goods and wanted them dated October 1st. The wholesaler refused the demand, which the buyer himself admitted to be unreasonable. The latter went out, and returning after a few hours, declared that two houses had acceded to his wishes quite freely, and he had bought from them as far as their stock went. He then placed an order with the first house for goods which he

could not obtain elsewhere, on regular terms. Surely the 1st of July is soon enough to commence dating goods October 1st, four months. The above example shows where the fault lies with the wholesalers. They and they alone are responsible for the unreasonable, pernicious and destructive system of dating ahead. They worry and wiggle, hum and hah, and declare that the English jobbers come out here and sell goods on six months' terms, often really amounting to nine months' credit. This may be a slight excuse, but Canadian wholesalers should have as much sand as their United States neighbors, and declare that they will not be guilty of countenancing a system which renders the dry goods business a top heavy structure. But they prefer to lose money in failures, to go with curtailed profits, and to grumble at the hard times rather than improve their lot by adopting rational methods. Some two years ago every wholesale house in this city agreed not to give October dating until July 1st (unless our memory is bad). Where is this agreement now?

British and Continental manufacturers sell on 30 to 60 days time. This discount for 30 days varies from $1\frac{1}{4}$ to $2\frac{1}{2}$ per cent., according to the class of goods. United States jobbers sell for 2 to $2\frac{1}{2}$ per cent. 10 days, 1 per cent. 30 days, and 60 to 90 days net. Why shouldn't this obtain in Canada? There is some talk of the English jobbing houses shortening their periods of credit when they sell to the colonies. This is due to the recent Australian crisis. If credits are not soon shortened in Canada there will be a Canadian crisis, and the guilty will not be the only ones to suffer. But Canadian wholesalers are putting forward only flimsy excuses for the continuance of this diabolical and suicidal method. They have the cure in their own hands.

Certainly, it must be admitted that the retailer rejoices every time he secures a longer credit on a purchase. He sends in May to his wholesale house and asks for a shipment of woollens, say. He gets into \$2,000 worth of these goods and transfers the cases to his Banker's warehouse until October, and obtains an advance on them sufficient to pay the duty on his foreign importations. Thus the retailer hoodwinks the wholesaler and works on his good nature to obtain sufficient capital on which to run a fair-sized retail business. But the intelligent retailer recognises that this is an unsound feature of Canadian trade, a trade which is otherwise very well grounded, as has been mentioned in a previous article, and we believe that the leading retailers would welcome a change.

The terms which would be most suitable to Canada would be net 90 days, 2 per cent. 60 days, or 4 per cent. 30 days. If this obtained, the dry goods trade would move forward with increased energy, and there would be no danger of a crash if hard times happened to obtain. The man that cannot pay his wholesaler in 90 days had better be out of business.

There is not much difference between the total of the deposits and circulation shown by the Merchants' Bank of Canada last year and this, but the current loans and discounts are increased by more than a million, showing an active recent demand for money. The loans and discounts of this bank are nearly nineteen millions of dollars, and the net earnings of the year have been \$604,395, which is at the rate of slightly more than 10 per cent. on the capital, or say 6.79 per cent. on the capital and Rest, which are now made up to \$8,900,000. The sum added to the Rest from earnings is \$175,000, besides which \$90,000 is added, derived from premium on new stock.

THE PATRONS OF INDUSTRY.



HIS foolish organization was thoroughly shown up by this journal last year; but it still lives, and seems to possess considerable animation. It is the cancer of the retail trade, and it thrives unfortunately because some of the wholesale houses pass it nourishment in the dark. They have a sly way of feeding it with crumbs, and it still lives its miserable existence. But we proceed to justify

this seemingly strong language.

In Western Ontario the movement spread rapidly during the year 1892, and the organization is now taking root in Eastern Ontario and other parts of Canada. It is an organization which desires to save the retailers' profits. What are these "profits"? The record of failures shows that these profits in many cases are less than decent living margins. That many retailers have failed because the profits were too small. And "these profits" are what the P. of I. are trying to secure—well, they don't ask for much in many cases. They want to sell goods at 12½ per cent. advance on wholesale prices. That seems easy, workable and plausible. But the wholesale price is not a fixed quantity, as many merchants know, because many of the Canadian wholesalers can be cajoled out of hundreds of dollars in a very short time by the close-fisted retailer. Some of these wholesalers are very weak in the spinal column, and can sell goods only by cutting prices. If then the wholesale price varies, the price which is the result of a 12½ per cent. advance will also vary, and in many cases the "Patron" pays very high for his "patronage." Like young Ben Franklin, they often pay too much for their whistle. They pay higher for goods than they paid before they combined their patronage.

Then it is not a new thing for a retailer who has been forced to yield to their inflated demands to ask his wholesaler to advance their prices on his invoices 10, 15 or 20 per cent., in order that he might make this additional profit by fooling these wise patrons who knew everything but a few things. But the innocent Patron is in ignorance, and hence in bliss. His happiness consists in thinking that he doesn't patronise retail industry and doesn't allow anybody to make any money but himself. He doesn't grasp the broad principle of general prosperity and the doctrines of large trade, free and quick movements and good times. His Patron paper has secured second-hand ideas—just a few—from the back leaves of some outlawed book on Political Economy; and these misfitting and maltreated phrases are his stock-in-trade. He has never launched out into the field of noble and expansive thought, which recognises that every man has a place in the universe, and a right to make all he can to aid in the general good, and that the welfare of one depends on the welfare of all.

Co-operation is not a new thing and has some ingredients of justice and truth, but its promoters are too idealistic and seldom practical enough to succeed. The co-operative system has had more thorough trial in Great Britain than elsewhere. The experience with such methods there is consequently of particular interest to Canadians, especially in view of the growth of co-operative doctrines in this country. The London "Grocer" of a recent issue had the following upon this subject:

"At the meeting of the Civil Service Supply Association, the

various speakers had a great deal to say, and the statement of their grievances was exceedingly curious and edifying. The Association appears to have entered upon a series of lean years, and the fat ones formerly enjoyed are now merely a succulent memory. Something of the same kind is reported this week in connection with the meeting of the Junior Army and Navy Stores, whereat the chairman was rather lugubrious, as he had to face facts of a disagreeable character. He was obliged to refer to a decline in the business of the Company, and incidentally he mentioned that three of the largest London co-operative societies showed a shrinkage in their trade.

"Even the co-operative institutions not located in the West End, and not affected by commercial fluctuations in that quarter, show a distinct decline in their turnover, and anxiously appeal to their shareholders for an extended measure of support.

"We can tell the chairman of the Junior Army and Navy Stores what has caused the diminished business of which he complains; it is the more systematic and intelligent competition of the ordinary traders. The large stores have now to compete against concerns which do not charge the public any fee for the privilege of admission, which offer them conveniences that the stores do not supply, and which sell high-class goods at such prices as defy co-operative competition. This is the secret of the waning popularity of the large stores. They have now more opposition, and are scarcely equal to the occasion. The public, ever quick to recognize where they can buy best, naturally go to the cheapest market in order to lay out their money, and they do not go to the stores. We find the same results more or less abundantly exemplified in the provinces. The co-operators are falling back, and their trade is dwindling. Do what they will they cannot keep up their returns. Many of them are quite unable to pay their way, and are gradually extinguished. The reason is that the local traders are too strong for them, and sell better goods all round at lower prices. If does not, therefore, appear to us that the co-operative outlook just now is a particularly bright one, or that those concerned in this movement have much reason to smite the tinkling sycambal vaingloriously, as though assured of continuous and overflowing prosperity."

MAY IMPORTS AND THEIR LESSONS.

THE following figures show some imports for the month ending April 30th:

	1893.	1892.
Cotton, manufactures of.....	\$338,474	\$271,358
Fancy goods.....	105,845	83,129
Hats, Caps and Bonnets.....	65,246	62,702
Silks, manufactures of.....	171,603	123,954
Woollen manufactures.....	491,965	339,135

These figures show that there has been a general increase in the dutiable goods, which alone these figures represent. The imports of silk, which increased only \$1,000 in April 1893 over April '92, show an increase for May of nearly \$50,000, and this in spite of the high prices asked for manufactured silks.

The increase in the imports of these classes of dutiable goods in April was \$148,060; in May the increase was \$312,855 or slightly over 35 per cent. This is an excellent showing for our importers, and is a hard nut for those to crack who claim that trade is poor. While the imports are steadily increasing, in textile fabrics, no one can deny that the consumption of domestic textiles is also increasing. On the whole it must be acknowledged that the figures are encouraging.



THE MONTH'S TRADE.

JUNE has been a fairly good month. Nearly every jobber did an increased June business, and the retailers also seemed to be doing a fair trade. There can be no doubt that middleweight goods received slight inquiry from consumers this spring on account of the abrupt change from cool wet weather, to very warm weather, and many retailers are left with heavy stocks. But this is not the case with light summer goods. Both jobber and retailer have experienced a steady and active demand during the past four weeks. Stocks have lightened in wholesalers' hands to a very normal position, and attention is now being turned to fall goods which are arriving at the wholesale houses. Some shipments of these are being made, as the wholesalers find it impossible to store all shipments.

A noticeable feature in the clearing of summer stocks is the fact that it has not been necessary so far to modify prices, except in a very few cases. There has been a marked absence of slaughtering, a feature which must be pleasing to both wholesaler and retailer. The only fault to be found with this trade is that some June sales have been dated October 1st, a foolish and disastrous proceeding.

Gordon, Mackay & Co. show an all wool blazer flannel in a good assortment of stripes at $12\frac{1}{2}$ cents per yard.

John Macdonald & Co. have received a shipment of brush mats in fancy and plain, and in the various sizes.

Wyld, Grasett & Darling have a restock of tan, cardinal and cream hosiery in cotton, fancy lisle and silk. These are very scarce goods.

Alexander & Anderson's travellers have started out this week on their respective routes with a full range of samples for the coming season.

Gordon, Mackay & Co. are showing a range of stain stripe flannelettes at 8 cents. They call this the best line of flannelettes ever offered in Canada.

W. R. Brock & Co. have received a further shipment of lace goods, comprising black and cream fancy laces, Irish trimmings, torchon laces, veilings and complexion nets, and low priced lace curtains.

Gordon, Mackay & Co. have recently received 3,000 pieces of job Victoria lawn (bleachers' damages) which they offer in ten-piece lots at $6\frac{1}{2}$ and 10 cents per yard. They guarantee the value of this purchase.

Alexander & Anderson have just received some scarce shades in colored velveteens. They were particularly fortunate in securing these scarce and seasonable goods. Scarce shades in cashmeres are also to hand.

John Macdonald & Co. have received some new shot bengalines in bright greens and Humboldts—the new shades. Black and colored velveteens are to hand, in a full range of qualities and colors. Some novelties in fancy silk lisse ruchings and frillings in bright and pretty colorings and in the newest designs

are shown. A shipment of 100 cases of French black and colored henriettas are to hand, with full ranges in blacks in all the latest colorings.

W. R. Brock & Co., in order to make room for fall goods, have reduced the prices for fall goods, have reduced the prices of ladies' blouses. Nearly the whole stock has been placed at a price which enables them to be retailed at 50 cents each.

John Macdonald & Co. have just opened a range of 33-inch gingham with and without borders. Oxford shirtings are also to hand. Flannelettes have been re-stocked, and their range is again full. Linen ticking 58 inch wide is in great demand in this house at present.

Wyld, Grasett & Darling have received a shipment of linens. Checked glass cloths are shown in large range and at extra values. Large lines of crashes, brown and white towellings, are all in full stock. Their well-known numbers of loom-dice and damask tablings are also restocked. Some nice things in delamettes and summer prints are being shown, as well as a large range of small neat patterns in colored indigos.

Gordon, Mackay & Co. have received another shipment of the famous ebony dye, fast black hosiery that they are running at \$2.25 per dozen. This is their third repeat of these goods this season.

Parisian and Lyons veilings in new patterns and colorings are to hand with John Macdonald & Co. They have just passed into stock six cases of black and colored silk velvets. The colors are the latest, and very special values are shown in blacks; these goods are for the millinery trade.

Cream serges are in good exhibit with Alexander & Anderson. They also report a strong enquiry for navy and black Estimane serges. Creams and cardinals in Estimanes and fancies are having considerable demand for the moment. American and English challies in ranges of both light and dark grounds are selling well for the midsummer trade.

Caldecott, Burton & Spence are in receipt of a shipment of Japan silks in creams and light colors. They have now a full range of prices in stock. Summer costumes are being made, to a very large extent, from this class of goods. Velveteens are being received largely in anticipation of big fall requirements.

W. R. Brock & Co. are making a very complete exhibit of black and blue worsreds, black and blue serges, black and blue trouserings in all popular makes and qualities. With these staples, which they consider all-the-year-round goods, they show a full range of flannels, etc., for summer suitings.

W. R. Brock & Co. have been receiving several cases of small wares to assort up their stock, many scarce lines will now be found in full range again, such as black and white hooks and eyes, elastics, garter webs, in whites, greys, etc.; black and colored vel-vels in 18-yard lengths—more economical on account of the varying lengths of skirts; livery buttons, H.B. marking cottons, mohair buttons, etc.

A quantity of goods, consisting of waterproof coats, laces, shirts, handkerchiefs, etc., has been discovered amongst the effects of L. D. Caldwell, the young man awaiting trial for stealing goods from his employer, J. Lindenman, of West Lorne. These goods are the property of Hecken & Pool, Dutton, by whom Caldwell was employed as clerk before going to West Lorne. Other stuff stolen from Mr. Lindenman's store has also been recovered.



SUMMER ADVERTISING.

AS the dog-days approach and buyers prefer the hammocks on the verandahs or under the chestnuts and maples, the retailer generally slackens his slow business by dropping all his advertising. This seems very unwise. If advertising is to be done at all it must be continuous; the regular space in the daily or weekly journal must be taken up with some interesting little narration of facts, or with the name of the firm. The advertiser with a regular space must so use that space that his customers will never fail to find his regular announcement in that particular spot. Fool a customer once, and she is a customer no longer. Drop out of sight and allow your regular readers to miss your daily or weekly letter to them once or twice, and they lose interest in you at once. You are too fickle to deserve their affections.

Moreover, newspapers are much perused during hot weather at the seaside, lakeside, mountain resort, camping ground, or in the home-swung hammock. It is not a task which requires bodily exertion, and many people read papers more thoroughly during the summer months than at any other season.

You cannot afford to have your advertisement afflicted with an intermittent fever. Advertise regularly and in the same place in your newspaper. If you haven't much to say, lessen the space used, but never drop out entirely. It will cause a much greater loss than the gain made in a lessening of your advertising account.

The following pointers may be useful for summer ads:—

LOOSE AND CARELESS

Is the appearance of people dressed in our summer suitings. Yet the carelessness is the careless elegance which makes a person well dressed. Neatness combined with casiness is the result obtained in this way.

IN A HAMMOCK

On a summer day is pleasant, if the situation is agreeable. You may need a fan to keep you cool. If you do, we can supply your wants from palmleaves up to the white feathery gems of art. If a cool gauzy dress material is required, our clerks can show you just what you need.

ARE YOU HOT?

You should wear one of our summer suits. Every gentleman who consults his personal comfort and is willing to expend \$8.00, can have one of our flannel suits, which will make these warm days more agreeable. You must experience the comfortable feeling in one of these suits before you can appreciate it.

95 DEGREES

In the shade, said the thermometer yesterday. But our THERMOMETER OF PRICES is only up to

70 DEGREES,

Because many of our lines are being reduced 30 per cent., some 20 per cent. We do this because we must

CLEAR OUT

Our remnant of spring and summer stock. The choicest pieces of everything have gone, and you got some of them. But you will still find some elegant goods, and with this huge

REDUCTION

You will find that we are offering you extra values. You would be asked full price for these goods if we carried them over until next spring. But we would sooner give them to you at a reduction, because we want

YOUR CASH,

And want it badly to pay for our fall goods. We have bought heavily and secured very large ranges. We had to do this to give you a choice of everything good that is in the market. We bought too heavily perhaps for our own good, but we desired to give our customers a chance to make a good selection from a huge range.

A CHEAP METHOD OF ADVERTISING.

MANY dealers—in fact, all the dealers who seek for a reputation—have adopted the plan of putting labels on the garments they sell. This is a very cheap way of advertising, and the following information will be useful to those who use this method:

Mr. Emil Kluge, the genial representative of the German Artistic Weaving Co., was kind enough to show his samples in THE DRY GOODS REVIEW office. Their silk coat labels are much used by those who want to advertise their wares. These are sold by the square yard, which will contain between 200 and 300 labels, at \$5 in plain colors and \$6 in fancy designs. These prices are not out of the reach of any merchant tailor. Then their ladies' skirt belts, 28 to 30 inches long, with the name of the maker woven in elegant colorings in about four inches of the belt, are taking things for houses which have or desire to have a fine dressmaking trade. Their shirt labels are another novelty. These are of various sizes, from one square inch up to two square inches in area. They are also used on ladies' wear, such as nightdresses, waists, blouses and underclothing. These cost from \$3 to \$4 per yard, and are made in white or any darker color, such as blue, etc. White ground, with name in pink, makes a pretty label.

Besides these advertising labels, they have a line of initial labels which are much used for putting the owners' marks on fur coats, cloaks, wraps, etc. These are exceedingly useful to people who move with society's gay crowds, where much trouble in getting garments sorted out is often experienced. These can be laid down in all-silk fabrics in Toronto at 75 cents per gross.

Dealers who desire samples of these goods can secure them by writing to 120 Franklin street, New York.

MEN'S WEAR.

MEN'S GOODS have been in good demand, in all lines, during June. The furnishers have sold vast quantities of summer neckwear, summer underwear, white vests and all kinds of shirts. Nearly every line shown has sold well. There has been no set fashion in anything except hats.

Straw hats have led the market, with the wide brimmed leading. Yeddo's have sold well, but Milan braids have sold better. Plain white straws with black bands have been the favorites. With jobbers the stocks of straws are very low; and when the trade closes it is expected that retailers will have had one of the best of straw seasons. Boating caps still sell but not so steadily as before.

The London June fur sales will not affect the Canadian fur trade to any great extent. The June sales has always been considered unimportant until the past three or four years. Now many small continental importers have contracted the habit of visiting this late sale, and more business is done. The offerings this year were large. Bear advanced 15 per cent., coon 10 per cent. and Australian opossum 15 per cent. These three furs are much used here, and consequently prices in them will rule firm until October. Many other kinds declined, such as American opossum, red fox, cross fox, grey fox, wolves and Japanese fox. Grey lamb, Persian lamb and Greenland seal are all ruling high in the Canadian market and prices will probably remain high for the season.

The outlook for the trade in fur goods is splendid. Retailers have placed heavy orders. The only fear is that the depression in U. S. financial circles may reach Canada, and business thus receive a set back. So far Messrs. A. A. Allan & Co. report much larger sales than in previous seasons, despite the fact that the fur trade has seen no bad seasons for several years.

There will be no more London fur sales until about the last week in October.

"One of the largest tailoring establishments in Toronto is run by a man who understands the business. As an example, allow me to inform you that he pays only 25 cents a pair for the making of all his ordered trousers." Thus spoke a city tailor. Being induced to proceed he said: "No, we are doing as good a trade as ever in spite of the growth of the ready-made stores. There are more merchant tailors on Yonge and Queen streets than ever there were, and they are all doing well. Of course the ready-made stores are growing, but they have not attained the strength here they have in Buffalo, Detroit and other American cities. Storey of Montreal has opened a clothing store on King St., and this will help the competition. But I think merchant tailors are in it still with the best trade. How are ready-mades so cheap? Well the making of the pants cost 13 cents, and of the coats 65 cents and vests almost nothing. Black morning coats which cost a tailor \$6 for making, are turned out in ready-made workshops for \$1.65. Those big ulsters and frozies worn last winter cost about \$1.75 for making—belts, hoods, lap seams and everything. No, the labor isn't cheap. Some of the girls who run machines earn \$7 and \$8 per week, but of course they are confined to one little part of the work. The division of labor is the secret of the lessening cost. But who are you anyway?"

NOTES.

W. R. Brock & Co. have just passed into stock in their British woollen department, new things in neat effects in blue shades in small stripes, suitable either for suitings or trouserings.

In their Canadian woollen department they have stocked all the shades in three-quarter worsteds. These are in large demand at present for bicycle uniforms.

S. C. Matthews, representing Matthews, Towers & Co., wholesale furnishings, Montreal, has gone to the coast, with a full line of new samples.

Navy is the color at present leading in favor; it is required in sash vests, Windsors, four-in-hands and other articles of men's wear.—Hat Review.

Wyld, Grasett & Darling passed into stock last week, forty cases of neckwear, which includes the bulk of their choicest patterns for summer and early fall trade. This is an exceptionally nobby lot and worth of inspection. They have also received another shipment of English collars and cuffs which makes their range again complete in all sizes and heights. The "Grandee" and "Glendowe" are now so well known as to require no further recommendation.

HOW IS THIS FOR ADVANCE?

AT THE recent session of the U. S. Congress a bill was introduced by Senator Saxton in the Senate entitled "An Act to regulate the employment of women and children in mercantile establishments (wholesale and retail stores), and to provide that the State Factory Inspector shall enforce the same."

Some of the provisions of the bill are these:

No person under eighteen and no woman shall work more than sixty hours in one week, nor more than ten hours in one day, unless for the purpose of making a shorter workday on Saturday; and no person under eighteen or any woman under twenty-one shall work before 6 a.m. nor after 9 p.m.

No child under fourteen shall be employed in any store.

No child under sixteen shall be employed who cannot read and write simple sentences in the English language, except during the school vacation.

Not less than 45 minutes shall be allowed for the noonday meal or lunch.

Affidavits shall be made by the parents as to the age of every child under sixteen, to be kept on file by the employer; a physician's certificate as to health must also be furnished before employment may begin.

To enforce the provisions of this Act, authority is given the Factory Inspector and his assistants to visit any store at any time and as often as they see fit, to discover if there be violations, the penalty of which may be a fine of from \$20 to \$100, imprisonment of from 30 to 90 days, or both.

It didn't become law, comparatively very few bills do in that country. But it will be law some day, because economic education is spreading very rapidly.

The Merchants' Manufacturing Company, St. Henri, are making some extensions to their present building, known as the St. Henri Cotton Mill, for the purpose of permitting of rearrangements of their machinery and making extensions along lines for which their mill is particularly adapted, and for which the trade in Canada has largely increased during the last few years. They do not propose to fill the addition with machinery at the present time, only doing so as fast as the trade may develop, without over production in any of the lines at present fully provided for in the country.



TRADE CHAT.

THE dry goods stock of the estate of M. Brownlow & Co., Carberry, Man., has been sold to T. Finkelstein at 65c. on the dollar.

The Kingston hosiery mill is running with orders enough to last all winter.

Mr. Burton, of Caldecott, Burton & Spence, has been spending two weeks in Muskoka.

Wilson & Co., Chatham, have bought their own dry goods stock at 60 cents on the dollar.

Simon A. Ripstein bought the dry goods stock of the estate of Andrews & Co., Brandon, at 55c. on the dollar.

Last month the Canada colored cotton mill at Hamilton closed for a week to make some repairs and improvements.

C. S. Botsford, J. S. Sutcliffe and J. N. McKendry, all large retailers in this city, have sailed for Europe to make purchases for the fall trade.

Mr. George M. Flater, of Chatham, has bought the tailoring stock of N. Wilson & Co. at 50c. on the dollar. The stock was invoiced at \$4,449.72.

The insurance rates on retail dry goods stocks in Montreal have been advanced 30 per cent., and they may now be insured up to 75 per cent. of their value.

The business of Dougherty & Moore, merchant tailors, London, Ont., has been closed up. Mr. Frank Moore has left for Colorado, where he goes under medical advice.

Following the example of some larger European cities, Montreal is to have a Key Depository, where merchants can have deposited the keys of warehouses, offices, etc. It is stated that quite a number of merchants and others have become subscribers.

Joseph A. Rogers, an extensive furrier in Winnipeg, a son of Mr. J. H. Rogers, a well known furrier of this city, has assigned with liabilities of \$42,000. The Union Bank has an unsecured claim for \$15,000. There is a prior judgment for a large amount in favor of Mr. Rogers' father.

The Kingston Knitting Mill Co. has purchased the Canadian right of a new patent knitting machine used for manufacturing half hose or men's socks. If, after a test has been made, the machine turns out satisfactory, the company will extend its business and manufacture the machine.

The directors of the Hudson Bay Company will recommend in their report a dividend of 12 shillings per share, which is equal to 4½ per cent., and the company will carry forward £29,000. The company paid last year 2½ per cent. and carried forward £17,000. The stock is rising.

The first authentic news of the catch of the poachers who are doing pelagic sealing off the Alaskan coast comes in a letter to San Francisco from Koadiac under date of June 13. The catch has been larger than ever known before. The fleet this year consists of 100 vessels, but returns have only come in from 29. They have taken 22,456 skins, and the total of the season

may reach 60,000 or 70,000. Some of the heaviest catches are: "Henry Dinnis," 1,700; "Sapphire," 1,260; "Triumph," 1,650; "Dora Steward," 1,334; "W. A. Earl," 1,400. It is expected the sealers will ship the skins to Victoria and then go over to the Japanese sealing grounds and the rockeries along the Siberian coast.

Mr. McKinnon, buyer for J. H. McKay & Co., St. John, N. B., was on the market last week. Mr. McKinnon reports trade in St. John in good condition. His firm two years ago had four clerks, now they keep 24 busy; this is the result of the adoption of the departmental method of running a retail store.

The new officers of the Hamilton Board of Trade are: H. N. Kittson, president; Archdale Wilson, vice-president; Council—St. Clair Balfour, W. H. Glassco, Matthew Leggat, Alex. Gartshore, John A. Bruce, John Hoodless, W. A. Robinson; Board of arbitration—J. Turnbull, R. Thomson, John Calder and F. H. Lamb.

On Wednesday last Alexander Allan, the young son of Mr. A. A. Allan, of A. A. Allan & Co., furriers, fell from a tree a distance of 40 feet, receiving frightful injuries. The lad sustained fractures of both arms and the right leg. Under the doctor's care he is doing as well as could be expected, considering the severity of the accident he experienced.

Mr. J. S. McConnell, wholesale dry goods merchant of Vancouver, B.C., has been visiting this market. He reports the dry goods trade as being in a very flourishing condition in that city. He also claims that the passenger traffic between Winnipeg and Vancouver is greater than that between Toronto and Montreal, and that the trains in that district are very crowded. He seems very proud of his province.

Mr. Charles Douglas, son of Chief Douglas, who has been for some time in the employ of the wholesale house of W. R. Brock & Co., Toronto, we are pleased to learn has received a further promotion, the best in the house—that of traveller for Western Ontario, which includes all the territory west of Toronto. We are pleased at Charlie's advancement; he will fill the bill every time, too.—Port Hope Guide.

The value of the exports of merchandise from the United States during the twelve months ending May 31 was \$848,375,845, and during the corresponding period of the preceding year \$1,022,984,545, a decrease of \$174,610,700. The values of the imports during the same period were \$936,901,287 and \$828,848,119 respectively, an increase of \$108,053,168.

Wm. Hobbs, of Montreal, well known as the promoter of the Magog Print Works, is in negotiation with some capitalists regarding the establishment of a new cotton mill at Sorel. A by-law has been carried by a majority of 177 to 42 at Sorel, granting a bonus of \$50,000, and if Mr. Hobbs succeeds in forming his company the building will be erected at once. Mr. Hobbs is not yet prepared to give information as to the lines of goods it is proposed to manufacture. This enterprise is not to be confounded with the batting and wadding mill lately started at Sorel.

One of Montreal's best known young business men, in the person of Mr. Charles H. Levin, furrier, lost his life Saturday afternoon while yachting on Lake St. Louis. Sad as the fatality was, the loss of life might have been much greater, as no less than five yachts were upset by the squall which swept across the lake a little before 5 o'clock, and no less than 20 persons were in the water at one time. Mr. A. W. Morris, M.L.A., put out with his steam yacht and picked up all that needed assistance;

out Mr. Levin could not swim and he soon sank. Deceased was about 40 years of age, and went to the Northwest with the Garrison Artillery. He leaves a widow and one child.

Mr. Gibson's shipments of cotton have been given our streets the appearance of those of larger manufacturing cities. Very much of Mr. Gibson's manufactured cotton is carted from Marysville via the bridge to the C. P. R. station here. With the dozen trucks loaded four tiers high with large boxes of the cotton, and each drawn by a handsome team of well-cared-for horses, there is every suggestion of prosperity round about as these cross the bridge three or four times a day and pass out to the station. Had we a few more Gibsons, and a smaller number of political cranks who see no merit in the country, New Brunswick would long ago have enjoyed the prosperity which its natural advantages can give it.—Fredericton Gleaner.

CONDITION OF THE WOOL TRADE.

LOWEST PRICES ON RECORD.

THE American Wool Reporter, in a review of the situation, says:

"Wool has never before been so low in the history of the trade; medium wools have reached free trade prices, and fine wools are getting there. This is the natural and therefore the logical result of a combination of causes, either one of which would exert a depressing influence upon the market. These may be thus summarized: 1. Lack of mercantile confidence. 2. Monetary stringency. 3. Apprehension of legislation adverse to the industrial and manufacturing industries. 4. The backward spring. Confidence is the indispensable basis of any satisfactory business. For more than a decade the financial policy of the country has been ill-advised and devoid of ordinary business prudence; notably has this been so since the passage of the Sherman Act of 1890; the effect of this measure was foreseen by business men, west as well as east, who have in general exercised great caution; and is the business instinct of some mercantile men did not render them conservative, the action of the banks in curtailing credits has made conservatism a necessity with these. One can see that this would have the effect in the wool market, for example, to restrain the number of buyers, and indifference of buyers would itself be a cause of depression of value. We may say, then, that general lack of confidence and curtailment of credit effects of our bad financial policy—have been a leading cause in the producing the 'peculiar situation' in which the wool market finds itself. The certainty of tariff changes and the possibility if not probability of a complete abolition of the wool duties and the apprehension of the fact of an inevitable readjustment of business to the new conditions created by legislation, produced a feeling of uncertainty in the wool trade, and enhanced the feeling of conservatism which the financial situation had induced; buyers were not inclined that the grower should exchange his wool of uncertain value for good money, except at prices made low enough to discount the worst that could happen in the months that were to elapse before the matter of tariff legislation should be settled. Finally the backward spring and consequent reduced demand of the retail trade for woollens and worsteds has been another factor in the situation, concerning which it is unnecessary to dilate. In regard to the financial situation, it seems needless to remark that restoration of business confidence will only come with the adoption of a sound financial policy, the first and most

direct step toward which will be the repeal of the Silver Act of 1890."

THE SAILOR HAT FOR LADIES.

THE sailor's hat for general utility has reappeared. In shape it differs from the sailor's hat of last summer by having a slightly flatter crown, and a wider brim than its immediate predecessor, while the crown is lower, and the brim very considerably wider than in the original sailor's hat, of which it is the outcome. A feature in some of the sailor's hats of the present consists of the facing which, in some models, is of different braid from the exterior, and in others, of braid of a contrasting color the braid in some cases being different, and others of the same variety as the exterior.

The trimming of the sailor's hat of the present is severely simple. Hats shown in the parlors of our most accomplished milliners are trimmed with only a band of two-inch wide ribbon, terminating in a flat bow at the left side. Indications are favorable for the use of quills and bird's wings as a finish for sailor's hats, but we are hardly prepared to expect the expenditure in ribbon bows, and towering masses of flowers that for several seasons appeared on these simple and serviceable hats. A sailor's hat of white chip braid, faced with white fancy chip braid, is trimmed with a white gros grain ribbon band. A hat of navy blue Milan braid, faced with red armure braid, is trimmed with a blue gros grain ribbon band. A hat of brown rough braid, faced with Milan braid in a medium of even, purple, is trimmed with a brown ribbon band; and as a rule the ribbon band corresponds in color with the exterior of the hat, although, as in former seasons, that fancy may yet insist upon finding more definite expression in the garniture of the sailor's hat.—Millinery Trade Review.

TORONTO FUR MARKET.

Quite a number of skins have been offered this month by trappers who live long distances from the market. But the season's offerings are about closed. The following prices indicate in a general way what buyers are paying:

Badger, per skin	\$ 25 to	\$ 75
Bear, black	15 00 to	30 00
Bear, brown	15 00 to	30 00
Bear, grizzly	10 00 to	20 00
Beaver	2 00 to	7 00
Beaver, castors, per pound	2 50 to	4 00
Fisher	50 to	7 00
Fox, cross	75 to	6 00
Fox, kit	10 to	45
Fox, red	25 to	1 50
Fox, silver	5 00 to	80 00
Lynx	25 to	4 00
Marten	75 to	2 50
Mink	25 to	1 75
Musquash	02 to	10
Otter	8 00 to	12 00
Raccoon	50 to	85
Skunk	25 to	1 00
Timber wolf	25 to	3 50
Prairie wolf, large	25 to	1 00
" " small	25 to	65
Wolverine	50 to	3 50



TRADE IN MONTREAL.

THE period of which we are writing is not naturally a brisk one with the dry goods trade, being the interim between the spring and fall seasons. Still, despite that fact, we have had a very satisfactory trade to note, and indications on fall account which can be gauged with a fair degree of accuracy at the moment point to a good fall business. This has been more noticeable during the last day or so, when orders from travellers and sales from the warehouses here have shown a decided improvement. Prices all round continue firm, while payments show some improvement, the continuance of which is much to be desired.

There has been more talk during the month regarding the action of the combine, referred to by us last month, in regard to placing a lot of gingham, etc., upon the market at a very low figure. From what can be learned, however, some of the grumblers had no strong reason for dissatisfaction, as the goods in question were of very low grade.

A discussion with a leading retailer in regard to the long dating that has been given—that is, selling in spring and dating as fall—elicited the reply: "They have only themselves to blame. We never sought such terms, but they were offered and the goods practically forced upon us. We are quite willing to buy goods in the regular way, provided none of our competitors are getting at advantage over us." This practice is one of the greatest evils of the dry goods trade, and the trouble is that some of the houses are already stretching out the already lengthened credits. By this means weak customers are enabled to secure three or four parcels of goods before the first becomes due.

There has been talk during the month of the erection of a cotton mill at Sorel, but the scheme has not assumed any definite shape as yet.

Buyers are all home from England and the continent, and the selections of fall goods coming to hand so far are giving general satisfaction.

Linings of all descriptions meet a good enquiry at steady prices. The demand runs especially to creams and light shades, which are very scarce, and the fact is compelling buyers in a great many cases to seek other markets for supplies.

Linen goods of every kind are firm owing to a decided scarcity of flax, and show in some cases advances of from 10 to 15 per cent. In consequence of this importers complain that deliveries are tardy.

Dress goods of all kinds have continued in good demand in a sorting up way, challies in light grounds fully holding their own.

Another favorable feature noted during the month was quite a revival in the demand for prints which had ruled rather sluggish previously. In fact business generally for the month was in excess of that of the same period last year, and the prospects for future business are considered encouraging for, although

buyers are distinctly conservative, the fact that there has been a larger turnover in spite of this cautious disposition is considered as promising for fall trade prospects.

J. G. Mackenzie & Co. say they have had a remarkably good season for all-wool challies and printed Batistes.

Gault Bros. report that there is a feeling that checks will be in favor this fall, also plain whipcords and plain and shot diagonals.

Mr. Thomas Brophy, of Brophy, Cains & Co., has returned from his English trip. The firm will have some taking lines of skittings this fall to suit the new fashionable bell skirt.

Jas. Johnston & Co. have on view samples of some handsome lines of fall trimmings. Among the more sterling lines which will be fashionable were the long silky fleece of the Angola goat in the popular shades; also narrow strips of natural fur, mink, lynx, seal, etc.

J. G. Mackenzie & Co. were showing during the month some handsome lines of braid in military patterns which are expected to be in great favor for trimmings this fall.

Gault Bros. report indications of a satisfactory demand for cashmeres, both in colors and blacks. In fact they have been obliged to place several repeat orders for some round lines of this class of goods. The advancing tendency in the values of these goods is no doubt the incentive with buyers, prices being from 10 to 12½ per cent. higher in France.

There were some handsome lines of shot and tartan silks opened up by Messrs. S. Greenshields, Son & Co. during the month.

Wm. Agnew & Co. have received some fine lines of French goods. Notable in this connection has been some lines of Jacquardes in the fashionable colors, also some handsome lines of cashmeres.

Caverhill, Kissock & Co. were busy stock-taking during the month, and so were the other millinery houses.

Mr. Ferner, the well-known dry goods merchant of Winnipeg, was in town during the week. He was on his way to the other side to make fall purchases. Mrs. Ferner accompanies him.

Mr. J. H. Carnegie, one of Messrs. Jas. Johnston & Co.'s buyers, has not yet returned from the other side. The delay was occasioned by a severe attack of typhoid fever which laid Mr. Carnegie up for over a month. The trade will be glad to know that he has recovered, however, and is expected back sometime this week.

Mr. Andrew Gault, the senior partner of Gault Bros., and president of the Colored Cotton Company, is in the city at present.

Some nice lines of German velvets and silks have been received by Wm. Agnew & Co.; also some heavy German beaver cloth for ladies' mantles in shades of blue, slate color, and blue black.

The Standard Shirt and Collar Company are putting up an extensive factory on De Lorimer avenue, next door to Abbott & Co.'s rolling mill.

Mr. Mathews, of Mathews, Tower & Co., is now out west on his usual trip. He carries samples of the firm's fine lines of underwear, shirts, half hose, rubber coats, etc.

Thouret, Fitzgibbon & Co., will receive shortly a full line of Jammet's gloves, which are finding such favor up west.

Henman S. Scheyer reports a very good demand for French woven corsets also such furs as persians, nutrias and ladies' fur

lined garments. He also reports a good demand for European glove leathers which are very difficult to get.

There is a good demand for "Comet" and other lines of reversible linen collars and cuffs made by Miller Bros. & Co. of this city.

The business of the wholesale millinery firm of Wilson, Garrett & Co., St. Helen street, is being wound up as one of the partners is retiring. The entire stock of the firm was put at auction on the 5th, but withdrawn afterwards as only 25c. was bid which the firm did not consider a satisfactory offer.

Mr. W. G. McNaughton, formerly with Green Sons & Co., has in company with Mr. T. Love gone into the dry goods commission business at 133 St. Peter street. Among the other lines handled are Bartmann & Co's of Philadelphia, chenille curtains, the "Star" shirt waists and lace back suspenders.

Messrs. Hodgson, Sumner & Co. are receiving some full lines of staple dry goods on fall account. Mr. McIntyre, the firm's buyer, is back from England, and reports prices generally as firm and upward.

J. G. Mackenzie & Co. note a good demand for laces, owing to the prevailing fashion of trimming all-wool challies, etc. They have been doing quite a trade on this account.

Gault Bros. have been sending out quite a few fall orders for tweeds, dress goods, etc. They have also been handling some fair orders for Manchester flannelettes. The warehouse is at present piled up with pyramids of fall tweeds, suitings, box cloths and meltons. There is already a good demand for the latter, for ladies' mantles, cloaks, etc.

There is quite an exodus of members of the trade on holiday thoughts bent. Mr. Greenshields, the head of Greenshields, Son & Co., is away, and Mr. Fraser, another member of the same firm, has also left to enjoy a well earned holiday.

Jas. Johnston & Co. have been receiving some extensive lines of ribbons and trimmings; also box-cloths and meltons. The popular color in the latter for ladies' mantles will continue to be various shades of drab.

THE LATE MR. GOULDING.

MR. GEO. GOULDING, the founder of the firm of Goulding & Sons, wholesale milliners of this city, died very suddenly on June 23rd. He had just returned from a trip to Muskoka, and after eating a hearty evening meal retired. About midnight he passed away very suddenly, without any warning struggle. He was considerably weakened by a serious illness a few months ago.

Deceased was a much respected member of the Anglican Church, and was well known among the leading business men of this city, where he had carried on an honorable trade for a quarter of a century. He was born in Carlisle, England, and had carried on business in that town and in Cheltenham. But the main part of his mature life was spent in business in Toronto, at the head of one of Toronto's leading and most respected wholesale firms. He had lived seven years over the allotted span, and this whole period had been filled with unostentatious good and kind deeds. His two sons, William and Henry, are members of the firm, and the business will continue under their management.

ANTI-TRUST LEGISLATION.

AN important bill has just passed the House of the Illinois State Legislature. It is known as the Berry Anti-Trust Bill. It defines a trust to be a combination of capital, skill or acts by two or more persons, firms, corporations or association of persons, or of two or more of them for either or all of the following purposes:--(1) To create or carry out restrictions in trade; (2) to limit or reduce the production, or increase or reduce the price of merchandise or commodities; (3) to prevent competition in manufacture, making, transportation, sale, or purchase of merchandise, produce or commodities; (4) to fix at any standard or figure, whereby its prices to the public shall be in any manner controlled or established upon any article or commodity of merchandise, produce or manufacture intended for sale, use or consumption in this State, or to establish any pretended agency whereby the sale of any such article or commodity shall be covered up and made to appear to be for the original vendor for a like purpose or purposes, and to enable such original vendor or manufacturer to control the wholesale or retail price of any such article or commodity after the title to such article or commodity shall have passed from such vendor or manufacturer; (5) to make or enter into or examine or carry out any contract, obligation or agreement of any kind or description by which they shall bind or have bound themselves not to sell, dispose of, or transport any article or commodity or article of trade, use, merchandise, commerce, or consumption below a common standard figure or card or list price, or by which they shall agree in any manner to keep the price of such article at a fixed or graduated figure, or by which they shall in any manner establish or settle the price of any article between them or themselves and others, to preclude a free and unrestricted competition among themselves or others in the sale or transportation of any such article, or by which they shall agree to pool, combine, or unite any interest they may have in connection with the sale or transportation of any such article or commodity that its price might in any manner be effected. The bill provides that any corporation violating the provisions of this Act shall forfeit its charter. And also provides the method by which the Attorney-General and the State's Attorneys shall proceed against such violations. In regard to foreign corporations having no charter in this State it is made the duty of the Attorney-General and State's Attorneys to enforce the provisions of this law by injunction and other proper proceedings. Any violation is declared to be a conspiracy against trade and a misdemeanor, and any person participating in any violation thereof shall be punished by a fine of not less than \$2,000 and not more than \$5,000. As to the matter of proof, it is only necessary to prove that the combination as defined exists, and that the defendant belonged to it or acted with it. It is not necessary to prove who all the members are, and it is not necessary to prove any article of agreement or any written instrument. The character of the trust may be established by general reputation. It also provides that any contract or agreement in violation of this Act shall be void, and that any person who buys any article from any person connected with such a combination shall not be liable for the purchase price of said article. This bill was prepared before the commencement of the present session of the General Assembly, and was submitted to some of the best lawyers in the State and approved by them, and it is believed that this law contains the best and most complete definition of a trust.



SOMETHING ABOUT FOOTBALL.

AMONG the Toronto wholesale dry goods clerks football has become a popular game and deservedly so. It is one of the few games which preserves a true amateur complexion. Bicycling has become a sport for a few professionals, and has many drawbacks which are throwing it in the background as a recreation, although the bicycle will be used for many years yet as a means of locomotion, and can only be displaced by something better. Baseball has been killed by professionalism and is comparatively dead as a popular sport. Lacrosse is fast degenerating from the continued use of "ringers" and the use of unsportsmanlike methods. But cricket and football seem to have held their own and are the best amateur athletic amusements of the day.

Cricket has been used for many years by one or two dry goods houses as a summer amusement. The cricket team of Alexander & Anderson's establishment has been well-known until this season, when circumstances prevented them from appearing in the field this year. McMaster & Co.'s team and that of W. A. Murray & Co. are each possessed of a history and are again playing this season. Gordon, Mackay & Co.'s employees have organized a cricket team, and although "infants" as yet, they have made good scores against older and more experienced teams. Other houses should organize cricket teams as it would aid materially in keeping the men in athletic form and interested in field sports, while the weather is too warm for football.

Rowing seems to be also indulged in by some of the dry goods men. A team from W. R. Brock & Co.'s warehouse competed in the race on Saturday last for the President's trophy, which may be competed for by crews from any office, bank or warehouse.

But for two or three years football has been king among the dry goods men. Although there have been many difficulties to overcome, the Wholesale Dry Goods League may be said to have been a success. The coming season will see some changes in regard to places, and the shield presented by THE DRY GOODS REVIEW will be well earned by the team who get it. The Champions, Caldecott, Burton & Spence's team, will be in for it again, and if they win this season will be able to hang the beautiful trophy in the warehouse for all time to come, they having already won it twice. But they will have harder work than ever. They had a very close pull last year to keep away from the strong team from W. R. Brock & Co.'s warehouse—the latter being fully equal in nearly every point to the champions. One of the strongest teams this year will be that from Gordon, Mackay & Co.'s establishment, and they have their eye on the trophy. They have already begun preparations for the campaign. Then other strong teams such as John Macdonald & Co.'s, Wyld, Grasett & Darling's, Samson, Kennedy & Co.'s, and McMaster & Co.'s, will let none of those previously mentioned have things their own way. If nothing interferes football among dry goods men will be particularly interesting this fall, as all the teams are determined that no one club can hold the shield for three years in succession, unless it is very superior.

MY WAY OF RUNNING A STORE.

IT IS admitted that a dry goods store should be as clean, convenient, bright and attractive as it is possible to make it. Beginning with front exterior, it should be inviting. If yours is not fair to look upon, improve it at once. Remember, you are appealing to the finest fancy in the world, woman's love of the beautiful. Suitable show windows, well dressed, will make an otherwise shabby front attractive.

In placing stocks, silks and dress goods properly command the choice of location, where is the best light attainable; not so much a bright light as a correct one. In any case the location should be prominent, so that any one approaching must see it.

Show novelties on the counter. Have them draped for over-head display. Keep them in sight, and when attention is drawn to them (as it will be) don't be afraid to show them up, or to proffer a pleasant word even to a "looker."

Banish that parrot cry, "Dress-goods, lady?" Give folks a chance to catch their breath. The majority of women love to ramble through an attractive dry goods store, but they hate to be accosted by every clerk they meet. They are possibly picking up pointers for friends, or for future use, and dislike to be annoyed. Many excellent but diffident people may be driven away by a too evident anxiety to sell.

Encourage salespeople by a frequent exchange of views. They are in touch with your trade and know its wants.

Every department should keep a memorandum of goods wanted and goods in demand, which should be thoroughly and judiciously consulted by the buyer.

Don't suffer from want of novelties in season, but don't buy extravagantly. If some stick clean them out at a price before it is too late. With good help very little of this is necessary.

A sufficient complement of competent salesmen is necessary in every store, great or small. They serve to lighten the mass of help and make it work.

Push hosiery to the front, show it up well, with counter and over-head exhibit. Pile it up. Make it look stocky. Ticket everything in sight. Have extra good value at popular prices. Keep up a good assortment always.

Kid glove or corset stocks should never be badly broken; they are always seasonable.

If you have an especially good thing in any department, give it show room. It reflects credit on the whole stock, creates comment and begets trade and confidence.

Don't waste counter room on show cases; keep your stuff before the people, so that they can handle it on your counters, such as ribbons, laces, trimmings, furnishings, many little things which can be sold in no other way.

Shoplifters? Watch 'em; that's one of the evils you have to contend with in any case. What if you do lose 5 per cent. and double your sales?

Linens pay a good profit, yet the majority of dry goods houses fail to do a satisfactory linen trade. Give this a thought.

Put a competent man in charge of your cloak room; well managed, this should be one of the most profitable spots in your house.

Never be out of goods in constant call.

Impress upon your help the necessity of unvarying courtesy. Nothing costs less and wins more. It is manhood's tribute to women at home or abroad, and it is business at the counter. A gracious manner will conquer a shrew. In case of friction be-

tween clerk and customer conciliate the customer without injustice to the clerk. Never send an angry patron from your door.

Never chide salespeople in the presence of a third party. In many cases you can afford to be blind to minor breaches of discipline.

I question the policy which prompts the petting of any clerk because of his "trade." It leads to soliciting regular customers to "call for me," till by and by they are "my customers," and he has his little string on you, too. The house which own its trade and stands upon its merits, will sell most goods and make most money. Of course, a bright, capable clerk will win friends who will follow him, but there is no coaxing, wheedling, "call for me" business about it. He is judiciously independent. With an eye to business, he serves a customer promptly, pleasantly, politely. He is neither entertaining, gossiping nor taking friendly swaps. He knows where to put his hand on anything he wants; no hesitation, no fumbling. If in doubt, he scans the price ticket like a flash before the goods drops on the counter. He is confident and inspires confidence. By judicious introduction, he improves his opportunity, the bill grows, yet the customer doesn't feel the pressure. He is both merchant and clerk.

Pick the brightest, brainiest man you have and give him charge of your advertising. If you haven't the right man, get him. Don't publish the same matter a second time. Change style of advertisement frequently. Be original, entertaining, unique. A sensible, talking advertisement is good. A descriptive price-list is always effective. A quarter column well worded and strongly put together is better than a full page weakly worded and awkwardly built.

If goods are returned as unsatisfactory but in good condition, refund price gracefully. It is a strong bid for future business.

Have a general dusting day and every stock cleaned then. Permit no soiled or broken tickets on anything; they suggest age. Don't be too modest, but cackle when you have a license. The very best houses "toot their horns" occasionally.

Don't be too high toned. Sell the classes if you can, but sell the masses you must; they are the life blood of your business.

FOR SUMMER WEAR.

SILK hats, which will, of course, be worn more than any other style with the long frocks and cutaways, all show a decided tendency to the bell-crown. The most correct hat has a perceptible but not extravagant bell; the brim is inclined to be wide and well rolled, with rather a heavy curl. White high hats will not as frequently as last year bask in the rays of the summer sun, nor invite the undesirable attentions of the gallery gods.

Every shade of Derby will be worn—black, dark brown, coffee color, cinnamon, and some pearls. The brown shades are the favorites. They are made with a tapered round crown rather wide brim, and a heavy curled roll like the silk hat, that is, inclined to be pointed back and front.

The Alpine hat retains its place as a popular favorite. It should not, however, be worn indiscriminately with every description of coat. It is properly adapted for wear only with a sack suit and for lounging purposes; but it is so comfortable

that it is often worn on the streets. It is made with both wide and narrow brim, but the former is the more favored.

White shirts are made quite plain, opening in front, and for evening dress are marked by a complete absence of embroidery. For the most part shirts are made with two buttons on the breast.

The favorite scarf this season is the flowing end four-in-hand, made very narrow all around, except for seven or eight inches at the ends, where it flares out without any tapering to speak of to a width of five or six inches. It is tied in a very small sailor knot, below which it spreads out on each side. A single-pearl or sword-hilt pin about an inch below the knot gathers the folds into a graceful puff. It is made in soft materials and diverse patterns, but all of the "inaudible" description, and always in silk. As the really warm weather comes in, small self made ties in foulard and soft silks of various colors, both plain and figured, will be much worn.—The Sartorial Art Journal.

FAILURES IN CANADA FOR SIX MONTHS.

THE following are the number of failures in Canada for the half year in 1893 and 1892:

	1893.		1892.	
	1893.	1892.	1893.	1892.
Ontario	390	399	\$1,437,828	\$ 920,869
Quebec	302	305	909,591	1,177,532
New Brunswick	37	53	152,000	272,100
Nova Scotia	61	93	308,888	375,850
Prince Edward Island	17	5	48,650	48,100
Newfoundland	6	1	664,160	2,000
Manitoba	35	47	188,794	234,319
Northwest and Territories	11	11	25,125	64,692
British Columbia	28	37	144,000	113,931
Total assets	887	951	\$3,880,236	\$3,166,402
			Liabilities	
			1893.	1892.
Ontario			\$3,238,975	\$2,224,212
Quebec			2,439,033	2,124,841
New Brunswick			230,830	415,202
Nova Scotia			571,315	718,337
Prince Edward Island			106,200	85,000
Newfoundland			900,530	4,000
Manitoba			326,783	391,259
Northwest and Territories			79,293	41,221
British Columbia			272,800	218,166
Total liabilities			\$8,215,750	\$7,225,238

There have been 887 business failures in the Canadian Dominion during the past six months, 64 less than in the like proportion of last year, but the aggregate of liabilities of failing concerns in the Dominion is \$8,215,000, an increase of about 14 per cent. as compared with the falling off of about 7 per cent. in number.

The liabilities of the six months failures in the United States were \$170,000,000, being nearly twice as much as in 1891, and two and one-half times as much as in 1885, both of which years were very bad. There were 175 bank failures during the past six months with liabilities of 43,000,000. The number of business failures, excluding many where assets exceeded liabilities, were 6,239, the largest six months' total ever reported.



THE MILLINERY TRADE.

THE two points around which all the millinery trade of the month has centred are "Sailor Hats" and "Laces." These are not the only lines which have received attention but they are the main lines. Sorting orders of all kinds are being received, showing that retailers are still doing a small trade.

In the early spring sailor hats received a fair share of attention. The shape then was a fairly high crown and a medium brim. About July 15th, the trade turned, as far as the city trade is concerned, and demanded a hat with a $3\frac{1}{2}$ inch brim and a $1\frac{1}{2}$ inch crown, but they couldn't get it. The American manufacturers refused to make this height of crown and finally the trade settled down to gobble up all the sailor hats they could find with the $3\frac{1}{2}$ inch brim and 2 inch crown. No wholesale house can keep a stock of these, because the demand seems insatiable. The City trade has been pretty well satisfied and the demand shows signs of slackening; but the demand from rural districts is on the increase, and promises to continue for some weeks yet. The favorite braid is the Milan. White is the color; although a few blacks are being called for.

Irish pointe laces and guipures have been in good demand in blacks, whites, and creams. This has been a lace season of more than ordinary magnitude.

June was a fairly good month with the millinery jobbers. One house claims to have done double the business that was done in June '92.

Velvets and velveteens are still firm at the recent advances of 25 per cent. In spite of this, however, they promise to be the thing for fall. Velvet Ribbons will also be in good demand. The prices for these three classes of fabrics and also for silk ribbons will be much higher than last fall; but the advance cannot be avoided. The people want these goods, and those who cater to the public trade must supply seasonable goods.

The feature for the fall millinery trade will be the fur mounts. Mounts made exclusively of fur are very pretty and taking. Fur and flower combinations, fur and osprey combinations will also run. These fur mounts will be in mink, seal, otter and squirrel, in heads, tails, and edgings. These will displace feather and osprey mounts to a great extent, especially with the better class of trade.

S. F. McKinnon & Co's Autumn circular has been issued with date of July 4th. They have made extensive preparations for a big fall trade, and their arrangements to meet every requirement of that trade are very complete. This house's announcements are always worthy of perusal.

J. D. Ivey & Co. are showing some very taking novelties for fall. Mr. Ivey spent June abroad, and his purchases will no doubt be approved of both by fashion and by the trade.

S. F. McKinnon & Co. are offering exceptionally good value in shot surah silks.

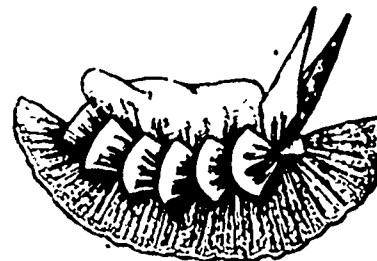
Reid, Taylor & Bayne have ten travellers on the road hustling for orders for fall delivery. Their samples this year are very

extensive and no dealer can fail to gather much that is useful by a look through them. Knowing that fall trade promises to be heavy they have prepared an extra large selection for their customers.

S. F. McKinnon & Co. are showing fine values in Irish point laces which are now in stock. They have received a large early shipment of veilings, covering a range of goods which are correct in character and right in price. This stock can be delivered at once. They have the correct article in ladies' white sailors.

CHILD'S SUN HAT.

Of silk muslin. Soft crown, with brim of plaited lace or



chiffon. Plaited puffs of muslin form a wreath around crown, finishing in a large lily knot at back of crown.

SUMMER HAT.

Handsome hat, suitable for seaside or mountain. Composed of lace, finely plaited over a gilt frame, the crown formed with



lace; the trimming consists of one full blown rose, with its foliage; narrow ties of satin.

Toronto Fringe and Tassel Company

Manufacturers of

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

19 Front St. West, TORONTO.

THE CARPET TRADE.

JUNE has been a quiet month for jobbers of carpets. But fall stocks have arrived and some shipping will commence at once. Travellers are on the road yet and some good orders are still being taken, as June has been a fairly good month with the retailers.

The domestic manufacturers are very busy making ingrain. Their orders for fall are requiring their immediate attention, and shipments have commenced.

JOHN MACDONALD & CO.

This firm have received hundreds of bales of all kinds of carpets during the past two weeks. They have just commenced to ship, and will send out carloads of Axminsters, Wiltons, Brussels, tapestries, hems, rugs, and oil cloths. Mr. Dewar, the manager of this department, has been very sick for several weeks, but is now out of danger and will be in his accustomed place in about two weeks. In the meantime other members of the department are looking after its interests in a capable manner.

THE TORONTO CARPET CO.

This firm is always hustling, and at present they are busy. "Progress" is their motto, and the improvements they are making in machinery, etc., shows that the latest and best is none too good for Canada's leading carpet factory.

COBOURG'S CONTRIBUTION.

One of Cobourg's industries will be well advertised at the World's Fair, the Cobourg Matting Factory having sent several very handsome mats for the Canadian pavilion. The consignment consists of one large mat 8 feet $7\frac{1}{2}$ inches by 3 feet 6 inches, the border worked in bronze, old gold and navy blue; four mats, each 4 feet by 3 feet, with borders of variegated new colors; one wool border mat, 6 feet 6 inches by 2 feet 3 inches, with a rich fancy wool border. Each of these mats has the word "Canada" worked in the centre in scarlet fibre. The workmanship is a credit to Mr. Mitchell.

PICKED UP WITH SCISSORS.

The American Carpet and Upholstery Trade, which is the bulky name of a bulky Philadelphia trade journal, has the following concerning Canadian carpet men in its elegant July issue:—

"Our office was favored the other day with a call from Mr. Sidney Sykes, representing the Armstrong Carpet Co. of Guelph, Ont., makers of extra supers and union ingrains. This firm have ten four-quarter looms, and two Crompton art-square looms, and sell carpets all over Canada. He was down talking more looms and designs.

"Messrs. H. Stroud & Co., of Paris, Ont., employ both the Murkland and Knowles and the Crompton broad looms, and yield a fine product.

"Guelph, has another firm, that of Messrs. Burrus Bros., who make ingrains by hand. Mr. Harry Sykes, formerly of Elora, is the book-keeper for this firm. The above named firms, with that of the Toronto Manufacturing Co., which is forging ahead so fast, constitute the ingrain industry principally of Canada. Be it said to the credit of all these houses they make good goods and get good prices for them.

Domestic manufacture must be on the boom in Canada if the prosperity of the Royal Carpet Co., at Guelph, Ont., is general. They have recently put in a fast ingrain power loom and

a new art square loom of American manufacture. They also now have a department for making fringes for mats, rugs, etc., and the past year have done an increasing business.

"The Toronto Carpet Manufacturing Co., of which Jas. R. Murray is the able president, recently flattered themselves by carpeting their office with a handsome specimen of their new goods, the Imperatrix Wiltons. This is the first carpet of its kind ever manufactured in the Dominion, but the warm reception which the Toronto Co.'s other brands have received in the past make sure that it will not be the last piece."

CARPETS AT CHICAGO.

In the British section, John Bary, Ostlere & Co., Kirkealdy, Scotland, make a fine display of superior floor oil cloths and linoleums, some of which are of exceedingly large dimensions. Turberville, Smith & Co., of London, show carpets of various kinds. Yates & Co., whose factories are at Salisbury and Southampton, attract attention to their display by a real Axminster carpet made XVI. century, which contains 2,239,488 knots, each tied separately through the back by hand. Thomas Bonton & Co., London, exhibit very fine Indian and Axminster carpets and Parquet flooring. They place conspicuously before their exhibit the certificate of appointment as carpet manufacturers to her Majesty and the Prince of Wales, and fifteen medals obtained at different world's fairs.

Belgium makes a large display of Brussels and Indian carpets, some of which are of designs little known in this country. It is stated that Russia, whose extensive exhibit is not yet opened to the general public, will show for the first time to the Western world embossed carpets, or carpets whose figures are raised above the ground. It is acknowledged that they are very hard to sweep, and that they are very costly, but it is claimed that they are exceedingly beautiful.

BRITISH TRADE FOR MAY.

THE British Board of Trade returns for the month of May are certainly the most satisfactory for many months. In both imports and exports the decline which had set in, and which to all appearances had become chronic, has been arrested, and there is an increase shown upon the returns for the corresponding month of last year. Imports for the month amounted to £36,838,951, or £1,801,213 in excess of those for May, 1892. There has been an improvement in the demand for raw materials for textile manufactures to the extent of nearly three-quarters of a million, and in manufactured and partly manufactured articles there is also a substantial advance. Imports for the five months of the year that have now elapsed have amounted to £165,851,927, or £14,163,467 less than they were in the corresponding period of last year. Exports for the month amounted to £17,822,460, or £38,491 in excess of those for May, 1892. This small sum does not give room for much improvement in the several classes into which exports are divided, and therefore increases and decreases are fairly evenly divided. Yarns and textile fabrics show a decrease of £164,152, apparel and articles of personal use a decline of £46,764, while manufactured and partly manufactured articles show an increase on the figures of May last year to the extent of £187,729. Exports for the five months of the year have amounted to £88,992,669, or £4,798,015 less than for the same period of last year. Re-exports of foreign and colonial merchandise for the month show an increase of £353,773, and for the year an improvement of £449,560.

KNOX, MORGAN & Co.,

**Wholesale
Dry Goods
Importers**

HAMILTON

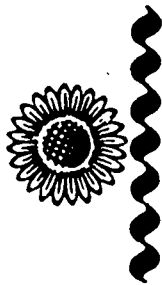
Give
Us
A trial
Order

SPECIAL REPEAT IMPORTATIONS

Parasols, Veilings,
Gents' Silk Ties,
Emb'd China Silk Handkerchiefs,
Salisbury Costumes,
Hemp Carpets,
Crankie Shirtings_____

LETTER ORDERS

Receive careful
attention, and
prompt shipments
made.



STOCK IN FIRST-CLASS SHAPE FOR SORTING SEASON.

SMALL RETAILER VS. THE DEPARTMENT STORE.

THE failure of a prominent local retail hat store, says the Chicago Apparel Gazette, calls attention to a certain tendency in commercial circles. In speaking of the failure, one of the most prominent wholesale hatters in the city attributed it to the development of the hat departments in the large department stores, and calls attention to the fact that there were now comparatively few exclusive hat establishments in the retail line in the city, and expressed it as his opinion that many had been driven to the wall on account of the operation of the powerful trade force referred to. This is probably the common sense view of the matter. Let us look for a moment at the extraordinary facilities these department stores possess. In the first place they have the advantage of great capital, splendid locations, and an army of head clerks recruited largely from that best of training schools, the small retail store. Then, again, they have an army of shrewd agents constantly travelling throughout the country buying bankrupt stocks. Not only this, but their sales are so immense that they can buy goods from the wholesale houses in such quantities as to be able to procure them at figures totally inaccessible to the small retailers. The department stores best advance their interests by driving out the small stores and concentrating the trade that would otherwise flow to the latter in their own establishments. They have remarkable facilities for doing this. The manager of a department store thinks that the small hat establishments are getting more than their share of trade. He at once decides to run his hat department at a small margin of profit or even at a loss for a time. The lucrative returns of the other branches of the business enable him to do this. He marks his hats down

to ridiculously low prices, and by vigorous and expensive newspaper advertising, the cost of which alone amounts to a sum equal to the profits of a retailer for a considerable period, makes the public aware of the fact. After awhile he restores prices in the hat department to reasonable but profit making prices, and applies the same methods to one or two other stocks. The effect on the small retail trade is obvious and certain. "How is the ruinous competition to be met by the small retailer?" is a pertinent question, and one which does not seem to have been solved as yet. The answer would seem to be, meet combination by combination. Let a number of retailers bury the hatchet, pool issues, cultivate a moderate degree of respect and toleration of each other's ideas of business, and start department stores of their own. Their wide and specific knowledge of the various business branches would enable them to drive the department stores run on the present plan from the field; and besides, each retailer enjoys a steady trade which, through the efforts and that of his clerks, many of whom could be retained, could be readily diverted into the establishment of the "combine." This would be a legitimate and righteous application of the "trust" idea.

HOW BANKRUPTS ARE MADE.

IN THE Bankruptcy columns this week, says the Drapers' Record, we report a case to which we may draw attention without any excuse. It is one that indicates very clearly how some traders conduct their business, and the slipshod manner in which they arrive at conclusions as to their financial position. The debtor in question, a draper, was asked to explain why he had represented his assets to be so much when, as a matter of

fact, he was insolvent, and, in reply, he admitted he had never taken stock, but he had "taken repeated surveys of it, and felt certain he had a large balance." He had represented his stock to be worth a certain sum because "the place looked stocky." No one can wonder that such admissions elicited from his Honor the remark that the debtor appeared to have rather a lively imagination. This man appears, if we are to accept his admission, to have "felt" everything; in short, he must have had a convenient knack of seeing always a rosy side, and shutting his eyes to things which were the reverse. We do not, of course, wish to put this case forward, except as an illustration of what goes on; there is a multiplicity of these cases which show that this consenting blindness to stern facts is by no means uncommon. The annals of the Bankruptcy Court contain only too many instances of traders who carry on their business in almost childish faith, and childish ignorance of what it behoves them to do if they intend to make the conditions of their trading satisfactory.

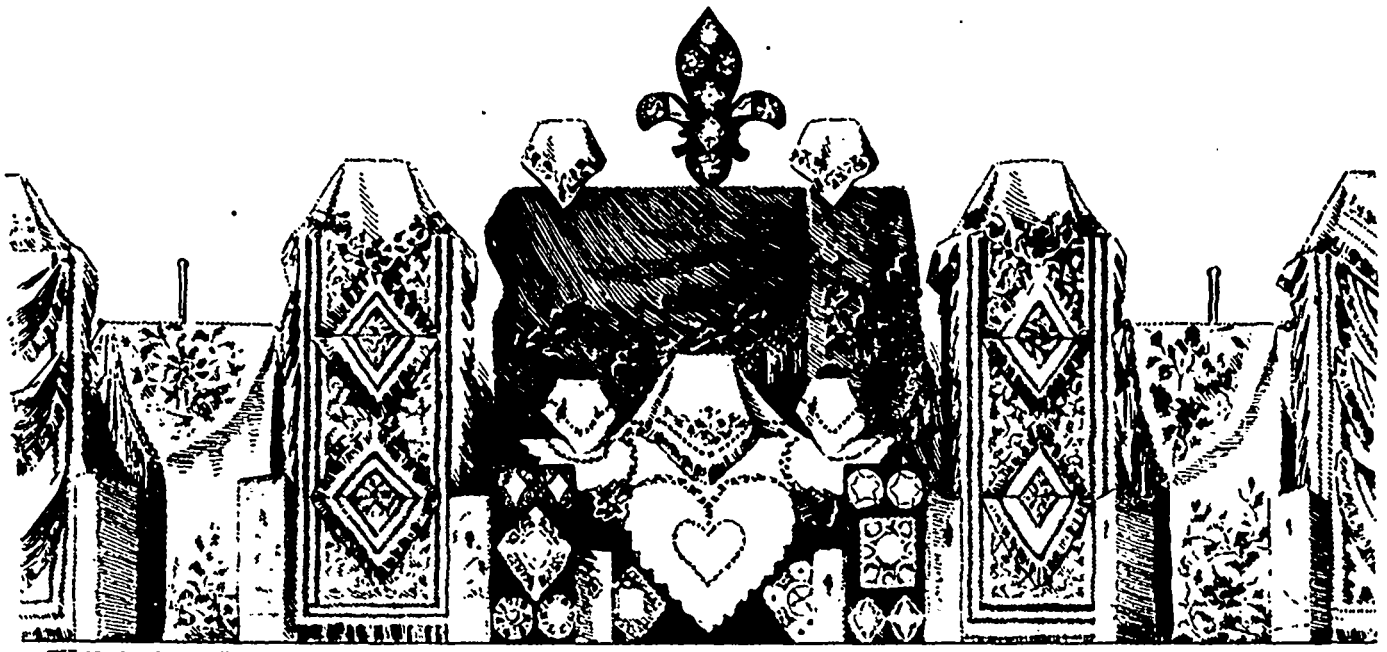
WINDOW DRESSING.

THIS month the readers of this journal are presented with an illustration taken from the Dry Goods Chronicle, of how New York buyers display their linens. There is perhaps no line of goods in a dry goods store which require such deli-

ADVANTAGES OF THE CANADIAN ROUTE.

F. W. WARD, the representative of the new Canadian-Australian steamships, was at a meeting of the Board of Trade Council in Victoria, B. C., recently. He believed the Canadian route could be made the fastest of all between Australia and Great Britain. He gave the time of transit from the different Australian colonies, and, though the time taken on the trial trip over the Canadian route was not quite what was expected, he thought much better time could be made. He gave the best records given by the Suez routes, and the American via San Francisco, and said though the Suez route steamers might increase their speed, the Canadian had great advantages. By the large proportion of the distance of the Canadian route overland, a railway train could attain a speed not to be thought of for vessels. The Australians were in favor of the Pacific cable project which had been approved of at a meeting of the post-master-generals of the Australian colonies held at Brisbane. Already a Parisian company had advanced a project for a cable, but the feeling in Australia was that the cable should be built by British capital and go through British territory. The Australian colonies would feel more secure with a Canadian cable.

The Manchester market generally, says a writer on June 22nd, may be quoted as quiet, owing, probably, to decline in



A LINEN DISPLAY.

cate care and taste, in order to make a display effective. But no line needs more attention on account of the steadily increasing trade which is being done in fancy linens.

Hang a table cover over a rod, and the thoughts of the observer will be irresistibly carried to the clothes line, but dispose a set of napkins along the upper edge with an easy carelessness (quite separable from slovenliness) and the nicely-laid table, with all its accompaniments, looms up before the vision, all the concomitants come trooping up and arrange themselves in order; and the whole fosters, if it does not actually create, a desire for just such table linen.

American cotton in Liverpool. Manufacturers who have sold their production for two or three months ahead are firm and content to wait, and it is only where business is needed that slightly easier terms are occasionally available. More often it is found that whereas last week there was an indisposition to go on selling except at an advance, business at Friday's rates would now usually be accepted if delivery could be arranged. There is a decided feeling that at late lowest prices business is safe, and there is little doubt that if manufacturers were willing to forego the advances lately obtained there would be no lack of opportunity of effecting sales.

WHOLESALE

MILLINERY

TO THE TRADE.



WE beg to advise the trade throughout the Dominion, that our representatives in the different provinces are now on their
 ••••• respective routes, fully equipped for the fall campaign, and at an early date will have the pleasure of submitting for your inspection, a range of samples surpassing in general excellence any offering hitherto brought forward by us; and at prices based on the modern principle of large sales and small profits, which must make it clear and convincing to every buyer who inspects our lines, that they are correct in every particular.

We cordially invite you to examine our range, and ask for a kind continuance of your esteemed patronage so cheerfully accorded us in the past.

Faithfully yours,

S. F. McKinnon & Co.

35 Milk Street, and 16 and 18 Wellington St. W.,
 London, England. . . TORONTO . .

POINTERS FOR BUSY BUYERS.



PACE in this journal has become very valuable, and it has been found necessary to boil down all information. Under this heading, it will be the aim to give all the seasonable pointers in the briefest form.

DRESS GOODS FOR AUTUMN.

The leading materials will be whipcords, diagonals, ladies' habit cloth, Venetian cloths, box-cloths and other plain materials. Self colors or dyed goods will lead. Tweed effects will follow perhaps a long way off. Shot effects will be very fashionable, as they were in middleweight spring goods. In these goods many very pretty designs and colorings are shown.

In colors the predominating color will depend on the class of material. But navy, myrtle, eminence, fawns, browns, and garnets will be in the foreground. Navy is slowly losing strength. Myrtle will lead in Amazon cloths.

Serges will be good in estimain and diagonal effects. In fact there is a decided tendency for a closer class of goods. There is an aversion to all fulled and woolly fabrics.

TRIMMINGS.

Silk velvets and velveteens will lead for trimming purposes. Shot velvets will also be used in a similar manner. Braids will still be in constant use. And here it might be opportune to point out that braids have been advanced in price by the manufacturers. Those jobbers who have been trying to place repeats of spring orders have met with difficulty. Not only have the prices been advanced, but the mills will not promise immediate delivery. All stock and contract orders have been advanced, which advance is said to be due to the rise in the price of mohair yarns and the increase in wages. Part of it is in no doubt due to the steady inquiry for this class of goods. Tailoring braids all advanced in continental markets on July 1st. Where is there some Canadian manufacturer to commence the production of domestic braids? He could secure the market now.

MANTLINGS.

The feature this year will be rough effects. While many of last year's styles will still be in use, the rough effects will again come to the front as novelties. Rough diagonals promise exceedingly well. Niggerhead effects will be much used in heavy mantles for the cooler weather. Curl effects will be a specialty for the winter trade.

NOVELTIES IN SILK GOODS AND VELVETS.

Satin duchesses, of dull appearance, both in uni and in glace, are new. For linings and jupon stuffs are shown samples of satins, ombrés Loie Fuller—that is, the entire breadth of the stuff is shaded in rainbow colors. Very handsome are merveilleux Loie Fuller, also sicilienne rayé with fine satin stripes—both intended for jupons. Surah Loie Fuller, with small dots, is intended for blouses and dress goods, and is of an elegant appearance; bengalines and ondés are much employed for blouses.—Ex.

CANADIAN PINS.

There are Canadian pins, American pins and English pins. To-day you can buy Canadian pins and American pins at very low prices—prices which scarcely equal the manufacturing cost. This is due to the fact that the National Pin Co. of Detroit is

making an effort to secure the Canadian pin trade, while the only domestic manufacturers, McGregor, Gourlay & Co., of Galt, Ont., have decided that this market is for Canadian pins only. Discounts are very heavy and the market is bottomless. If the Canadian pins are as good as the imported, mere prejudice should not be allowed to keep them from controlling the market. The duty on pins is 30 per cent., and the duty on pin wire 25 per cent., leaving the Canadian manufacturer only 5 per cent. protection. Some of our other industries would die with that narrow margin to work on. McGregor, Gourlay & Co. employ nearly 150 hands in their factory and sell only to the jobbers. They are said to treat the trade very fairly.

CHEAP DOMESTIC WOOLLENS.

"There will be a scarcity this fall in domestic coarse tweeds from 60 cents down, and you had better tell your readers so," said a woollen buyer the other day. Most of the manufacturers are away behind in their shipments, and they will not accept repeats. Somebody will have to go without. One of the largest readymade clothing firms in Canada cannot get all the woollens they want for the manufacture of ulsters, overcoats, heavy suitings, etc., and already they are looking for the men who have bought and will sell again at a small advance. There is going to be a rush for these goods.

TENDENCY IN HOSIERY AND UNDERWEAR.

There is an increased demand for better class of winter underwear of domestic manufacture. Those lines that run from \$9 to \$15 per dozen wholesale, have the greatest attention from the shrewdest dealer. Cheap trash sells, but not in such large quantities. The best domestics are what are wanted.

The half-hose trade is also improving; that is, there is a demand for a better class of goods. In the imported cashmeres, ribbed goods are increasing in popularity. Fine domestics at \$2.25 sell extremely well; they are nearly all wool or else a very fine grade of union.

JAPANESE HANDKERCHIEFS.

A certain Canadian buyer neglected to place his order for Japanese handkerchiefs until about April. Then he wanted to see Japan and he went across the peaceful Pacific for a pleasure trip. But when he got there the market had risen so much that he couldn't afford to pay the prices and came back without buying. He was an importer but not a wholesaler. Most of the wholesale houses bought early this season and also bought heavily; and as a consequence prices of these goods should not be high in this market. Still buyers would do well to reconnoitre a little on this line, and they may do it with some profit to themselves. Prices should not be higher than last season in these particular goods; and some prophecy lower prices in spite of the increase in price of raw silk. Men's goods in white or with colored border and white body promise to be popular. In ladies' goods, whites with white and colored embroidery are exceptionally fine this season. Some colored ground varieties are also very handsome. The handkerchief trade is an important one these times.

The production of the silk growing localities of Australia in the season 1892-93 was 2,529,000 kilos. Of which 60 per cent. of saw silk went to France, 3 per cent. to Italy, 5 per cent. to England, 5 per cent. to Switzerland, Austria and Germany, 4 per cent. to America, and 15 per cent. in dry cocoons (5 per cent. to Marseilles and 10 per cent. to Italy). The remainder was taken by the traders, spinners and breeders at home.

New Fall Millinery



Reid, Taylor &
Bayne



THIS month all our travellers are on their respective routes, covering every part of the Dominion from Halifax to Victoria.

We would ask our friends and the trade generally to delay placing their orders until they have seen our samples. We have no hesitation in saying that for general excellence, style, and values they surpass all previous efforts. Notwithstanding the recent heavy advance in price of **Silks, Velvets, and Velveteens** we are fortunate enough to be able to show better value even than last season.

Ribbons,
Velvets,
Velveteens,

Fancy Feathers,
and Mounts,
In all the New Ideas,

Ostrich Feathers,
Felt Hats,
Novelties, Etc.

MANTLES

MANTLES



Reid, Taylor & Bayne

9 and 11 Wellington Street East,
TORONTO.

210-214 St. James Street,
MONTREAL.



BUSINESS CHANGES.

ONTARIO.

J. J. SHEEHY, dry goods, Peterboro, has assigned to Kent & Turcotte, Montreal.

R. J. Bowes & Co., with stores at Kingston, Marlbank, Collins' Bay and Carleton Place have assigned to Chas. B. Langley of Toronto. The liabilities are between \$28,000 and \$29,000, and the assets will realize about \$32,000. Messrs. McNee & Innes of Kingston, were interested to the extent of \$7,000, but were fully secured. Messrs. Sampson, Kennedy & Co. were interested to the extent of \$4,500. Other Toronto creditors are the Toronto Dry Goods Importing Company, Wyld, Grasett & Darling, and the Dominion Corset Manufacturing Company. The creditors in all number about fifty. This firm was the successor of F. X. Cousineaux, Mr. Bowes having begun as a clerk with his predecessor. The creditors are notified to meet at Hotel Frontenac, Kingston, on Saturday, the 22nd day of July, at 10 o'clock a. m.

Bishop & Co., Rat Portage, have been burnt out.

Frank Sawyer, dry goods, Wallaceburg, has assigned.

The dry goods stock of Caster & Co., Belleville, was sold on June 20th.

G. C. Koyle, furnishings, Niagara Falls, has assigned to Frederic W. Hill.

Mrs. M. Brimmacombe, millinery, Oshawa, suffered by a recent fire in that town.

The clothing stock of Garland, Elliot & Co., Port Arthur, is to be sold on the 11th.

F. C. H. Baby, men's furnishings, London, has assigned to C. B. Armstrong. Sale on 13th.

C. H. Thompson, dry goods, suffered by a big fire in Cardinal on the 20th. Partially insured.

J. C. Richardson & Co., Beeton, have sold out to F. T. Andrews, and the latter has since been burnt out.

Brunton Bros., dry goods, Newmarket, and F. Dyonne, men's furnishings, Tweed, are advertising their respective businesses for sale.

QUEBEC.

John Geary, tailor, La Baie, is dead.

Robt. Jones, fancy goods, Richmond, is dead.

T. R. Barbeau, clothing, Montreal, has assigned.

Robt. Lindsay, Douglstown, has compromised at 25 cents.

T. P. Therein, of St. Antoine Abbe, has sold his stock at 65 cents.

A new dry goods firm in Montreal is styled Etienne & Dalliere.

Wm. Scath now owns the clothing business of Kino & Co., Montreal.

Mackay Bros., general store, Papineauville, have been forced to sell out.

Hollis Storey, of the firm of H. Storey & Co., wholesale clothing, is dead.

D. Leath has retired from the tailoring firm of Robert Leath

& Sons, Montreal, and the business will be continued by the remaining partner.

The Dominion Umbrella Factory, Montreal, was slightly damaged by a fire on 19th of June.

F. C. Skelton is now sole proprietor of the business of Skelton Bros. & Co., manufacturers of shirts and collars, Montreal.

Haines & Co., dry goods, Montreal, have dissolved, and a new firm formed composed of Thomas and Arthur Haines—same style.

Wilson, Garratt & Co., wholesale millinery, Montreal, offered their stock at auction on the 5th, but it was withdrawn. (See Montreal notes.)

J. A. Gravel, a Montreal dry goods man only in business about six months, having bought the Ontario street branch of Boisseau freres, has assigned. His liabilities are \$6,000. Sale on 13th.

MANITOBA AND BRITISH COLUMBIA.

J. E. Taylor, Mount Lehman, B.C., has closed up.

Miller & Co., furnishings, Brandon, Man., have assigned.

Jas. A. Rogers, hats and furs, Winnipeg, has assigned.

J. W. Thornton, Yorkton, N.W.T., has compromised at 70 cents on the dollar.

P. A. Nicolle & Co., Japanese goods, Victoria, B.C., advertises a closing sale.

Gilbertson & Sharpe, tailors, Vancouver, B.C., have been succeeded by A. J. Sharpe & Co.

C. Strauss & Co., wholesale dry goods, have dissolved. E. Bloomingdale will continue the business with the firm name unchanged.

MARITIME PROVINCES.

Wm. Wallace, tailor, Wolfville, N.S., is dead.

Hammond Ross, merchant, Lockport, N.S., is dead.

Holland & Co., dry goods, Truro, N.S., have been burnt out.

Chas. Dodds, of the Yarmouth Hosiery Manufacturing Co., is dead.

W. J. Christie, general store, Little Bras D'Or, has compromised at 40 cents.

Manchester, Robertson & Allison, W. and R. dry goods, St. John, N.B., have dissolved.

Margaret Hayes, Nelson, N.B., is trying to compromise at 75 cents on the dollar cash.

Coleman & Co., hats, caps and furs, Halifax, has lost one of its members by the death of Robt. G. Templeman.

Ed. Allen has been admitted to partnership in his father's dry goods business in Windsor, N.S. Style, John Allen & Son.

An interesting experiment is to be tried in Seattle, Wash., and if successful, will put in the hands of the small retailers in large cities a weapon with which to successfully combat the enemy, the present department store. Six prominent Seattle retailers in different lines have already signified their willingness to combine force and open a large department store. The general management is to be placed in the hands of a man whom they shall elect, but each retailer is to be responsible for the department where goods of the class he is now selling are sold. The details have not been arranged, but there seems to be a good prospect that the plan will be carried through. It is expected that a \$300,000 building will be erected for the purpose.

CANADIANS ! *

MILES & CO.

TAILORS

Have removed from
21 Old Bond St., to

4 Sackville St., London.

Best Scotch Tweed and Angola Suits from £3 15s.
The Celebrated GUINEA TROUSERS, Etc.

STEWART & McDONALD

GLASGOW.

- Toronto Agency: 30 Wellington St. East. -

Special lines of
Linens always. } **W. MOWAT** { Close buyers would
in stock. . . . } do well to inspect
our samples. . . . SP



Mantels, Grates and Tiles, Office and Store
Fittings and Furnishings.

Stock still Complete and well Assorted
in Every Department.

Novelties . . .

ARRIVING WEEKLY

Special Lines are being offered at a Big
Reduction from usual prices to clear.

Orders by Letter, Telephone or
Telegraph receive attention.

D. McGALL & CO.

WHOLESALE MILLINERY and
FANCY DRY GOODS.

TORONTO,
12 and 14 Wellington St. E.

MONTREAL,
1831 Notre Dame St.

LONDON, (Eng.), 12 Falcon Ave.; Aldersgate St.

S. Greenshields, Son & Co.

GENERAL

DRY GOODS MERCHANTS

MONTREAL.

Just opened up another shipment of

CRUM'S PRINTS

Black Grounds, with Heliotrope Flowers, etc., etc.

In Lace Department:

Fresh goods in Irish Point Laces, Black, Cream and White.

ALSO NOVELTIES IN VEILINGS.

In Dress Goods Department:

Serges, Hop-Sackings, etc., in Navy, Black, and Fancy Stripes.

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital \$10,000,000)

Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.

Silk Seals. Silk Velvets, Black and Colored.
Dress, and Millinery Plushes, Etc.
Silk, and Mohair Furniture Plushes, Etc.

To be had of all the Leading Wholesale
Houses in Canada.

Sole Agents for the Dominion:

H. L. SMYTH & CO., - Montreal and Toronto.



WHERE TO GET SNAPS.

A CLEARING line of this season's worsted trouserings in colored goods is being offered by W. R. Brock & Co. at about 40 to 70 per cent. below their value.

Gordon, Mackay & Co. have opened a job line of ladies' Windsor ties, enabling them to offer \$1.75 goods for \$1.20 and \$3.50 goods for \$2.25.

Caldecott, Burton & Spence have received a special line of velveteens in black only; price 37½ cents. They claim that this line is extra value, and are sending out samples to those asking for them.

Gordon, Mackay & Co. are fortunate in having a full stock of Canadian mixed socks. These goods are scarce, their prices are 87½ cents, 95 cents, \$1.10 and \$1.25 per dozen.

W. R. Brock & Co. have purchased a manufacturer's stock of heavy braces, consisting of over 6,000 pairs. These are put up in dozen bundles, and will be sold at a price which will allow them to be retailed at 12½ to 15c. The regular retail price of these goods is 20 to 25c.

Gordon, Mackay & Co. offer a choice lot of art muslins at 4¼ cents per yard; a leader to wake up the July curtain trade.

W. R. Brock & Co. are showing their full importations of boating shawls and evening wraps direct from Berlin, Germany. Besides a large range of fancy knit and canvas shawls, their lines of honey-comb in all colors, to retail at 50c., 75c., \$1, \$1.50 and \$2, are exceptionally good value. Their shall called "Dollar," to retail at that price, is far better value in style, weight, size and finish than the same line last year.

Gordon, Mackay & Co. are clearing their stock of ladies' belts at a discount of 25 per cent. They also offer at the same discount the remainder of their stock of men's neckwear.

A shipment of wool boating shawls has been received by Caldecott, Burton & Spence. They are showing some great value at 37½, 55, 75, 95 cents and \$1.25. These numbers are especially good. They have also a splendid range of higher priced novelties in the way of silk mixtures. Another novelty in these goods is the range of shot effects, plaids and fancies, in which the colorings are very rich. They designate these the "Royal Wraps."

W. R. Brock & Co., having had immense success this past season with cotton ribbed underwear, have been induced to make still greater efforts for fall in this class of goods. They particularly wish the trade to examine their large range, which is good value all through, especially their numbers, "Lowline," to retail at 15 cents; "Startler," extra heavy weight, shaped, at 25 cents; "Ohmy," a button-fronted line, at 50 cents; and "Ida" and "I.X.L." at 75 cents. All these varieties have long sleeves and are extra large sizes.

Gordon, Mackay & Co. have two special lines of English plate prints which they are clearing at 6½ and 8 cents, the latter 32-inch and standard quality.

John Macdonald & Co. have a drive in silk-shot metal-fitting braces. They have also a drive in men's tweed rubber coats with officers' capes; the prices are said to be 25 per cent. less than previous prices on these goods. A shipment of fine smok-

ing and lounging coats in sizes 38 to 42 has been opened up. These are choice West End of London garments, and excellent in quality and finish. Tailoring braids and wide militarys are to hand. These are scarce goods, and since the order was placed the prices have risen. A full assortment of genuine celluloid waterproof collars are to hand; also harvest mitts and overalls in all materials.

TRIALS OF A BOSTON COMMERCIAL TRAVELLER.

"**M**INE is a business which calls for an unlimited amount of imagination," said Burg Zeis, a Harvard graduate, who represents a large Boston silk and underclothing house. "As soon as April makes its appearance I start out on the road with my grips full of heavy winter clothing, and this I sell all through the dog days. Mopping the perspiration off my classic brow, I hold up to the gaze of my customers extra heavy garments and point out how perfectly they will protect his customers from the severe weather of the coming winter, for which we all long just then as a measure of relief from semi-sunstroke and actual melting away. The heat keeps pace with my eloquence as to the dangers of cold, and when September arrives with the first indication that the sun has begun to get the worst of it in its annual prize-fight with every living thing, I go out again with the lightest of fabrics and the gauziest of underwear. These I sell all winter, and as I knock the snow off my shoes and shake more of it off my overcoat I dilate on the comfort of wearing net underclothing and stockings through which the mildest of breezes can penetrate. A travelling man's lot is a mixture of the sublime and the ridiculous, and I certainly get full measure of the latter. The only thing I regret about is that I can't reconcile my duty to my principles with the divine maxim about not taking thought for the morrow."

THE WORLD OF TRADE.

O! a glorious realm is the world of Trade,
Where every craft is a ship of war,
And every crew is a robber band
Against all other bands arrayed;
Where the broadsides thunder near and far,
And the wrecks are hurled to a friendless strand—
Where the Syndicate and its "Admiral,"
And the "Commodore" of the City Bank,
And the "Captain bold" of the wholesale store
Go down alike in the battle's hell,
Or together "walk" the pirate's "plank,"
To sail on the treacherous sea no more,—
Where no life-boat to the rescue flies,
But the "wreckers" light their luring fires,
And bide their time like the birds of prey
That wait till the victim helpless lies,
That—stabbed by a cruel "bill"—expires,
While his flesh is torn on the broad highway.
The man who met with the ancient thieves,
On the lonely road to Jericho,
Was a luckier man than the traveller now
When the lawyers steal what the bandit leaves
And the priest and Levite come and go
Among the thieves with a smile and bow.
—JAMES G. CLARK in the Vanguard.

Goods for Present Season



PINK AND CREAM CHALLIES.

PRINTS in all the fashionable colors; values unsurpassed.

ART MUSLINS, Art Furniture Goods, Art Cretonnes, special lines.

LADIES SUMMER VESTS at very low prices, immense ranges.

LADIES HOSIERY AND GLOVES at very low prices, immense ranges.

LACES AND EMBROIDERIES, new ranges just to hand.

SUMMER TIES, Vests, English Collars in every height, and a fine range of Men's Furnishings. Suitings, Cricketing Flannels, Halifax Tweeds, Tailors' Trimmings, Etc.

ORDERS SOLICITED

WYLD, GRASSETT & DARLING
TORONTO.

W. R. BROCK & Co.

Are meeting the requirements of the times in the trade of Canada, both in respect of the quantity and quality of goods held in stock all through the year, and also in the matter of . . .

PRICES

We meet all fair competition and conduct business on business principles.

We ask the trade to examine our samples now in the hands of our representatives on the road and note the quotations.

W. R. BROCK & CO.
TORONTO.

ALEXANDER & ANDERSON

We have in stock the following seasonable and desirable lines for the midsummer trade, viz.:

Printed French Delaines.
Scotch Zephyrs and Chambrays.
New Prints in dark grounds, reds, indigos, etc.
American and English Challies, nice range.
Satin Check Dress Muslins, Lawns, etc.
Summer Silks, small and medium checks.
Colored Surah Silks, Merves, Failles, etc.
Black and Col'd Velveteens—Bronze, Greens, Fawns, Slates, etc.
Navy and Black Dress Serges—full range of prices.
Cream, Cardinal, Wood Brown and Fawn Dress Serges.
Printed Flannels, in spots, stripes and fancies.
Union Cashmeres, all colors, also full range of blacks.
Wool Cashmeres, in scarce shades, such as Cream, Pale Blue, Cardinal, Pink, Coral, Salmon, Navy, etc.
Black Grenadines, various prices.
Art Muslins, specially cheap lines.
Cretonnes—full range at popular prices.
Parasols and Umbrellas—nice assortment.
New Frillings, Veilings, Embroideries, Hosiery and Gloves.
Lace Curtains, all prices, special value.
Domestic and Imported Flannelettes in great variety.
Just received, a full range of our celebrated and well-known Black Henriettas in Jet and Blue Black, A 1 value.

NOTE.—We are now offering some specially cheap clearing lines in Dress Goods and Prints, also odds and ends in every department, to which we would direct the attention of merchants when in the city. INSPECTION RESPECTFULLY INVITED.

43 FRONT ST. WEST, TORONTO. **ALEXANDER & ANDERSON**

CALDECOTT, BURTON AND SPENCE.

Have made extensive preparations for the

Fall Season, 1893

And will show a Fine Range of Goods in the following Departments:

Dress Fabrics,
Black and Colored Silks,
Fringes and Trimmings,
Hosiery and Gloves,
Lace Curtains.

Ribbons,
Mantle Cloths,
Underwear,
Linen.

The Drought in Europe has had a serious effect upon goods and in consequence skins have advanced enormously. Until our stock of Kid Gloves is exhausted we shall

SELL AT OLD PRICES

Orders direct or through our representatives will have our best attention

**CALDECOTT,
BURTON
AND SPENCE.**
TORONTO.

THE LYONS SILK TRADE IN 1892.

THE British Vice-Consul at Lyons, writing on the silk trade of that town for 1892, says that the first quarter of the year gave little or no indication of the reaction which was so soon to change the aspect of the market. The amount of business, however, was not inconsiderable, over 1,250 tons of silk having been conditioned in three months. This circumstance, coupled with the preoccupations usually current at the approach of the new crop, and emphasized by an improved enquiry from the Paris market for the manufactured article, caused in the second quarter some movement in prices, and the amount of silk conditioned in this period rose to 1,468 tons. A rarity in thrown silk in certain categories began to make itself felt, and higher prices current caused manufacturers to abandon the hand-to-mouth policy engendered by a declining market, and the figures were again exceeded in the third and last quarters of the year, which closed with a total of 6,020 tons, said to be

THE LARGEST TOTAL EVER PRESENTED BY THE LYONS CONDITIONING HOUSE,

exceeding that of 1876 by 200 tons. The various kinds of silk entering into this large total may be approximately classed as follows:

	Per cent.
Japans.....	22
Chinas.....	16½
Cantons.....	15
Italians.....	14
French.....	12½

The remaining 20 per cent. was made up of various other origins.

The advances in prices during the year were very important, and varied from 5 to 40 per cent., the year closing with a prospect of still higher values to be realized.

THE GLUT IN COTTON YARN AND CLOTH.

THE London Draper's Record speaks editorially, on June 3rd, as follows: "The spinners are gaining, hand over hand, upon what may be termed the working demand of the manufacturers. The latter may be for the moment roughly divided into two classes, those who have old orders on hand uncompleted, and those who have not. The latter, and they are numerous, are in an attitude of painful expectation. Outside the light fabrics for the spring and summer home trade there is a strange languor in the demand for cotton cloth, apparent nearly all over the world. Everywhere the same tale of sluggish sales is told. There are certain fabrics to which this remark does not apply—notably to velveteens—but taking the great bulk of the goods forming the staple trade of Lancashire, they appear to be in greater supply than the demand warrants in nearly every market under the sun. While this is the case, it is hardly likely that manufacturers will be in a position to relieve the congestion in yarn. But this state of things is not what was anticipated. When the long strike was concluded, a surprise awaited the market in the form of a pronounced drop in the price of cotton. The unexpected has again happened, for it was pretty generally anticipated that after such a prodigious decrease in the output of yarn, the market would be healthy for a long period. This calculation was based upon the assumption that the manufacture of cloth would go on as usual—or rather better, than it had done the previous six months. To what, then, can this unlooked-for stagnation be ascribed? In the main, there can be little doubt that over-production is the most important factor in bringing about this result.

PROSPECTS FOR THE NEW SILK SEASON.

ACCOUNTS generally agree, says the Textile Mercury, that the coming silk crops in Europe and Asia will be greatly superior to last year's, not only in quantity, but also in quality. There is plenty of evidence that China expects an abundant yield, otherwise the natives would abstain from selling new season's tsatlees and taysaams "to arrive," or, in other words, for delivery in Europe during August and September next. Japan will show a larger production, too, very likely to the extent of 60,000 bales, for export to Europe and America. The probable out-turn of Italy, France, Spain, and the Levant may be reckoned at from ten to fifteen per cent. in excess of 1892.

These prospects, and the fact that speculators are unloading, to which must be added the very unsatisfactory condition of financial and political affairs, are exercising their influence, and prices in the principal markets are tending downward. Especially is this the case in Milan and Turin, and it will not be long before Yokohama and Canton will follow suit.

It appears that in the near future more full-sized silks, especially Chinas, will be used. Their consumption, owing to a turn in fashion favoring moires and faille, both in piece goods and ribbons, will shortly be increased, to the detriment of fine Italians and Japans, as well as Cantons, and the cost of the latter, which assumed an artificial height, will therefore be reduced to its proper level.

There is no doubt that a great deal of silk will be required if the market is left to legitimate purposes, and provided that no prolonged monetary disturbances or calamities through war in Europe and epidemics there and in this country prevail. On the other hand, it is quite certain that gambling and speculating will seriously injure the development of the silk industry. As showing its progress in Europe, a comparison of the transactions of the principal conditioning houses in 1892 and 1893 is worthy of consideration. During the first three months of this year the outlet in Europe amounted to 5,350,000 kilos., against 3,880,000 kilos. for the same period in 1892, an increase of nearly 40 per cent. All things considered, there is reason to look forward to very encouraging prospects in the silk business during the coming season both here and abroad.

AUSTRALIAN MAILS.

Australian mails by the Canadian-Australian steamship Miowera, dated Sydney, May 18, were delivered in Ottawa on June 14th. Evidently the Canadian Pacific railway had made an extra effort to bring them across the continent from Vancouver quickly, as the steamer arrived there on the 9th. That considerable interest is being awakened in Australia as to the prospects of trade with Canada every mail abundantly shows. Mr. George Johnson, the Dominion statistician, has been in receipt of several enquiries lately on trade matters. The firm of Winchcomb, Carson & Co., produce salesmen, Sydney, N.S.W., have asked Mr. Johnson for the names of two or three reliable firms in the leading cities of Canada to act as selling brokers for the disposal of fur skins, tanned and untanned, sheepskins, basils, etc. Another firm, Edward Hordern & Co., of Sydney, have asked for a list of dry goods manufacturers in Canada. Enquiries of this kind show what splendid openings are available for Canadian merchants if they choose to take them.

FALL . . . TRADE EDITION

Circulation 8,000

*I*N order that our regular advertisers may have an opportunity of placing their fall announcements before those of the retail trade who are not now subscribers to *THE DRY GOODS REVIEW* we have decided to *DOUBLE THE CIRCULATION* of the *AUGUST NUMBER*, sending out 8,000 copies to the retail trade from the Atlantic to the Pacific.

Advertisers should make a note of this, and prepare a good live advertisement of a line of goods you are making a specialty of. It will pay you. Retailers are looking for "snaps;" if you can give them any say so in your advertisements.

Do not go on the principle that because you are an old house everybody when they read your firm name knows all about you. There are lots of people who in the rush of business will overlook you, and so do not know what you make, or what your specialties are and — don't forget the August edition.

THE DRY GOODS REVIEW.





ARRANGEMENT AND ADVERTISEMENT OF BARGAINS.

METHODS OF LEADING NEW YORK HOUSES.—SOME OF THEM EXPLAIN THEIR THEORIES.

EVERY merchant must admit the value of "bargain sales" both as the means of getting rid of goods that have not been saleable at regular prices and as indicating to the public that a firm is enterprising and anxious to give its patrons such advantages as it can. Merchants are not agreed, however, as to the best way of attracting attention to such sales and of securing the best results from them. The big retail stores of New York are constantly advertising bargains, and such firms as Denning, Macy, Ehrich and Daniell have bargain counters in evidence almost every working day of the year. Every Sunday the newspapers teem with glowing advertisements of the bargains that will be offered on the following day. The other day, says a writer in the *Dry Goods Chronicle*, I made a tour of these stores for the purpose of ascertaining how they operate those superlative bargains for which a new title, "big drives," has been invented. At Denning's I found that it is a rule of the store never to display any bargains outside of the departments to which they belong. Superintendent Johnson said that the reason for this was entirely practical.

"It has been my experience," he said, "and undoubtedly has been the experience of everybody else, that these are times that even the greatest bargains do not satisfy the person who has been attracted by the advertisement of them; the latter may be perfectly true in every particular, but it is impossible for even the most conscientious merchant to give an adequate idea of the goods he advertises in the few words that he can allot to any item. Therefore, when the customer looks at them, he may be disappointed in the goods. Now, if the bargains are displayed outside of the department in which such articles are sold, there is nothing else to attract him. The average customer will thereupon go away dissatisfied, with the result that the firm loses a sale, and possibly the customer will not call again. It is perfectly natural that the customer should go to some other store in search of the article which he had in mind when he came to us, and make a purchase there. The fact that he has found what he wanted there is likely to encourage him to trade there thereafter, unless he had originally some settled choice. If, on the other hand, the bargains are displayed in their proper department, and, after examination of them, he decides that they are not what he wants, he may be attracted by some other similar article displayed for sale where his eye can be attracted by it. That theory is thoroughly believed in by this firm, and in no instance is it departed from.

As to bargains generally, the theory of the firm is this: Both as a matter of policy and from a sense of justice the firm insists that all bargains shall be as represented in the advertisements. A single misrepresentation is likely to do more harm than can be atoned for by any number of genuine bargains. When business is dull, or we decide to cut down the prices of certain articles, I get the facts regarding them from the head of the department

and lay them before the firm. The members of this firm are thoroughly acquainted with the goods they deal in and always insist on seeing those advertised as bargains. If they find that the goods are as represented in the statement of facts they tell me to use my judgment in regard to advertising them. After I have prepared the form of the advertisement, it goes to our advertising man, who puts it in such shape as he thinks most wise. As he is a man of experience in such matters, his judgment is invariably concurred in by the firm. Of course, it is desirable to place the goods in as attractive a manner as possible, and that is usually left to the head of the department in which they belong. Another thing; we never allow anybody to handle them for us who is not thoroughly conversant with them and cannot explain them satisfactorily to the purchasers. We believe it is quite as important to have competent salesmen at a bargain counter as on regular stock. The reason for that must be apparent to anybody who stops to think of the subject. In the first place, if the customer should want something better, if the clerk is competent he will at once take advantage of the fact and turn him over to some other salesman who can treat him properly.

"A competent salesman will always find out, when a customer expresses dissatisfaction with an article, just exactly what the customer has in mind. Possessing that information, he can act intelligently and frequently will be able to make a sale where a clerk who does not understand the stock, or has not the intelligence to enquire into the wants of the customer, will let the latter go. Furthermore, there is always a reason why the articles put on the bargain counter are there. The clerks in the department usually know what these reasons are and can talk to a customer with a confidence born of knowledge. In fact, if anything, good salesmanship and tact are more necessary at the bargain counter than anywhere else, though it may not seem so.

"You hear a great deal about the crush at bargain counters and the fact that thieves are attracted there. When goods clerks are in charge they furnish ample protection, and no outside assistance is necessary. When there is a great crush, it is our rule to put on all the clerks in the department who are not absolutely needed elsewhere, and if these are not enough to wait upon the customers properly, we will bring in salesmen from other departments whose skill and intelligence and knowledge of dry goods generally, fits them as general salesmen. Such men learn the necessary details in a few minutes and are able to handle the stock and the customers in proper manner."

At Macy's somewhat different ideas prevail. While it is the rule to put the sale of bargains in the hands of clerks acquainted with the goods, the big drives are displayed outside the departments. There are bargains within departments, also, but the really big things, those that draw the largest crowds, are reserved for certain prominent

places in the store, where they attract the eyes of customers almost as soon as they enter the establishment. There is a two-fold purpose in this. In the first place it is the theory of the firm, apparently, not to hide its light under a bushel. Having secured a certain class of saleable articles at an unusually low price, and having determined to draw attention to them, they wish to bring the cheapness of them home to the minds of as many customers as possible. The chief bargain table is located on the main floor near the main Fourteenth street entrance. Every customer who enters the store from Fourteenth street, and most of them do come in that way, is at once attracted to this table. Very rarely is it possible to see the goods displayed there without entering into a mass of struggling customers that surround the table from the time the store opens until it closes, or all the goods are disposed of. The fact that it is a bargain table, and that hundreds of people are striving to get at it, is evident from even outside of the store, for the swinging glass doors in front of it do not in any way conceal it or the bargain hunters around it. The bargain table next in importance to this is located in the main aisle down the center of the store where it can be seen from one of the Sixth avenue entrances and also from the 14th street entrances, as well as being in a prominent position within the store. These two tables are reserved, as has been said, for the big drives. Whenever a buyer at Macy's finds that his sales are running behind, and that there is danger that he may be held to account by the firm, he skurries around until he finds some great bargain in the goods included in his department. Then he hurries to the firm, draws attention to the nature of his find, and, if his judgment is concurred in, he makes a special request for the use of one of the two tables for some day during the week. As a result, five days out of six, these tables are devoted to special things which the buyer has secured in order to make himself square with the firm. Having the table, the buyer applies to the floor walker for the number of clerks that he deems necessary to properly handle the crowds. If he has not enough men in his department, he will take clerks from other departments in which similar goods are handled. Great care is always exercised to allot only such clerks to the bargain table as are thoroughly acquainted with the articles on sale. If the floor walker should be unable to furnish clerks enough for that purpose either from his own department or by borrowing them from other departments, he is likely to be severely lectured by the firm, which considers that it is part of his duty to see that he has ample help for such emergencies. When the day of the sale opens, the floor walker is expected to take charge of the bargain counter, and be prepared to supervise it thoroughly. If the clerks are not attentive or courteous, he is expected to take them in hand. If there are any suspicious persons in the crowd, he is expected to take notice of that fact, and if necessary, to summon the detective to investigate them. The advertisements of the bargains are always prepared by the buyers, but are afterwards examined and sometimes changed by the advertising man employed by the firm for that purpose.

Mr. Sam Ehrich, of Ehrich Brothers, makes it a rule to examine personally all of the goods which his buyers represent as bargains.

In this store there is also one table devoted to the most important bargains, while those of minor attractions are exposed within the departments to which they belong. This leading bargain table is located in the center of the store, not far from the elevators, and near where the aisle leading from the Sixth avenue

entrance intersects with the aisle that extends to the Twenty-second street side of the store.

"One of the most important things about bargains, said Mr. Ehrich, "is the truthfulness of the advertisement of them. The greatest mistake that a merchant can make is to attempt to deceive in this regard, because a customer who is once fooled is not likely to be deceived again by the same persons. If a merchant wants to drive away customers, he can do it very easily by misrepresenting the goods that he offers as special attractions. The advantage of investigating personally such goods before drawing public attention to them, is shown by an incident that occurred here only a short time ago. One of the buyers came to me with an article which he wanted to sell for 29c. He had drawn up the form of an advertisement which read: '29c. was 59c.' I looked at it, and looked at him. 'Was that 59c.?' I asked. 'No, he said, 'it was 49.' I immediately changed it, and read him a severe lecture. Independent of any questions of fairness and propriety, this principle of good faith with patrons is a matter of the soundest business policy. There was a time when it was only necessary to call an article a bargain to attract custom, but that is not true nowadays. Women are as keen judges of the real value of goods as any of the men who are employed in the business. They know whether a thing is a bargain or not. Just to illustrate, here are a lot of silk goods which we are offering at 68c. a yard. If you will observe, there are very few purchasers. As I believe in disposing of goods quickly, even if necessary to dispense with profit, I shall mark them down to 58c. to-morrow. You come in here then and I will guarantee you will find a crowd around them."

Besides advertising liberally in the newspapers, Mr. Ehrich draws special attention to his bargains by displaying them prominently in his show windows. When these are not ample enough to contain all the specialties that he wishes to draw attention to, he puts show cases in the entrances where they cannot fail to attract.

In the course of my inquiries at Macy's, I heard this rather amusing story. Mr. Isidor Straus came in through the Fourteenth street entrance one morning and saw a lot of parasols exposed on the bargain counter. Over them hung a placard, reading "97 cents, worth \$2." Walking up to the buyer, who was present, Mr. Straus said testily:

"I don't like that. It isn't proper; you ought not do it. You know very well those parasols are not worth \$2."

The buyer was an old and capable employee, and of an independent character. He looked up at Mr. Straus, and said:

"Who says so?"

"I say so," said Mr. Straus.

Well, you don't know what you are talking about," said the buyer, "and I'll bet you there are some worth \$3."

Mr. Straus looked earnestly at the buyer for a moment, and then said in a much milder manner:

"Oh, well; if they are worth that, then it is all right. So long as you are correct, I have nothing to say. I only insist on having no misrepresentation."

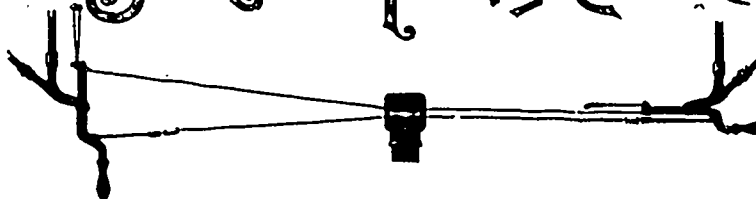
Then he walked away. The bystanders say that the buyer didn't change countenance once during the course of the interview.

The fashion editor wrote, "Boas are fashionable among young ladies," but the intelligent compositor had it next day, "Boys are," etc.

IMPORTANT NOTICE TO MERCHANTS

The Barr Cash & Package Carrier Co.

Avoid Liability for Damages
in Buying Cash Carriers
Infringing Barr's Patent.



The Patent Office Decides
in Favor of the Barr
Patents.

Two Strong Decisions Rendered Each Unqualifiedly Awarding
Priority of Invention to Barr.

When Purchased, if put up in store by this Company, price per line, \$35.00.

When Purchased and put up in store by purchaser, price per line \$30.00.

When put in under lease of three years, 1 line, \$15.00 per year; 2 lines, \$12.00 per year each;
3 lines or more, \$10.00 per year each.

When under 5 years lease \$1.00 per line less.

The rent must be paid in advance for each year.

HAMILTON BRASS MANUFACTURING CO., Hamilton, Ont.,

General Agents for Canada.

ADOLPH KLUGE.

EMIL KLUGE.

ALBERT KLUGE.

THE GERMAN ARTISTIC WEAVING CO.

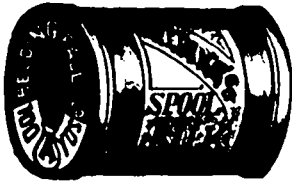
120 FRANKLIN ST. NEW YORK.

WOVEN LABELS

THE oldest and largest concern in the World manufacturing Woven Silk
Labels and Hangers for Clothing, Furs, Cloaks and Shoes, Shirt Labels,
Dress Belts, Night Shirt Trimmings and Initial Letters.

Our goods are the very best that can be produced and our prices are
the lowest in the market. We deliver all goods free in Canada.
Write for samples and prices to our New York Office.

Like all other Silk Thread Manufacturers, we make different qualities of 100 yards and 50 yards Spool Silks to meet the demands of the trade.



The Only Brand we recommend is that bearing our own name on Spool like this.

Belding's Silks will be found the best in the market, and average 10% stronger than any other make.

See that the name Belding is on every Spool, and take no other.

All the Leading Retail Dry Goods from the Atlantic to the Pacific keep Belding's Silks.

BELDING, PAUL & CO., Ltd.,
MONTREAL.

— THE ONLY —
**CHURCH BRAND
SEWING NEEDLES**

ARE



SEE
THAT
EACH
PACKET
HAS
THIS
TICKET

SEE
THAT
EACH
PACKET
HAS
THIS
TICKET

NONE OTHER GENUINE.

Manufactured by HENRY MILWARD & SONS, Ltd.

The Worsted
and Braid Co. OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

THE WORSTED AND BRAID CO., Limited,
TORONTO JUNCTION



— THE —

**AMAZON
VELVET SKIRT FACING**

A NEW FABRIC FOR FACING AND BINDING SKIRTS.

ADVANTAGES:

DURABILITY—Will outwear a dozen old-fashioned braids.
NEATNESS—The Pile of the Velvet gives a smart finish to the bottom of the skirt. Being cut on the bias it does not ravel and does not injure the shoe.

ECONOMY—Being done up in continuous lengths of 3, 4 and 18 yards
ALL FASHIONABLE DRESS SHADES.

MANUFACTURED BY

MEYERHOF, MARX & SIMONSON, MANCHESTER.

Representative: FRED KING, 61 Piccadilly, Manchester.

WHOLESALE ONLY.

WOOLLENS AND
TAILORS' TRIMMINGS

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



"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.

ELEVEN FIRST MEDALS.
A large stock of these GOOD VALUE Corsets always on hand at
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