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Write for rates to

THE DRY GOODS REVIEW CO.,

6 Wellington Street West, TORONTO,

or 115 St. Francois Xavier Street, MONTREAL,

# THE CANADIAN DRY GOODS REVIEW.

Vol. I.

TORONTO, MAY, 1891.

No. 5.

## THE DRY GOODS REVIEW

THE ORGAN OF THE CANADIAN

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

Published Monthly by

THE DRY GOODS REVIEW CO.,

8 Wellington St. West, Toronto.

J. B. McLEAN,  
President.

CHAS. MORRISON,  
Editor and Business Manager.

Address all communications to the Editor.

### PROFIT SHARING.



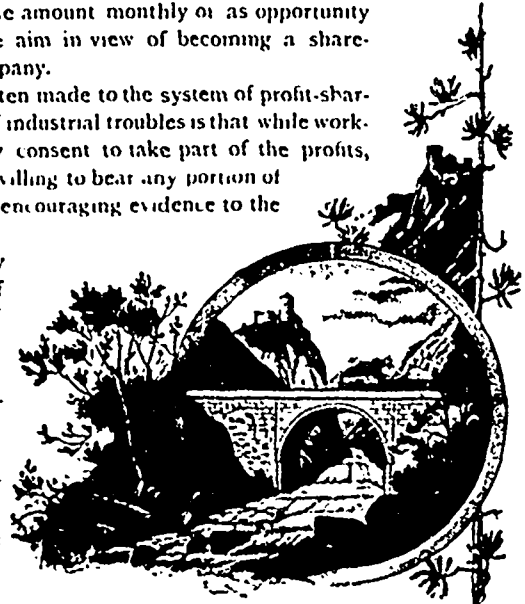
UNIQUE, but at the same time most pleasant event took place at the dry goods establishment of Messrs. Pratt & Watkins, Hamilton, Ont., on April 24th. At the close of the day's business Mr. Fred. W. Watkins addressed the employes, who had gathered in the mantle show room, upon the various points which he considered tended to the success of the business and by attention to which the clerks might help to increase the sales and thus add to the yearly profits of the establishment. He stated that last year's business had been a successful one and he had much pleasure therefore in distributing among those persons who had been employed for the whole year, the sum of \$1,000. This money he did not intend to give them in cash, but placed it to the credit of each recipient in the savings department of the business so as to draw interest at the rate of five per cent. per annum. About thirty persons were then handed a small pass book in each of which was entered the amount that had been allowed to the beneficiary. They were then notified that hereafter the firm would allow all employes the privilege of depositing a portion of their salaries weekly, any sum from fifty cents upwards being received and interest at five per cent. would be allowed on all deposits of \$3 or over. A vote of thanks was unanimously passed to the firm for their liberality. We extend our congratulations to the firm and hope that the inauguration of this new system in their business will prove of the greatest benefit to themselves and to their employes.

The profit sharing system has been in vogue in France for over half a century and has proved most successful. In the Maison Leclair the aggregate sum of 2,513,142 francs was distributed among its employes, in addition to their wages, between the years 1842 and 1889. In the Magasin du Bon Marche, the system was introduced in 1858 followed by most gratifying results and a Provident Fund was founded in 1876 in the benefits of which every employe having a five years' uninterrupted attendance in the house was allowed to participate. The fund was sustained by means of a sum

annually deducted from the profits of the business, and an idea of its beneficent result may be gained from the fact that on August 1st, 1888, it had increased from 62,020 francs to 1,253,746 francs, the beneficiaries being 1385 in number. Each participant in the fund has an individual account, which is increased by an annual interest of 4 per cent. on the capital. The right to obtain the capital is acquired by all female employes having served for fifteen years and by all male employes serving twenty years. The fund has paid out since its foundation over 350,000 francs to its various participants or to their heirs.

In England the system was first introduced in 1869, and in a report to the British Board of Trade, recently published, it is stated that there are now forty-eight firms who share their profits with their employes. The majority, however, did not begin to do so till within the past two or three years, and the report states that marked success has been achieved in several cases. A noteworthy example was recently made by Messrs. Elworthy Bros. & Co., woolen manufacturers of Westford, Wellington, who notified the employes that they had decided to reserve for the year ending 31st March last, a sum sufficient to give each employe who had been in their service, and had worked satisfactorily under the foreman, for the full year, one week's wages as bonus. They did this to show their appreciation of the work already done, and to stimulate if possible to greater interest and loyalty in all that concerns the good of the Company. The employes were also informed that if any among their number were putting money aside, and would, as time goes on, desire to become proprietors, the Company would, under certain conditions, do their best to secure for them a share or shares and suggested that each should invest the bonus then given in the Post Office Savings Bank (adding to the amount monthly or as opportunity occurred) with the aim in view of becoming a shareholder in the Company.

An objection often made to the system of profit-sharing as a solution of industrial troubles is that while workmen would readily consent to take part of the profits, they would not be willing to bear any portion of the losses. Very encouraging evidence to the contrary has been recently afforded by the employes of William Thomson & Sons, Huddersfield, England, in whose mills the system was introduced three years ago. On learning that for the past year no dividend could be paid, the men spontaneously met and unanimously resolved to pay it themselves out of their own accumulated dividends on their wages.



## DRY GOODS BENEFIT ASSOCIATIONS.



THE letter of "H. A. S.," in our last issue has caused a good deal of talk in the trade, and there is a general feeling that he has ably shewn the absolute necessity for the formation of Retail Dry Goods Associations. It has been suggested to us that "H. A. S." should set the ball rolling by calling a meeting of some of the leading retailers in Toronto with the view of thoroughly discussing the matter and giving the movement a start, which is all that is required to bring about this desirable result. Now that the summer is upon us, when there will be a large exodus to pleasure resorts, perhaps those busy retailers will have more time to consider this pressing question. A retailer in London writes us, cordially approving of the scheme. He says: "I read H. A. S.'s letter with a great deal of interest, and sincerely hope that it will not be allowed to sink into barren ground, but that it will bring forth good fruit in abundance. Here, in London, we are just as much in need of an association such as he suggests. We, dry goods men, are at the mercy of every dead-beat in the city, and we are so confoundedly jealous of each other that instead of rendering each other assistance to overcome this one great evil, we seem to take a sinister delight in feeling that we are not alone in suffering from these carrion. Our grocery friends have no such bug-bear to worry them day and night, which shows the benefits to be derived from organization. Another great evil to be overcome is the bankrupt stock dealers. They perambulate from one place to another; open out with a flourish of trumpets and delude the people into believing that they sell their goods for little or nothing. Legitimate traders have to bear the loss of the trade caused by these bankrupt stock dealers which is no small matter at the present time in view of the keen competition amongst retailers and the lack of money among customers. If an association in each city were formed with a central association for each Province in the leading city, composed of delegates from each branch association, we would soon be able by combined effort to get rid of the many abuses in the trade. The central association could meet say twice each year to consider questions of importance passed upon by the branch associations and adopt final action, which would be binding upon all the branches. This may be a crude idea, but it may set some others to thinking and lead to something definite being done. Before I close I would like to say that it is to me a matter of extreme regret that there should be such a strong feeling of jealousy among retailers. Some will scarcely recognize their neighbors and would not associate with them on any consideration. It is a great pity that this feeling should exist. I say it advisedly that there is no body of men having a greater degree of intelligence and good breeding than dry goods men, and I, for one, daily deplore the fact that there is such a lack of esprit de corps amongst them. Go on in the good work, Mr. Editor, and if through the aid of your valuable paper we are successful in forming these retail associations you will deserve the thanks of every retailer in the trade."

The columns of the REVIEW are always open for the discussion of this and other important questions, and we are always glad to have the views of retailers. We know that most of them have not much time at their disposal, but any spare moments could not be better utilized than by giving publicity to their views on questions of vital importance to the trade in which all their interests are centered.

It is a general complaint with many, that they cannot clothe their thoughts in language of sufficient clearness to appear well in print, but that is a mistake. If there should be any ambiguity, we will soon put it right.

Writing for the papers comes easy to most men after a little practice. Very often in discussing trade questions brevity is "the soul of wit," for it does not take many words to clinch an argument.

## FALL DRESS GOODS.

We have received from M. Emile Lehmann, Paris, France, a large number of patterns of new woollen dress goods. They consist of checks, stripes, plaids and plains in all sorts of colors and combinations. Green, pale blue, and brown predominate in the checks, stripes and plaids. One striking feature is broad stripes of these colors which are almost invisible and which would give a very nice effect when draped. In Henriettas there are a variety of colors, charming light tints of fawns, browns, greys, and cardinals predominating. Cheviots are seen in the knickerbocker pattern with and without parallelogram figures, and in very bright navy blue and black diagonals of varying widths; while German brocades are in fawns and black with foliage and tracery designs. There does not however seem to be much difference in the patterns from what have been seen here during the past spring season.

In the Toronto wholesale houses there is to be seen a variety of stripes, plaids and plains. There is nothing definite enough to say that it will take precedence of the others. Buyers have had to do the best they could in the foreign markets as they could not say that one thing would be preferable to another, Dame Fashion being at present so capricious. Judging from the past spring season polka dots might be considered a prime favorite, although there was a greater demand for cashmeres owing to their cheapness. It is probable that polka dots will hold a prominent place for the fall trade. One of the leading favorites in the old country is the cote de cheval or Bedford cord, plain and figured. It is likely to become popular in this market. Among the new dress novelties seen for the fall trade are nappy effects, and camel's hair effects. Hand-wide nappy stripes alternate with equally wide stripes in contrasting colors, which are made fancy by smaller colored stripes. Colored nappy effects are seen on dark grounds, while the lighter stripes carry small nappy spots. The fact is they are in every conceivable shape and form.

In view of the wide divergence of opinion and the uncertainty as to what will be the popular demand for the fall trade some of our subscribers have suggested that we should obtain and publish in our next issue the views of retailers throughout the country. It will afford us much pleasure to do this and we have therefore to ask that our readers as early as possible send us a post card with an answer to the following questions:

What color do you think is to lead for fall Dress Goods?

Will plain or tweed effects be most largely in demand?

## THE ALLISTON FIRE.

The thriving village of Alliston, Ont., containing about 1800 inhabitants, was wiped out of existence by the fire fiend on the morning of May 8th. The fire originated in the stables of the Queen's hotel and quickly spread in all directions. Among the sufferers were the dry goods houses of C. C. Lee & Co., loss \$10,000, insurance \$3,000; J. C. Hart, loss \$22,000, insurance \$9,000; Wm. Badger, loss \$15,000, insurance \$8,000; Mrs. Hurst, loss \$5,000, insurance \$3,000; W. Hutchinson & Co., loss \$18,000, insurance \$10,500. There were altogether 130 buildings destroyed entailing a loss of about half a million dollars with insurance of only \$125,000. The Mayor has petitioned the Dominion Government for a grant to relieve the suffering caused by the fire. The merchants with characteristic energy are already at work clearing away the ruins with the view of commencing building operations at once.

A moral can be drawn even from this disastrous fire. By the shortened terms of credit in the grocery trade the loss to wholesale dealers has been on an average from \$300 to \$500, whereas under the old terms of credit it would have averaged each from \$1,000 to \$1,200.

## CORRESPONDENCE.

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

## EDITORIAL NOTES.

Among the decisions given by the Board of Customs during the month of April were the following: Socks and stockings of silk, 30 per cent.; underwear of cotton or cotton and silk mixed, 10 cents a pound and 20 per cent.; underwear of pure silk, 30 per cent.

An arrangement has not yet been effected with the English creditors of the insolvent firm of John Birrell & Co., London, Ont. An agent of the firm is now in England with that object in view. Meantime a writ has been issued by Shaw, Sons & Co., of Huddersfield, England, for upwards of \$2,400, the intention being to compel the firm to distribute the funds in their possession equably. A nice question has arisen out of this insolvency. Mr. Birrell had his life heavily insured and made over the policies to his wife. We understand it is not the intention of Mr. Birrell to give up these policies to his creditors whereas they contend that he must as the premiums were paid by money out of the business and consequently the life policies should be included in the firm's assets. The courts will possibly be called upon to decide the point. Robinson, Little & Co. purchased the stock at about 80 cents on the dollar and have now nearly disposed of it.

Owing to the heavy falling off in the public demand for print cloths, negotiations are in progress between Boston cotton mill owners and Fall River, Mass., manufacturers for a general shutting-down of print cloth mills. It appears that gingham has entirely superseded calico in the United States markets. Should the mills shut down it would throw from 23,000 to 24,000 operators out of employment at Fall River, and some 12,000 at other points.

A small sensation was caused in financial circles by the annual statement of the Bank of Montreal which was issued on May 15th, but the excitement was somewhat allayed when the reasons for the poor showing had become known. The earnings for the first half of the fiscal year were about 5½ per cent., and for the latter half, which ended April 30th last, only 1½ per cent., making 7 per cent. for the year as against 11 per cent. the previous year. The apparent falling off for the latter half of the year is attributed to a rigorous writing-down of bad and doubtful debts by the new manager. The regular dividend paid this year amounted to \$1,200,000, while the earnings were only \$844,999, leaving \$355,000 to be drawn from the rest account which is now reduced to \$439,728. As compared with 1890 the liabilities and assets are more favorable. In 1890 the notes in circulation amounted to \$5,275,284, and in 1891, \$4,964,640; deposits not bearing interest in 1890, \$6,773,986, and in 1891, \$5,277,564; deposits bearing interest in 1890, \$14,434,414, and in 1891, \$18,279,884. Coming to the assets, the chief item of current loans and discounts for 1890 amounted to \$32,663,629, and in 1891, \$30,173,430, while the balances due from Canadian and foreign banks in 1890 were \$6,429,892, and in 1891, \$9,613,808. The market price of the shares in 1889 was \$453, 1890, \$454, while now they have declined to \$445 to \$448. Some local financiers expressed the opinion that the chief cause of the bad showing was the great shrinkage in values of securities of Baring Bros., held by the bank in London, England.

The recent failures in the wholesale dry goods trade have led thoughtful men to cudgel their brains as to whether there is not something more at fault than keen competition and long dating, and many of them have come to the conclusion that the banks are not entirely blameless. It is puzzling to them why banks should allow their customers to drift as far as they apparently did in the cases of McLachlan Bros. & Co. and Birrell & Co. to the detriment of the trade and the country in general. There should be more careful handling of accounts at the head offices. When a house asks for certain accommodation, unless plain, prompt and satisfactory answers are given to two or three simple questions, such as "What is your turn-over?" "What capital have you?" "What are your discounts?" and "On what grounds generally are you asking for accommodation?" it should not be given. But unfortunately the contrary appears to be the case.

## GENERAL AND PERSONAL NOTES.

The dry goods store of Wilson & Pye, Harriston, Ont., was burglarized on the morning of May 4th, and goods consisting of kid gloves, cashmere, hosiery, ties, etc., valued at \$200, were stolen.

John D. Anderson, wholesale clothier, Montreal, assigned on April 29th, on demand of Gault Bros. & Co. The total liabilities are upwards of \$80,000, the following being the principal creditors: Merchants' Bank, \$34,069, partly secured; Weston Woolen mills, \$5,949; J W Campbell & Co., Glasgow, \$2,300; Gault Bros. & Co., \$26,793; R. Tyler, Sons & Co., \$1,583; G. G. Anderson, \$1,325; Mrs. J. D. Anderson, \$1,719; Jesse Joseph, \$1,000. The assets consist of stock in trade, office furniture, book debts, and two plantations in British Honduras.

Oliver Coate & Co., auctioneers, Toronto, sold the Slater Wincey mill, of Brantford, on May 14th, to Mr. Wm. Hobbs, who was acting for A. F. Gault, of Montreal, for the sum of \$45,000.

The Toronto dry goods clerks will hold their annual excursion on May 25th to Hamilton. An energetic committee has charge of the arrangements and a really good time is expected.

Sir Edward Kenny, of the wholesale dry goods house of T. & E. Kenny, Halifax, N. S., died on Saturday evening, May 16th, in his 91st year. Sir Edward was one of the most worthy and highly-esteemed citizens of Halifax. He was a native of Ireland and came to Halifax in 1824 to manage the house of James Lyons & Co., of which, two years later, he became a partner. In 1828 he and his brother Thomas established the wholesale firm of T. & E. Kenny. For many years he was a prominent figure in the civic affairs of Halifax, at one time being mayor. He was a member of the Legislative Council for 26 years and for 11 years president of that body. Sir Edward had a family of six sons and four daughters, nine of whom are living.

The affairs of the Parks Cotton Mills, St. John, N. B., have been, and still are, engaging the attention of the Equity Court. For some time before and since they went into court the mills were run on advances made by the Bank of Montreal, the total amount so far advanced being \$200,000, and the bank is endeavoring to get back its money. Judge Palmer, of the New Brunswick Supreme Court, in his judicial capacity of custodian of the estate has lately been running the mills with the result that he has cleared quite a profit for the creditors.

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## THE BUSINESS TAX.



IT may be argued that it is impossible to perfect a system of taxation that will do justice to all, but we have no hesitation in saying that it is impossible to adopt any system more unjust and unequal than our present mode of taxation on per-

sonality, and consequently there is nothing to lose but everything to gain by effecting a change. The demand by those merchants who are agitating for the substitution of the business tax that they shall not be taxed on their capital while other merchants are merely taxed on their income is not only just, but to attempt to defeat this end, or to place any obstructions in the way of legislation necessary to it, is the rankest injustice and should condemn any man or party to public reprobation that seeks to perpetuate it. The inequalities and injustice of the personality tax have been pointed out in previous articles and we need not refer to them again. The question is, how can they be remedied, and the answer is by the substitution of a business tax. On April 22nd, a deputation composed of Messrs. Paul Campbell, Stapleton Caldecott, W. R. Brock, T. O. Anderson, J. Fraser Macdonald, W. W. Copp, W. B. Hamilton, G. B. Smith, M.P.P., representing the Toronto Board of Trade, and Mr. G. B. Ryan, of Guelph waited upon Attorney General Mowat, and Hon. Messrs. Hardy, Gibson and Bronson. The object of the deputation was expressed in the following statement read by Mr. Campbell.—

"We, a committee appointed by the mercantile sections of the Board of Trade, beg leave to address you in regard to municipal taxation.

"Last year you passed a permissive Act, called a Business Act, allowing municipal councils to adopt it in lieu of the present mode of assessing it, the object or aim of which is to relieve the mercantile classes of unjust and unfair taxation. The presumption is, therefore, that the mercantile community paid disproportionately and much greater on the personality division of local taxation than other classes of citizens. We shall not, therefore, dwell on this point.

We, however, desire briefly to call your attention to the circumstances that merchants from the necessities of their business are compelled to transact it on the most expensive land in a municipality and in costly buildings, necessitating their paying the highest realty taxation, but they do not complain of this, as the mode of assessment and rate is the same to all classes of citizens; but when it comes to personality assessment (bearing in mind that we pay the highest on the realty division) we are of all classes singled out, and in an exceptional manner taxed on capital instead of income like others. Why this wrong and injustice? There is no just reason for it. We may state that we would not be here to-day if we were taxed on our income like other citizens. We have, therefore, to ask you, gentlemen, if you cannot see your way clear to make the Business Act mandatory, to change the old law and make the mode of assessment on personality alike and equal to all. That is, to make the entire personality assessment on income, so that the principle of municipal taxation as carried out in Great Britain, France, and in every other civilized country in the world, except in certain sections of the United States and Ontario, "That taxation upon all property of the same class or upon all persons owning the same class of property should be alike," be adopted and applied in Ontario, and which would make our local taxation more in harmony with British law and justice.

Addresses were also made by members of the deputation, in which it was pointed out that municipalities had only the right to levy rates, the right to tax being invested solely in the government, and if the government delegated that right to others, they should be careful that justice be done to all parties. But the fact was that justice was not done, as municipalities tax one class of capital to its fullest extent and other classes the income from it only, which was manifestly a great injustice. It was therefore expedient and necessary that the law should be changed. Various other strong points were brought forward, and the Attorney General assured the deputation that the government would bear in mind its representations.

The Attorney General seemed favorably impressed with the arguments of the deputation, and they are hopeful that he will, in the interests of equity and justice, introduce a measure, at the next session of the Legislature, which will do away with all taxation inequalities.

Ottawa is showing a worthy example to other cities. It appears that the report of the special committee favoring the substitution of a business tax, which we referred to in our last issue, had only been adopted by the Finance Committee of last year. However, the report was brought before the Finance Committee of this year, on May 1st, and again adopted, with the addition that the law be enforced from January 1st next, and that the rate of taxation be 7½ per cent, the highest rate allowed by law. At the subsequent meeting of the City Council on the 4th, a motion to refer the report back for further consideration was lost, but it was afterwards agreed to delay its final adoption by the Council till its next meeting.

## THE TRADE IN MONTREAL.

(By Our Own Correspondent.)

To gauge the condition of the dry goods trade and the other industries allied with it during the month that is past is a matter of extreme difficulty as so many factors counteracting one another have entered into the situation. This is the month to which wholesalers looked during the most of a dull winter with hopefulness that they would then be reimbursed for their losses or at least that their trade would meet with an expansion that would recompense them for a period of contraction and inactivity. The opening of navigation was depended on to ensure a circulation in trade that was hampered by uncertainty and distrust and diverted by quantities of goods illegitimately thrown upon the market. They felt that there must soon be an end of this indisposition to buy; that stocks must soon be run down which were not renewed except by small and hand to mouth replenishing, and that the actual needs of the people would compel them to come forward. The present condition may best be summed up by saying that these anticipations have not been realized. While the opening of navigation was followed by increased distribution it did not bring any greater revival of trade than was caused by points along the canals and lakes supplying more pressing wants. Then followed the cold and unseasonable weather which checked the movement in the country, suburbs and city. In the country the roads continue bad, and farmers are working in the fields with other business to do than buying dry goods. Yet it is true that summer will probably come in spite of present unfavorable meteorological conditions and that people must have wherewithal they may be clothed. Travelers are now between seasons on the last end of their sorting trips and also carrying a few samples for early fall delivery. They are sending in only small jobbing orders for immediate needs, and report an excessive caution on the part of buyers. They will not look at fall goods and their reason, already, is that they are waiting to see what the harvest will be like. The receipts of the Grand Trunk railway have been showing a marked decrease, and since it operates chiefly in the districts where most goods were sold, the theory was that farmers were holding back their produce and would send it in with a rush when the proper time came and then indulge in a carnival of buying. The proper moment has come and passed—the opening of navigation—and there has been no rush and no buying. Now it appears that the reason farmers were holding back was that they had nothing to hold. Remittances however have been better, as the remains of last season's products have been put on the market—all agree upon this point. The notes falling due on the Fourth were well met by the retailers themselves without the assistance of their firms. A number of buyers from Eastern Ontario, the Townships and the Ottawa district have been in the city, and their presence helped to cheer the merchants, but they too were buying carefully. Another source of profit is the summer hotels whose furnishing demands a large supply of carpets, curtains and cottons. This compensates in some degree for the falling off in traveler's orders. The Dominion Cotton Company's operation has had a beneficial effect on cotton goods. Prices are well maintained in spite of the cutting done by mills which are yet outside of what they call the combine. The mills are retrenching in their expenditure, they are buying raw goods cheaply and judging from the price of the listed stock appear to be making money. A canvass of the opinion of five of the leading houses confirms the statement that there is a good demand for Canadian fall woollens at remunerative prices, but for other fall fabrics the market is a waiting one.

## RETAILERS AS IMPORTERS.



A WHOLESALE merchant replies to a Toronto retailer as follows: It is not a great stretch of the imagination to say that retailers who import their own goods disburse from 40 to 50 per cent. in immediate cash. In some

lines they may not disburse as much but in most lines, where the duty alone is 30 per cent., with freight, insurance and other charges added, 40 to 50 per cent. is not very much wide of the mark. The statement that retailers get just as favorable terms and as long dating from foreign houses as from local houses cannot be borne out by the facts. On the contrary by purchasing in this country they get longer dating from the simple fact that they have their goods in their own stores within a few days after being purchased, whereas by buying from foreign houses, a loss of from three to four weeks is entailed in transit of the goods and also another fortnight when remitting. There is nothing in the statement that a saving of the profit charged by the local jobber is made because the retail importers do buy from English and Scotch houses who, of course, have their wholesale profit the same as local houses. Anyone in the trade knows that manufacturers will not sell in small quantities for obvious reasons and if retailers buy from manufacturers direct they must be second-hand and unable to compete in regard to quality of goods and prices with the larger and better class of manufacturers, from whom the local houses buy their supplies. If "Toronto retailer" was running a wholesale business he would very quickly come to the conclusion that his statement regarding the wealth amassed by wholesale merchants was pure fiction. The recent failures in the wholesale trade are a complete answer to such a statement. Keen competition and close prices, with heavy expenses are not conducive to the amassing of wealth. As to overstocking the history of all country dealers, who have imported their own goods and come to grief, shows that overstocking fetched them every time. "Toronto retailer" says: "Our buying from foreign houses has resulted in the wholesale people sending an army of travelers through the country, and if they can't sell goods in a certain town because the dealers buy from other houses they make up their minds that they must have an account in that town. They look around and get some fellow, probably with little or no experience, but with \$1,000 at his command, and give him a start. They run him for a few years and after getting all his money they turn round and say that the business is unsatisfactory, that they will have to close down on him and get a better man, and the upshot is that another bankrupt stock is thrown upon the market. That is what leads to slaughter sales, etc." Let me say that wholesalers do this not from choice but from necessity and those retailers who import are entirely to blame for it. It is through them that an undue competition is created which forces the wholesaler to protect himself in the manner indicated. Do they not see that by not being loyal to the local houses they not only bring disaster upon themselves but upon innocent men as well. The whole upsetting of the trade is due to this importing direct by retailers. They are spread all over the country and have no concerted action but each buys just what he likes without knowing or caring what the actual requirements of the trade are. Wholesalers at the end of a season see what the results are and can judge what to import and not to import for next season. But if meantime other retailers take it into their heads to import direct and they and their fellows buy from foreign houses, there will be naturally a surplus of goods and down come prices. Is the wholesaler to blame for this? Is it not rather the retailer who enters into direct competition with him? In certain lines wholesalers must take a certain risk and if they cannot dispose of the goods at the original price fixed, they must sell them at a reduced price. They buy these goods because they have every reason to believe that they are desirable for the trade but circumstances

may arise showing that they have made a mistake. They cannot keep them in stock and must therefore sell them to the best advantage. An independent man need not place himself in the position referred to by "Toronto retailer" of being stuffed by any allurements. He has only to wait and get the goods at 25 per cent. less than his neighbors or in other words he can always command the best terms in the market. He does not need to buy from foreign houses as he knows he can get from local houses the best class of goods suited to the Canadian trade purchased from the manufacturers by men who are thorough experts in the business. There is nothing to be gained by direct importing but the reverse. Better terms and prices can be got from local houses but even assuming for the sake of argument that in these respects both are equal, why should a foreign house be preferred to the local house burdened as it is with heavy taxes and a small army of experts? If this foreign competition was driven out of the country many evils affecting the dry goods trade, both wholesale and retail, would be wiped out with beneficial results to all.

## CASCADE ROLL BRAID.

We had much pleasure recently in visiting the works of the Cascade Narrow Fabric Co., situated in the thriving town of Coaticook, on the picturesque river of the same name. As we were not aware that an industry of the kind existed in Canada, we were surprised to find that they were manufacturing the finest quality of Mohair and Silk tailoring braids, also Lama skirt braid of a superior quality. The manager, Mr. Edwin F. Tomkins, informed us that he had visited the principal braid factories in both Europe and the United States, and had imported the most improved machinery, and with competent employes brought from England, was quite able to compete with foreign productions. Their goods are sold to the wholesale dry goods and clothing trade, by D. Morrice, Sons & Co., Montreal and Toronto. Mr. Tomkins called our attention to a well-made cabinet for holding their Cascade Roll Skirt Braid, which would be quite an ornament to any retail dry goods house. On removing one of the drawers we found that it contained a great number of shades of Lama skirt braids, put up on rolls. "Yes" said the manager, in reply to our enquiry: "we present our retail patrons with one of these beautiful cabinets in order to introduce our roll skirt braid. This roll contains just what is required for the bottom of a lady's dress, the utility of it can be seen at a glance. It saves measuring. It saves remnants. Instead of having a drawer full of tangled bunches, and odds and ends of different kinds of shades of braid, the stock is always at hand and always in order. In the United States this method of putting up skirt braid is universally adopted. The old fashioned quarter gross bunches have long since become a back number, and we have no doubt the same will be the case in Canada as our merchants are ready to adopt a good thing if properly brought to their notice. No, we don't refill these cabinets, we leave that for the wholesale trade. We sell a retailer a quantity of roll braid, give him one of these cabinets; he then looks to his jobber to replenish his stock. You see we are doing a little missionary work in the interests of both the wholesale and retail trade, and it is pleasing to know our endeavors are appreciated by them as well as by the actual consumer. We can produce sufficient braid to bind about ten thousand dresses each day, and as our market is not large we contemplate manufacturing other lines of narrow fabrics." After a thorough inspection of their works and goods we came to the conclusion that the energy, intelligence, and close attention paid to the most minute details of their business must meet with the success which they so richly deserve.

## DECORATION DAY WINDOW DISPLAY.

The Memorial Flag, a design specially adapted for window display made from Dry Goods. Price for Design, 20c. U. S. stamps, or Postal note. Books furnished on Window Dressing. Write for prices, HARRY HARMAN, Decorator and Window Draper, P. O. Box 113, Louisville, Kentucky.



## GOING BACKWARD.



WHILE enjoying the soothing effects of a mild cigar, in a Grand Trunk smoker the other day, a representative of THE REVIEW was joined by an elderly gentleman, who had apparently left his seat in another car to take a puff at the weed. After exchanging opinions about the weather, conversation drifted into trade prospects, and it turned out that the elderly passenger was a dry goods merchant. He got into a reminiscent mood remarking: "It seems to me that the dry goods trade is drifting back to what it was about twenty years ago. Before the western country was opened up by railways we used to go to old Isaac Buchanan's in Hamilton, twice a year—in the spring and fall—and select a large parcel of goods, sufficient to last us for the whole season and team them home. There was then none of the keen competition by travelers and we moved on in a contented way, the only thing that gave us any thought, being the maturing of our half yearly bills. What is the present tendency with many retailers?"

"I'm not in a position to particularize."

"Well it is simply this, to avoid buying sorting up parcels unless they get fall dating. This has the effect of bringing an undue proportion of liabilities due Feb. 4th, a time when money is hard to get. These goods should be paid for in November, which is the best collecting month in the year in this country. This action of these retailers is practically putting the wholesalers back to the time of old Isaac Buchanan. They buy only spring and fall parcels, making their whole liabilities due at one time, instead of being distributed over the year. You can see, therefore, the force of my statement that the dry goods trade is drifting backward to old times."

"What remedy would you suggest?"

"Well it would be a blessing not only to wholesalers but retailers as well if the terms of credit were shortened. You can see for yourself that the grocers are getting ahead of the dry goods people every day as they get their money regularly, whereas dry goods men are kept waiting for it till the others are served."

"I am afraid it would be impossible at present to get terms of credit shortened."

"Frankly, I think myself there is little chance. Some of the smaller wholesalers are pushing things to extremes and are not very particular as to terms."

"What about the big concerns?"

"Oh, they're all right. I tell you I can sympathise with them as they haven't by any means a soft snap as things are just now. I heard the other day that one of your Toronto firms, that had eight travelers in the western district, has put five more on the same route, making thirteen in all. Is that so?"

"I am not aware of it."

"Well, I was told so and if it is the case it shows you to what frightful extremes some houses are driven to get business. My opinion of such a policy is that it is suicidal and will tend to still more paralyze trade. Why, travelers are at me almost daily and I can't give them orders. It is the same with other retailers."

"What do you think of trade in general?"

"An old friend of mine says he believes it was never worse since 1857."

"Excuse me, but is your friend a crank?"

"No, sir. He is a well-informed man and is thoroughly posted on the trade question. He might be over-drawing the mark, but there is no doubt that money is very tight among the farmers"

"A good harvest will put things right."

"I hope so, but to my mind there are too many men in business of all kinds."

After promising to give him a call when in his neighborhood he left the smoking car and THE REVIEW man jotted down the pith of his remarks for future use.

## PROTECTION IN THE STATES.

At the annual banquet of the American Protective Tariff League, held in Madison Square gardens, New York, on April 29th., the chair was occupied by Cornelius N. Bliss, of the wholesale dry goods firm of Bliss, Fabyan & Co., New York, who delivered the following opening address:—In the absence of Mr. Ammidown, the president of the association, who has been called away by the serious illness of his son, it becomes my pleasant duty to extend cordial greeting to the friends and members of the American Protective Tariff League, who have gathered here to-night from all parts of the country to celebrate a typical American feast. The officers of the League congratulate you on the enactment of the Fifty-first Congress of legislation that will confirm the policy of protection and reciprocity, and which is to do something toward restoring an American mercantile marine to the seas, which will find protection for its flag, when necessary, wherever it may float, under the guns of the white squadrons of the new national navy. It is said by some editors and public men that the events of last November have shown that the so-called educational campaign of the opponents of American policies has borne fruit, and that protection has been discredited by the people of the United States.

The cry from the mountain tops that the tariff is a tax; that the duty on a given article is and must be added to the cost; that the robber barons are devouring the substance of the land; that the subsidy advocates are hastening us to ruin; that the working man who receives double and treble the amount of wages he received in the Old World is a slave; that tin can't be made in the United States, and that our climate will always prevent the manufacture of linen, is a sort of free trade educational talk with which we are all familiar. Such statements, untrue though they are, may in connection with other issues have deceived some of the people for a moment, but, as Abraham Lincoln once said: "You can fool some of the people all the time, and all the people some of the time, but you can't fool all the people all the time."

The intelligent and patriotic people of this country are already too well grounded in the history of their country and too familiar with the teachings of Washington, Adams, Madison, Jefferson, Jackson, Webster, Clay, and the wisest statesmen of the present day, to be misled by the assumption of the small, though active, body of doctrinaires, who, however honest in their convictions, are affiliated with the party of free trade and united in the effort to reverse the American policy which has given prosperity to the country for a century, and to force us into a policy which, when it has been tried, has invariably caused disaster and widespread ruin.

The issue is again upon us, and it must and will be met, not with apology or evasion, but aggressively, and with battle to the end. The country is awakened to the importance of the cause. And already we hear from the North and the South, the East and the West the roar of the returning tide which is to sweep from its path the false prophets and their doctrines, and open new channels for the beneficent work of the American Protective Tariff League and kindred associations.

I hold in my hand the report of the president of the association, which will be printed in the record of the proceedings for the evening, and with the presentation of a text from one of President Harrison's recent felicitous addresses as a basis for our evening discussion, I shall proceed to call upon the distinguished speakers, whose words of wisdom and wit you are awaiting. The text is as follows, and condenses into a few lines a platform worthy the support of every patriotic citizen: "If the people of the United States will now give the world to understand that the protection and enlargement of our domestic industries, the extension of our foreign trade by reciprocal arrangements not inconsistent with a protective policy, and the revival of our merchant marine by the methods that all other nations use is our settled policy, we will speedily, I am sure, realize a marvelous development and a renewed prosperity."

# CASCADE ROLL BRAID



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

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

A beautiful cabinet presented free to the retail trade.

CASCADE NARROW FABRIC CO.,

COATICOOK, P.Q.

## POINTERS BY PEDRO.

There are men in this world who have such an exalted opinion of themselves that they look upon all others with a feeling of pity and contempt. They are to be met with in all the daily walks of life. In the commercial world some men who have acquired wealth by a combination of fortuitous circumstances become inspired with the belief that they are gifted with intelligence and powers far beyond their fellows and assume an arrogant and presumptuous tone in their conversation which is peculiarly irritating and offensive. It sometimes happens that the wheel of fortune turns, and when one of these gentlemen falls from his high pedestal there is very little sympathy felt for him. A man, who is truly great, never forgets that he is a gentleman; he is never rude and overbearing to those in less fortunate circumstances but treats all who come in contact with him, be they great or small, with courtesy and consideration. A little less arrogance and a little less sneering would greatly help some men in their business and social relations. If they only knew what was said and thought of them it would be an eye-opener with a vengeance.

The manufacturer may, and frequently does, succeed well on a side street, away from the business centre; even the wholesaler can induce his customers to go out of their way to hunt him up; but the retailer, especially in a large city, must depend, to a considerable extent for his trade upon persons who, while passing, suddenly decide to patronize him. An extensive and well selected stock, a well arranged and attractive store and polite clerks, all tend to draw custom; but the importance of being located on the line of trade should not be underestimated. A slightly increased rent is a small item in comparison with the advantages incident.

While in a retail dry goods store in Hamilton the other day it was a pleasure to me to watch the proprietor. He stood near the entrance and when a customer entered a cordial greeting was extended to her and she was shown by him to the department she asked for. Then when a customer left he accompanied her to the door chatting affably, asking her if she had got all she wanted, etc., etc. And during the intervals he found time to answer my questions. Every one left evidently well pleased with their purchases and with the attention bestowed upon them by the proprietor and his clerks. I could not help thinking that this gentleman knew fully the secret of success and applied it thoroughly. Attention and courtesy to customers invariably bring their own reward.

A retailer cannot be too particular in making his window displays as attractive as possible. When trade is slack it can often be bettered by re-arranging the display of goods in the windows. Some retailers say they have not infrequently had quite a lively run of customers for goods that they actually believed caught their ancies in passing the show windows of their stores. It would be

well to impress upon clerks the importance of this point, and it will induce them to study how to obtain the best effects in window dressing. The result is two-fold: the clerks become more valuable to themselves and their employer, and the store is constantly attracting intending buyers who are quick to learn where they can always see the beautiful in dress goods, ties, etc., etc.

I was reading the other day an article on the effects of dyspepsia on business, in which the writer claimed that not a few storekeepers have, by their crankiness caused by a derangement of their digestive organs, lost some of their best customers. The dyspeptic man is wrathful with his clerks who take good care to keep out of his way when they see he is in one of his cranky moods. Some of his customers not knowing him so well, are not fortunate enough to escape. They may be tardy in selecting their purchases, and this arouses his ire. He will plainly tell them they don't know what they want nor what is best to buy and they stop patronizing his store. The point in this regard is to keep your digestive organs in order.

Clayton Slater & Son, of the Brantford Cotton and Woollen Mills, have made an assignment. The liabilities are estimated at between \$75,000 and \$90,000. The mills were sold the other day but did not bring more than about one-third their value. A statement of affairs has been prepared and it is impossible to say as yet how the estate will turn out.

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## ILLEGAL PREFERENCES.



On a previous occasion we had the pleasure of expressing the opinion that the law is mighty and complex. This is particularly true in regard to questions affecting the debtor and creditor wherein it appears to be a case of "you pays your money and you takes your choice." In our last issue we referred to the fact that Mr. G. B. Smith, member for West York, had introduced a Bill into the Ontario Legislature to counteract the

evil effects of the decision of the Supreme Court in *Molson's Bank v. Halter*. Although the Bill has been repealed and extended Mr. Smith has succeeded in his laudable efforts, but not without encountering determined opposition. For this he deserves the thanks of the business community. The Bill as now passed reads as follows:

Her Majesty, by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:

1. Section 2 of the Act respecting Assignments and Preferences by Insolvent persons is repealed, and the following substituted therefor:

2—(1) Subject to the provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes or securities, or of shares, dividends, premiums, or bonus in any bank, company or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or is unable to pay his debts in full, or knows that he is on the eve of insolvency with intent to defeat, hinder, delay or prejudice his creditors, or any one or more of them, shall as against the creditor or creditors injured, delayed or prejudiced, be utterly void.

(2) Subject also to the said provisions of the third section of this Act, every gift, conveyance, assignment or transfer, delivery over or payment of goods, chattels or effects, or of bills, bonds, notes, or securities, or of shares, dividends, premiums, or bonus in any bank, company, or corporation, or of any other property, real or personal, made by a person at a time when he is in insolvent circumstances, or is unable to pay his debts in full, or knows that he is on the eve of insolvency, to or for a creditor with intent to give such creditor an unjust preference over his other creditors or over any one or more of them, shall, as against the creditor or creditors injured, delayed, prejudiced or postponed, be utterly void.

(a) Subject to the provisions of section 3 aforesaid, if such transaction with or for a creditor has the effect of giving that creditor a preference over the other creditors of the debtor or over any one or more of them, it shall in and with respect to any action or proceeding which, within sixty days thereafter, is brought, had or taken to impeach or set aside such transaction, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntary or under pressure.

(b) Subject to the provisions of section 3 aforesaid, if such transaction with or for a creditor has the effect of giving that creditor a preference over the other creditors of the debtor, or over any one or more of them, it shall, if the debtor within sixty days after the transaction makes an assignment for the benefit of his creditors, be presumed to have been made with the intent aforesaid, and to be an unjust preference within the meaning hereof, whether the same be made voluntarily or under pressure.

It will be seen from the above that clauses (a), and (b), put proper safeguards at the command of creditors which were sadly needed. Brought down the amended Act means that any transaction having the effect of giving a creditor a preference over the other creditors shall be presumed to have been made with intent to give such

creditor an unjust preference and to be an unjust preference within the meaning of the act whether made voluntarily or under pressure, if within sixty days thereafter an action is brought to set aside such transaction; or if the debtor within sixty days after such transaction makes an assignment for the benefit of his creditors.

An attempt was also made to take away another safeguard by inserting the following section in Mr. Smith's Act:—"Sub-section 4 of section 3 of the said Act is hereby amended by adding after the word "creditor," in the ninth line thereof, the words following, "nor to the substitution in good faith of one security for another security for the same debt," but the attempt was frustrated by Mr. Smith getting the following added: "so far as the debtor's estate is not thereby lessened in value to the other creditors."

Now comes our application of the motto at the beginning of this article, and creditors can take the best consolation they can from it. Chief Justice Sir Thomas Galt gave a judgment on April 29th which practically knocks the bottom out of the Ontario Act respecting assignments and preferences by insolvent persons. He decided that clause 9 of that Act, which provides that assignments shall take precedence of judgments and executions, was ultra vires. As the British North America Act says that the Dominion Government only shall have the power to deal with bankruptcy and insolvency, the Provincial Governments must not make laws taking away the priority of an execution creditor, as such would be legislation relating to bankruptcy and insolvency. In the case in which his Lordship gave decision one Neville, an Ottawa merchant, was in business difficulties. The Union Bank got an execution against him and seized his stock. Shortly afterwards he made an assignment to John Moran. Under the authority of this assignment Moran demanded possession of the stock. Under the Ontario Act he was entitled to it, but Mr. Meredith, who represented the Union Bank, took the case into court. In Chambers decision was given against him. He then took it before the Chief Justice, who decided as above. Mr. H. T. Beck, who represented the trustee Moran, as well as the Attorney-General of Ontario, will carry the case to the Court of Appeal. In the meantime Sir Thomas Galt's decision stands. This throws the estate entirely into the hands of the Sheriff, but under the Creditors' Relief Act each creditor will have 30 days within which he can either file his claim through the Court, or sue, whichever he considers the least expensive. The decision will practically have the effect of eating up the estate with expenses. Hitherto all a creditor had to do was to lodge his affidavit of claim with the assignee. Now if a debtor allows a writ to be issued against him the other creditors will at once demand an assignment for their protection, and the question will yet have to be decided whether the assignee can hold the estate if he takes possession before judgment has been given on the writ.

## COTTON IN ENGLAND.

The Textile Mercury of Manchester, England, in its issue of May 2nd, says: "There are as yet but few signs of improvement visible in our market. The large movements of the raw material in the cotton states continue to have a deterrent effect upon the operations of buyers. Should the present rate be kept up it is very obvious that the highest estimates of the out-turn of the crop will be exceeded. With the great abundance actually visible, and the excellent start made for the next crop both in extent, sowings, and favorable weather, the prospects are that very low rates must continue to rule for a considerable time. The doubt that still exists is as to whether we are as yet at the bottom. This induces a waiting policy to be followed on every side. We hold to our previously expressed opinions that we see little chance of the better grades of American cotton from middling upwards making any material descent from the position they now occupy. Grades below that point may possibly, even probably, descend a little further before the new crop comes to hand. The decline in the Eastern exchanges is operating favourably in the interests of shipments from this side, so that it is possible that if a little further descent be made, considered in relation with the low prices of yarns and cloth, buying on a somewhat extensive scale may commence. All parties need to be exceedingly watchful and cautious, as the policy which has now served of buying down may have to be reversed, owing to the market taking an upward turn. As the week has progressed confidence seems to have increased.

## WOOLENS AND WORSTEDS.



Mr. Alexander J. Johnston, the popular and experienced buyer of Wyld, Grasett & Darling, we are indebted for the following points in regard to styles for the coming fall and winter trade:

In suitings the principal features are the Scotch tweeds in over-checks, which are not of a striking nature, but merely in blended colors in all shades of brown, fawn, and blue ground with fawn through it; also claret mixtures and overchecks in diagonal stripes. These are really beautiful goods and will have a big run. When seen in the piece the over-checks stand out plainly and quietly, and the nice blending of the colors is very attractive to the eye.

In trouserings, worsteds in twist ground, cable stripe, and whip cord ground will be fashionable. A twist ground with silk or fancy stripe will become very popular. Quite a lot of fancy worsteds are used in modified checks. Black worsted trouserings have been a big feature for the past season and will likely continue so.

In overcoatings worsted in various makes are seen; corkscrews, twills in various colors, the principal feature being the blue-grey. Cape overcoatings of six-quarter tweeds in plain diagonals and over-checked diagonals are also seen. Meltons sold extensively last year and they are to be seen again in all shades; light blue will take the lead. It is expected that Meltons will sell well again. The same can be said of beavers and Venetians, the silver blue in the latter taking very well. There was not a good demand for naps last season as the weather was against them, but a fair demand for them is anticipated. Irish freizes are also to the fore.

Fancy vestings will likely be in demand next season as they are popular in the Old Country.

Worsted coatings in corkscrews have been a long time in the market and the Venetian make has taken the lead. The newest thing to be chronicled is the fact that twilled worsteds have come into vogue again.

## DOMESTIC WOOLLENS.

Millichamp, Coyle & Co., Toronto, state that so great has been the demand for domestic woollens that every dollar's worth of the product of Brodie & Co.'s mills, Hespeler, for the past spring trade has been sold and they have been turning out \$25,000 worth per month. The same can be said of the products of the Waterloo and Standard Woollen Mills. The difficulty has been in being able to deliver the goods fast enough. Next season they propose to limit orders.

Mr. G. B. Fraser, Toronto, agent for the Montreal Woollen Mills, has kindly shewn us samples of their goods for next spring trade, which he has been placing before the clothing manufacturers. They are in checks and stripes and in regard to quality, finish and design are far superior to last year's goods. The styles are nice and attractive and there has already been a good demand for them, which will undoubtedly increase in proportion as their merits are recognized.

## TORONTO WHOLESALERS.

At a meeting of the dry goods section of the Toronto Board of Trade held on May 18th, Mr. S. Caldecott presiding, a communication was received from the dry goods section of the Montreal Board in reference to short credits. The Montreal men expressed a strong desire to co-operate with Toronto, but at present could not report definite action. The Business Tax Committee asked for further time to prepare a report, as they were busy making investigations which the more pursued the more they convinced the committee of the injustice done to the mercantile community of Toronto by the

present personal tax. At the next meeting of the section the committee will submit a series of recommendations for future action. With regard to travelers' baggage, the section felt that in view of the immense number of commercial travelers constantly using the railways at all times of the year the railway companies should allow them to carry at least 500 lbs. of baggage free. These views will be communicated to the various travelers' associations of Canada.

## PREPARING FOR A RUSH.

"Miranda," said the proprietor, "do you know anything about the new minister that is going to have charge of the church in the next block hereafter?"

"Yes," replied the saleswoman. "He is a tall, fine looking man, about 28, and he isn't married."

"Miranda," said the proprietor, briskly, "you may put all the new bonnets in the store in that front winnow right away."

## MEANING OF AIGRETTE.

Aigrette is a French word used to denote the down or plume (botanically, papus) which is found attached to many vegetable seeds, as the thistle and dandelion. It is also used in reference to the feathery tuft on the heads of several birds, as the heron, and in English zoology, the name aigret or egret is applied to the lesser white heron, an elegant bird, with a white body and a feathery crest. Hence the term aigrette came to be used to designate the long, delicate, white feathers which, being stuck upright in a lady's head dress, are calculated to give a majestic appearance to the person. More recently the usage has been still further extended, and any head-dress bearing an analogy to a plume, even a bouquet of flowers, is denominated an aigrette. — N. Y. Dry Goods Chronicle.

## AN EXCLUSIVE FAMILY.

Mrs. Forundred—"What? Invite the Downton girls to our party! Why, my dear, their father is in trade. He keeps a shop."

Miss Forundred—"I know, ma, but he is awfully exclusive. He never advertises, and doesn't have to serve a customer once a week."

## The Best Trade in America

handle D. S. Co.'s Goods.



He wears Hercules Braces and can't burst 'em.

More profit for the seller.  
Give customers satisfaction.

FOR SALE EVERYWHERE.  
THE D. S. CO. MAKERS  
NIAGARA FALLS.

## THE ERA OF WORD PAINTING.



R. CLIFTON S. Wady says in *Printers' Ink*: Every firm or business man has occasion to issue circulars, special announcements, lists, etc. I repeat—the occasion is not lacking, but the general failure to properly meet that occasion, or occasions, is the subject of the present writing.

It is hard to break away from the benign influences of old-time conventionalism; misconceived "trade customs;" musty traditions, or personal prejudices, in connection with this class of advertising as regards typographical display, use of cuts and dependence on the ordinary job compositor in the neighborhood; but especially the cut-and-dried phraseology which was second-hand and worn out fifty years ago.

This is the era of word-painting, and the chief interest (and consequently value) of most advertisements depends upon the wording; the display is secondary; the illustrations, be they never so artistic and clever, are but supplementary. These latter are useful to attract the attention; the means to that end are important, but the object of the advertisement has not been attained until that attention has been held for a time, even though that time be brief.

The well-written advertiser is becoming more and more appreciated and necessary now that the movement has been carried to its present stage, due to the increased attention given to the advertising columns of most publications of the day. Readers have been educated to peruse, criticise and enjoy such departments as much in many cases as the reading matter of the general pages—and not to their discredit, be it said.

The advertisement of to-day reflects the thought-images of some of the finest artists and cartoonists in the country, and embraces the genius of many literary men whose efforts have brought the writing of advertisements up to a profession. Nevertheless, such service—combining experience, natural tact, skill and special abilities—is offered at a cost considered most reasonable by those who have made use of it the longest.

In view of these facts, one person about to place a line of advertising can not afford to ignore what is being done in this particular field, and will be wise if he accepts the situation as against a too economic policy, and endeavors to get the best results on a "long average," rather than allow the first cost (which may sometimes appear heavy) to stand in the way of best success.

To close with the offer of a little boiled advice, then

Don't save a dollar to lose a hundred, the magnet teaches, hold out money to draw money.

Remember, if you compose your own output of matter, that an advertisement has not usually the attractive qualities of a popular novel; you will have to seek your audience and "hold it against the world."

Remember, too, that originality and artistic skill are for sale in our times, in quantities to suit, and their purchase is as legitimate as that of any other aid to success.

Remember that the eye is situated near to the thinking faculties—and catch the eye!

## WOMAN'S FURNISHINGS.

The phraseology of retaildom is an important motor of increased traffic. There is just at present an overweening "smartness" about the makeup of the fashionable woman. "Jaunty," that was the favorite descriptive catchword of a few years ago, is rarely used nowadays in conducting a sale in the millinery and cloak rooms of the town. The idiomatic and clever term "fetching" has also been relegated to an adjunctive place in the vocabulary of the sales-woman, who now relies on the designation of an article as "smart-looking," with a confirmed belief in the talismanic subtlety its meaning conveys. The "smart set" I take it, is that

ultra-fashionable clique of polite society which assumes to be alertly abreast of the usages and apparel of the times. The aim and purpose of one of the women of the later day smart set is that she shall adopt the prevalent mannish attire in a way to secure a chic effect, while at the same time she preserves a dainty distinction of femininity in the ensemble. Herein she shows the quality of smartness most of all. That there is a similarity in the current apparel scheme of both sexes is evident in the fact some of the most prominent men's furnishing retailers have announced that they will also cater for the patronage of the fair sex. "Woman's furnishings" is a new addition to the phraseology of retail traffic, and yet it most adequately describes many of the belongings of those that are smartly dressed. It seems but a fair retaliation that the dealers in small wares for men should bid for whatever trade they may secure from the opposite sex when it is remembered that the big general stores selling women's wear have been competing against them for these articles coming under the head of men's furnishings. It is here, out of the increased demand that wider dissemination always brings, that the manufacturers of summer goods for women will reap a benefit of increased sales; for, if a demand arises for their lines of goods in men's furnishing shops, the retailers will merely turn to them in the emergency. Still the feminine customers like those that go to the men's tailors will be the exceptions that may afford to indulge in the hallucination that their notions are better conserved in so doing.—*The Cloak Review*.

## LONG CREDITS.

The following from the *Textile Mercury*, of Manchester, is just as applicable to this country as it is to England: "Again is the voice of the merchant heard in the land complaining of this old grievance. The *Manchester City News*, in referring to the matter, hits the right nail on the head when it states that unless the trade at large has the sense to combine in some measure and agree not to go beyond a certain point, this grumbling will continue. Those who complain are frequently amongst the very worst sinners in the matter of dating, and it seems waste of time for certain merchants to continue exposing their views on the subject in print unless at the same time they take decided action amongst themselves for the purpose of checking the practice. Commercial men know all about the evils of the system, which was first publicly discussed on an extended scale in Manchester about two years ago through the medium of the *City News*, and in London, nearly five years ago, a metropolitan weekly having at that time succeeded in stirring up a large section of the trade to a sufficient extent to produce a crop of "letters to the editor"—all and each of which agreed in condemning "dates." Probably most of the letter-writers are giving longer terms to-day than they did at the time their condemnation of the system appeared in print. In any case, it is certain that the practice has not been modified in the slightest degree. The truth is that there is a lamentable lack of combination amongst the wholesale houses of Glasgow, of London, and of Manchester. Dry goods distributors do not jostle each other on 'Change as do manufacturers and spinners. They never meet except by accident, and this circumstance is perhaps accountable for much of the inaction shewn by the trade when matters of common interest call for discussion. But the prevalence of this kind of thing in the past is no reason for its continuance in the future. If existing organizations, such as the *Chambers of Commerce* in the three cities concerned in this question, are insufficient for the purposes in view, it would surely be an easy matter to form an association. The *Manchester Home Trade Association* might, if men like Mr. Reuben Spencer, Mr. Lloyd, the *Bannermans*, the *Colliers*, and others in this city so chose, extend its influence to our great home-trade competitors to the southwards and to the northwards. A committee, composed of say three or four leading merchants in each centre, might be appointed for the purpose of keeping life in the movement, and after a time it would be possible to ascertain in a decided manner whether the trade desired to be the means of its own salvation or not. This is an instance in which fortune will help those who help themselves. Spasmodic letters to the papers can have no effect without concerted action on the part of those directly concerned, and if this cannot be accomplished it would be as well if the injured ones kept their grievances to themselves.

THE TRANSFORMATION OF A PAYING TELLER.



PAYING TELLER—Good morning—



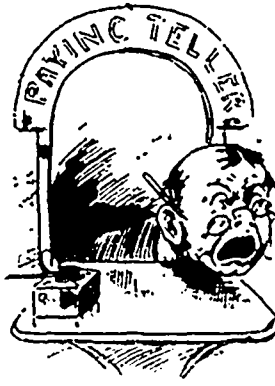
Why don't—



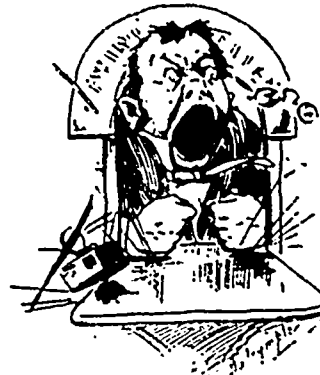
—you endorse—



—your check—



—on the—



—Right END?!

RED STOCKINGS.

In Paris, France, it has been remarked that the wearing by children of red stockings coincides with pustular eruptions on their legs and feet. The Board of Health employed M. Schutzenberger, a chemical expert, to ascertain whether the dyes colouring the stockings contained poisonous matter. He has sent in his report, in which he says that all the many specimens submitted to him derived their red colour from aniline, and containing a large proportion of antimonic oxide. As children perspire freely, this matter enters into solution and is thus taken into the pores. The professor had no doubt that it was the cause of the pustular rash which accompanies the use of red stockings. The Board of Health has reported in favour of the interdiction for wearing apparel of dyes obtained from metallic preparations.

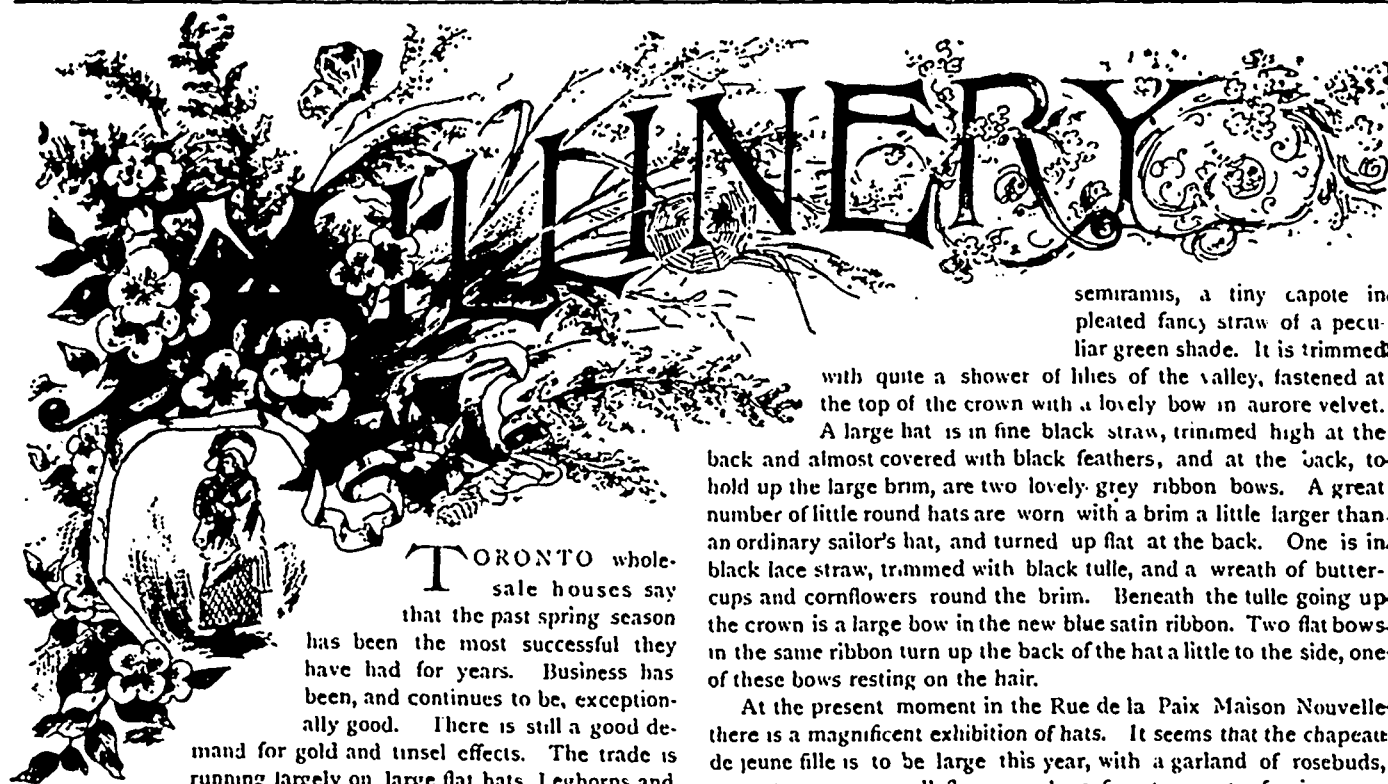
A NEW PROCESS IN MANUFACTURING HOSIERY.

An important announcement to manufacturers and traders in hosiery has just been made public for the first time, and carries with it very general interest to the public at large. Briefly, it is a patent by which the cost and character of cheap hosiery will be changed, if not, indeed, revolutionized. Students of the McKinley tariff, says an industrial journal, know that, in the new schedules, no attention was given to the old style of seamed stocking, because it has been taken for granted that this style of manufacture was superseded by the fashioned hosiery of to-day. For this reason, there was no change in the law, the advance being confined to fashionable goods. Foreign manufacturers thereupon made unusual efforts to see if they could not revive the old style of manufacture, so that it should be as popular as the present seamless hosiery. Among those who were at work on this problem was the famous house of Gebruder Herfurth, who ranks among the leading hosiery manufacturers of

Chemnitz and of the world. In due time, these manufacturers devised a method which solved the problem. The stocking was cut, as formerly, from the piece, but, by the new process, the seam is so fine that it can scarcely be noticed, and causes no inconvenience to the wearer. At the same time it gives good wear. Just as Gebruder Herfurth had perfected this idea, they found that several of their competitors had been studying the same problem, and that they, too, were about ready to put their inventions on the market. By prompt action, however, the Herfurths gained priority of application. Of course, they immediately applied for a patent in this country, but they found that a much earlier patent on file in our Patent Office substantially covered the ground. The patentee was looked up, and made an arrangement by which Seward and Tourtellot, agents of the Herfurths in America, became the sole agents or assignees for the patentee. Hence, the new invention is entirely protected, both in Europe and America. So admirable is the new machinery said to be that, by means of the process, Gebruder Herfurth is able to manufacture a cotton stocking at a price that will enable Seward and Tourtellot to import it into America and to sell it to the trade to retail as low as two pairs for twenty-five cents. This is unprecedented in the history of hosiery, and those who are best qualified to judge predict a revolution in the trade.—Textile Industries and Journal of Fabrics.

A POINTER.

In choosing hat or bonnet for a woman with prominent features, hold a ruler straight against the tip of the nose and have the brim or trimmings come at least as far forward. This trimming should be light—feathers, gauze or lace—with simple effective knot of velvet loops, with pleatings of muslin de sole or thin crape each side. The feather border laid in tufts also sets out from the head and makes it look smaller.—Ex.



**T**ORONTO wholesale houses say that the past spring season has been the most successful they have had for years. Business has been, and continues to be, exceptionally good. There is still a good demand for gold and tinsel effects. The trade is running largely on large flat hats, Leghorns and straws, for summer use. There is still a great run on flowers, in fact it has developed into a great flower season, the best for years. Now that we are getting into summer weather, wreaths are in great demand for trimming.

#### MILLINERY IN MONTREAL.

(From Our Own Correspondent.)

In the millinery department there is nothing to be looked for till the fall fashions come in. The stock intended specially for the spring has all been placed, at least as much as was needed, the balance will have to be held over and will probably not be of service again as this year's styles were so radically different from anything that has been seen heretofore, or that will be seen again. The flatness that characterized every piece of head-wear is more accentuated, in marked contrast with the accumulation of material that used to be the grief and rage of all excepting the wearers. The dealers are showing the same airy straws, but the only change in the trimmings is a lowering of the tone of colour from the vivid greens and reds to mauves, lilacs, and pale pinks. Hats for summer wear of good reliable Leghorn are the chief display, but otherwise there is nothing to note in this department.

The distinctly summer or traveling bonnet is coming to the front as the weather grows warmer. It is of a dark straw, blue or brown, and lined with tulle. It has in front a bow of wide ribbon of gold dotted gauze or other light material. For younger ladies a large hat of coarse fancy straw is to be had ornamented with a spray of bright flowers drooping over the front and fastened behind with a double bow of dark velvet ribbon. Black net hats turned up behind are coming into use with the edge covered with narrow jet gimp and frilled lace draped over the brim. A spray of yellow flowers extending over the crown completes the adornment, but bows of yellow velvet ribbon may be added. Toques are yet in demand of black lace edged with gold and having the light open frame covered with green leaves veiled with lace. A bunch of pink primroses partly concealed in the lace with lace rosettes completes a very pretty piece of headwear.

#### FASHIONS IN PARIS.

The Paris correspondent of the Drapers' Record, of London, England, says "As it is my duty to keep my readers au courant of all novelties, I must mention the pretty creations of the celebrated Parisian modiste, Marescot, Avenue de l'Opera. Their latest is the

semiramis, a tiny capote impleated fancy straw of a peculiar green shade. It is trimmed

with quite a shower of lilies of the valley, fastened at the top of the crown with a lovely bow in aurore velvet. A large hat is in fine black straw, trimmed high at the back and almost covered with black feathers, and at the back, to hold up the large brim, are two lovely grey ribbon bows. A great number of little round hats are worn with a brim a little larger than an ordinary sailor's hat, and turned up flat at the back. One is in black lace straw, trimmed with black tulle, and a wreath of buttercups and cornflowers round the brim. Beneath the tulle going up the crown is a large bow in the new blue satin ribbon. Two flat bows in the same ribbon turn up the back of the hat a little to the side, one of these bows resting on the hair.

At the present moment in the Rue de la Paix Maison Nouvelle there is a magnificent exhibition of hats. It seems that the chapeau de jeune fille is to be large this year, with a garland of rosebuds, myosotis, or any small flower, such as forget-me-nots, for instance. Nearly all the ribbons used for trimming these hats are changeantes.

The Egyptienne is the name of a tiny capote in fine straw of a tender green; the crown is covered with fine stringed black beads. Two little Mercury wings of a tender green hue are placed at the front. This bonnet on the head looks just like a little bird about to take flight; it has a great deal of cachet.

The walking hat in the shape of a bell is very pretty, too; it is in fine mordonce straw, trimmed with velvet of a darker shade mixed with pretty little flowers. The capote Dubarry is in yellow paillason straw, turned up at the side with two pattes. These pattes are veiled with rich white lace, held down in the front by two points of interrogation in pearls and diamonds; at the back small bunch of buttercups forming aigrette. As may be imagined, every modiste's atelier is just now full of novelties, so that it is difficult to know which to quote; they are all so beautiful, all so different in style and taste.

A pretty black-lace straw hat has a large brim turned up at the back, trimmed with a large spray of tea roses on the top, and one fastens over the brim down on the hair at the back, and a simple band of gold ribbon brought round the crown and tied in a knot.

For bonnets the leading modistes are using plateaux, which can be bent and twisted about to any form; and rice straw is fashionable in black and grey and in all the new shades. For trimming, everything that is effective is used, such as flowers, lace, and embroidery, also glass beads. Many of the crowns of the new capotes are encrusted with these. For the present the flowers employed are generally corn flowers or primroses. Yellow flowers seem to be a favorite—yellow roses; in fact, a tiny little flower is seen on almost every hat or bonnet, even if it is only one single flower. There is no doubt that there is a fresh and springlike look about a yellow flower, and the French modiste knows well what she is about to adopt it. Narrow velvet strings are affixed to nearly all the bonnets, and also to many hats. The trimmings are all at the back, and rather high, and are used to turn up the brim of the large hats. A pretty open black lace straw hat was turned with a cluster of black feathers, and a few pale pink roses without leaves as they are now. Inside, where it rests on the hair, a few of the same roses in a row. A pretty capote is in green straw, bordered with a diadem of small black wings, aigrette and tuft of feathers at the back. Another has for a crown a large star-fish in gold spangles, surrounded with two gold bandelletes over black net. In the front a small bow of gold ribbon, at the back a gold comb.



PLATE NO. 1.—Hat of black Neapolitan hair crown and natural straw-colored lace braid brim. Trimmings of black tulle, dotted with yellow plush; the folds held by gold and pearl ornamental pins and yellow roses tinted with blush-pink.

### NEW YORK MILLINERY.

Our modistes, says the Millinery Trade Review, have had a busy season since Easter, and several new ideas have been put forth that found immediate favor with purchasers who are ever on the alert for novelty. Color lines are rather closely drawn; the vagaries of other seasons are not indulged in to the same extent as was noticeable in former years. Grays, soft pearly and beige tints, with yellow and black, prevail, lightened up occasionally with the light water-greens and violet shades.

Straws have sprung into renewed favor, displacing the illusion and gauzy made hats. The small Frenchy shapes in open-work and fine lace braids continue popular, but a tendency is developing toward larger dress shapes as warmer weather comes to us.

Black lace, Brussels net, spangled or dotted net are extensively used for trimming on straws, although among some of the ultra-modistes ribbons are prominent on some of their best models, and ribbon of extreme width, in numbers as high as eighty and one hundred. A bow and ends of such widths are placed lengthwise at top of hat, almost entirely covering it.

Flowers promise to remain the favorite decorations to the end of the season. There is nothing at present to detract from them or interfere with their popularity. Clover, violets, lilacs, bluets and buttercups are bunched in pompon forms, or loosely gathered and allowed to waive at will with the motion of the wearer. Roses are extensively used for edgings and the larger varieties for top trimmings. Rich specimens of morning-glory vines are trailed around crowns and laid over brims of the larger hat shapes.

The rage for gold and tinsel effects has quieted down. Aside from traceries of gold in ribbon weaves, laces, gauze scarfings, and for edgings it is not so much used. The heavy passementer-

ies that appeared so profusely on early season's millinery are too heavy for mingling with the more summery effects now obtaining. Many ladies, however, like the bright and illuminating effect of gold, and when it comes in such tasteful guise as it has this season they give it up regretfully or cling to it in a more modified form— which leads some modistes to hazard the opinion that it will be again fashionable for fall and winter trimmings.

### ACCIDENT AND ART.

Young wife Just to think, Harry, dear, my new hat blew into the street to-day and was run over by three wagons, four carts and a cable car.

Harry Humph! That means a new hat, of course.

Y W No, truly. It was rescued, and I took it to Mme. Way-uppe's, who was perfectly charmed! The wagons and things had mangled it into the most fashionable shape imaginable, and it is to be trimmed just as it is. You never saw anything so utterly fetching.—Pittsburg Chronicle.

### HER CHIEF THOUGHT.

"So your wife has left you?"

"She has."

"What were her last words on leaving you?"

"Is my hat on straight?"—Cape Cod Item.

### AN UNEXPECTED ANSWER.

"What's that, Helena? You want thirty marks more to spend? Wife, do you know what that thing leads to?"

"Certainly To the millinery store." Fliegende Blatter.



PLATE NO. 2—Capote composed of black tulle, studded with silver marguerites. A bouquet of Parma violets of violet shade and cluster of yellow wisterias arranged at front and over top. Strings of violet velvet ribbon.





### THE HAT AND CAP TRADE.

Wholesale houses report that the sorting trade has been fully up to the average. In a few days travelers will be on the road with fall styles. These have a tendency to be a little longer in shapes than for the last two seasons and a shade wider in the rim. Retailers report that they have done a splendid spring trade in all sorts of hats, and the demand for straw hats is already good.

The Cleopatra hat for ladies will be all the rage this summer and will be fully as popular as the Nellie Bly of last season. It is a more lady-like hat and will be in great demand for the seaside, summer resorts, and boating and evening excursions. It is seen in all the pretty new spring and summer colors, solids, checks and stripes.

A children's cap called the "Belle" is also very pretty. They are in solid colors, navys, browns, and blacks.

### CONDITIONS OF FUR SALES.

As our readers in the fur trade may feel interested in knowing the conditions governing the sales in London, we give them herewith.

First.—The highest bidder to be the purchaser.

Second.—The purchaser shall have an allowance of two pounds ten shillings per cent. for discount, and shall pay two shillings and sixpence for each lot, together with a brokerage of one-half per cent. to the selling brokers, and a deposit of 25 per cent. on the amount of their purchase, if required to do so.

Third.—From the day of sale, interest at the rate of 5 per cent. per annum will be allowed on all payments made in anticipation of the prompt.

Fourth.—All payments (except the charge for cold storage), to be made to the selling brokers, who will give orders for the delivery of the goods so paid for.

Fifth.—The goods to be taken with all faults, and to be paid for, on or before the prompt day; but should any of the purchasers wish to delay clearing any of their goods, they shall have the option of doing so on the following terms:—

The amount of the purchase shall be ascertained, and a deposit of not less than 25 per cent. thereon, paid to the selling brokers on or before the prompt day.

Interest at the rate of 5 per cent. per annum will be charged on the amount unpaid, from the prompt day to the day of payment.

Payment shall be made in full, with interest 9 months from the day of sale, say, the — day of — when the goods shall be cleared and taken away.

C. M. Lampson & Co. are to be at liberty, as soon as they may think proper, to re-sell, without further notice, any goods which have not been cleared by the buyer on or before the — day of —, and the said buyer is to make good to them the deficiency (if any) of such re-sale, together with all expenses; and should the goods sell for more on such re-sale, than at the present sale, the surplus shall belong to C. M. Lampson & Co.

Sixth.—That such of the purchasers as shall leave their goods in C. M. Lampson & Co's warehouse (whether wholly or partially paid or) after the prompt day, shall pay them on delivery of the goods,

for cold storage, one shilling and sixpence per cent. on the amount of purchase, for each week or part of a week, from the prompt day, until the goods are taken away from the cold store.

Seventh.—That C. M. Lampson & Co., being partners in the firm of C. W. Martin & Sons, agree to consider any goods placed in the hands of that firm for manufacturing purposes as being still in their own custody, on condition, however, that the skins shall not be drawn away from the cold store to the Alaska factory until Messrs. C. W. Martin & Sons are ready to commence manufacturing them.

Eighth.—All goods, whether paid for or not, shall be at the risk of the purchasers from the day of sale, but they will be insured against fire, free of charge, until delivered, under the conditions of C. M. Lampson's & Co's policies with fire insurance companies.

Ninth.—Should any dispute arise respecting the sale of any lot, the same shall be put up again and resold; and should any difference arise between any two or more buyers, the same shall be left to the decision of the selling broker.

Tenth.—No claims for deficiencies will be allowed by C. M. Lampson & Co. after the goods have been delivered from their warehouse, nor do the sellers hold themselves responsible for the descriptions in this catalogue.

### THE OLD AND THE NEW.

Mr. John Martin, of Gillespie, Ansley & Martin, Toronto, has sold out his interest in the business, and Mr. H. C. Dixon, who has been chief in the counting house almost since the house was founded, 26 years ago, assumes his place in the new firm, under the title of Gillespie, Ansley & Dixon. The estate of the late senior partner retains its interest in the business so that the capital remains intact. The firm will still have the valuable services of Mr. Martin in the capacity of buyer.

### DOCTORS DIFFER.

An eminent physician declares that a stiff hat is the cause of catarrh and baldness, and another eminent physician says that a soft hat is the cause of baldness and catarrh. These two expert opinions might puzzle us, says the New York Tribune, were it not that another authority on health declares that men will never be healthy until they stop wearing any hat.

### A HAT TRUST COMBINATION.

The wool hat manufacturers of the United States formed a combination recently in New York and gave it the title of the National Hat Co. The corporation is organized under the laws of New Jersey, and has a paid-up capital of \$1,500,000. The claim is made that it is not a trust in the ordinary acceptance of the term. The cause assigned for the formation of the combination is overproduction. The corporation counts on leasing all the wool hat factories in the country. It is said that there is but one large concern that has not yet gone into the combination. The officers of the National Hat Co. are: Charles G. Sanford, President, Bridgeport, Conn.; Charles Butters, Vice-President, Haverhill, Mass.; S. H. Rundle, Treasurer, Danbury, Conn.; H. H. Gilman, Secretary, Haverhill, Mass.

**ALASKA SEALS.**

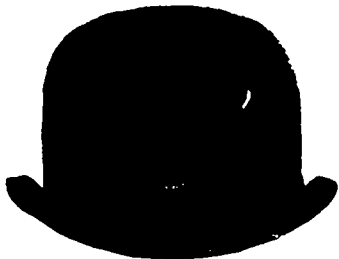
There is a growing impression in Washington that the result of the negotiations now being conducted by Mr. Blaine and Sir Julian Pauncefote will be a closed sealing season this year in Behring Sea, and probably for two years more. A definite agreement will likely be reached on President Harrison's return to Washington from his tour.

**LEADING STYLES.**

The well-known firm of A. A. Allan & Co., Toronto, has kindly placed at our disposal several cuts of the leading styles in hats and caps which they had a big demand for during this season.



This is the new square crown for young men, and is one of the nattiest blocks brought out this season.



The Wakefield round crown hat which is greatly in demand by swells, both old and young.



Turkish fez for children in navy, cardinal and moriac.

**J. TUNSTEAD & Co.,**

—MANUFACTURERS OF—

**Fur Felt Hats, Stiff, Soft and Flexible.**

271 KING ST. EAST, HAMILTON, ONT.

The first Hat Manufacturers that ever catered to the Retail Trade exclusively.

ALL THE LATEST AMERICAN AND ENGLISH STYLES.

**E. J. FAWCETT**

MANUFACTURER OF

**FELT HATS**

STIFF, SOFT and FLEXIBLE.

NIAGARA ST., - - TORONTO.

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

DUNLAP, KNOX AND MILLER STYLES.

**A. A. ALLAN & CO.,**

WHOLESALE

**HATS, FURS, ROBES,  
GLOVES, AND STRAW GOODS**

ASSORTING SEASON.

**132 CASES NEW AMERICAN STRAWS,  
17 CASES NEW ENGLISH BOATERS,  
OPENED THIS WEEK.**

Yachting and Cricket Caps, Society Caps, etc., always on hand or made specially.

SEND IN YOUR ORDERS.

**A. A. ALLAN & CO.,**

51 Bay Street,

RAW FURS WANTED.

TORONTO.

# CLOTHING.

Wholesale houses in Toronto and the west are well satisfied with the results of the spring trade and they look forward to a profitable fall business. The sales, particularly in the Maritime Provinces, have been exceptionally good this year, and it is hoped that "it will be continued in our next." Sorting orders have been all disposed of for summer goods, and in a few days travelers will be on the road again for fall orders. Retailers report that since the warm weather set in the demand for summer garments has been good and merchant tailors say the same in regard to ordered clothing. In some places money seems to be tight and there is a backwardness in paying up. This applies to those retailers who give credit. Where a "spot cash" business is done there seems to be no such cause for grumbling. It may be that the man who gives credit is allowed to keep the accounts on his books for an indefinite period, and instead of paying up their past due obligations, his debtors give him the go-by for the "spot-cash" dealer who thereby reaps the benefit.

## CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

This month again the clothing industry is a profitable business and does not appear to be touched with the same depression that exists in other lines. The travelers are now working the Maritime Province district with satisfactory results for fall goods, and from the sales country merchants are making of summer garments, the repeat and letter orders are fairly numerous. In the clothing trade merchants are still as good as obliged to give six months' terms, dividing the year into only two seasons, winter and summer, without the intervention of spring and fall. Yet the paper was well met and a demand for renewals was the exception. The most of the new orders are for overcoats, as this class of goods was well cleared out last winter, and retailers see a growing necessity for the better grades travelers have now to show.

## THE LONG-TAIL COAT.

When that good old Quaker, William Penn, went over to England, just a hundred years ago, clad in a long, flaring-tailed frock coat and a broad-brimmed chumney-pot hat, the distinctive garb of the sect of which he was the founder, he, of course, little dreamed that the style, a century thence, would recross the Atlantic to America and be submitted for approval in the United States as a purely English style. Thus history repeats itself, and those Simon Pure American tailors—God bless 'em!—who have discouraged the making of these garments from patriotic motives, may rest with an easy conscience after reading the above paragraph, for it is simply a plain statement of a plain fact—as plain, indeed, as the William Penn of a hundred years ago who gave this garment to the world.

But as for the American approval of to-day, to which we have referred, that is something in which many of the trade are much interested at the present time and which we have undertaken to find out with the following result. When William reached England, "clad in his outlandish garments," as a contemporaneous historian of his time puts it, he was gayed and made all manner of fun of by the London dandies, but Fashion, the fickle jade, hid her face behind her mirror for a day, and when she looked again it was with a

smile of approval for the long-tail frock coat, and therewith it became the rage of the day and he was an old-fashioned man indeed who failed to walk the Strand clad in one of these Whirling Dervish sort of garments.

But to come down to the present moment in metropolitan approval, it may be said that quite a fair sprinkling of the fine trade are making these coats in length from 39 to 41 inches, waist 17½ to 18½ inches. The goods used in their make-up are principally loosely-woven soft woolens, such as chevots and home-spuns, and the colorings run largely to grays and inconspicuous mixtures of that shade with a very fair quantity of the solid tints.

The finish is severely plain. The edges are stitched very narrow, in fact the stitch-line is as near the edge as can be run and still show that it is stitched. The cuffs are perfectly plain, frequently without buttons and with simply two rows of stitching to show the cuff finish. The buttons are of the small soutache variety, and the silk lining, of a harmonizing shade, comes to the collar line. The seams are, of course, perfectly plain. The vest is double breasted, four-button, with a full deeply-notched collar, and is not cut away below the lower button.

This is about the description, with, perhaps, a few variations in minor details of the coat of this pattern now being made by the New York trade. One of the odd things, however, to relate in this connection, is that a prominent up-town tailor who recently made a number of these garments, had them all brought back, without exception to have the tails cut off. Aside from this rather discouraging start, this same tailor expressed the opinion to a representative of this journal that the long-tail coat would "go" here, to a limited extent, but that it would go slow, and that the Summer season was not calculated to help along its introduction very much. Another well-known fine trade representative—in fact a leader in the full sense of the word, said: "My customers are of a class who aim above all things to avoid the conspicuous in dress, though wearing the finest garments that can be produced by the tailor's art, and it is hardly necessary for me to add that they will not wear long-tail coats flopping about their heels." Another said sarcastically "We don't cater to coachmen's trade, and regret that we are not in a position to give you information on this interesting subject." And so the story ran, and, to sum up, it may be said that the long-tail frock has many friends and many enemies also, but it seems to be generally conceded that it will be more or less called for and in the end perhaps "done to death."

It may be said that there is a tendency to cut the cutaway coats somewhat longer, and one long-waisted one recently shown us had flaps to the side-pockets. In all classes of garments, however, there is a decided tendency to plain finishing. The flat braids have been almost entirely discarded, while that artistic finish, the corded edge, must, perforce, soon follow the same fate, as the ready-made trade has taken it up, and, though, of course, without showing any degree of skilled workmanship, such garments are being sold for the Fall trade.

In trousers there is a tendency to cut the bottoms somewhat smaller, that is 17½ to 17¾ inches with 18 to 19 inches at knee.

In suitings, homespuns, covert-cloth and whip-cords very largely prevail, and in their several classes the favorite style of garment is the cutaway sack, with pockets patched on. Of course, the fine soft woolen mixtures, affected by many of the best dressers, are still in large demand, but, aside from this, the general trend is to very quiet effects so far as patterns are concerned, and the finish is fully described by the word "plain."—Sartorial Art Journal.

### ADVERTISING BY MANUFACTURERS AND WHOLESALEERS.

Can the business man who is desirous of selling but a few customers advertise profitably? asks A. C. Ladd in *Printer's Ink*.

If he is seeking trade from those who are naturally in the way of seeking his advertisement I believe he can. There never was an advertisement printed in a regular publication that did not meet the eye of some utterly disinterested person, and one who was not a possible customer. Of the hundred thousand persons who may read a daily paper in which there is a clothing advertisement, not ten thousand may have knowledge that such an advertisement exists. Of that ten thousand possibly one thousand may become aware, while perusing the paper, that it is an advertisement of clothing, but of the one thousand possibly not five hundred will be sufficiently interested in clothing at that time to more than glance at it. Of the five hundred possibly but three hundred will read the advertisement with sufficient care to ever give it a second thought. Of this latter number possibly not more than one hundred will be led by the advertisement to the store, and of those who do call possibly two-thirds will make no purchases of clothing. But if only so small a portion as one-thirteenth of one per cent. of the readers of the paper can be induced to become purchasers, the advertiser has certainly made a very satisfactory profit upon his outlay for advertising.

Now, that is premising the sale of clothing—the advertising, I will suppose, having been of overcoats—in which each sale nets dollars of profit. If the article advertised be of smaller value, and still of general need, the number of sales will be larger, offsetting the diminished single profit. But in any event there must of necessity be a larger number of readers unproductive of profit to the advertiser whenever a regular publication is employed.

A frequent remark by the manufacturer who makes for the jobbing trade in any line of manufacture, when the subject of advertising is under discussion, is that he cannot afford to advertise because he sells only to jobbers. By "afford" he means make it profitable; for, if after being shown that he can make it profitable, he then cannot afford to advertise, he certainly is not "in it," and the business is not in him. Suppose I parallel his case with a simple illustration.

Jones sells furnishing goods. Brown & Co. also sell furnishing goods, but in addition are clothing dealers. Now, Jones' advertisement seeks the trade of only those who want furnishing goods; he cares nothing for the man in need of a coat. But Brown & Co. endeavor to attract the man whether he wants clothing or furnishing goods. Is it business sense for Jones to decline to advertise in his local paper because Brown & Co.'s dual stock enables them to cater to more of the customer's wants than does his, and consequently to name in their advertisement goods that he does not keep?

But the comparison is not exact, inasmuch as the manufacturer in question has an advantage that Jones does not. The single sale of furnishing goods in Jones' and Brown & Co.'s stores will be approximately the same in quantity and value, whereas the manufacturer's sale to a jobber will be very much larger in quantity, total value and income on the transaction than a single sale made to the average retailer. The manufacturer's statement that he cannot afford it is based upon the error of supposing that if all of the readers of a publication are not his possible customers he is paying a high price for his advertising by reason of his advertisement appearing in the entire edition. He makes no allowance for the fact that a sale to a jobber is very much larger than is usually a sale to a retailer, and that practically it makes no difference to him what the comparative sales to the two classes are, or whether a manufacturer selling directly to the retailer can make ten sales to his one, and has the opportunity, in the trade paper, of meeting twenty retailers' eyes to his one of a jobber. His business is selling jobbers, and unless he changes his trade his interest is in finding jobbers who will buy his goods and not retailers. If he could have a medium that circulated only among jobbers he would probably have to pay a rate that would neutralize his saving of dead circulation.

### TROUSERS' BOTTOM PROTECTOR.

An ingenious person has invented a "Trousers' Bottom Protector," which clips on to the bottom of the trousers at the heel and protects them from mud, fraying and wear. It is said to entirely do away with the picking up of mud, which rots the cloth so fatally.

### PAJAMAS.

She was a dainty, mettlesome creature, with a high-bred air, and, as she strode into the Twenty third street men's furnishing store, the clerks at leisure flew to their positions at the counters, and assumed that gracious what-can-I-do-for-you solicitude only acquired after long experience with the very finest custom. She saw them not, but continued along under full sail toward the furthest end of the store.

"You keep articles for men's wear?" she queried.

"Naturally," answered the youngest clerk in the store who happened to be the lucky man, "this is a men's furnishing store."

"You surprise me!" she exclaimed, looking him full in the face with a stare of crushing satire.

"Yes," he replied chipperly, "we have everything in a large assortment."

"You sometimes have lady customers?"

"Oh, yes; frequently. They often make purchases for their male relations."

"Exactly, that is it? They sometimes buy articles for themselves, I presume?"

"Yes, indeed! Ah, now I see what you want!" exclaimed the tantalizing gentleman, "an outing shirt—we have them with regular full skirts. What is your size?"

"Nothing of the kind! How dare you, sir?"

"Oh, pardon me!—of course—I mean—to be sure—you would not think of such a thing!"

Drawing a small package from her reticule as she spoke, she said:

"Have you anything like these?"

"We have," answered the polite clerk, biting his lips to conceal his emotions.

"Well, I want one. A size larger."

"For your brother?"

"For my sister, you idiot!—these are my brother's."

"But how do you know it is the right size? We could not take them back."

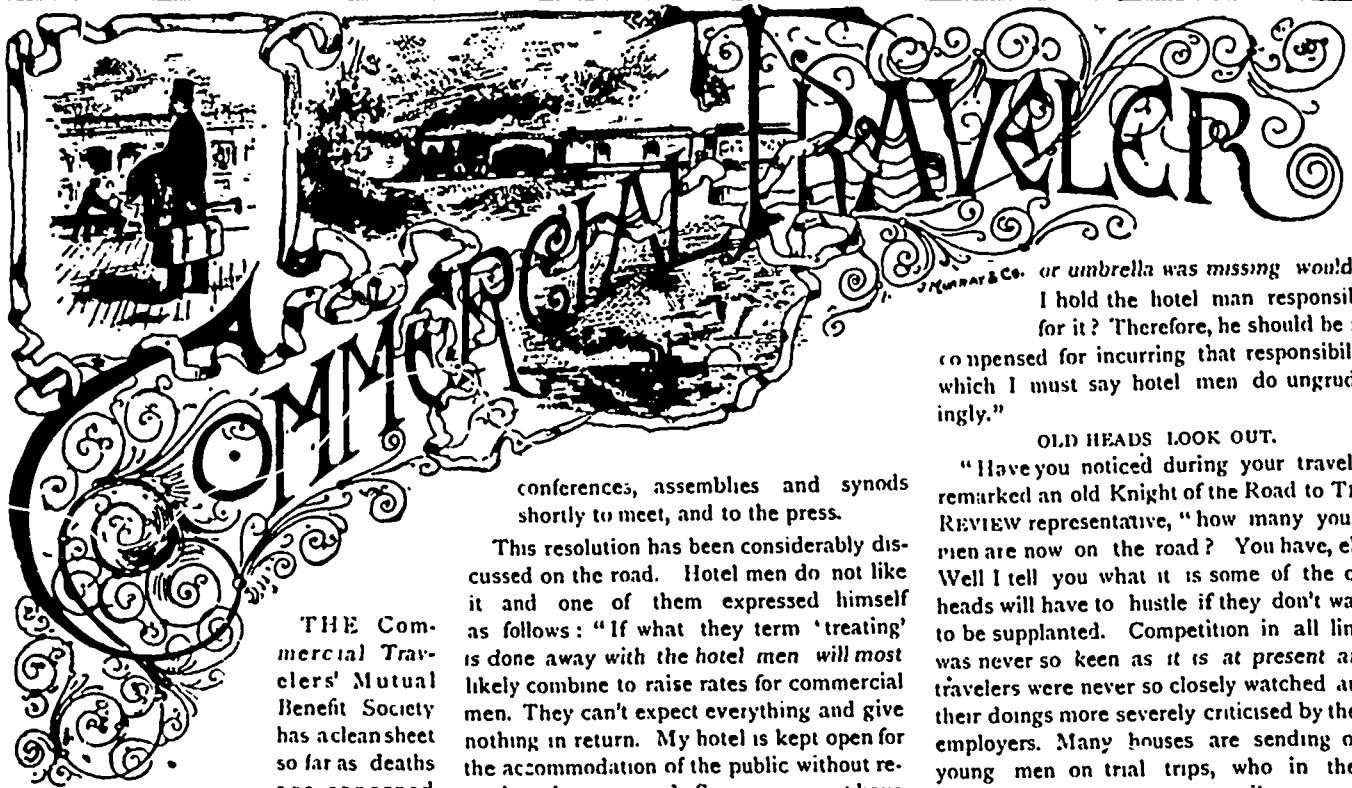
"I will risk that," retorted the young woman, briskly, as she drew forth a crisp ten-dollar bill and sauntered down the aisle, eyes front, with a glow on her cheeks and a bundle tightly clutched in her hand.

"Well," exclaimed the clerk, looking after her in a wistful sort of way, "that just touches the top notch of the feminine-masculine craze! Who would have ever thought it? Pajamas!"—N. Y. Clothier and Furnisher.

### THE SECRET OF DRESS.

"It is the little things that count," said Major Head, didactically; and it was evident from his confident tone that his rather ordinary face masked immense intelligence, "it is the little things that count in dress—things that most men think nothing of.

"Now, it is wonderful what a rich, handsome cravat will do toward making a man look well dressed. Then there is the hat—gives a man a stamp right off. You take a man's hat—and his shoes—and he cannot have them too nice; he can't be too particular about them—or his gloves. Another little thing is the linen—let it be of the finest and freshest, and it gives a tone to a man's whole appearance. Then there's the hose—let 'em be of silk—it's only a couple of dollars difference, and it has its effect on the tout ensemble more than people suppose. And lots of people are not particular enough about their overcoats—you can't be too particular. These are little things, gentlemen; but if a man will pay attention to them—why, you let him wear a proper suit and rich, tasty jewelry, and with money in his pocket and good manners he can go anywhere."—Puck.



THE Commercial Travelers' Mutual Benefit Society has a clean sheet so far as deaths are concerned

since our last issue. Applications for membership are coming in freely which is a very good sign.

#### THE TREATING CUSTOM.

On May 2nd a mass meeting was held in Victoria Hall, London, Ont, under the joint auspices of the Commercial Travelers' Circle and the London Temperance Union, to inaugurate a movement against the custom of "treating" with intoxicating liquors. Mayor Taylor occupied the chair. After addresses by John Cameron, William Armstrong, H. Bellamy, (Montreal), George A. McGillivray and William Hamilton, the following resolution was unanimously adopted:—

Resolved, that the custom of "treating" with intoxicating drinks is a source of evil in many ways, that it is not alone useless and expensive, but distinctly harmful, bringing in all cases temptation in its train, that the habit is unbusinesslike, its supposed advantages from a business standpoint being illusory. Therefore resolved That this meeting calls upon leaders of opinion to discountenance among young and old the treating custom above referred to, and urges merchants, commercial travelers and business men generally, to unite in discouraging such "treating" in connection with business as something unnecessary, expensive and leading into temptation. and further resolved, that we earnestly invite concerted action on these lines throughout the Dominion by business men and others, and that copies of this resolution be sent to the various presidents of boards of trade throughout Canada, to presidents of commercial travelers associations, to the various

conferences, assemblies and synods shortly to meet, and to the press.

This resolution has been considerably discussed on the road. Hotel men do not like it and one of them expressed himself as follows: "If what they term 'treating' is done away with the hotel men will most likely combine to raise rates for commercial men. They can't expect everything and give nothing in return. My hotel is kept open for the accommodation of the public without regard to class or creed. Some men must have liquor and I know travelers who would not get an order unless in a sociable way they asked the customer to have a cigar or drop of something. This may be wrong in principle but it's the practice all the same. If a traveler can do business without it so much the better. My bar as you will observe is entirely out of view of the office and commercial room. None of my guests are asked to drink; they do so of their own volition. Do you suppose for one moment that if I hadn't a bar on my premises that those who wanted liquor would not get it elsewhere? Why I have known men to buy a bottle of whiskey from some saloon and bring it into their bedroom so as to keep up a reputation for not drinking at the bars of hotels they frequented."

A traveler speaking on the same subject says. "When I get a big order from a customer I feel so good that I can't help asking him to come and have a cigar. I would consider it mean to do otherwise, and surely we can be depended upon to exercise our judgment in such a matter. The fact is we are expected to treat. I have been on the road for several years and have seen very few travelers the worse of liquor from treating customers. Some travelers, like other human beings, are no doubt inclined to indulge too freely among themselves, but they are the exception and soberer heads use every influence to keep them straight. Another thing, if I take my samples to a hotel, get through my business in time to catch a train before being able to partake of a meal, what other means have I of repaying the proprietor for his kindness than by asking him sociably to have a cigar with me? If I offered him money he would feel insulted. If my valise

or umbrella was missing would'nt I hold the hotel man responsible for it? Therefore, he should be recompensed for incurring that responsibility which I must say hotel men do ungrudgingly."

#### OLD HEADS LOOK OUT.

"Have you noticed during your travels," remarked an old Knight of the Road to THE REVIEW representative, "how many young men are now on the road? You have, eh! Well I tell you what it is some of the old heads will have to hustle if they don't want to be supplanted. Competition in all lines was never so keen as it is at present and travelers were never so closely watched and their doings more severely criticised by their employers. Many houses are sending out young men on trial trips, who in their enthusiasm drum up every retail store in a town whether it has a good, bad, or indifferent reputation and solicit orders. They book these orders and send them in, leaving the firms they represent to approve or reject them. By this means they get the name of being pushers, and the old head who knows the standing of every retailer, and for the sake of his employers is careful in booking orders gets hauled over the coals or perhaps is told that his services are no longer required. This is happening almost every week, and I would like you to give this matter publicity so as to put these old heads on their guard. Things have come to this pass now, that instead of depending upon his own knowledge and judgment in not soliciting an order from a certain store-keeper, the traveler must waive that and get the order leaving his employers to do whatever they like with it. It will shew them one thing at least, and that is that he is pushing for business. One great fault of old travelers is that they have been so much in the habit of calling upon their old customers and neglecting new business houses, that in time they are ashamed to call upon the latter with the result that their old customers either die or fail in business, and the firm they represent having no business connection in that particular locality are forced to start a supply account. This is one of the principal causes of the failure of old heads on the road, and a word to them in season may save them from having their positions filled by younger men."

Joseph Katz, a traveler in the employ of Scheyau & Co., New York, while being arrested on May 6th for embezzling goods of the firm, whipped out a revolver and shot himself dead, preferring death to disgrace. He was only 22 years old.

**THE DRUMMER.**

The drummer has an EZ way  
When he SA's to sell;  
He spreads before you an RA  
Of samples that XL.

Then talks and talks with NRG  
Until you DZ grow,  
And feeling he's your NME,  
An IC manner show.

You say you don't want NE thing;  
No PT he displays,  
Then, getting mad, say UL fling  
Him out in case he stays.

He'll SQ then to take a "smile,"  
And tell HS nut tale,  
And thus LA your anger while  
In PC makes a sale.

If you should CK place to hide  
With glee he'll CQ too  
And when at EV he leaves your side,  
He's sold his goods—& U.

A drummer cannot CA snub,  
And will XQ's a kick,  
Like YZ doesn't fear a club,  
And to UE will stick.

H. C. DODGE.

**A "SHE" DRUMMER.**

Suddenly the whole atmosphere of the reception room underwent a change by the entrance of a strikingly attractive little woman. She wore a long ulster, faultlessly perfect in fit, a black velvet toque with a dash of black wings in the trimming, neatly fitting gloves, and carried a silk umbrella neatly twisted scientifically into a walking stick. Her face, as she gave a quick, observant glance around the room, would be hard to describe. Finding no attendant, she touched the annunciator. Divesting herself of umbrella, gloves, and ulster, she seated herself at a writing desk and wrote something on a card. As the bell-boy made his appearance she said in a sweet voice and with pure Boston accent:

"Take this card to the office and register my name. I will see about a room later." When the bell-boy made his appearance with the paper, envelopes, and time card, with a pleasant "Thank you," she commenced to write. The last letter—and there must have been a dozen—was directed and sealed; the time card consulted; the bell-boy called again. In the same sweet, low voice she said:

"Please mail these letters for me. And—wait a moment—take the trunk this check calls for to a sample room; give this key to the porter; have him open the trunk and lay out those leather jackets for me."

Trunk, sample room, leather jackets! When asked how she came to take up that line of goods she replied:

"I had an interest in the manufacturing of 'wigwam shoes.' In a business complication it became necessary for me to visit a customer, and I discovered accidentally that it was an easy thing for me to sell goods. This little experience forced upon me by circumstances gave me the courage to take a trip in that interest, from the fact of my

husband being in failing health and the responsibility of business cares falling upon me eventually, staring me in the face. I met with wonderful success. My present employer had commenced the manufacture of these leather jackets, and knowing my success with the wigwam shoes suggested that I take the jackets as a side issue, and offered me a good commission. On my return my sales had been so large he objected to paying me the commission mentioned, but offered me half. The matter was settled by my accepting a salary, he taking the management of the shoe business and combining the two factories."

**MR. WILLIAM H. NIDDRIE.**

Mr. William H. Niddrie is the oldest traveler in the employ of the large, wealthy and popular house of John Macdonald & Co., wholesale dry goods, Toronto. He is a native of Scotland, having been born at Old Meldrum, Aberdeen. He learned his business in Glasgow and came to this country some twenty years ago settling in Chatham N. B. There he started out on his own account but after continuing for six years he decided on coming west and obtained a position with Donald McInnes & Co, of Hamilton. He



remained there only a few months and has since been with John Macdonald & Co. When the firm determined to put travelers on the road Mr. Niddrie, who was at this time salesman of the dress department, was one of those selected to test the new departure. The selection was a wise one as Mr. Niddrie has proved to be one of the best travelers of the house and has given every satisfaction not only to them but to their numerous customers. He is what might be termed a "high grade" traveller, sober, gentlemanly, and courteous at all times, and thoroughly reliable in anything he says or does. He is also well-informed on matters outside of his special sphere. He is an enthusiast in his business, and to hear him talk "Prints" is a caution. For instance, when equipped with a range of the firm's print samples, which often consist of nearly one hundred books representing 7,000 or

8,000 different patterns, he is like a young colt that cannot be reined in. It would be safe to back him to talk "Prints" against any other man on the road, and so well is this understood that throughout the west he is known as the "print fiend." Shrewdness is a characteristic of Scotchmen and Mr. Niddrie has shown that in this respect he is true to his native land. During the real estate boom in Toronto he dickered a little when off duty on Saturday afternoons, to such advantage that he is looked upon—to use an American phrase—as "pretty well-fixed." He has been often heard to say that he would rather be what he is than almost any merchant in any part of Canada; or in other words that he thoroughly understands the benefit of being possessed of a contented mind. He has been a member of the Board of Directors of the Commercial Travelers' Mutual Benefit Society.

**IT NEVER PAYS.**

Traveling men find that it never pays to speak disparagingly of any town or village where they do business. The town itself may be sleepy, dull, lacking in enterprise, and the accommodation of the poorest, but those who live there, who have grown up with the place from infancy, have a local pride and interest in it, which nothing can alter. A St. Louis traveling man recently discovered this to his cost. The story as related by a friend of the victims is as follows:

My friend said he traveled from St. Louis and pulled up in a small Kansas town. He had the good luck to sell the leading merchant a big bill, but while waiting for the next train made a bad break that cost him his order. Sitting at the stove he entered into a tirade of abuse against the town asking the merchant how he could live in such a Godforsaken place, and wound up by saying he would rather spend a day in jail than in the town.

Getting up, the merchant quietly asked my friend to let him see his order book, he hastily complied with the request. The merchant turned the pages until he came to his own order, and giving the page a yank, tore it out and threw it in the fire. "Anybody having such an opinion of this town as you have, ought not to ask the merchants for orders," remarked the merchant, and the result was my friend took the next train a sadder but wiser man.—Merchant Traveler.

**THE SECRET OF HIS SUCCESS.**

"I declare, Jack, I can't understand why you always succeed in selling so many more goods than I do!"

"I'll tell you why it is," replied Jack; "but," he added, "it's a trade secret, and you mustn't give it away."

"Of course I wouldn't do such a thing," was the answer.

"Well, then," said Jack, impressively, "I succeed because when I'm after business I wear out the soles of my shoes more than the seat of my trousers."

### CITY TRAVELERS' ASSOCIATION.

The regular monthly meeting of the City Travelers' Association of Toronto, was held on April 24th. There was a large attendance. President Maxwell occupied the chair, Gus. Piper acting as secretary in the absence of Secretary Owen. The minutes of the last meeting were read and adopted.

Mr. C. D. Chulley, G. C. Crean, W. D. Fox and D. Bennett, were admitted to full membership, and placed upon the roll. Mr. H. D. Murray was proposed by Secretary Owen, seconded by Mr. Piper. C. A. Caldwell was proposed by Mr. Moore, seconded by Mr. Symon, and Joseph French proposed by F. Gallow, seconded by A. Graham, and a committee appointed in each case to make the necessary enquiries and report at next meeting. Mr. Hustwitt reported on behalf of the By-law Committee, that 500 copies of the constitution and by laws had been received. He asked that a bill for same should be paid and the committee be discharged.

R. J. Wood moved, seconded by T. Nicholson that the By-law Committee be discharged, and that a hearty vote of thanks be tendered to Mr. Hustwitt and the members of the committee for the handsome way in which they had carried out the various work of preparing and completing the by-laws.—Carried.

R. J. Wood reported on behalf of the Seal Committee that the official seal had been completed. The secretary was authorised to pay for it.

In answer to a question, Mr. Gallow stated that the Excursion Committee had made a contract with the Niagara Navigation Co. for the use of their boats on Wednesday, the 22nd of July, for an excursion to Niagara Falls, via Lewiston. The secretary read it. It was accepted as read and sub-committees formed as follows to take charge of further arrangements:

Steamboat—F. Gallow, M. C. Lynde, A. H. Lawson, F. McDonald, J. Owen, and J. Mortimer.

Printing—S. Hustwitt, R. J. Wood, A. M. Piper, C. G. Graham, B. McCann.

Musical—C. S. Fairburn, C. G. Graham, M. C. Lynde, A. H. Lawson, F. T. Blackburn.

Mr. Wood informed the members that they could expect to get their pins at next meeting.

The President reported that he was pleased to be able to report the recovery of Mr. Crofton, who was now nearly well again.

F. Gallow moved, seconded by Nicholson, that the president and vice-president be appointed a committee to draft a letter of condolence to be sent to Secretary Owen and family, expressing the sincere sympathy of every member of the association in the sad bereavement that had overtaken them in the

death of Mr. F. Oxenham by drowning at Hamilton. The President suggested that the members should, as many as could, attend the funeral in a body, and it was decided to do so.

There being no further business before the meeting the members gathered round the piano, and the rest of the evening was spent in song, conversation and social intercourse.

Mr. Hustwitt opened the programme with a reading, followed by a comic song from Mr. J. Park, which was well received; after which Mr. Spenser favored the "boys" with a piano solo. When the applause had subsided, Mr. A. M. Corrie gave a reading, and upon an encore sang in excellent voice the "Peek-a-boo" song.

To please the Scotchmen present R. W. Beattie sang a Scotch song or two which brought down the house.

After a chorus or two, a vote of thanks to the members who had contributed, and the singing of the national anthem, the meeting adjourned.

### FANCY GOODS.

This year so far has been a somewhat troublesome one in the fancy goods trade both for wholesalers and retailers. There is no doubt but that the first to suffer in slack times are those who are dealing in luxuries—the "unnecessaries" of life. Those whose trade is confined to the "necessaries" clothing, provisions, etc., no doubt feel a stringency in money, but only to a limited extent in proportion to their friends in such trades as fancy goods, jewelry, etc. The first step in economy is to stop giving presents, and in presentation lies the stronghold of the fancy goods and notions trade. The first three months of the year were very quiet ones in the trade. April was a little more active, and made up somewhat for the ground lost in the previous months, but it will take a good harvest and an exceedingly good summer and fall trade to place a good many of the dealers on their feet again. From the present crop reports received from one end of the Dominion to the other, those in the trade anticipate a big boom in the business before the present year goes out. The chief cause of the recent dull spell was undoubtedly the Dominion elections, accompanied as they were with intense excitement throughout the country, from ocean to ocean, and by no means lessened by the fact that had the present Government been defeated the trade policy of the country was in great danger of being subverted, which made a depreciation in value of many thousands of stock upon which duty had been paid. It is impossible to calculate the loss sustained by a country during such disturbances, and if the figures could be shown with any degree of accuracy it would probably be better for trade generally if the life of each parliament was extended.

### NOTES.

Purses have met with a better sale than most leather goods this spring, American, Canadian, and European lines selling well.

Good leather traveling cases have also met with a demand not usual in Canada. Canadians seem to be imitating their friends of the Republic in a desire to see the world.

Horn goods are fast becoming staple. Their chief fault in the past has been poor workmanship, and we would advise retailers to look after this particular when buying.

P. Treblecork, Bowmanville, dealer in fine stationery, books, fancy goods and notions, says trade is up to the average with him, and thinks prospects favorable for the coming year.

Mrs. Sarah Hixson, Carleton Place, is doing a successful business in fancy goods. A large well-assorted stock is kept, and her patronage includes the best people in that vicinity.

In Chinese lanterns, of which a number of new designs are offered, and for flags of all kinds for holiday decorations, the trade is beginning to show some life, and as the season for outdoor parties and picnics approaches a large business is expected by dealers.

Albums have not sold so well this season as formerly. Dealers seem to have bought too heavy in 1890, and require time to run off their stock. It is well for the wholesalers that they imported only samples to sell from, for an old stock of albums is not the most desirable to be held on the shelves.

There is quite a feeling of revulsion against some of the cheap and showy lines of German goods which look very well for a while, but fall to pieces after a few days dusting and handling. Canadians are beginning to see that the best is the cheapest, and the dealer who appreciates this fact in time will secure a trade that his trash-selling friend will look for in vain.

Nerlich & Co. are now showing samples of a number of new things in smokers' goods, in the way of match safes, cigar cases, pipes, etc. They report an increasing trade in asbestos pipes. Among their newest goods are some handsome French cherry pipes in all sizes and shapes, which are a great improvement on anything of the same line heretofore offered.

Plush goods seem to be more in favor than ever this year. The old cry that they come to an end has died a natural death, and we find that the manufacturers are elevating the standard of the goods, both in quality of material and fittings, which we most heartily commend. They will, no doubt, have a better opportunity to do so, now that the two Hamilton firms, The Ontario Leather Goods Co. and Atkinson Bros. have retired from the business.

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

# B. LEVIN & COMPANY,

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—OF—

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**W**E beg to announce to the Trade that we will in the course of a few weeks, through our representatives, show an unusually large and fine line of manufactured furs for the Fall and Winter Season of 1891-92. Our buyer who is now placing orders for skins in the European markets has advised us that he has secured a choice collection of furs of every description. We can therefore assure merchants throughout the Dominion that we will be in a position to fill orders in a way that will reflect credit on ourselves and give every satisfaction to the purchaser.

N.B.—We are sole agents for the Dominion of Canada of the following celebrated manufacturers of English Silk and Stiff Hats: LINCOLN, BENNETT & CO., London, Eng.  
W. WILKINSON & CO., Regent St., London, Eng.  
JAMES E. MILLS, Stockport, Eng.

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## ▷ TO ❖ RETAILERS ▷

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THE DRY GOODS REVIEW is acknowledged to have no peer in trade journalism in Canada. We are constantly in receipt of cheering words of encouragement and appreciation from our subscribers, many of whom are personally interesting themselves towards its support. It only costs you

**TWO CENTS PER WEEK,**

a trifling amount considering the value received. As our canvassers cannot reach all the retail trade we respectfully ask those who have not yet been personally solicited to send in their subscriptions and not wait till called upon.

**SUBSCRIPTIONS ARE COMING IN FREELY.**

Letters containing subscriptions should be addressed to

**THE EDITOR,**

**DRY GOODS REVIEW,**

**6 Wellington Street West, Toronto.**



# KNOX, MORGAN & CO.,

Wholesale Dry Goods Importers,

HAMILTON, = = ONTARIO.

## MAY-JUNE SORTING TRADE.

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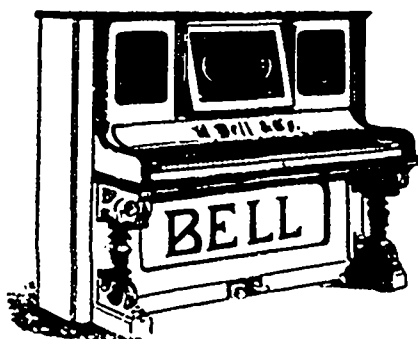
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