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The New Canadian Tariff---What the Trade Think---  
More Facts About the Flannelette Cut.

# THE CANADIAN DRY GOODS & REVIEW

OCTOBER

Do You Know



our new lines of underwear?

You do know that our  
Ladies' Health Brand of Un-  
derwear is perfect. . . . .

You do not know that our

## Men's Goods

are equally as perfect.

Write for samples and you  
will see for yourself.

MANUFACTURED BY

### MONTREAL SILK MILLS CO.

Offices: 170 McGill Street - MONTREAL

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

ASK THE WHOLESALE HOUSES FOR



- LISTER'S Rainproof Sealettes.
- LISTER'S Black and Colored Velvets.
- LISTER'S 32-inch Velours du Nord.
- LISTER'S Dress Plush.
- LISTER'S Printed Art Velvets.
- LISTER'S Silk and Mohair Plush For Upholstery . . . Purposes.

THEY ARE UNEQUALLED



"I CROW OVER ALL."

SPRING, 1897

"ROOSTER BRAND"  
ALWAYS ON TOP.

- Negligee Shirts,* Newest designs.
- Working Shirts,* Toughest materials.
- Overalls and Jackets,* Everything in the line.

- Workingmen's Pants,* Special values.
- Summer Coats and Vests,* Sure sellers.
- White Duck Coats and Pants,* Right in the swim.
- Barbers', Waiters', and Butchers' Coats,* Specialties for the specialist.
- Boys' Blouses and Blouse Suits.* Young Canada properly clothed.

FULL LINE FOR  
ASSORTING  
ALL FALL

Manufactured by  
**ROBERT C. WILKINS,**  
198 MCGILL ST.,  
MONTREAL



"I CROW OVER ALL."

PROFIT TO RETAILER.

SATISFACTION TO CONSUMER.

EUGÈNE JAMMET'S FRENCH Kid Gloves

. . . Our well known brands . . .

- La Chartreuse 7-Stud Lacing.
- Muriel . . . . . 5 Stud Lacing.
- Andrée . . . . . 4-Stud Button.
- La Traviata . 4-Pearl Button:

GUARANTEED.



Choice and reliable Suede (Mousquetaire 6 b.l.) in blacks and tans, and attractive lines in various qualities.

Ready for delivery  
NOW

FITZGIBBON, SCHAFHEITLIN & CO.

. . . Montreal.

# S. Green Shields, Son & Co.

MONTREAL and VANCOUVER, B.C.

Our Travellers  
will show in a  
few days for

## Spring Delivery

Canadian Prints

FULL ASSORTMENTS OF

English Prints including Crum's Standard Cloths, with name stamped on every piece

White Cottons, Grey Cottons

Linings, Cottonades

Denims, Shirtings

And all other lines of Cotton Goods manufactured by Canadian mills.

## DRESS GOODS

Full ranges of Priestley's and Leigh Mills, and a number of other makers' goods, including our well-known Velour Cashmeres.

## CARPETS

Harrisons' Brussels and Velvets. Also all the well-known makers' Tapestries, Wools, Unions, Jutes, Oilcloths and Linoleums, Curtains and House-furnishings.

IT WILL PAY OUR FRIENDS TO SEE OUR SAMPLES BEFORE BUYING



C. K. HAGEDORN, Manager.



# Suspenders AND Buttons

Our Samples for Fall Trade are now being shown by our representatives in all parts of Canada.

Our Suspenders in past seasons were much appreciated, and to further increase their popularity we have greatly improved the selection in both value and variety.

We show a magnificent range of Tailors' Mantle, Jacket and Dress Buttons, in either Ivory, Horn, Pearl, Cloth-Covered or Jet.

Remember, "We Fear Nae Foe." From those to whom we are still strangers we would solicit a trial order. Satisfaction Guaranteed.

## THE BERLIN SUSPENDER & BUTTON CO.

Manufacturers

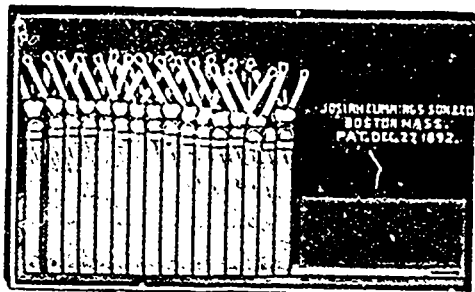
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# Sample Trunks and Sample Cases

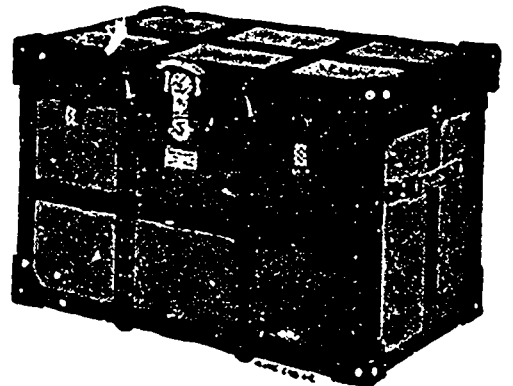
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- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business



Cummings' Pat. Suspender Trays.  
Patented Dec. 27 1892 Patented in Canada

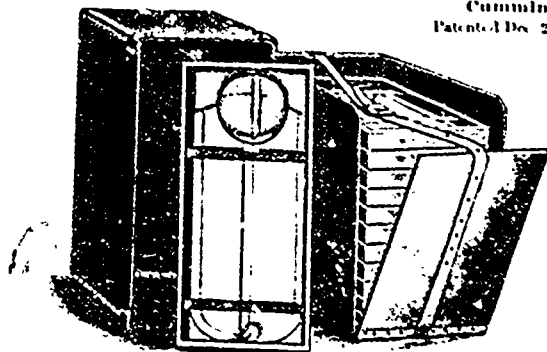


Patented Light Steel Dry Goods and Notion Trunk.

Sole Manufacturers of

## "Hub Fibre" Trunks and Sample Cases,

Also a full line of Common Canvas Extension Cases for the Trade.



Boon Shirt Box and Trays.

## JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

# K. ISHIKAWA & CO.

Manufacturers  
of Silks.

YOKOHAMA,  
JAPAN.

## SPRING 1897

Our travellers are now on the road with samples of  
Fancy Silks for next Spring.

## FALL GOODS

We have received complete and well selected stock  
for Fall Trade. If our traveller did not call on  
you send for samples.

### Hemstitched Silk Hdkfs.

In all sizes and weights

Plain—to retail at 10c., 25c., 35c., 50c. and 75c.

Initials—to retail at 25c., 35c. and 50c.

Embroidered—to retail at 10c., 15c. and 25c.

Special—25-inch striped border Twill Hdkfs.,  
plain hem, at \$2.85 doz.

19-inch printed border, assorted, at \$2.25 doz.

### Mufflers. (Twill Silks)

to retail at 75c., \$1.00 and \$1.25.

### Windsor Ties

in plain colors, print and checks, from \$1.00 doz. up.

### Fancy Silks

in stripes, checks and jacquard effects, to retail at  
25c., 40c., 50c. and 75c. per yard.

### Art Silk Embroidery

Chair Scarfs . . . . .	\$ 2.25 doz. up.
Table Covers . . . . .	9.50 "
Mantle and Piano Drapes . . . . .	12.00 "
Cushion Covers . . . . .	4.25 "

### Rugs. Sizes by the foot as follows:

1½ x 3, 2½ x 5, 3 x 3, 3 x 6, 3 x 9, 4 x 7, 6 x 9,  
7½ x 10½, 9 x 12, 12 x 15.

Special offer, 2½ x 5, at 85c. each.

3 x 6, at \$1.25 each.

### Plain Colored Silk

23-inch, at 25, 26, 28, 30 and 35c. per yard.

27-inch, at 30, 32, 34, 36 and 45c. per yard.

### Silk Jacket (Men's only) \$3.00 up.

### Silk Gown (Men's only) \$5.00 up.

# K. ISHIKAWA & CO.

24 Wellington St.  
West . . .

 TORONTO

# Caldecott, Burton & Spence

The indications show that a **Good Sorting Trade** will be done during **October, November and December**. Our stock will be kept well assorted in such goods as are in demand in all our Departments. We beg to emphasize the following lines—in the

**DRESS DEPARTMENT**—Boucles, plain and fancy; Tweed Effects, Brocade Effects, Silk Mixed Effects, Black and Colored Bicycle Serges, Black and Colored Cashmeres, German Silk-Finished Henriettas—These will be shown in great variety during the season.

**HOSIERY DEPARTMENT**—Will be kept well assorted in every size of our established lines in Gloves, Hosiery and Underwear.

**SMALLWARES AND NOTIONS**—Every line always in stock.

**RIBBONS**—Every size in Black and Colored Failles and Satins.

**VELVETS, VELVETEENS AND SILKS**—All fashionable shades; and a splendid range of **LISTER'S SILK MANTLE SEALETTES**.

ALWAYS GLAD TO SEE BUYERS AND SHOW GOODS

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## CALDECOTT, BURTON & SPENCE - TORONTO

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W. R. BROCK  
T. J. JERMYN

# W. R. BROCK & CO.

B. B. CRONYN  
W. L. BROCK

October promises to be a decided improvement, in the matter of assorting orders, upon the same month last year.

We are prepared to fill promptly, as far as our stock on hand will allow, all orders through our travellers and orders by letter or wire.

The demands of the trade for close competing lines will be satisfied by each department in our warehouse.

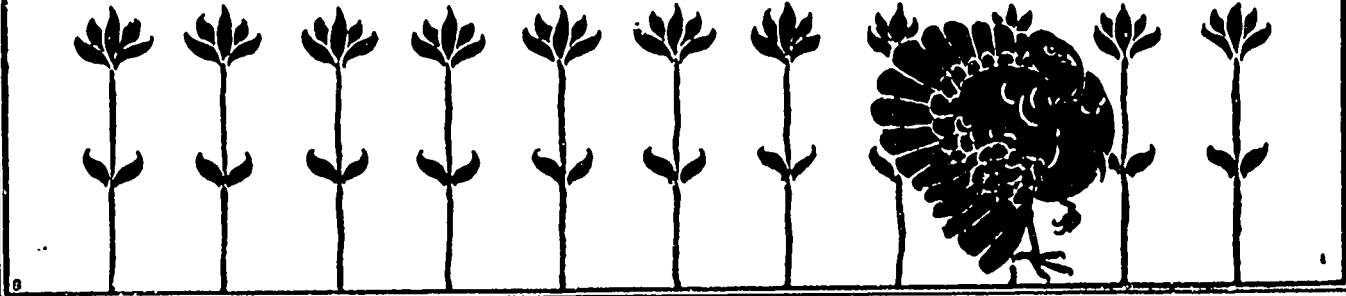
Prices and terms to meet all legitimate competition.

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## W. R. BROCK & CO. - TORONTO

# THE DRY GOODS REVIEW

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



Vol. VI.

MONTREAL AND TORONTO, OCTOBER, 1896.

No. 10.

## The MacLean Publishing Co., Ltd.

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AND

FINE MAGAZINE PRINTERS.

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HUGH C. MACLEAN,  
Sec.-Treas.

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Telephone 1255

LONDON, ENG., - - - - - Canadian Government Offices,  
R. Hargreaves, Representative.

Subscription, \$2.00.

Published the First of each Month.

### TARIFF TALK.

ACCORDING to gossip about tariff changes there will be some surprises. Of course, every one looks for reductions, but some Liberal importers, with a knowing smile, say that on high-class dress goods, laces, ribbons, velvets, and such goods as may be classed as luxuries, the duties will be advanced. On cottons, prints and cheap lines of this sort, the talk is big reductions. In this connection there is a story that the cotton combinations made themselves solid by contributing to the Liberal campaign funds and that their interests will be protected.

Mr. Hodgson, of Hodgson, Sumner & Co., differs from the rest of the trade on the advisability of asking the Government to announce that any tariff changes will not come into force before July. He says it may embarrass the Government to present such a request, but does not deny that it is decidedly embarrassing to importers not to have any assurance from the Government. Mr. Hodgson's views would do credit to a ward politician looking for a Government job, but as he is above that, his opinions are difficult to account for. He should be made a Senator.

Talking of embarrassing the Government. This is nothing compared with the trouble they have before them in endeavoring to adjust the tariff to suit all interests. If they deal with it in the interests

of the country and its industries they will have a strong support. But if they try to work it in the interests of their friends the future will be decidedly unfavorable. A remark made by Mr. Fielding some months ago is re-assuring. He said he believed in encouraging industries that developed the natural resources of the country.

### NEW STYLES IN MEN'S SHIRTS.

THERE is an increased sale for next spring in shirts with cuffs detached. In fact, during a round of the manufacturers we saw very few excepting the best lines with attached cuffs. They are also making preparations for a greater demand for open-back shirts in the lower qualities, to retail at 75c. to \$1.25, for middle-class trade. Dress shirts are made mostly with one button, but we notice some makers are sending them out assorted one and two button.

In collars it is quite evident that the new style of high, deep, turned-down will sell more freely than ever.

We are following the American style in loud effects with a vengeance. Some buyers do not seem to be able to get them loud enough, but we can hardly conceive of some of them, such as the Paisley shawl effects, ever becoming popular in Canada, excepting on the breast of a negro minstrel. These are made from American cloths manufactured in squares specially for shirts, which makes them more serviceable. Samples of the Royal blue, of which we saw this season a good many, are more numerous for next spring's trade. In stripes and plain effects they look like a popular line. The Glasgow house which made the cloth last year could not supply the unexpected demand.

The past season showed that in Quebec there was a poor sale for white-bodied shirts with colored front and cuffs, but elsewhere in Canada, where there was a good deal of American travel, the demand was good.

### RUMORED CHANGE IN FIRM.

It is reported in pretty reliable circles that one of the partners in a wholesale house in Montreal will retire very shortly. It is not definitely known yet what the future arrangements will be, and no announcement, it is said, will be made for a month.



### THE UNCERTAINTY ABOUT PRICES.

A VALUED correspondent of THE REVIEW, at present in France, gives a very instructive picture of the present uncertainty abroad regarding prices. The letter appears in another part of this issue, and we commend our readers to peruse it. The uncertainty alluded to prevails both on this continent and in Europe. Canadian buyers have a double reason for being puzzled regarding the future. There is, first, the idea of coming changes in the Canadian tariff, secondly, what effect the Presidential election will have upon American trade and the world's prices.

The possibility of a commercial "reign of terror" in the States in the event of the silver candidate being elected, is, in our opinion, vastly exaggerated. Evil predictions of this kind always loom up bigger than they turn out to be when realized. Again, if McKinley wins and a higher tariff follows trade is not going to be paralyzed. No matter what happens, trade must improve. Prices have been down to bed rock. Mills have been running short time. Importations are the reverse of heavy. Dealers both in Canada and the States have been buying in a hand-to-much fashion for a long time.

Already prices of staples in the States tend to rise. The price of wheat is also increasing. As our correspondent wisely says, "clothes are being worn stull," and if there has been some economy in individual expenses during the last year or two, and the volume of trade has not swelled, we think the effect is, on the whole, beneficial, and that moderate living, moderate buying and moderate credits indicate a healthier condition of things than if we were on the upward end of a big boom, with a certain drop before us.

As to an anticipated break in Canadian trade, due to tariff changes, we deal with that elsewhere, and need only repeat here that with ordinary care and consideration for the business community by the Laurier Government no great alarm should be felt.

### WHY DO CITY STORES SUCCEED?

THE big departmental stores not only do a large city trade. They reach out giant arms into the country, and try to capture all who read their advertisements and receive their circulars. From far up in the Northwest, it is said, orders come to city stores.

Without going into the merits or demerits of this system, let us point out one fact which partially explains why orders come from a great distance, and why big city stores are able thus to do business at long range without travelers or samples.

They make a point, it is claimed, of trying to oblige the distant customer. The instructions are carefully read, and followed to the letter whenever possible. When an article is ordered which the store has not got, does the letter-order clerk substitute something nearly like it, or else write back that the particular thing wanted is not in stock? By no means. One Toronto store keeps a young woman who does nothing else but buy from a jobber or some other retailer articles asked for in letter orders but not in stock.

Sometimes the missing articles cannot be got at the advertised price. It is claimed, however, that these stores will pay the price necessary, and lose money on it, sooner than disappoint a customer at a distance who has ordered in the expectation of being satisfied,

but would probably never order again if absolute faith were not kept.

A lady shopper who visits big city stores frequently and buys extensively said to THE REVIEW: "One thing I notice there is, that regular customers are kept posted as to what is going. They do not use the stereotyped expression: 'Isn't there something else I can show you?' but 'You will find something good in such and such a department to-day,' and, from experience, I know those hints are based on fact, so I always follow the hint."

Now, THE REVIEW gives these details as a suggestion to the local merchant. Our town and country stores have a right to the trade of their own locality. To send tens or hundreds of miles away from home for articles of ordinary utility is not natural. By adopting the cash system, in buying as well as selling, a local merchant can sell as cheaply as a city competitor. But he must acquire and retain a hold on his customers. He should practise every legitimate, honest method for doing the trade of his locality, and we are convinced he will succeed.

### THE SMALL SALE.

THE importance of a sale does not depend always on the amount of profit on that particular sale. Your best customers have a five-cent want sometimes. So don't despise the small sales or allow the salespeople to treat a customer making a small purchase in a contemptuous way. Who knows what they may buy later on if well and pleasantly served? A great many of those giving larger orders are people who buy but seldom, and of course buy more at a time. Their custom is not any more to be sought after than the custom of those who are buying in smaller lots every day or so.

For the same reason the plainly-dressed people should receive every bit as much attention as their gayer neighbors. Your best customers are not always among the dressy class. Very often the opposite. Take the country people, for instance. Yet their trade is very desirable.

How easily, too, they may be offended by a pert salesman—by a smile, by the tone of the voice! Of course, there are other reasons for attending to all alike. The reason given here, though, appeals to the pocket, which is generally a sensitive part of a man's anatomy.

### LITTLE THINGS.

IT is worth while selling little things. It draws people to the store, and then it is the fault of the goods, or of the salesmen, if the customer does not come back. To push the small articles pays. Dress a window in that line occasionally. How would it look to display buttons, say, which are an important article nowadays? A striking display might be arranged by fastening bright buttons on dark cloth to form some words or sentence. The name of the firm might attract a good deal of attention arranged in this way. The name of some specialty might be advertised. A lot of trouble to sell a few buttons, you say! Yes, of course it is. Nothing comes without trouble. Get people in to buy buttons. Treat them well. Let them see it is no trouble to show the stock whether they buy or not, and you may secure a few new customers. Anyway, it is worth trying. One customer secured would many times over pay for the trouble it cost you

**THE PRESENT STATE OF TRADE.**

IT is difficult to state exactly what the present condition of the dry goods trade is. From the retailers, the report comes that in certain sections of the country the demand for fall goods has opened up sharply. Other districts find that the low prices of farmers' produce retard business, though even there a more hopeful feeling is manifested. In underwear, and the staple demands for fall and early winter needs, a good trade is being done. At the moment, the merchant tailors are not as forward with orders for overcoatings as usual, though this is attributed partly to the taste of the consumer not having declared itself. In ready-made clothing business is active, and the superior lines being turned out this season by leading houses are taking wonderfully well. In overcoats especially retail trade is good, and the outlook for spring goods, which, from samples inspected by THE REVIEW, are equal, if not ahead of, the lines produced in Canada before, is excellent. Spring overcoats and suits, ready-made, are likely to be first-rate property. In the big cities we cannot find that trade is unusually brisk, but it is well up to the average.

The wholesale houses, in a number of departments, are doing well. The September trade has, in most instances, been ahead of last year. Many firms assure us that last month, during the Exhibitions and since, trade was better than it was during several years past. Customers have come to the house in large numbers, and their reports are cheerful. A leading banker was asked by THE REVIEW as to reports that some notes were renewed by merchants who were putting their cash into mining investments in Ontario and British Columbia. In some cases, he replied, this was true, but in the main he believed the trade were acting with moderation and not plunging into investments which, even if safe, would not give a direct return to the investor for a long time to come.

October, so far as we hear, has opened up well, and there is, on the whole, a good sorting trade in progress. Buyers are returning from Europe every day with reports of firm prices and brisk trade abroad, and this tends to impart confidence in Canada.

**FANCY VESTINGS.**

ROYALTY is sometimes called into requisition to push certain fashions which are good for trade. The cable announces that the Prince of Wales has just been asked to wear fancy vests, which, under his patronage, will be worn by men of society. This should put these goods into a strong position for the spring. The fancy vest is one of those revivals of the dress of former days which bids fair to remain with us. Men's dress has the fault of being severely plain. Bright neckwear is the only relief. The taste for a fancy vest is perfectly natural, and if confined within reasonable limits is as suitable as any current fashion. We have seen some nice goods in corduroy and other materials with small bright spots, which look tasty and are not loud. The idea of a fancy vest is not confined to street costumes. Of late years the regulation evening clothes for men have been relieved by a white vest, and this tendency to depart from a style severely plain is also seen in the substitution of rougher faced material in dress clothes for the old broadcloth. A young society man of Montreal was telling THE REVIEW lately how

he had gone to a London tailor to order an evening suit. He expressed a preference for broadcloth. Said the tailor, witheringly, "Is this suit for yourself or your great grandfather?" The young man took the new material and said no more.

**THE MONTREAL EXHIBITION.**

THE Montreal Exposition was not so well attended this year as in previous years. A fair number of outsiders was attracted, however, and the retail trade report some improvement. The wholesale houses report the usual number of buyers, a few of them from the extreme east and extreme west. Most of the houses report about as many sales as previously, but not for such large amounts.

In regard to the Exposition there has been some dissatisfaction. Many of the people blame it on the management. The directors, on the other hand, blame the people for lack of interest. Both are true to a certain extent. No success can be attained without the active interest of the people. Nor can it be attained without untiring effort on the part of the directors.

Without desiring to attach any blame to any of the directors, yet it seems that some things might have been done differently. It is the work of the management to canvas the manufacturers for their exhibit, personally or by letter. Some manufacturers say they received no notice of any kind. Surely this might be remedied.

Another point which it might be well to notice is that many of the exhibits were not in place till some time after the opening day. Consequently on the opening days there was considerable confusion in connection with getting many of the exhibits into shape. The impression given by the opening is reflected in the press and has considerable to do with the success of the whole undertaking.

It is complained, too, that it was not sufficiently advertised, and that means of advertising were put aside as too expensive, which much smaller places found they could afford.

On the other hand, there was plainly lacking that hearty support on the part of the people which is so necessary to the success of any public undertaking.

**KEEP MOVING.**

IN advertising and in window dressing good use may be made of local events, or, for that part of the matter, provincial or federal events. There are lots of good ideas in connection with such events as the great provincial expositions. People are interested in them. Good catchy allusions to them would be read. Try it and see. Anyway, do something, keep moving. The way to keep money stationary with you is to keep yourself and your brains on the move.

**CANADIAN WOOLENS AND SHORTER CREDITS.**

THERE has been some difficulty in maintaining the policy of shorter credits adopted by the woolen men some time ago. In some quarters, it is reported, the sale of spring goods is affected by the new terms. In Toronto three wholesale houses are said to be delaying purchases of domestic woollens altogether through not liking the new terms. A head of a large firm said to THE REVIEW: "The mills find some difficulty, no doubt, in securing adhesion to the shorter terms of credit. The long as the banks discount any sort of paper at, say, 6 per cent. it will be hard to shorten credits. At

present rates that is only  $\frac{1}{2}$  per cent. a month, and the wholesaler will prefer to extend the time to his customer. Two or three months' extension looks a good deal to the retailer, and only adds  $\frac{1}{2}$  per cent. to the purchase price."

#### CANADIAN TWEEDS IN THE HOME MARKET.

WHAT has been said by THE REVIEW previously regarding domestic woolens is intended to be a candid but fair outline of the situation, and if the manufacturers are wise they will not consider that the day has gone by for straight honest criticism.

Surely, the present condition of things calls for some explanation: Some mills are making goods of the best quality, the patterns are up to date, and fully abreast of current tastes, the manufacturers have gone to great expense in equipping their mills; they can sell specialties abroad, and find them appreciated. Yet what have they to face in the home market? A reluctance on the part of many wholesalers to push domestic makes, because the retailers claim that customers are apathetic, and remunerative prices cannot be obtained.

The plain truth is that, except the mills and their agents, there is no one to say a good word for domestic stuff. No steps are taken to push the goods in popular estimation. The wholesale trade, with some courageous exceptions, lean to the imported lines. The retailer, in many cases, does not like to preach up Canadian material, because he is not sure of it, and because he is naturally loath to quarrel with his customer who has a fixed notion that domestic goods are inferior. The mills seldom advertise. Every industry in Canada is better known to the retail trade than the woollen. The large mills do not sell direct, and who, therefore, is to lay the excellence of their makes before the trade? THE DRY GOODS REVIEW has often had a good word to say on behalf of Canadian woolens, but that is about all.

We still think the manufacturer is slow in this matter. Once upon a time a large mill which advertised in THE REVIEW declared that enquires for samples from retail readers of this paper were numerous, but as the mill sold only to the wholesale trade the enquires were referred to leading jobbers. Now, this seems correct, but see what it involves? As most of our big mills place no mark on their goods, how will the retailer ever see those samples? He may, or he may not. Indirectly, of course, the result will be good, because the wholesaler, finding his customer asking frequently for makes of a certain mill, will be inclined to buy more from that mill. At the same time so confident are we that domestic tweeds turned out by certain mills in Canada can hold their own with any in the world of the same class, that we would like to see them pushed on their merits. A wholesaler might resent a mill sending samples to a retailer, even though no orders were booked. Yet the Canadian mills now producing the best tweeds should not hesitate to blow their own trumpet. No one else will do it so well.

THE REVIEW proposes to keep at this matter until Canadian goods get their fair share of honor. The retailer can convince the customer. No one else can.

#### EUROPEAN VIEWS OF PRESENT PRICES.

FROM THE DRY GOODS REVIEW.

SIR.—Last year every one was rushing in to buy to save advances. This year every one is holding off. Buyers are

mostly like sheep; they look for their leader—and then follow. All eyes are towards the United States to see what is to be the result of the elections. Meantime, as civilized people don't go naked, clothes are being worn still, and will wear out just the same as usual, if not quicker, when they are all after cheap stuff, and they will have to be renewed.

Employment is good in Britain, France and Germany, so trade does not languish in these countries, though buyers are buying as little as possible and reducing stocks. The opinion is gaining ground that McKinley will be elected, and if that takes place every buyer will be on the alert to order so as to get delivery in time, and we may see then a repetition of the rush of last year, though it is to be hoped for the good of all that it will not be on such a scale as last year. On the other hand, many think that if Bryan is elected we may have such a panic in the States as was never yet seen, extending, of course, also to Europe to some extent.

But will "the heavens fall" if Bryan is elected? The Germans have a proverb that "it is so arranged that the trees cannot grow up into the skies," and it is probable that in the event of Bryan's election other forces might come into play that we know not of. In the first place, it would be twelve months at least before anything would be done. Meantime gold would go to a premium and prices in the States adjust themselves accordingly. Then, it is held by some of the U.S. consuls in Europe, that the constitution provides against anything but gold being made a legal tender where gold has been promised; so that repudiation on a silver basis seems very unlikely. Further; would free coinage of silver do what is expected of it by its friends? Free coinage means that everyone who wishes can take silver to the U.S. mint and have it coined. But it can only be coined into United States coins. It cannot be turned into British, French, German, Indian, Chinese, Japanese, Mexican or other coins, so that it will only make a sort of irredeemable currency, limited also by the capacity of the U.S. mint, and not a legal tender in any other country. It would raise the price of commodities in the States in silver, but the capitalists of that country would suffer most, as it would be legal to pay them their interest in silver, while their indebtedness abroad is now payable in gold. As, therefore, free coinage does not mean compulsory purchase by the Government, but only compulsory coinage, the upheaval might be much less than expected.

In any case, when the election is over—whichever way it goes—business must go on. So the man who will not buy when prices are very low, fearing that prices will go lower, may be caught napping after all. The time to buy must come—and it can be delayed too long.

YOUR OCCASIONAL CORRESPONDENT.

Bretteaux, France, Sept 12

#### WANTS FREE YARN.

Mr Boas, of the Granite Mills Co., St. Hyacinthe, manufacturers of hosiery, who will be remembered as a strong free-trader, is now asking the trade to help him put his theories into practice. He wants free yarn, and with that he says he can compete with any foreign makers. He has been interviewing the wholesale buyers and asking them to support his application to the Government to put yarn on the free list.

## THE DATE OF TARIFF CHANGES.

A STRONG PLEA THAT THE GOVERNMENT SHOULD CONSIDER NATIONAL TRADE IN THE MATTER THE VIEWS OF LEADING IMPORTERS—THE DRY GOODS TRADE PRACTICALLY A UNIT ON THE SUBJECT.

THE position which the Government will take on the tariff question is of great moment to importers at the present time, and is causing a good deal of anxiety. It is the expressed intention of the Government to readjust the tariff at the session which will begin early next year, making reductions where it is possible. The practice of the late Government was to have any changes made in the tariff take effect as soon as they were read in the House.

It is to be hoped that the present Government will not follow this precedent. The evil effects have been seen in the past. The very essence of good government is to profit by the mistakes of the past. This is why history is written.

Under the late Government duties were advanced as frequently, or more frequently, than they were reduced. In the case of the present Government, on the contrary, the majority of the changes it is expected will be reductions. So that in these changes the importers stand to lose. Why? Because the anticipated changes would take place immediately after the bulk of spring goods were received and the duty had been paid under the present tariff.

No class gains when the importers lose by sudden reduction in the duty. If one class gained what another lost there might be some excuse for a sudden change. But that does not apply here. No one gains. Many lose, and lose heavily. Then why should such a system be maintained?

This contention is supported by a comparison with the method employed in the United States. In fact, the United States Government gives sometimes as much as two years notice when the changes are of such a nature that the effects will be wide-spread.

Going into the situation more minutely, it will be seen that changes made in January or February next would be especially ill-timed. Buyers are now in the European markets. Under usual conditions goods purchased would be delivered here and duty paid in December or January. Then in February comes a reduced tariff, which would mean a heavy loss to importers. And what is there to counterbalance this loss? Nothing, absolutely nothing.

Changes in the tariff without reasonable notice are extremely ill advised, especially at this juncture. Nothing is lost by delay. Much, very much, is gained. Then why not give due notice of all changes, and give the merchants a chance to prepare for them? Why not have the tariff readjusted in January or February come into force on the 1st of June, or even July?

There seems to be only one natural way out of the difficulty, and that is, to have the changes in the tariff come into effect only after the spring trade, wholesale and retail, is practically over. This would not injure the spring trade. Moreover, it would give all classes ample time to prepare for the change, and would have the least hurtful influence on the trade.

Nor is it sufficient to announce when passing the changes in the House that such changes will not come into force for six months. It is not enough to have the changes take effect only after six months. It must be known now, immediately. It must be known

while the buyers are still on the market. If it is not thoroughly understood immediately that no change will come into effect before the 1st of June or July the spring trade will be nil.

The Government itself would be a heavy loser. Owing to the uneasiness among importers the Custom duties would decrease tremendously. The spring trade would be demoralized. The Government would be left without a revenue. Hardly a condition of affairs to be desired.

Moreover, owing to the present uncertainty, it is the expressed intention of the buyers not to ship, as heretofore, in December and January, or, if done, to bond all goods until the January session makes known the changes that are to take place. By referring to the amounts imported during December and January in the past it will be at once seen what a serious injury delaying shipments or bonding goods would be to the spring trade.

And that is not all. The Canadian manufacturers would come in for their share of the loss. At present many of the mills are closed down. In the present uncertainty they cannot start up again and turn out the usual spring goods. This is another inroad on the spring trade. Truly one can well foresee that unless the Government speaks, and speaks quickly, spring trade will be completely paralyzed.

It is not the change in tariff that is feared. It is the sudden change coming in the middle of the spring trade. The present condition of affairs is ruining the trade. To verify this it is only necessary to interview the wholesale men. Most of them have cases to report where orders have been cancelled. We have before us a letter cancelling an order of \$5,400. As January approaches things will get worse, until the culminating point is reached when the trade is without life and the Government is without revenue.

### WHAT THE MONTREAL TRADE THINK.

Gault Bros. Co., Ltd. "In expressing an opinion relative to the tariff changes as affecting the wholesale dry goods trade I would say it is not so much the changes of the tariff as the date on which the changes take effect, and this really forms the vital question that is agitating the entire mercantile community, creating an uncertainty which is paralyzing business, and our Government may not thoroughly realize, through pressure of business at Ottawa, that the wholesale dry goods merchants are almost face to face with the coming spring business and that the enormous imports of dry goods pass our Customs for duties during the months of December and January. We are pressed for dates of delivery of our purchases from Great Britain and the Continent, and in the face of a possibility of a reduction in the tariff, it would be suicidal to pass our goods in the above two months at present rate of duties. With the probability of a reduction taking place the very next month it would mean, either suffer a severe loss or keep your goods. It also has the effect of preventing orders for spring goods being taken. Now, if the Government would take the interest of this valuable portion of the mercantile community into its consideration and give the assur-

ance that whatever changes they may make in the tariff they will not come into effect until June or July, 1897, it would carry both the wholesale and retail spring business to an end without the present disturbing element. The Government would also be in receipt of the present rate of duties until the date asked for and everyone would be happy. If this assurance is not speedily given the imports for spring will decrease to almost nil, and business generally be stagnant."

S. Greenshields, Son & Co.: "We hope the Government will see their way to meet the wishes of the trade by fixing 1st of June as the date for tariff changes. It is well known that the bulk of the dry goods for the spring and summer are imported in January and February, and to give the retailer a chance to sell them under present tariff values no change should be made before 1st of June. To leave the date for alterations in uncertainty means to spoil the spring trade and to reduce the imports to the lowest figure. The consequence of this will be a greatly reduced revenue to the Government as well as a season's business spoiled for the importers."

Tooke Bros. (Mr. B. Tooke): "Both from an importing and manufacturing standpoint I am convinced that no change in the present tariff is desirable until after the coming spring trade is over. Arguments have been advanced already by some to curtail legitimate business which would be injurious to the best interests of the trade and I feel sure that an announcement from the present Government, stating that contemplated changes would not take place until the 1st of May or June, '97, would meet with general favor."

Brophy, Cains & Co.: "The petition from the Dry Goods Association of the Board of Trade, which is referred to by the press today, and which was submitted to the council of the Board of Trade at their weekly meeting yesterday, will strengthen the hands of the Government. Similar petitions will, we believe, be sent to the Honorable Premier and his Cabinet by the Boards of Trade throughout the Dominion.

"By announcing at once that any changes which may be made in the tariff relating to dry goods and millinery next session will not take effect before June 1, the Government will do more to relieve and assist trade, both at present and for the incoming season, than by any other act of legislation that could be enacted

"We believe the Government will accede to the demands of the trade, and so soon as the announcement is made buyers will be enabled to, then it will not be necessary for them to restrict their purchases or delay shipments, which they will otherwise be compelled to do. The value of dry goods and millinery entered at the port of Montreal in December, 1895, and January, 1896, was \$1,724,439. The duty paid amounted to \$509,661. If July 1 is decided upon it will, we think, meet with the approval of the trade generally, as wholesale and retail stocks can be about as low then as at any other time of the year."

Mr. Cheesbrough, of Kyle, Cheesbrough & Co., was too busy to discuss the matter at length. He said, however, that he was strongly in favor of such a delay as has already been mentioned. The only way to allay the uneasiness among the trade was to have it definitely known when the changes would take place

Mr. Brais, of Glover & Brais, expressed himself very strongly on the question. It was due to the business men, he said, to take

into account their opinions, and the whole trade was in favor of a delay in enforcing the changes in tariff. As regards the Government's present attitude, Mr. Brais considers it their plain duty to make some such announcement immediately.

Mr. Fisher, of John Fisher, Son & Co., expressed the same opinion. The first of June was none too late, in his opinion, for any changes in tariff to come into force. If the Government would only make an announcement to that effect, the uneasiness existing at present among the trade would be dispelled and a great loss prevented from falling on the importers.

Another firm spoken to on this question was Lonsdale, Reid & Co. Together with the rest of the trade, they were of the opinion that it was the plain duty of the Government to delay any change in the tariff until June. Moreover, the Government should announce that fact immediately in order to prevent serious losses to importing houses.

Mr. Thibaudeau, president of the dry goods section of the Board of Trade, and head of the firm of Thibaudeau Bros. & Co., declined to say more than that he was heartily in favor of the changes coming into force only in June next.

Silverman, Boulter & Co. wished merely to say that they considered the course outlined above the best course for the Government to pursue, and of the most benefit to the trade.

The only firm who were opposed to the merchants taking any action in the matter were Hodgson, Sumner & Co. Mr. Hodgson thought such action would only embarrass the Government.

Mr. Kissock, of Caverhill & Kissock, said he was in thorough sympathy with the attitude of the dry goods trade in Montreal. While not fearing that any great change will be made, at least at the present time, he was convinced that only good results would follow



THE COMING MAN. — "Tell her I'll be right down."

IN ADDITION TO regular lines for **Sorting** our travellers will have many **Specialties** with them that we wish **you** to see.

PLEASE NOTE THIS.

## Our Black Goods

and range of Handsome, Fashionable, Fancy Dress Goods are the best we have ever shown. You will want some of our **New Lines of American Goods**—just received.

**Underwear** for Men, Women and Children.  
All sizes, weights and prices.

WE ARE BETTER PREPARED THAN EVER BEFORE FOR THE SORTING SEASON.

### **BROPHY, CAINS & CO.**

LETTER ORDERS filled same day as received, or sooner.

196 McGill Street

MONTREAL

## Write us about it

If you've any dress goods or feathers in unsalable colors, write us about it. Then we will send information concerning this most perfect dyeing plant in the Dominion.

We'll tell you what it will cost to redye those goods and make them salable at a profit. There is no earthly use of holding stock that is, on account of its color, depreciating in value. There is no use selling it below its value in order to get it off your hands.



We have the latest and most complete machinery, the most perfect dyes and chemicals, skilled artisans—every requisite for doing perfect dyeing, and have the business so perfectly systematized that we can do it very cheaply. Just how cheaply you will know when you see our circulars and price list; just how good you'll know when you test the fastness of colors, and notice the perfect evenness of colors, the fineness of finish.

### **R. PARKER & CO.**

Dye Works and Head Office:

787-789 Yonge Street . . . . TORONTO

Telephones

3037, 3640, 2143  
and 1004.

if the Government made an immediate statement to that effect, and considered that it was their duty so to do.

Mr. F. F. Kelly, of F. F. & C. B. Kelly: "Regarding the proposed or possible change in the tariff, I have no hesitation in saying that any one at all conversant with the way that business is now conducted, should see the absolute necessity of the Government making, as soon as possible, a frank and positive statement, when, at the very earliest, any change may be expected, as the uncertainty has already had a disastrous effect on the business arrangements for the spring season, and if such statement is still withheld, the delay will have the same effect on the trade for next fall, as buyers are already making their arrangements for another season. Whatever effect such a statement may have on the political situation, it is due to the business community, as well as the public generally, that it should be forthcoming at once."

Mr. Matthews, of Matthews, Towers & Co., said he heartily agreed with the opinion of the majority of the dry goods men. The Government should state when the changes would come into force. That was just what the trade needed. He expressed the same feeling in the matter as the importers already mentioned. He pointed out also a considerable loss as regards travelers. The retail trade is unsettled. The merchants give no order to the travelers, or reduce their order. It costs just as much as ever to send out the traveler, while he does not get as many orders as otherwise. In fact, with some who give no order, and even with those who give an order as usual, though reduced in amount, it is necessary to have the traveler call again. Such a course simply means a loss to the wholesale house of the entire expenses of the traveler.

Mr. Hoxter, of Thos. May & Co., considers that on no account should the change be made suddenly. No matter whether the change is a reduction or an advance, the importer is going to lose. This could be prevented by the Government making a statement that the changes would not come into force till June or later. In view of the loss which the present uneasiness is causing he considered it was the duty of the Government to make such a statement.

Mr. Robt. Harrower said he was confident no radical changes would be made in the tariff. The present uncertainty was to blame for a great decrease in trade. He thought that if the changes came into force July 1st instead of June 1st, as was asked for in the resolution, it would be all the better for the trade.

Wm. Agnew & Co.: "While it is our opinion that any heavy reduction of the tariff on foreign dry goods at the season indicated, when Parliament meets again, would, no doubt, disturb the trade in that line very materially and cause a loss to importers, yet we have confidence in the wisdom of the present Administration, that they will not precipitate such a condition of things before first consulting all interested parties. The trade, we may say, has more than once had assurances that no sudden radical change would be made which would materially affect mercantile interests."

#### THE TORONTO TRADE SPEAK.

As THE REVIEW was just going to press when the question came up it was only possible to secure the views of a few leading merchants in Toronto.

Mr. John Macdonald, of John Macdonald & Co., said it was

certainly a Government's duty to put tariff changes in force at a season which was convenient to the trade of the country. The best month for such a thing was December, but as that seemed impracticable under present circumstances, June was undoubtedly the time to put the new duties in force.

Mr. W. R. Brock, of W. R. Brock & Co., said that no doubt, from the dry goods standpoint, June was the proper time. The Government, however, had undertaken to make an inquiry into tariff conditions before legislating, and he supposed the date of putting the changes in force would be one of the matters dealt with. If other branches of trade would unite the Government would doubtless yield. There was no doubt about the necessity of selecting a suitable date if tariff changes were resolved on.

Mr. Alexander, of Alexander & Anderson, declared that while the nature of the changes intended to be made should be announced earlier than June, the actual duties should not be enforced until then. Otherwise it would be very embarrassing to trade.

Mr. J. Short McMaster, of McMaster & Co., said it was evidently a very difficult question to deal with, and many considerations entered into the calculation. As the changes would probably tend towards a reduction in the present scale, and the trade of the country would be effected to a considerable degree, a fixed date was certainly advisable. As to that date, June, he thought, was suitable.

Mr. Stapleton Caldecott, of Caldecott, Burton & Spence, said he favored fixing July 1st next as the date for bringing the new tariff changes into force. "I think it most important for the interests of commerce that the present Government should not put into force the revised duties earlier than July 1st, as the date must consider the various interests that are concerned. A change of tariff in February or March would have a disastrous effect and be injurious to all concerned, it being the middle of the spring season, and naturally there would be much delay in giving orders and in cancelling orders already placed. The result would place the importing trade in great confusion. July is naturally the beginning of the fall trade, and people could then buy and sell with a clear perception of the changes, and could do their business in a satisfactory manner. While strongly in favor of revising the tariff to a revenue basis, I am much pleased with the care that Mr. Laurier has shown in not entertaining anything of a revolutionary character."

Mr. Wyld, of Wyld, Grasett & Darling, declared without hesitation that a sudden break in the rates of duties would be a most unjust policy and due notice should be allowed importers. There was the United States' precedent to guide the Government, where a fixed date was always selected for new tariff rates. Then, in the interests of revenue, the Government would be foolish to introduce fiscal changes in the middle of the spring season. Mr. Wyld said he favored June, or even July, as a suitable date for new duties going into force.

Mr. Blackley, of D. McCall & Co., asserted that the millinery trade had a vital interest in tariff changes, and any policy which would catch the importing houses with large stocks would dislocate trade arrangements. He thought between the 1st and 15th June would be a date suitable to the various branches of the dry goods business.

Mr. Muldrew, of John Muldrew & Co., said that as regards

# BLOUSES

If you are looking for the **latest** and most **up-to-date** wrinkles in American Blouse **Waists** you will find them among our samples.



THE CRAZE REACHES ZULU LAND.

**ALSO** low lines of domestic make which we have contracted for, made in heavy cloths, in patterns controlled by ourselves.

**INSTANCE** Starched Col- lar and Cuffs, 65c. up  
to retail . . .

**ENABLING** us to supply everything from the **Staple** to the **Fancy**.

Our men are now **out**. **Keep** an **opening** until you have seen our line. It will **pay** you.

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**BOULTER & STEWART - TORONTO**



woolen houses it was not a matter of so much importance after the projected changes were announced, when they went into force. He could, however, see the importance of the matter from the standpoint of the general trade.

Mr. Auld, of Hutchison, Nisbet & Auld, said that after January and February a tariff change going into force would not affect the woolen importer very much, even if the duties were lowered. It was a change that was prepared for by a woolen house, and with winter trade over the effect was not important.

#### PREVIOUS REVISIONS.

The two most important recent revisions of the Canadian tariff were those of 1887 and 1894.

In 1887, as extensive changes were made in the duties on woolens and other lines of dry goods, the trade were greatly interested in the date of enforcement. According to the Tariff Act, as passed by Parliament, May 13 was fixed as the date of its application. Representations, however, were made against this. On May 19, accordingly, the Government passed an order-in-Council providing that all imported goods actually contracted for, ordered and sold prior to May 12, with delivery promised for that date, should be entered at the old rate of duty until June 13. To enjoy this privilege the importer had to produce written contracts and indisputable evidence that the goods were really contracted for prior to May 12.

In 1894 the situation was peculiar. The first draft of changes was announced March 27. But many alterations were subsequently made, and for several weeks there was great confusion among importers. Finally, the Government set a new precedent,

and decided that goods imported after March 27, when duty was paid, should not be subject to any additional duties on these particular entries, even when increases had subsequently been made. On the whole, the trade's experience in 1894 was very unsatisfactory and a repetition of the condition in 1897 should be avoided.

#### BIG DEMAND FOR BLOUSES.

CANADIAN ladies seem to be rapidly adopting the American fashion of buying their blouses ready-made. In the past the better trade bought the cloth and had their dressmaker cut and fit them. Manufacturers, as in the case of men's and boys' clothing, have made great improvements in the cut and style, and now all but the fine silk goods are ready-made.

The present season's demand has been so good that retailers are buying more freely for next summer. From one small place in Quebec we saw an order come in last week for \$1,500. The coming season's style will have a medium sleeve, neither a Bishop's nor a tight one. The better grades will have collars and cuffs detached, but the cheap lines show no change in this respect. An improvement in the style of collars will give the ladies a less masculine appearance than the fashions this and previous seasons have given them. They are more distinctly characteristic of ladies' dress. Many of them are the high turned-down collar similar to the men's new shape. An improved clerical with two buttons at the back should be popular. Cuffs generally have turned-back bands. Both collars and cuffs are shown in all colors and shades, in plain effects and blacks, and bound in other colors.

## OUR STOCK



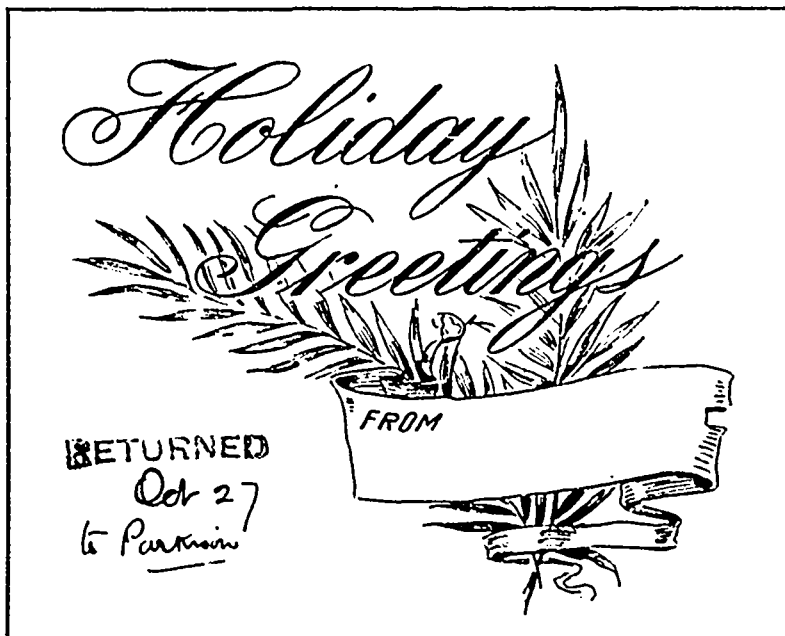
will be kept fully assorted during months of October and November in order to meet the special demands of the retail trade. Would advise early repeats in order to secure prompt deliveries.

#### ... SPECIAL DRIVES IN ...

COTTON BLANKETS, LADIES' and GENTS' UNDERWEAR,  
TOWELS and TOWELLINGS, TARTAN DRESS GOODS,  
HOSIERY.

Send for samples and quotations. Large stock of 32-inch Flannelettes. Letter orders receive careful attention.

**KNOX, MORGAN & CO. - HAMILTON**



We are making a specialty of fancy ties for holiday trade, put up in separate boxes, with the above label printed in gold on each box.

OUR TRAVELERS ARE NOW OUT WITH AN ARTISTIO SELECTION OF . . . .

# NEWEST TIES



in NOVELTY SILKS for the

## HOLIDAY TRADE

Choice Patterns  
Novelty Shapes

Prompt Delivery  
Good Value

---

# E. & S. CURRIE

Wellington St. West, TORONTO

### THE SANDWICHMAN UP TO DATE.

THIRI lately appeared in Montreal a very unsophisticated rustic who spent his time in frantic efforts to reach John Allan's. He made no pretensions in the way of dress. His hat was the ordinary straw affair used in the fields. His coat was something after the style of a barber's white coat, and appeared to have suffered some contraction in the wash. As regards pants, he was more pretentious. He had several pairs which he wore in rotation. One pair was a "high-water" pair of brown derry. A large handkerchief, red of course, was stuffed into one of the pockets. A huge watch and corresponding chain added to the charms of his person. A pair of blue and white socks, together with tan shoes, completed his outfit. In one hand he carried a satchel, and in the other an "abbreviated" umbrella. On the satchel were several phrases pointing out the value of John Allan's as a place for purchasing hats. An inscription on his back read: "If I get lost take me to Allan's." To complete the description of his personal appearance it is necessary to mention his spectacles, and a considerable growth of red whiskers.

Some of the mishaps that befell our country friend are worth noting. While making a thorough examination of John Allan's store he got in the way of a car, but paid no attention to it. When the gong sounded, however, his attention was attracted to the car, and like a true countryman proceeded to make a minute inspection. The wheels and bottom of the car were intently examined. The motorman also came in for a share of his attention. By this time a small army was following him. He entered The Witness office to buy a paper and duly paid for the same from a long stocking in which he kept his wealth. Turning to come out he walked against one of the big plate glass windows, to the great amusement of the crowd outside.

Wherever he went he created a sensation. Among other things he would take a notion to get his shoes shined and then leave with only one done. Occasionally he would eat fruit on the street. In the intervals he amused himself with a very well meant attempt to whistle "Yankee Doodle" or some other such sublime melody.

Whether or not we agree as to this being a profitable mode of advertising, all who saw "Norman the Rube," agree as to this being the best thing of the kind seen in Montreal. The character assumed was realistically carried out.

Regarding the advertising value of such a scheme opinions differ. One difficulty is that the expense is considerable. It is easy enough to get a man to walk the streets for a dollar or a dollar and a half per day. But to get one who can act the part assumed is not so easy. Mr. Allan says he is perfectly satisfied with the results of his outlay, which was \$25 for five days work of four hours per day, two in the forenoon and two in the afternoon. Mr. Allan believes that, judging by results, this is one of the best advertising schemes he has yet tried.

Norman Herstfield, or Norman the Rube, as he is called, has been in this line of business for three years, and has had almost steady employment. This goes to show that a good many people believe in this as a good means of advertising. Before this he took a similar part on the stage, so that he has had some training, and is in a position to act the part with some degree of success. He says his usual rates are from \$7 to \$10 a day, or, if engaged by the week, from \$30 to \$40 a week. He has made a contract with S. Davis & Sons to "do" most of the towns of importance in Ontario and Quebec. The contract is for one month, and, if satisfactory to both parties, a longer contract will be made.

He has several other roles, the principal being that of a tramp, in which capacity he rides out of a second storey window on a bicycle down a ladder to the street. A political role is also on his book. In St. Louis he created somewhat of a sensation by or-

ganizing a rube band and meeting McKinley at the station when he arrived for the convention. Up town, too, he had the pleasure of shaking hands with Mr. McKinley, and the crowd below had some interesting mottoes displayed to view, advising them to buy somebody's \$10 suits.

He works only four hours per day, finding that to keep up good acting longer is beyond human powers. In this way he has traveled all over the States and will likely see a large portion of Canada this winter.

### OTTAWA RETAILERS ORGANIZE.

A RETAIL Merchants' Association was organized at Ottawa, Oct. 1, and the following officers elected:

President—Ex-Mayor McDougal

Vice-presidents—Henry Watters, L. N. Poulin and C. J. Prevost.

Secretary—Geo. H. Popham.

Treasurer—W. J. Eastcott.

Working Committee—Stewart McClenaghan and H. D. Hemphill for tailors; D. Storey, furniture manufacturers; J. P. Esmonde, hardware; H. Lang and L. N. Poulin, dry goods; J. Ashfield, crockery; J. C. Stewart, J. Mundy and G. Dalglish, grocery; L. G. Morgan and J. S. S. Retalack, boots and shoes; A. E. Brethour and T. Payment, druggist, and J. Peterkin, flour and feed.

The question of the early-closing bylaw was brought up by Mr. McClenaghan, who advocated the advisability of getting to work as soon as possible. One of the most important questions to be dealt with, he said, was the early-closing bylaw, and he moved that the association favor the bylaw and its enforcement. Mr. Lang seconded the motion, which was carried unanimously.

Mr. Thos. Burns gave notice that he would bring the credit system up for discussion at the next meeting.

### DOWNY COVERINGS FOR THE BED.

Down comforters are now manufactured at such a low figure



"City Corner"—By Toronto Feather and Down Co.

that they are within the reach of almost every family. What a few years ago was a luxury is now an ordinary purchase with most people, and every up-to-date dry goods store keeps a stock of these goods. The Toronto Feather and Down Co. manufacture a very extensive range, from the very cheapest up to the most elaborate one could desire. They report a rushing business this season, having been forced to run overtime to complete orders.

### CARPETS, ETC.

By recent imports, Messrs. McMaster & Co. have their tapestry carpets again fully assorted, and they now show a great variety of patterns and qualities, sufficient, in fact, to meet any demand, whether as to taste in selection or to price. The value is always there, so all may be suited. Other lines, viz., Wiltons, Brussels, wools and hems are kept fully up to the mark, and the department on the hustle to keep pace with the orders received.

### SEALETTES.

From \$2 to \$9 per yard, a full range in stock. These are Lister's standard goods. All the better numbers rainproof. Brophy, Cains & Co.

# H. J. CAULFEILD & Co.

Manufacturers and Wholesale Men's Furnishers.

Shirts and Drawers, Imported and Domestic.  
Special values.

Our Fleecy Wool lined is just the thing for  
cold weather.

Half-Hose. Full ranges in Wool and Cashmere.  
Specials in Heavy Wool Socks.

Gloves and Mitts. Full lines in Kid, Leather  
and Wool.

Our travellers are now on their respective trips,  
and we would bespeak your orders for them.

Letter orders Solicited.

H. J. CAULFEILD & CO. 17 Front St. West, TORONTO

## WOOLLENS

Merchants requiring any of the following lines in Woollens during  
September, October or November, will find with us a new stock  
of the **Nobbiest Goods** in the market, from which to make  
a selection :

<i>Fancy Suitings</i>	<i>Plain Suitings</i>
<i>Worsted Trouserings</i>	<i>Wool Trouserings</i>
<i>Fancy Vestings</i>	<i>Twill Worsteds</i>
<i>Venetian Worsteds</i>	<i>Ladies' Golf Cloakings</i>
<i>Ladies' Domestic Dress Goods</i>	

We make a specialty of above lines and respectfully ask buyers  
visiting this market, to look through our stock.

JOHN MULDREW & CO. 22 Front St. West  
TORONTO

## PARIS HATS AND DRESSES.

THE autumn materials are all English when they are not in English style. The woolens and cloths are exquisite, especially the colorings of the former. Tailor costumes are to be "classical." La Ligne is to be considered in all its rigour.

In fur, it is rumored that astrachan and seal will take the lead, but it is too early to make any positive assertion in this direction.

As far as millinery is concerned, writes Jeanne, the Paris correspondent of *The Drapers' Record*, it is certain that tight sleeves and narrow skirts will produce hats in proportion, but it is a question if these miniature hats will "take on." My opinion is that they will last only as long as the models—which, by the way, are seen in felt only—that is, until the middle of September. The felt hat, which will be repeated in straw and is sure to hold its own, is a sort of tricorne, in the style of Louis XVI., with the back round, the sides turned up en round, and the front pointed. The sides of this hat are rather wide, otherwise the hat is small. I have seen it in black straw, smartened up with a folded upright loop bow, held together to represent an aigrette—in shot ribbon. This hat, worn with a costume in Louis XVI. style, say in black cloth trimmed with robings on the corsage and turnovers on the skirt, both placed down the front, and gauntlets in tan leather, with a double-breasted waistcoat to match, "incroyable" collar and jabot in embroidered silk muslin, gives a perfect idea of the future fashion. These costumes and the "Madame Roland," as seen at the *Comedie Francaise* in the play of that name, will be the grand chic. Hats pertaining to the period mentioned will naturally form part of the tout ensemble; the French are too artistic for it to be otherwise. We shall, therefore, see many silk felt hats as worn by Madame Roland with high-pointed crown, the sides curved up, and for sole trimming a broad black-ribbed ribbon and very handsome buckle in the centre. The trimming of the dresses and corsages will follow this line; that is to say, everything will be central, and buttons and leather passemerie embroideries will form a most important part of their trimming.

But to return to present fashions. A stylish autumn mantle, in quite a new shape, covers the dress entirely, leaving a small opening down the front. It is in plain cloth, the new shade known as cafeine, a kind of brown, which is neither light nor dark, a dark cafe au lait I should call it. The originality of the mantle consists in the sleeves, which are neither large nor small, but bouillonne, the same width the whole length, which will permit of any kind of sleeve being introduced—a proof that everyone will not adopt the tight-fitting sleeve. The high collar is held together by two handsome buttons, and the wide braces, which fall a little below the waist, are also furnished with buttons.

I should mention that a great many buttons will be worn with the velours applique, which promises to be the rage. The extremity of the appliques, ribbons, pattes, and braces will be held down with a pretty antique button, either en fantaisie or a real jewel. It is said that later on many sleeves will be seen with small buttons passing along the seam of the elbow to the shoulder.

With the mantle, as above described, will be worn a Madame Roland hat, trimmed with a torsade of ribbon and an aigrette of black cock's feathers.

Another novelty are the bag purses, which are to take the place of the reticule of this winter. They represent a long narrow envelope and have a leather strap handle. The price is 25 francs.

## CLEARING AT THE RIGHT MOMENT.

A resolution which will be appreciated by the customers of John Macdonald & Co has been come to by that firm. They do not believe in packing this season's goods in cases and stowing them

away for next season. Not seeing any advantage to the customer in such a policy, they have adopted a different course, and are clearing in lines which afford the retailer a chance at the beginning of the fall trade. The drives in dress goods, underwear, and other lines are very considerable, and an inquiry for the particulars will repay the trade. Bargains are thus afforded to the trade when the consumer is buying.

## GOOD LAUNDRY WORK.

"WE have made arrangements for the largest season in shirts in our experience," said Mr. Tooke, of Tooke Bros., as he walked down the sample room with *THE REVIEW* and gazed admiringly on the unusually large display of styles and patterns. A number of these designs are exclusively their own. In striking effects from American markets they have some decidedly loud ones, and if the taste continues to run as it is at present, on the loudest possible effects, they have made a hit in their selections. Reference was made, on a former occasion, to the improved laundrying of the goods turned out by this firm and it is strikingly illustrated in the collars, cuffs and shirt bosoms shown this year. There is more in this than most dealers will credit, but it is a fact that a customer is attracted to a richly laundered article, and he will pay more money for it than he would for one of equally good quality but inferior finish. There is a marked difference between many of the makes on this market in this respect.

## A BIG THING IN BLOUSES.

TOOKE BROS. should do well in ladies' blouses if the season is up to what it is expected to be. They have made a hit in securing the control for Canada of a line of silk effects in cotton made in France. They have about 250 ranges, in all about 1,000 patterns. When Mr. Tooke was in Paris he spent nearly a month looking at the styles and visiting the designers and manufacturers. He found representatives of several of the best American houses on the same errand, and since returning they have exchanged styles and patterns, and he finds that in both he will offer to the Canadian trade much the same as will be sold by two or three American houses who will cater to the highest class of trade. The designs are quite different from the plain checks and stripes of last season, and are of a more striking character. He has mounted his entire lot of samples on cards covered with celluloid designs, so that a buyer can see at once how the pattern will look when made up. They are now in the travelers' hands, and dealers, even if they do not order, will find it worth while looking over the ranges.

## A GOOD PAPER.

Our United States contemporary, *The Dry Goods Economist*, entered upon its second half-century of existence last week. We congratulate it on its remarkable success in the past and hope its future may be even more prosperous. It deserves both. It is one of the brightest and best trade papers in existence. The business man in the United States who can get on without *The Economist* should be put in a glass case as a curiosity.

## NIGGERHEADS.

Brophy, Cains & Co. have put into stock this week two new ranges of niggerhead dress goods, in blacks, self colors and shot effects. These, added to former ranges, make their stock very complete. They are also showing several numbers in niggerhead cloakings.

## FOR XMAS TRADE.

Wyld, Grasset & Darling report a shipment of Swiss embroidered handkerchiefs to retail from 10 to 40c., in the latest patterns.

# Concerns Your Business Success

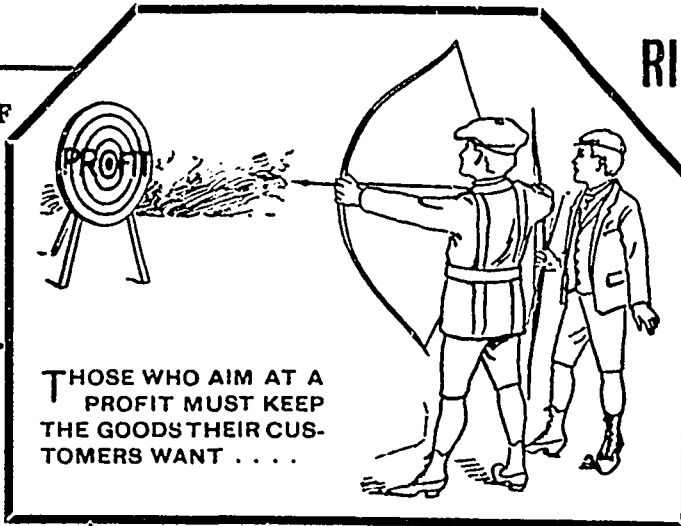


THE SUREST AND BEST WAY TO  
BUILD UP A BETTER BUSINESS

IS TO BUY THE GOODS THAT PEOPLE WANT AND ASK FOR.

**SHOREY'S Clothing is Advertised** to your Customers throughout the Country and they will ask for it.

**RIGBY WATERPROOF**  
CLOTHING and  
CLOTH IS  
LIKELY TO BE  
ASKED FOR.



THOSE WHO AIM AT A  
PROFIT MUST KEEP  
THE GOODS THEIR CUS-  
TOMERS WANT . . . .

**RIGHT IN IT!**

Who does not appreciate getting just where he wants to be?

**The Wide Awake Merchant's**

ambition is to do a satisfactory business, and when he accomplishes it he is right in it.

Watchfulness, vigilance and judgment in the selection of goods are necessary to his success.

Our long experience in the Clothing Business has given us the facility to adapt ourselves to all the various demands of trade, it has never stood us in better stead than this season, for we were never better able to give goods that will sell at a Profit and build up trade.

WE GUARANTEE ALL OF OUR GOODS SPONGED, SHRUNK AND SPOT PROOF.  
**H. SHOREY & CO.**

WE guarantee all of our Workmanship, and put a guarantee card in the pocket of every garment.

**H. SHOREY & CO.**  
MONTREAL

**NEVER STOP!**

The merchant nowadays must Never Stop adding new items to make his business attractive; if he does he gets left.

We produce new things daily; and when we say daily we mean EVERY DAY.

We are Rigby Proofing all our Spring Overcoats and Bicycle Suits and make no extra charge for same. We have opened a special depot for Boys' Youths' and Children's goods, and are showing the largest range in the trade.

**H. SHOREY & CO.**

**MONTREAL**

Wholesale Clothiers

AND DEALERS IN

Rigby Waterproof Cloth and Clothing.

## THE FLANNELETTE PRICE-WAR.

NEW light is being thrown on the origin of the enormous cut in flannelettes by stories that are circulating throughout the trade. The lines on which the cut was made are turned out in the Gibson mill in New Brunswick, and the agreement which binds that mill to the Canadian Colored Cotton Co. is said to be of such a character that it can dictate terms as to the selling rate in a war of prices like the present. It is further rumored that as Mr. Gibson was resolved to cut away under the makes of the Parks mill, he was quite willing to share half the loss incurred by the Colored Cotton Co. This, it is said, is being done.

The friends, therefore, of the Cotton Co. and the selling agents, D. Morrice & Co., are asserting that it is a war between Messrs. Parks and Gibson, and are quite willing that Mr. Gibson should bear the onus of having disturbed trade and "panicked" the whole market in low-priced cotton goods. We are not so sure that Mr. Gibson deserves to be the scapegoat. At the time the cut to 5c. on 32-inch flannelette, was made, the circular also announced a large cut in cotton yarns and carpet warps, in one case from 15c. to 10c. and the other from 16c. to 14c., and it is not contended that the Gibson mill is interested in these goods. The situation seems to be about the same, namely, that an attempt has been made to squeeze out the Parks Co., a policy at any time absurd, but at the present position of affairs foolish, inexpedient and injurious beyond all sane limits.

Because, assuming that the Gibson mill were at the root of the matter, how can the Canadian Colored Cotton Co. get rid of the responsibility? Is it wise that a large concern like this, some of whose directors are safe men, in whose hands is entrusted the stability of the present tariff system, should be held up to the merchants of the country as ready to wreck prices and unsettle trade without a thought of the consequences? We doubt if these directors approve of the course followed. It was a foolish proceeding. All classes in the commercial world at present are deprecating radical fiscal changes. In this issue of THE REVIEW we print opinions of some of the leading business men in Canada urging the Government to consider the commercial interests in the matter of proclaiming the new duties. No one that we can find is advocating severe measures. Even Mr. Stapleton Caldecott, of Toronto, who has never concealed his free trade views, and remains a staunch adherent of the old Cobden school, expresses satisfaction that the new Government propose to do nothing revolutionary.

But the new Government will find that pressure will be exerted by consumers if the industries cut prices away down out of proportion to the protective duties accorded them. The whole cotton tariff will go as unnecessary if prices can thus be diminished, and the manufacturer live. What THE REVIEW wants is stability of trade. That is what the merchants want. And actions like the present war in cotton goods are calculated to prevent this. The Canadian Company should get together speedily and stop the present policy, or it can only mean disaster to the whole cotton industry.

Both the wholesale and retail trade have a genuine grievance in this matter, which grows stronger as time goes on. The retailer has placed orders, tempted by the extraordinarily low prices and

the widespread talk created, and now the mills cannot supply the goods. Some of the trade feel as if the deliveries were being purposely delayed, and that a dog-in-the-manger policy was being pursued. The trade would be willing to see prices raised, as the strong cotton situation abroad certainly justifies an advance. Any-way, the goods should be forthcoming.

It is reported that communications have passed on the flannelette subject between the Montreal and Toronto dry goods associations. When asked to confirm this Mr. Andrew Darling, chairman of the Toronto section, did so, although reticent as to details. On the general question, however, he said the trade in Toronto and Montreal were united, and that probably another meeting of the trade in Toronto would be held.

## ADVANCES IN COTTONS.

THE cotton market is strong and advancing. In the States there is, however, an undercurrent of uncertainty on account of the elections. The success of McKinley would mean almost certain higher prices. Local buyers who have been among American manufacturers the last two weeks are coming home with strong talk. Boston and New York dealers say there is a shortage in the American crop of about 3,000,000, making the crop 7,000,000 against 10,000,000 last season. There is not over 1,000,000 bales in sight at the present time in Europe and the States. The mills say they are carrying no accumulation of stocks, and are talking independently when buyers approach them. In gingham they assert most positively that there are 100,000 less cases held by the mills than a year ago, when prices dropped 50 per cent under heavy offerings.

On this market there are several advances asked, and reference to which is made in another column. Since then fancy denims are up  $\frac{1}{2}$ c. a yard, and makers are talking of higher figures in all numbers of whites.

A circular, issued by the Dominion Cotton Mills Co., dated October 2, gives these revised prices of bleached sheeting: No. 10 quality, plain, No. 20 quality twill, best plain, best twill, extra best twill, all advanced  $\frac{1}{2}$ c. per yard over September 1 prices. Seamless cotton bags have gone up 50c. per bale; crash toweling increased  $\frac{1}{2}$ c. per yard.

On October 5 foulards were advanced  $2\frac{1}{2}$  per cent. A general advance on American cottons is expected, but depends on the elections. If sound money wins the advance will likely be about 15 per cent. Canadian goods competing with these will also be advanced, but not to such an extent.

## UNDERWEAR.

W. R. Brock & Co. have just passed into stock large shipments of ladies' and misses' ribbed underwear, including their well-known good value and profit-producing lines: "Oltip" Ruby, Startler, I.X.L., Pearl, S.116, etc. The large orders Brock's underwear department are able to place for these goods enable them to receive special quotations from all manufacturers they buy from. These advantages their customers get the benefit of.

## LADIES' GOODS.

McMaster & Co. have added largely to their stock, since the rush of Exhibition time, in many lines, which, owing to the great demand made upon them, were getting low. Special repeat orders are now to hand in embroidered handkerchiefs, in Swiss, Irish and Japanese; sequin dress trimmings (a full assortment of this popular line), wool bareges, knitted shawls, etc., etc. All lines of tailors' or milliners' requisites in the haberdashery department will be found again complete.

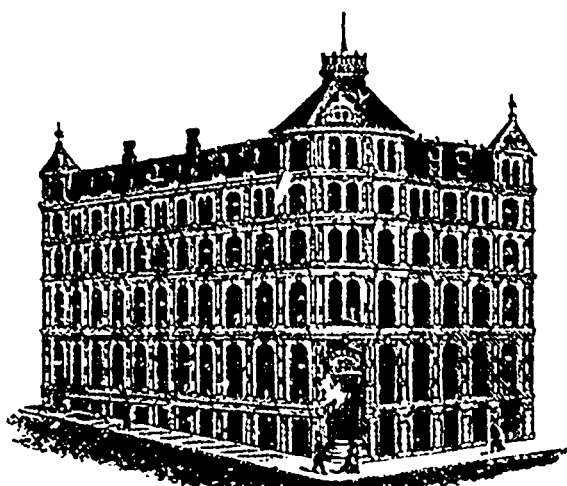
# E. A. SMALL & Co.

MANUFACTURERS OF

## Clothing

WHOLESALE

--- MONTREAL



Our travellers are now on the road with Samples for Spring, 1897.

Letter Orders carefully attended to.

# Spring \* 1897



Our range of Samples is now complete and in the hands of our Travellers.

WE INVITE INSPECTION

## Chalcraft, Simpson & Co.

Manufacturers of High-Grade Clothing

WHOLESALE

R. E. COOPER & CO.

Selling Agents for British Columbia  
Office 47 1/2 Government Street . . . . . Victoria

62 Front St. West, TORONTO



## DRESS GOODS.

**S.** GREENSHIELDS, SON & CO., are now showing for spring delivery a large assortment of beautiful novelties in plain and fancy linens for blouses. The effects in these goods are exceedingly pretty, being mostly made of silk in small figures, checks, etc.

W. R. Brock & Co. are jobbing some low-priced tweed effects.

The Gault Bros. Co. are receiving another lot of their new dress curls in all leading shades. Greens and blues are much in demand.

Wm. Agnew & Co. have been successful in obtaining a further shipment of rough Bannockburn tweeds for ladies' fall wear, at 27½c. Samples on application.

Lonsdale, Reid & Co. have in stock a splendid collection of boucles, tartans, silk mixture plaids and heavy German all-wools. These are the correct goods for this season, and should be seen.

John Mardonald & Co. find tweed effects selling freely. Domestic tweeds are in better demand with the approach of cold weather. A big stock of eiderdown flannels is shown this season.

Wm. Agnew & Co. have just opened up a consignment of new blouse silks and peau-de-soies, picked up in the European market cheap for cash. If their travelers do not call in a day or so, write for clippings direct to the firm.

Boucle dress fabrics have taken the popular fancy for the fall trade of 1896, and Caldecott, Burton & Spence seem to have kept

this fact well before them when making their contracts. Their stock is very complete in this favorite dress material.

Caldecott, Burton & Spence show a great range of wool, union and silk-mixed plaids in French, German and Scotch goods. These goods are in very active demand at present, and a full range of prices and patterns are being shown at their warehouse, 46 and 48 Bay street, Toronto.

Jas. Johnston & Co. are constantly offering standard makes in black and colored dress materials. They report an active demand for their new specialties in all-over boucle, curl yarn, checks and plaids, epingle, broche and zibeline effects.

Scotch tweed dress goods in small mixtures, boucle effects in plaids, and two-tone boucles are reported by Messrs. McMaster & Co. as being much in demand this season. French covert cloths are in especial demand for tailor-made garments. Samples of any of the above lines will be forwarded promptly, and will be certain to secure your order, as the goods are of exceptional value and only require to be seen to be appreciated.

## CARDINAL SWEATERS.

W. R. Brock & Co. have just received boys' and men's cardinal sweaters in various sizes. They also have full lines of white, tan, and navy blue, in plain and fancy stitched. The Duplex collar is one of the newest things shown by this firm.

## A SNAP IN SKIRTINGS.

Lonsdale, Reid & Co. offer this week a big drive in 36-inch red-ground skirtings, 20 designs, to retail at 12½c.

TO THE.....

# Clothing Trade

WE ARE OFFERING AN  
EXTRA VALUE IN

Black Venetian Worsted  
Morning Coat and Vest at **\$5.00**

WE CAN ALSO RECOMMEND TO  
THE TRADE OUR LINES IN

Men's Pants, viz.:

C38, at \$9.00 doz., C2, C3, C5, C6, C7, at \$12.00  
doz., B91 and B93 at \$15.00 doz., C25 at \$18.00  
doz., which are of extra values.

SAMPLE ORDERS  
SOLICITED.

All correspondence promptly  
attended to. . . . .

The.....

## G. A. THORPE MFG. CO.

Office, Factory and Warehouse

25 Melinda Street - Toronto.

McKENNA,  
THOMSON  
& CO.

# Wholesale Clothiers

423 St. James Street.....

## MONTREAL

# McMARTIN, CAMPBELL & CO.

MANUFACTURERS OF

## Fine Clothing

Child's 2-Piece Suits.

Boys' 3-Piece Suits.

Young Men's Suits.

Men's Regular Sack Suits

Men's Regular Morning Suits

Men's "Slim" Sack Suits

Men's "Stout" Sack Suits

Men's "Extra Stout" Sack Suits

Men's "Slim" Morning Suits

Men's "Stout" Morning Suits

Men's "Extra Stout" Morning Suits

Men's, Youths' and Boys' Overcoats  
and Ulsters . . . . .

We fit all kinds and all shapes. Sample orders given every attention.

---

## McMARTIN, CAMPBELL & Co.

WHOLESALE CLOTHING

256 St. James Street . . . MONTREAL

## AN IMPORTANT NEW FIBRE.

A NEW and important point in textile history has just been reached. For many years chemists and machinists have been endeavoring to solve the problem of the manufacture of Rhea fibre. The use of Rhea fibre is centuries old, being found as a covering for mummies. In those days it was all manufactured by hand by the wives and daughters of the husbandmen. Small quantities only were made, and that at great cost.

In India the whole country is covered with the fibre in the rough. It is simply a kind of wild grass. The Indian Government, recognizing its value, has offered at different times rewards for a machine or process which would manufacture this fibre cheaply. The rewards offered were as high as \$25,000. In response to these inducements several machines were invented, but did not carry out the condition of cheapness. The chemists also devised several methods of treating the fibre, but in all cases it was found that the chemicals affected its strength.

The difficulty is to separate the silky fibre from the outer coating, which is full of a resinous gum. In some of the processes hitherto used, even after the fibre had been made up into cloth, the gum would show itself. To remove all the gum and still to preserve the great strength of the fibre was the problem so long unsolved.

Mr. Gomess, an English chemist, has at last elaborated a process, which the Government has pronounced a success. He employs zincate of soda to remove the resins. After being placed in several baths and dried, it appears as long silky filasse, free from resin and quite white. It is then ready for the spinner.

Official tests have been made, and, taking it weight for weight, it is about one and three-quarter times as strong as linen. This

fact, taken in connection with the fact that the rough fibre is to be found in India in almost unlimited quantities, and that it can now be manufactured cheaply, points to a great future for this new textile substance. It is made up in all forms. It makes the best of sailcloth. It is used for curtains and upholstery work. For finer work, such as lace work, it is also employed.

A company has been formed to manufacture the fibre according to the Gomess process, called the Rhea Fibre Treatment Co., which has branches all over Europe. Last April they got their patent in the United States, and by August a company had been formed, with a capital of \$4,000,000. The representative in Canada is Mr. John Schultze, of Ed. Schultze, Son & Co., 166 McGill street, Montreal, where samples of the fibre can be seen both in the rough and manufactured states.

## FANCY KNITTED GOODS.

W. R. Brock & Co's knitted wool goods department demands attention in the interests of all fancy-goods buyers, as it contains all the novelties from Berlin, Leicester, London, America and Canada. There is a large assortment of infantees, bootees, polka jackets, hoods, caps, tams, toques, shawls, clouds, gaiters, etc., etc.

## SPECIALS IN KID GLOVES.

Lonsdale, Reid & Co. show two special lines in kid gloves, standard makes, to retail at 75c. and \$1.

## THESE SELL WELL.

Flannelette embroideries are a specialty with Wyld, Grasett & Darling, and are selling freely in all self colors—creams, pinks, blues and greys. Special numbers in ladies' undervests sell from 15c. to \$1.25, with all intermediate prices.

THE LATEST IN STYLE

THE LOWEST IN PRICE

FRIEZE SUITINGS,      TWEEDS AND

BOUCLES      SATIN COVERTS

and PLAIDS

For Costumes and Blouses

Also some very desirable

lines in low-price goods

**McMASTER & CO. GOODS**

WHOLESALE DRY GOODS, 12 FRONT ST. WEST



RETURNED  
Oct 12/96

RETURNED  
Oct 12/96

WRITE US  
FOR  
SAMPLES

We are showing some Novelties in

# VEILINGS



All styles of Meshes, Plain and Spot.

**Handkerchiefs** in Lawn and Linen, Plain and Swiss Embroidered (some special job lines in the latter). We make a specialty of

**Silk Velvets** in all the Newest Colorings, and our Special Brand "Eclipse" Velveteen excels all others.

Values of interest to every buyer. An inspection invited.

## DINGMAN & CO.

Agents for . . .  
 WM. MORRIS & CO., Yarns  
 W. R. McCALL & CO., Linens  
 ARNOLD VON SCHWARZE, Laces  
 STEINER, HEGERLE & CO., Silks—and others

56 Bay Street

TORONTO

# .. WHOLESALE MILLINERY ..

## Our . . . Millinery

Superior in Style.  
 Faultless in Taste.  
 Moderate in Cost.

**50 Cases Latest Novelties**

**NEW YORK  
HATS**

The FALL Opening has been a great success. Our TRIMMED Goods were in such demand that the large assortment was picked up at once. We are giving this department special attention.

Our stock is being replenished daily—well assorted, tasty and prices moderate.

**VELVETS  
VELVETEENS**

All in New Shades.

**D. McCall & Co.** WHOLESALE IMPORTERS **Toronto**

MONTREAL, 1831 NOTRE DAME STREET.

## OUR RELATIONS WITH JAPAN.

**M**R. TOGOU, who represents K. Ishikawa & Co. in Canada, has lately returned from a trip to Japan, and THE REVIEW got some instructive particulars from him about the state of trade in Japan, and the chances of developing business with Canada. He found trade there very active, as money has been plentiful since the war, and the military and other classes are spending freely. The home demand, therefore, for silk goods is heavy, and on this account the Japanese are less anxious at the moment to cater for export orders. Prices tend to be stiffer, and the recent tidal waves affected the silk districts, injuring dyeing factories, etc., so that home trade is brisk, and all factories are working full time, some day and night.

There is great expansion going on just now, especially in railway building and cotton spinning, and new enterprises are being floated constantly. The rate of living is higher, and wages are going up. Some classes of workmen, coolies, for instance, are getting 50 per cent. more wages. "You can hardly understand," remarked Mr. Togou with a smile, "how odd it seems to a Japanese to hear of a coolie getting \$1 a day. A rate of 25c. or 50c. for coolie labor was formerly common enough." But these men have been in demand for transport and other services connected with the war, and are therefore comparatively scarce.

Manufacturing in Japan, he continued, can be carried on under advantageous conditions. The Japanese make good workmen, and when kindly and fairly treated, are easily managed. They are not so anxious about the rate of pay if well treated, and strikes do not bother the capitalists. The power of money in the ranks of labor in Japan is not nearly so great as it is with us on this continent. Then water power is enormous, and factories can be worked day and night by a double staff. The Japanese are now going into woolen manufacturing, importing the raw material from Australia. Raw wool has lately been exempted from taxation with the view of aiding the woolen industry, which has hitherto been confined to making cloths for the use of the Government.

Japan means business in foreign trade and subsidized lines of steamers are now running to London and Antwerp, to Australia and to Seattle, with a monthly service. "Our exports from Canada to Japan should be larger. At present there is a developing trade from Seattle in lumber, and we ought to send that article from British Columbia. Wheat and flour too, and other products can be exported by Canada to Japan. I saw no Canadian merchants there. The Japanese have an entirely wrong conception of Canada. They know all about the Hudson Bay Co. and the Eskimos, and think this is a land of snow. They have also seen pictures of our ice palaces and winter costumes, and they infer that a country which can have a house built of ice blocks must have a daily temperature far below zero."

Mr. Togou is a thoroughly intelligent and up-to-date merchant, and is wide-awake to the desirability of developing a mutual trade between the two countries. He mentions the appearance in Montreal shortly of a new journal "Japan-Canada," by Mr. Takahashi, the well-known bookseller.

### THE CASH SYSTEM AGAIN.

**R**OSS BROS., of Whitty, are among many REVIEW readers who have decided to endorse the cash system. On October 1 they notified their customers that on that date they intended to open their doors to do a strictly cash business. In a clear and well-expressed circular, which shows that they have gone thoroughly into the matter, they say: "Every merchant, no matter how careful, makes large losses annually by the credit system. The cost of book-keeper, books, postage, stationery, long overdue and bad accounts amounts to a very large sum. The customer who pays cash

for his goods under the credit system pays his share of this loss. Business ways and business ideas have changed wonderfully in the past few years, and in order to keep pace with the times and successfully compete with the altered conditions under which business is being done in the large cities, it behooves us to get a move on and adopt the cash system, that being the only means by which we can be in the race with city competitors." Naturally desiring to retain the friendly feeling of local patrons they add: "Now, just a word to those who have been our valued customers for many years, and have always paid prompt and satisfactorily. We would be very sorry to lose your highly esteemed patronage, and if we thought the cash system would have that effect, we would be slow to adopt it, but we have too much confidence in the good sense of the purchasing public to believe it will. Hoping that you will see that this change is for the best interests of both buyer and seller, and by fair dealing, keeping good, reliable goods, and selling them at closest cash prices, to retain not only your trade and that of all our old customers, but to secure many new ones as soon as the fact becomes known that a dollar will buy as much here as in any other store in Canada."

This is a very tasteful way of putting the thing and may be commended to other merchants. Attached to the circular is an example of how the credit system works and which is doubtless intended for any customer who is dubious about it. Ross Bros. say: "Suppose a firm commencing a cash and credit business do a credit business of \$15,000 the first year. During the year they receive by payments on account \$5,000, which would leave them, when the year closed, with \$10,000 on their books. From our own experience we can say that, with no increase in the amount of business done, this firm, in future, would never have less than \$10,000 out, for in the second year they would send goods out on credit as fast as they would collect their previous year's accounts.

"Now see the cost in a year doing this \$15,000 credit business:

Interest on \$10,000 at 8 per cent. bank rate..	\$800
Losses from bad debts .....	400
Stationery, postage, etc .....	150
Value of time taken in care of books .....	250

\$1,750

Or, to do the \$15,000 business on credit, there is an extra cost of about \$1,750, or nearly 12 per cent. When marking goods we have to figure on the cost of giving credit, just the same as we do for rent, taxes, freight, cartage, etc. We believe a cash business will be mutually beneficial. Every person is looking for the cheapest market to buy in, and where goods are sold on credit cannot be the cheapest place. It is an undoubted fact that the man who sells the cheapest is the man who sells for cash. We invite you to call and compare prices under the cash system, as we feel confident it will be to your benefit as well as to ours."

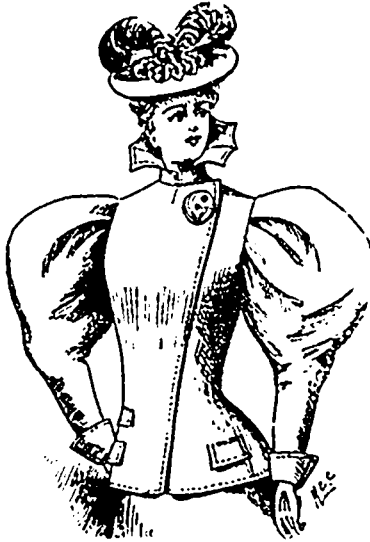
### HEM-STITCHED SILK HANDKERCHIEFS.

Merchants will read with interest the announcement of K. Ishikawa & Co. on page 3 of this issue. Their buyer has just returned from Japan with the latest novelties in silk goods. In hem-stitched silk handkerchiefs some attractive lines are shown in plain, initial and embroidered. Full particulars of these are in the announcement.

### A MONTREAL HOUSE ASSIGNS.

John Maclean & Co., Montreal, wholesale milliners, have assigned at the instance of J. N. Greenshields, with liabilities of \$175,484.79. Among the creditors are: A. F. Gault, \$23,500; Merchants' Bank, \$65,000, notes; rent, Mrs. W. F. Kay, \$750; Alex. Stewart, judgment, \$14,500; Greenshields & Greenshields, \$2,000, and a large number of English, French and German firms. Mr. N. Greenshields is appointed provisional guardian.

# Style in a garment costs nothing.



No. 595 Made in a very handsome Boucle Curl, at \$6.25.

But it means a great deal when you sell it.

Have you tried our make of garments?

**MERCHANTS' IMPORT CO.**  
(John Northway & Son)  
64 Bay street, - - TORONTO.

## ATTENTION FROM THE FURNISHINGS, CLOTHING AND DRY GOODS TRADE

IS INVITED TO OUR LINE OF

# Fibre Chamois Vests

For Fall and Winter Wear.



The best garments that can be worn to keep out the cold and retain the heat of the body.

Persons following outdoor pursuits will appreciate these Vests as they give a great degree of warmth with practically no additional weight. In hunting, driving, skating, coasting, curling and other pastimes where one is out in the cold and wind they will be found invaluable. For those not accustomed to the cold they are most comfortable to put on in going to and from business, church, the theatre and elsewhere.



**WINDPROOF, WARM, LIGHT, HEALTHFUL, CONVENIENT**

Made in three styles, to retail at 50c., \$1.00 and \$1.50. Send for samples or write for further information.

## The Ever-Ready Dress Stay Co.

WINDSOR - ONTARIO - TORONTO.

## WYLD, GRASETT & DARLING.

### Dress Goods Department.

Ranges in plain and fancy styles for this season are more attractive with us than any former season. We have added during the past few days some choice novelties in Blacks and Colors. Our popular make of Silk-Finished Velveteens, including light shades for millinery purposes, are meeting with ready sale; also a special line of 32-inch for Capes.

### Smallware Department.

Cashmere Gloves, Ladies' and Children's in fine gauge, medium and fleeced. Ringwood Gloves, White, Black and Fancy Colors. Cashmere Hosiery, complete ranges of Plain and Ribbed Cashmere Hose. Boys' 6-fold Spliced Knees. Woollen Hosiery--Plain and Ribbed Wool Hose--Boys' extra heavy. Wool goods, great variety of Tams, Toques, Fancy Caps, Clouds, Gaiters, etc. Novelties in Jet Gimps, Trimmings and Fancy Dress Buttons. Letter orders solicited.

**WYLD, GRASETT & DARLING**  
TORONTO.

## A Gem

REPRESENTS GREAT VALUE IN A SMALL COMPASS



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

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

There are Others—  
THE FEATHERWEIGHT  
For instance.

ALL MADE BY

**I. B. Kleinert Rubber Co.,**

Toronto:

26 and 28 Front St. West.

New York:

715 to 727 Broadway

## THE MILLINERY SEASON.

S. F. MCKINNON & CO say that the season's trade has been so far very satisfactory; that their opening and Exhibition trade was very good. Their twelve travelers are now all out on their respective routes, and good orders are coming in freely. This firm says that merchants depend more now upon sorting up their stocks as the season advances than they did a few years ago, and if one can judge by the extent of their stock, S. F. McKinnon & Co. have made provision for meeting a big fall trade. On the first flat of their warehouse are piled up ladies' hats in a great variety of styles. They claim that the leaders are tourists, walking hats, high crown felt dress shapes and plush crown effects. On the second flat the strong features are silks, velvets, velveteens, plain, fancy and shot ribbons, which are shown in great abundance. They claim to have ribbons in every width, color and shade likely to be asked for. Many rich French millinery trimming novelties are shown in this department. When asked as to what had been or are likely to be the principal hat trimmings, the reply was fancy feathers, stiff wings, ospreys, aigrettes, ostrich bunch and single tips, also that more flowers had been sold than on any previous fall season for a number of years. "Last, but not least, is our cloak and jacket department, which is the busy department of the house at present. Our jackets have gained a wide reputation for style, fit and finish. The thousands of garments which are piled up here will not last long at the rate which they are going out. We have hundreds now being manufactured in Germany which will be arriving from time to time throughout the season. We find it to be of great advantage to us having a resident European buyer with our offices in London. Not only is he on the spot when novelties appear in the markets, but our many cables for goods can be responded to promptly."

### MILLINERY SUPPLIES.

The Canadian trade will be interested in the announcement elsewhere of the well-known British house of Willis, Nelson & Co., Glasgow and London. The firm are represented in this market by M. I. M. Hamilton, and have during the past eight years done a good trade in Canada. The trade here find that the firm back up the efforts of their Canadian representatives so that satisfactory connections have been established and maintained between house and customers. Willis, Nelson & Co. are one of the oldest houses in Britain, and bear the reputation of being thoroughly wide awake. The goods shown, such as ribbons, flowers and feathers, will all be leading factors in the spring trade, and are carried in a large range of novelties. Blouse silks are also a line in which the firm's representatives have a nice range of new goods for spring. Particulars may be had of Mr. Hamilton, whose address is 27 Colborne street, Toronto.

### TRADE AT THE CANADIAN SAULT.

MAYOR THOMPSON, of Thompson & Co., Sault Ste. Marie, Ont., was in Toronto last week, and while renewing Mr. Rivlin's was asked regarding the trade of the district. Mayor Thompson spoke favorably of the prospects, and in the course of a necessarily brief chat, for he was in haste, made some interesting remarks. Regarding American silver, he said it was taken at his store readily, and owing to the situation of the Sault there was no difficulty in using it at par. The new paper mill was of value to the local trade, although some merchants might overlook it, as the purchases of the men on the pay roll were an offset to the declining expenditures on the canal in recent years. Like most business men, Mr. Thompson is opposed to the exemption from garnishees of the salaries of public officials. Regarding trade with the opposite state of Michigan, it appears that under free

wool the Americans do not come over to buy clothing as much as they used to do in the Canadian Sault, but the election of McKinley and a higher tariff would, doubtless, revive this trade, which years ago was considerable. He approved of the cash system; "in fact," he added, "no other basis of doing business is possible in our district, for everyone who has tried it finds credit impossible to maintain and do a prosperous business."

### NEW YORK FASHION NOTES.

FOR the moment Paris and London milliners are making round hats of lustrous corded silk or taffeta shirred in rows about an inch apart on the brim, with conical velvet crowns surrounded with flowers, full plumes and autumn flowers in shaded velvet. Quaint, demure little bonnets are made of shirred lepped or Chine silks in fawn, gray, heliotrope, dark green and black; and the odd little crowns are trimmed round with loops of gray gros grain or satin ribbon, jewelled buckles, and close bunches of violets, wallflowers or nasturtiums.

The conical crown continues to appear on the newest round hats of the season. It was hoped that this shape would come up only to disappear, as do many other erratic and exaggerated styles, but it seems to gain ground as the autumn advances. It is a style, as a whole—laden with its weight of superfluous garnitures—that is certainly not in accordance with the present elaborate spreading effects in dress. The steeple-crowned hat of the typical Welsh woman looks in unison with the rest of her national garb—the aspiring hat making up by its height for the shortness of her scant skirts, so that proportion is duly maintained. Some of the new Mother Goose styles of hats for dress wear have sugar-loaf crowns and immense brims, flat all round, or curved at the sides. These shapes would prove trying to the most beautiful face or the most regular features. Many are of cream-white felt, over decorated with white plumes, tips, breast feathers, beaded galloons, or black and white effects in ribbon, lace, and plumage.

There is every indication that fine qualities of French and German broadcloth and Venetian and ladies' cloth will be in great use during the fall and winter for entire costumes, princess dresses, retingotes, capes and jackets. The finish of these textiles this year is the finest that has ever been produced. Amazon cloth is another fashionable material. These goods differ from broadcloth in having a semi-twilled surface which is not distinct, and which does not permit of the lustrous finish characteristic of the high-grade broadcloths. They are from fifty to fifty-four inches wide, and cost from \$1.40 to \$1.75 a yard. The taste for soft, delicate woolsens like India cashmere and Hennesetta cloth is never wholly lost, although their attractions may be temporarily obscured by the more pronounced novelty of rough, shaggy, crinkled, or repped goods, not a few of which are rather deceptive as to durability, as many have discovered. The refinement that is characteristic of these soft woolsens now marks the fashionable dyes among textiles noted above.—N.Y. Post.

### A TARIFF DISPUTE IN THE U. S.

In the United States Circuit Court, Philadelphia, Judge Butler appointed George H. Sharp as examiner to take additional testimony in a suit between the United States and James Bros., involving the rate of duty on imported handkerchiefs. It is said the finding will have a bearing on cases of similar character throughout the country, in which are involved \$600,000 in duties. The suits are known as the initial handkerchief cases. The Government contends that the handkerchiefs are embroidered and hem-stitched, on which the duty is 60 per cent ad valorem. The importers claim that they are simply initial handkerchiefs and are dutiable at 50 per cent ad valorem. The difference of 10 per cent duty is the matter in controversy.

# Willis, Nelson & Co.

WAREHOUSEMEN,  
26 and 28 Queen St., Glasgow  
SCOTLAND

MANUFACTURERS,  
Peel Street, Luton  
ENGLAND

Cable Address: "LUTON, GLASGOW."

## DEPARTMENTS

Straw, Leghorn, Felt and Fur Hats  
Lace and Jet Hats and Bonnets  
Ladies', Children's and Infants' Trimmed  
Millinery . . . .  
Jet Sprays, Buckles and Ornaments

Ribbons, Silks, Satins and Plushes  
Velvets, Velveteens, Crapes, Blouse Silks  
Flowers, Feathers, Ospreys, Wings and Birds  
Laces, Veilings, Frillings, Jet and Straw  
Laces . . . .

The Canadian representatives of the firm will, about October 20th, start out on their semi-annual trip, with a large range of millinery goods for next Spring, including all the novelties produced, and which will be added to as the season advances. The advantages to our clients in importing direct, are, closer prices, newer styles, and the almost absolute monopoly of the lines bought, as the firm purposely limit the number of their customers in each town.

Mr. J. M. Hamilton will, as heretofore, represent the firm west and north of Toronto, while Mr. R. G. Hamilton will represent them in the east. Buyers visiting the European markets are invited to call and inspect the stock in the warehouse.

TORONTO OFFICE AND  
SAMPLE ROOM:

27 COLBORNE STREET

**J. M. HAMILTON**

Agent for Canada



# Mantle and Cloak Department



*In this department we are showing this season the largest range and assortment of low, medium and high-class Coats, Jackets and Capes it has ever been our pleasure to submit to the Canadian Trade, stylish in cut, perfect in fit, and very close in price.*

**REMEMBER THAT A POOR-FITTING JACKET IS ALMOST UNSALEABLE AT ANY PRICE.**



*The cuts shown here represent three of our popular garments, and like the rest of our stock are of German manufacture, and therefore authority for correctness of style.*

*We are very busy; no dull trade here. We mailed a few days ago our catalogue, showing cuts of a few of our styles with price list attached.*

*Any of our friends who have not received same kindly advise us. Buyers visiting the city kindly give us a look; we have the right goods to suit any trade. All orders shipped same day as received. Try us with a sample order.*

*Letters, telegraph or telephone orders have our prompt and careful attention.*

*Respectfully yours,*



## S. F. McKinnon & Co.

61 Bay Street,  
Toronto.

OFFICES:  
35 Milk Street,  
London, England.

# Millinery Department

*Thus far our trade has been very satisfactory, and, realizing that merchants depend more and more each season on sorting up their stocks as the season advances, after a short visit from our resident European buyer he returned to London and is now in the foreign markets specially selecting the latest desirable novelties for the October and November trade, which will be constantly arriving from this time forward. We also send our American buyers into the New York markets every two weeks, thus making sure that our stock is at all times up-to-date in everything appertaining to millinery and millinery novelties.*

*In every case our buyers have access to the best markets in the different countries, and, having a big outlet for goods, not only are we in a position to place large orders, but also to pay spot cash for all our purchases, which in many cases gives us a decided advantage over smaller houses; so that in inviting buyers to inspect our stock as often as they visit the city, we know that we can place before you quick-selling profit-bearing goods.*

*We have a polite and attentive staff to look after your wants.*

*Respectfully yours,*

## S. F. McKinnon & Co.

61 Bay Street,  
Toronto.

OFFICES:  
35 Milk Street,  
London, England.

## THE LATEST IDEAS IN LONDON.

Drapers' Record.

I HAVE seen some extremely pretty theatre blouses this week, one of which had a zouave of pale blue plush, patterned with white and pink tulips. This material also created the tight under-arm sleeves with puffs of white chiffon. The vest and bodice proper was of the same material, with straps of lovely pearl and jet insertion coming partially across the front, with rosettes of pale blue velvet as a finish. Then a lovely opera cloak was made of golden and white silk and wool mixture, with a basket ground of white with golden silk design. Very handsome indeed it looked, with its trimmings of white lambswool. I saw this material in several exquisite combinations, and also some exquisite brocalette chinees, with chintz flowers on different grounds, and chine grenadines, which are destined to hold an important place in our affections. While looking at a number of beautiful passementeries, and in particular at the embroidered evening tulle, I came across a double-faced reversible black satin and its qualities seem excellent.

Both silk and wool poplin gowns will be worn this winter, and a simple but stylish dress of the latter in rich claret shade had a basque bodice and vest of white silk poplin, trimmed with bands of 3/4-inch velvet, arranged in zig-zag fashion down it in two lines, and on the loose fronts were some handsome jet and silk ornaments, with a satin waistband as a finish. Altogether novel, too, were the sleeves, which fitting to the armholes were slashed with white silk, each slashing repeating the design in velvet ribbon seen on the vest.

Shot ribbed cloths and checks with curl effects are to the fore again this season, but neither are novelties; in fact, as far as I have seen, excepting the tinsel and wool broches, hardly a fabric can be described as absolutely new, and some thousands of patterns have passed through my hands.

Canvas ground cloths with various designs in silk make up into stylish gowns for those who are no longer in their first youth, but they, and the ottoman ground broches, will, I think, never have a large following, as they are distinctly old-looking. Young people will affect plain cloths, homespuns, and small designs.

Velvet, as a trimming, will be much used. One of the prettiest dresses I have come across this week is made in a green silk and wool mixture, the design being small and straggling, not unlike the water in moire silk. It had a yoke of lemon chine taffetas, from which hung a series of deep vandykes made of dark green velvet, and edged with a narrow jet insertion, into the pattern of which macrame threads were introduced with excellent effect. Underneath these points the bodice overhangs a black satin waistband. The sleeves, collar, and cuffs are of velvet, with a short puff of the material, while the plain skirt has a narrow band of velvet round the hem, surmounted by the insertion. Accompanying this stylish gown was a large green felt hat, trimmed with three black velvet bands round the crown, yellow chrysanthemums on the brim, and four ostrich plumes at the left, with a kind of velvet as a finish drawn through a lovely pearl-jet buckle.

Capote bonnets are again fashionable. They are trimmed with velvet bows and coque and ostrich mounts so as to give breadth to the face. White felts abound, and many are spotlessly white trimmed with white glace ribbon, and either white wings or plumes. For morning wear the high boat shape felts, displaying parrot and black bird of Paradise mounts as a termination to the velvet band, and side bow, are as new as anything to be seen.

In tailor made I can recommend a suit, the skirt of which is of a green frieze cloth with narrow black lines forming a large check, and which has a coat of green doeskin, and a double-breasted waistcoat of white corduroy velvet, to show a smart red silk tie and spotless linen collar.

Face cloths have a future before them, and for coats and skirts, striped Venetians in black and grey and claret, and black combina-

tions, reign supreme, though for those tailors who can afford to use them new doeskin fancy mixtures are particularly smart. Mixed chevots, in reseda, brown, green, red, and blue shades, friezes, homespun mixtures for cycling and ordinary wear will all be popular.

## CANADIAN COTTON PRINTS.

THIS year the cotton print agreement is working more smoothly, and it is understood that the wholesale trade generally have agreed to sell strictly up to the schedule of prices. One large firm in Toronto, said to be Messrs. John Macdonald & Co., have not signed the agreement. The principal objection last season was that the mills sold to certain large retailers. Now jobbers alone receive the goods, and agree not to retail them. The price list for the spring of 1897 is as follows:

H. Cloth, regular	4 1/2 cts.
No. 1 " "	6 "
No. 1 " Fancy Aniline	6 1/2 "
P. C. " regular	6 1/2 "
P. C. " Embossed	7 "
No. 2 " regular	7 1/2 "
No. 2 " "Aniline Fancy"	7 1/2 "
No. 2 " Embossed	8 "
Heavy Shirting	8 "
No. 3 Cloth, regular	8 1/2 "
C. " "	9 1/2 "
C. " "Aniline Fancy"	9 1/2 "

## INDIGOS.

P. C. Cloth	6 1/2 "
S. C. " "	7 1/2 "
D. C. " "	9 1/2 "
G. C. " "	12 "

## SPECIALS.

Challies,	Light Fancy	4 1/2 "
	Dark Fancy Aniline	5 "
Pique,	Light Fancy	8 "
	Aniline and Indigos	9 "
Welt Cord,	Light, 27 in	10 "
	Heavy, 27 "	13 1/2 "
Sateen,	27 "	10 "
Organdy,	28 "	12 1/2 "
Skirting,	38 "	10 "
	Fancy Borders,	38 "
A. Duck		11 1/2 "
AA. " Indigo		7 1/2 "
Summer Suitings and Salisburys		9 "
Costume Twills		7 1/2 "
Ladas Tweed		9 1/2 "
Heavy Moles		10 "
Ex. Heavy Moles		13 1/2 "
		17 1/2 "

This cancels all previous price lists of these goods.

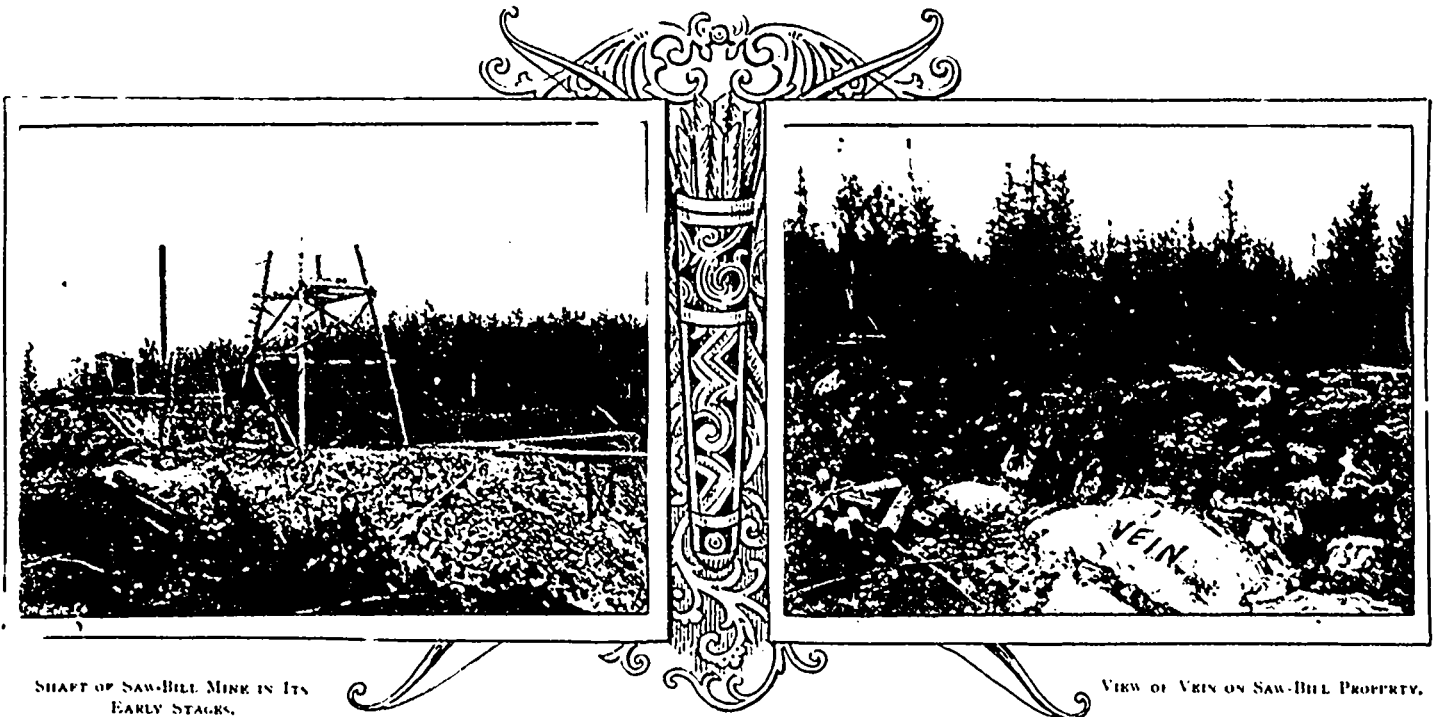
## TORONTO NEWS.

The expanding business of E. & S. Currie, neckwear, is indicated by the addition to the house of Mr. Geo. F. Watson, who severs a long connection with Caldecott, Burton & Spence. The business will be thoroughly departmentalized, Mr. E. Currie attending to the wholesale trade, Mr. G. F. Watson to the retail and Mr. J. P. Watson to the buying.

Mr. C. J. Scott, of Alexander & Anderson, is joining the staff of D. Morrice & Co., Montreal, to replace Mr. McLaren, who has gone to Australia in connection with the export trade.

Mr. Woodland, of McMaster & Co.'s carpet department, has gone to Messrs. Greenshields & Co., Montreal. He was presented before leaving by his friends of the canoe club with a gold chain and locket.

The Gault Bros. Co.'s men are out taking orders for carpets, oilcloths and rugs, the largest and best value ever offered. They advise placing orders early before prices advance.

SHAFT OF SAW-BILL MINE IN ITS  
EARLY STAGES.

VIEW OF VEIN ON SAW-BILL PROPERTY.

# The Hawk Bay Gold Mining Co., Ltd.

Being incorporated under the laws of Ontario. Capital, \$150,000, divided into 150,000 shares, par value of \$1 each.

Head Office: Hamilton, Canada. Mines at Hawk Bay, Seine River, Rainy River District, Ont.

## PROVISIONAL DIRECTORS.

F. C. BRUCE, of J. A. Bruce & Co, Wholesale Seed Merchants, Hamilton.  
 GEORGE T. MARKS, Mayor of Port Arthur.  
 H. N. KITTSO, Director Saw-Bill Lake Gold Mining Co., Hamilton.  
 JOHN H. TILDEN, President Hamilton Blast Furnace Co.

H. A. WILEY, Vice-President Saw-Bill Lake Gold Mining Co., Port Arthur.  
 S. C. MEWBURN, Barrister, Hamilton.  
 H. C. BECKETT, Director Saw-Bill Lake Gold Mining Co., Hamilton.  
 F. S. WILEY, Managing Director Saw Bill Lake Gold Mining Co., Port Arthur.

**BANKERS:** BANK OF MONTREAL, Hamilton.

**SOLICITORS:** STAUNTON & O'HEIR, Hamilton.

This company is being formed under letters patent as a joint stock company for the purpose of acquiring mining location 324 N, situate on Hawk Bay on the Seine River, in the Rainy River District, Ontario near the now famous Saw-Bill Mine, and for the further purpose of fully equipping the property with mining and milling machinery for working and operating the same.

J. H. CHEWETT, B.A., C.E., in his report on Hawk Bay Location, says:

"As regards the vein, it is undoubtedly a true fissure of great continuity, being well defined upon the surface for fully 1,000 feet, varying in width from six inches to five feet, as far as was observable on the numerous out-crops, the average being over two feet. The vein undoubtedly from the out-crops extends across the full length of the location and can be safely estimated at 2,000 feet.

The cost of treatment will be covered by \$5 per ton. This will leave a margin to be devoted to dividends, assuming the ore permanent in grade on the present basis of surface showing of \$10 to \$12 per ton.

In conclusion I have not the slightest hesitation in recommending you to at once proceed with the work of development. The property is well situated, and large returns may reasonably be anticipated."

The stock books will be opened on Monday, Oct. 5th, at the Temporary Office of the Company, 8 James Street South, HAMILTON. A limited number of shares will be sold to the public at \$1 per share, fully paid and non-assessable, in lots of not less than 25 shares. Stock must be paid for when subscribed, and will be allotted in the order in which it is applied for.

**WYATT & CO.**

(Members Toronto Stock Exchange)

46 King St. West, TORONTO.

**H. N. KITTSO,**

Prov. Sec.-Treas., HAMILTON.

THE COTTON CROP OF 1896-97.

WILLIAM T. WILLIAMS, of Savannah, is out with a cotton crop circular, in which he refers to his last year's publication as follows:

To decide how much an average crop is, we may take the average of the past six years, say, which is just about 8,100,000 bales; and no doubt this can be fairly called about the normal crop at present. For these six years the Government figures for the September condition average 82, almost exactly. Calculating the present crop, calling condition 70.8, gives us scarcely 7,000,000.

As the commercial crop appears about 7,160,000, we have only to deduct the excess of August new cotton to fully justify the above estimate.

Applying the same method to the present crop and including last year, we find the average crop for seven years was about 8,000,000 bales, and the September condition averages 80.2. Calling this year's acreage 15 per cent. above the normal or average for seven years, we deduce from a present condition of 64.2 a prospective total crop of scarcely 7,350,000 bales.

A similar result may be derived by what seems a more satisfactory method, that is, by not taking into account the more remote years at all.

Starting with 1893-94 and calling the acreage 100, we can put the next year (the big crop year) at 110; then in 1895-96 there was a decrease of 14 points to, say, 95, wherefrom we may deduce the following comparisons:

Year	Acreage	Sept. conditions	Actual crop	Indicated crop.
1893-94	100	73.4	7,550,000	7,000,000
1894-95	110	85.9	9,900,000	9,820,000
1895-96	95	70.8	7,000,000	7,000,000
Average	102	76.7	8,130,000	...

The last column gives the crop as calculated upon the acreage.

September condition and the average of the actual crop for the three years. Many will no doubt be surprised to see how accurately the relative sizes of the crops were indicated by the Bureau's September condition.

Applying the same method to the present year, with an acreage increase of 16 per cent. over last year, making it about 110, the September condition of 64.2 calculated in connection with the average crop for the preceding three years, 8,130,000, points to a yield of just about 7,350,000 bales.

If, now, from this amount we deduct 150,000 bales for the excess of new cotton received in August and counted in the last crop, we have as the present prospective crop for the year 1896-97 about 7,200,000 bales.

MEN'S FURNISHINGS.

TWO special lines of braces, to retail at 20 and 25c., are features at John Macdonald & Co.'s this week. Some clearing lines in derbies and knots are seen in the neckwear department.

A manufacturer's stock of lined kid gloves at low prices are shown by John Macdonald & Co.

A better range of top shirts than usual is reported by Wyld, Grasset & Darling to retail at 50c. Navies are in good demand, also neat, fancy patterns.

A line of waterproofs seen at Wyld, Grasset & Darling's this week will attract trade. It is a checked tweed, neat pattern, very nice, to retail at \$6. There are not many left.

The representatives of the Gault Bros. Co., Ltd., are out with a full range of underwear and shirts of all descriptions. The latter are from their own factory, and buyers can thus be supplied direct from the factory.

# BELGIAN THREAD

"CAT" BRAND

Highest Awards at Paris and Antwerp

## BEST AND CHEAPEST

Strong, Elastic and Free from Knots

Sole Agent for Canada:

### Jno. A. Robertson

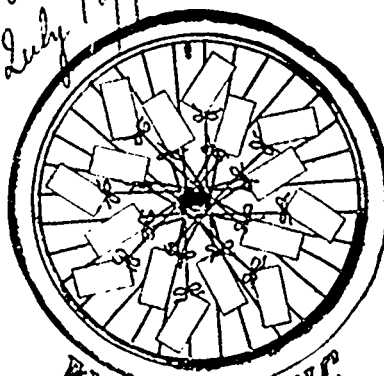
Write direct for Samples, and ask leading Wholesale Houses for Quotations

Board of Trade Building,  
... MONTREAL

# SOMETHING NEW

Latest American Fad

*Returned  
July 18/98*



Comes in four colors to dozen . . . .

RED  
BLUE  
OLIVE  
BLACK

And can be re-tailed at

**AUTOGRAPHIC  
BICYCLE CUSHION** 50 Cents

Signatures, Proverbs, Sketches, etc., can be written in the spaces with pen and ink. Put up 13 to dozen . . . . .

## F. ROBERTSON & CO.

20 Front St. West, TORONTO

They last twice  
as long as others.

LIGHT  
WHITE.

**"OMO"**  
DRESS SHIELDS  
CONTAIN NO RUBBER,  
ODORLESS.

Made of Neutral Fibre  
without use of Chemicals.

WATER-  
PROOF.

FOR SALE  
BY  
LEADING  
CANADIAN  
MERCHANTS

**THE OMO MANUFACTURING Co.,**  
Factory, MIDDLETOWN, CONN.

CANADIAN DEPOT: 20 Front St. West, Toronto.

F. ROBERTSON & CO., Selling Agents.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

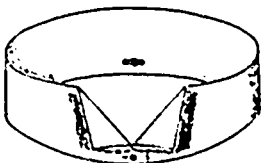
All goods made by us are stamped as follows :

Absolutely No

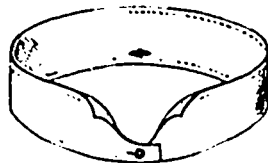


TRADE  
**CELLULOID**  
MARK.

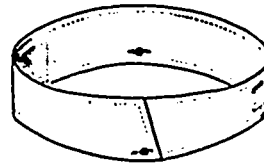
Others Genuine



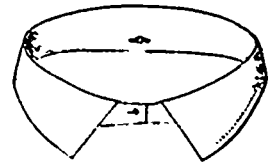
**STERLING**  
Sizes 12 to 18 1/2 in.  
Front 2 in.  
Back 1 1/4 in.



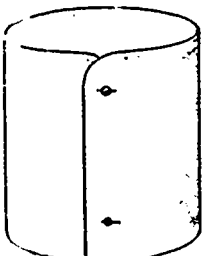
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



**BRIGHTON.**  
Sizes 14 to 18 in.  
Front 1 3/4 in.  
Back 1 1/8 in.



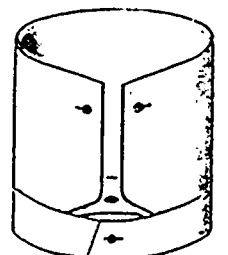
**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/4 in.



**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
Width 3 1/2 in.

**CAUTION**

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



**FIFTH AVE.**  
Sizes 9 1/2 to 11 1/2 in.  
Width 3 1/2 in.

**THE CELLULOID COMPANY**

## THE WOOL MARKET REPORTS.

## LONDON SALES.

LONDON, Oct. 3.—Charles Balme & Co. conducted to-day's wool sales, at which 15,495 bales were offered. There was a miscellaneous catalogue and a fair quantity of the offerings were taken by Continental purchasers and a few American buyers. Good coarse crossbreds were keenly competed for by Yorkshire operators. Superior Cape of Good Hope and Natal scoured wools were in good demand and good Australian greasy merinos were well upheld, but faulty qualities were  $7\frac{1}{2}$  per cent. below the prices realized at the July sales. Some Queensland new clip attracted fair inquiry at  $\frac{1}{2}$ d. below the closing prices of July. The transactions and the prices obtained were:

New South Wales—2,800 bales. Scoured,  $7\frac{1}{2}$ d. to 1s. 6d.; locks and pieces,  $6\frac{1}{2}$ d. to 1s.  $\frac{1}{2}$ d.; greasy,  $4\frac{1}{2}$ d. to 9d.; locks and pieces,  $4\frac{1}{2}$ d. to  $7\frac{1}{2}$ d. Queensland—3,300 bales. Scoured,  $11\frac{1}{2}$ d. to 1s. 2d.; do. locks and pieces, 7d. to 1s. 2d.; greasy, 5d. to 8d.; do. locks and pieces,  $3\frac{1}{2}$ d. to 8d. Victoria—400 bales. Scoured,  $8\frac{1}{2}$ d. to 1s.  $3\frac{1}{2}$ d.; do. locks and pieces, 9d. to 11d.; greasy,  $6\frac{1}{2}$ d. to 9d. South Australia—300 bales of greasy at  $5\frac{1}{2}$ d. to 8d.; do. locks and pieces, 3d. to  $5\frac{1}{2}$ d. West Australia—200 bales of greasy at  $4\frac{1}{2}$ d. to  $5\frac{1}{2}$ d. Tasmania—41 bales of scoured at  $8\frac{1}{2}$ d.; do. locks and pieces,  $5\frac{1}{2}$ d. New Zealand—6,300 bales. Scoured,  $6\frac{1}{2}$ d. to 1s. 4d.; do. locks and pieces,  $5\frac{1}{2}$ d. to 1s.  $1\frac{1}{2}$ d.; greasy,  $4\frac{1}{2}$ d. to  $9\frac{1}{2}$ d.; do. locks and pieces,  $4\frac{1}{2}$ d. to  $7\frac{1}{2}$ d. Cape of Good Hope and Natal—1,900 bales. Scoured,  $6\frac{1}{2}$ d. to 1s.  $3\frac{1}{2}$ d.; greasy,  $4\frac{1}{2}$ d. to  $7\frac{1}{2}$ d.

## BRADFORD VIEWS.

Now that the London wool sales have once more opened it is possible to ascertain the real values of colonial wools, which, owing to the absence recently of continuous transactions of moment, has been a somewhat difficult matter. Fine merino wools are quoted from par to 5 per cent. down from the end of the previous series of sales, but it must not be assumed that there is a decline on prices which have recently been ruling in this market, as the lowest point reached some three weeks ago was fully  $7\frac{1}{2}$  per cent. below the rates of last sales and none of the wool yet purchased at the present sales could be made up into tops within 5 per cent. of the prices which have of late been freely accepted here.

Cross-bred wools have never shown the same shrinkage as the finer wools between the sales, and there appears to be a good demand for this class of wool at practically the same prices which ruled at the end of the July sales. English wools have not yet shown any real advance, but holders here are encouraged by the firm rates of cross-breds in London, and are not at all anxious to accept the low prices recently ruling. In English wools of a lustrous character there has been a better demand for wethers, which are particularly suitable for braid yarn purposes.—Drapery World.

## RICH ONTARIO GOLD PROPERTY.

SINCE the rich discovery of the Saw-Bill Lake Gold Mining Company's property at Saw-Bill Lake, vigorous prospecting has been done in that vicinity, and experts and prospectors have been out in full force all summer. Some months ago a very rich and apparently true fissure vein was discovered at Hawk Bay, on the Seine River, not far from the Saw-Bill Lake mine, and a recent examination and report of the vein by the well-known mining expert, Mr. J. H. Chewett, C.E., of Toronto, warrants the prediction that the success of Saw-Bill mine will be repeated.

Mr. Chewett in his report expresses the opinion that the vein is undoubtedly a true fissure of great continuity, being well defined upon

the surface for fully 1,000 feet, and can be traced from the outcrops on the mining property for fully 2,000 feet.

The average of assays taken with the utmost care shows a value of over \$20 per ton.

A company has been formed, the announcement of which appears on page 33, to purchase and operate the Hawk Bay property. The stock offered will likely go with a rush, considering the fact that many investors in Saw-Bill Lake gold mine have more than doubled their money in less than six months. In July last the Saw-Bill stock was sold at par, and is now at a premium of over 100 per cent.

The directors of the Hawk Bay Company are well-known Toronto and Hamilton men, who have been largely identified with the success of the "Saw-Bill."—Globe.

## BRIEF MENTION.

VELVETEENS are in great request, being used both for capes and trimmings. Caldecott, Burton & Spence have kept this in view, and are well stocked in these desirable goods in all qualities.

The Dominion Suspender Co. are working overtime to catch up on orders.

Wm. McAllister, general merchant, of Bloomingdale, Waterloo County, is dead.

Brophy, Cains & Co. are jobbing a big line of golf jerseys bought much under value from agents here.

Lister's rich silk sealettes are in demand this season for fall and winter. Caldecott, Burton & Spence carry a full assortment of these choice goods in a range of qualities.

Brophy, Cains & Co. have all the fashionable shades in plain amazon cloth and mixtures for bicycle and skating costumes.

The range of styles and prices in buttons shown by James Johnston & Co. make it a comparatively easy matter for a retailer to select the goods essential for his trade. They have an increasing demand for their specialties in ivory, jet, metal, pearl and pearl. Plain and inlaid mantle buttons, in 40, 50, 60, 70 and 80 line, in above makes, are much enquired for.

W. R. Brock & Co. are clearing out some high-grade goods in domestic tweeds, mill overmakes. Two special numbers in worsteds, 88857 and 88888, are having a remarkable run. Some 6-4 Yorkshire tweeds at a low figure are a great sacrifice. The house's sun-proof serges are in demand. In black trouserings a special line of heavy weights are in demand.

John Macdonald & Co. are running a big line of 6-4 Canadian tweeds at a low price, being the overmakes of a mill. The tailoring trade is active with them, and there is a good sale of beavers, meltons and some naps for overcoatings. A nobby selection of Scotch tweeds, 3-4 and 6-4, are reported in stock.

## J. D. IVEY &amp; CO.

As this paper goes to press it is reported that the wholesale millinery house of J. D. Ivey & Co. are embarrassed owing to customers not meeting paper. The matter, it is expected, will be satisfactorily arranged, as the firm is well thought of and does a good business. The liabilities are not large and principally in England.

# GAULT BROS. CO.

Limited

MONTREAL

During the month of **OCTOBER** our representatives will carry samples of the following lines **FOR SPRING, 1897** :

## Imported and Canadian Woollens Mantle and Costume Cloths

The grandest range  
of Novelties ever  
placed on view.

**TROUSERINGS, SUITINGS  
COATINGS, OVERCOATINGS**

EVERY LINE A LEADER

We draw your special attention to the following Costume Cloths :

## 6-4 Canadian Donegal Costume Cloths The Crashmere Bicycle Cloth

"Untearable," and suitable for Men, Women and Children.  
This cloth is registered . . . . .

### Dress Goods Dept.

Will show all novelties in Imported and Canadian Prints and every variety of Spring Linings.

### Gents' Furnishings

Full line Spring Underwear, Hosiery and Shirts of all descriptions.

### Carpets

Department showing full range and very complete.

In addition to the above Spring ranges our representatives will carry full assortment of **SORTING-UP FALL AND WINTER GOODS.**

**"ASK TO SEE OUR LANDSLIDE COATING"**



**COTTON STILL KING.**

THE REVIEW had an interesting chat on the subject of cotton this week with one of the most experienced men in the dry goods trade. He pointed out the improvement in the prices of cotton abroad, not only in manufactured lines, but also the raw material. This might at present be due to a disappointment in the American crop, "but," he continued, "a point that should not be forgotten is the constant demand for cotton in directions where formerly it was not employed as a material. There is the case of cotton blankets, for example, in which a large trade is done."

"Then, cotton is also used in many of the strongest threads, and manufacturers say that its use in this respect has been found perfectly satisfactory. Ingenuity has been taxed to suggest many other uses for cotton. The hard times, inducing a demand for cheaper fabrics, has brought cotton into requisition for purposes hitherto unthought of in connection with this matter. In silk goods it is now commonly employed, replacing silk to a certain extent. In tweeds, flannels, in fact these very flannelettes the prices of which are causing so much commotion in the Canadian trade, cotton is either partly or wholly the material. Now, as in times past, cotton is king."

**IMPORT DUTY ON COCOONS.**

A campaign has been commenced in the silk-producing departments of the south of France to induce the Government to put an import duty on cocoons and raw silk. The moment is considered a favorable one to obtain this favor, as protection to agriculture is the chief article in the programme of M. Meline's Ministry. Cocoons are already protected by a bounty on production, but silk producers consider it insufficient, as raw silk is on the free list. Any measure to raise the price of the raw material would, however, be

opposed by the Lyons manufacturers, as it would place them in a situation of inferiority on foreign markets compared with their Swiss and German rivals.

**WINDOW DRESSING.**

ONE feature of the liquidation of Hilton, Hughes & Co., New York, is interesting to window dressers. The late A. T. Stewart, who made a fortune out of the business, never dressed his windows. The same system was followed by his successors. It is clear that the methods of thirty years ago will not do to-day. If Mr. Stewart had lived until now he would either have reversed his policy in this respect, or made up for it by some other line of enterprise. The fact is generally admitted by the best dry goods men of our time that window dressing is a paying investment. In the most aristocratic shopping quarter of London—in Bond street Regent street or Oxford street the window displays are a distinct feature of the shops. All the big department stores in Canada and the States follow the same course. They advertise largely also, but do not on this account neglect their windows.

One thing at a time is a good motto in window dressing, as in other things. Don't attempt too much. You have several years ahead of you. You ought to change your window every week at least. If you do this you'll soon be willing to pay money for an idea. Even a very small idea. So if you happen to have several ideas, either about one line or several lines, don't rush them all in the window at once. Write them down; they'll keep. Devote the whole window to one line, and your whole energy to making that the best display which ever appeared in your town. Of course, you'll not attain to your ideal, but you will make such a good attempt at it that increased trade will result, and some few of us have such an end in view.

Look for this Trade Mark in gold on every yard.

**TEXTILE BUCKSKIN**

**Talking Machine Talk**

Has anyone in your town had a Textile Buckskin Talking Machine on exhibition? That is the first question and it is easily answered, because when a talking machine comes to a town every man, woman and child in town knows of it. The second question is this: If there has not been a talking machine in your town why do you not make application for the loan of one? The only conditions are that you have sufficient Textile Buckskin on hand to meet the demand which the machine is sure to make. If your trade in the past has amounted to 25 pieces of Fibre Interlining in a season you can, with the help of a talking machine, sell 25 pieces of Textile Buckskin in thirty days. This is what merchants who have had talking machines think of them:

J. D. Burk, Esq., Amherstburg—"The machine I have has turned the town upside down."  
 C. J. Macnee, Esq., Walkerville—"I am sure it increased my general sales \$10 per day."  
 Messrs. Webb & Co., Petrolia—"Received Gramophone; it is a fine instrument. What would one like it cost?"

**IT IS EASY TO SELL TEXTILE BUCKSKIN**

When you have a Talking Machine to assist.

On September 10, Messrs. Robertson, Lindsay & Wilcocks, St. Thomas, ordered 25 pieces and a talking machine. Three days after receiving the machine they sent an order for 39 pieces more, which was sent through Messrs. Wyld, Grasett & Darling.

Our brands of Interlining are now the most popular on the market. Our Trade Mark is stamped on every yard in gold leaf. Two qualities:

**TEXTILE BUCKSKIN—RETAIL, 25c. Per Yard. ROYAL INTERLINING—RETAIL, 35c. Per Yard.**

In sending in orders, name the wholesale house you want them to go through.

**THE KING-JONES CO., Ltd.** Manufacturers of Fibre Interlining. NIAGARA FALLS, N. Y. 44 Front St. E., TORONTO. LONDON, ENGLAND.

Look for this Trade Mark in gold on every yard.

# B. LEVIN & CO.

Importers and Manufacturers of

## Furs and Caps

Coon, Grey Lamb, Persian and Seal Jackets,  
Capes and Caps.

491-493 St. Paul  
Street . . .

 **Montreal**

### The Fire in Our Premises

last week, we are pleased to inform our many friends, will not inconvenience us sufficient to prevent filling any orders that may be entrusted to us. All orders at present on our books are receiving every attention.

## J. COHEN & CO.

Wholesale Clothiers

489 St. Paul St.

**MONTREAL**

# DISTINCT

—AND—

## Valuable Advantages

ARE SECURED BY A

# POLICY

IN THE

# CONFEDERATION LIFE ASSOCIATION

..... HEAD OFFICE: TORONTO

UNCONDITIONAL  
EXTENDED INSURANCE  
PAID-UP POLICY GUARANTEED  
CASH VALUE GUARANTEED

A simple promise to pay to the heirs of the insured the amount of the policy dependent only upon the due payment of the premium.

Send for particulars to the Head Office, Toronto, or to any of the Company's agents.

# John Fisher Son & Co.

442 and 444 St. James St., Montreal

## WOOLLENS And Tailors' Trimmings

◆◆◆◆

WE ARE enabled to keep our stock in Montreal constantly well assorted with latest novelties in all classes of **WOOLLEN** and **WORSTED** cloths, as our house in **Huddersfield, Eng.**, keeps a large stock ready for shipment, from which they supply other markets, especially English, Irish, and Scotch, where they do a large trade with tailors and clothiers, besides having constantly in work various lines especially selected for the **Canadian** trade.

Often **Montreal** orders (especially cables) are despatched same day as received in Huddersfield.

All Canadian woollen buyers visiting the **English** markets would find exceptional advantages in buying and ordering from our **Huddersfield House**, as, in addition to holding a large stock to select from, we are at all times in complete touch with the makers of every class of woollen and worsted suitings and coatings.

The senior member of our firm has had many years experience there, both as manufacturer and merchant.

◆◆◆◆

**John Fisher & Sons,** St. George's Square  
**HUDDERSFIELD, ENG.**

FALL

1896

# Perrin's

Canadian Salesrooms

**PERRIN FRERES & CIE.**

7 Victoria Square

**MONTREAL**

# Gloves

SPRING

1897

## CLOTHING AND WOOLENS.

**M**CMARTIN, CAMPBELL & CO. claim to be putting on the market at the present time more different styles in cut and fit than any other house in the trade.

McMartin, Campbell & Co. are making a specialty of American clothing for stout men and thin men. They say that many men wear ready-made clothing now who would not a few years ago. The trade is advancing, and they intend to keep at the head.

McKenna, Thomson & Co., successors to James O'Brien & Co., are carrying a full line of clothing. They will be glad to show samples of their spring lines, which are especially full this season.

The Globe Woolen Mills are turning out a new line of covers. They are in all colors, and are just the thing for fall overcoats and for ladies' fall coats.

McKenna, Thomson & Co. are showing an especially full line of spring clothing. It would pay the trade to see their samples before doing their buying.

The Gault Bros. Co. are showing some exceedingly fine ranges of Scotch and Canadian suitings and worsted trouserings. Some specially fine ranges of Canadian woollens in 6-4 width are also shown.

The Eureka Woolen Manufacturing Co., Eureka, N.S., are making a very nice knitting yarn which is well spoken of. It is well dyed, smooth, even and well twisted, and is guaranteed pure wool.

The Gault Bros. Co. call attention to their show of spring 6-4 costume cloths and mantlings, and especially their 6-4 Canadian Donegal costume cloths and crashmere bicycle cloths for men and women, "untearable," this cloth and name registered.

The efforts made by Finley, Smith & Co., in the preparation of the spring samples have, they say, already been rewarded by remarkably good results. Travelers, who are all out on their placing trips, are doing well, and write that a good season is assured.

The Gault Bros. Co. would like the trade to know that they are keeping up their reputation for carrying the largest assortment of Canadian tweeds, and this coming spring season they are showing a great range. They say, "When requiring coatings write for samples of three great makes, Majestic, Perle, Landslide."

Finley, Smith & Co. report a brisk trade in their special serges "Trafalgar," "Britannia" and "Royal Navy." These numbers are all guaranteed and stamped every yard of the piece. They announce that in these goods samples will be sent on application.

In tailoring goods The Gault Bros. Co. are showing Martin's coatings, serges and vicunas direct—a specially fine range. Also a complete new range of the noted Belwarp serges; the only house in Montreal carrying these goods. Special qualities, color, finish and strength. Their other special serges are the Bisley and Queen's Prize.

Messrs. McMaster & Co. report the demand for fine woollens very good, and by repeats of popular lines just to hand, their stock is again complete in Scotch and worsted suitings, meltons, beavers, naps, freeze and vicunas; also in curls, scalettes, golf and beaver mantlings. Merchants requiring such lines will find the

above to represent the best the trade produces. A requisition for samples will have the closest attention and prompt despatch. This firm show some special values in Canadian tweeds, and report large sales of the finer makes which enter into competition with the imported goods.

## MONTREAL NEWS.

**A.** B. MACPHERSON, Lonsdale, Reid & Co., sails this week for Europe, but will spend a few days in New York on his way.

One of the oldest wholesale dry goods men in Montreal died during the month. The deceased, Mr. James Brown, was forty years in business. At first a member of J. P. Clark & Co., he afterwards took over the business and carried it on in his own name. He retired from active business about five years ago.

The large warehouse, 10 St. Helen street, has been bought by Mr. A. Jacob, the St. James street clothier, for his two sons. The price paid was slightly less than \$18,000.

The stock of the insolvent firm of B. Levin & Co., furriers, 491 St. Paul street, Montreal, was sold September 10th. N. Vineberg & Co. bought it at 57 cents on the dollar. The inventory is about \$16,000. The office fixtures and lease were bid in by Mr. Louis A. Levin.

Fire and water did damage to the amount of several thousand dollars in Messrs. Cohen & Co.'s, St. Paul street, last week. The fire started in this firm's premises immediately after the fire in Messrs. Coristine's was got under. The damage has not yet been estimated, but it will in no way interfere with the orders that have been placed or will be placed with their representatives now on the road.

## A SEASONABLE SELECTION.

In gloves Wyld, Grasett & Darling are showing a range of Ringwoods in blacks, whites and fancy colors, which are selling freely. They retail at 20 to 35c, and in children's sizes 15 to 30c. In cashmere gloves a selling line to retail at 25c. are black with fancy white stitchings. The range of infantees, booties and children's gaiters in white and fancy colors is extensive. Tams to retail from 25 to 30c. are in evidence just now. The stock of hosiery contains this firm's well-known numbers, 18, 21 and 22, plain for children. The ribbed are numbers 41, 35 and 37, the two latter with six-fold knees. The women's sizes retail at 25, 30 and 35c., with children's sizes in proportion.

## THREE CLEARING LINES IN KIDS.

Caldecott, Burton & Spence are making a special feature of their kid glove department, which is always well equipped, this season particularly so. They show all sizes in colors and blacks in each of their well-known lines—Trilby, Godiva, Antoinette, Marguerite, Katrine and seamless Josephine.

Three lines are clearing this week—No. 1 at \$4.80, No. 2 at \$6.75, No. 3 at \$9. These are pronounced marked value for retailing at 30c., 75c. and \$1.

## GLOVES AND MITTS.

W. R. Brock & Co. are showing full lines of all kinds of gloves and mitts, including a manufacturer's stock of lined leather and kid gloves that were hypothecated for the security of a creditor, which Brock's bought and are selling at half their regular value. In ladies' and misses' fancy ringwood and cashmere gloves, cashmere and knitted mitts Brock's are unusually strong.

## FANCY WOOLENS.

In booties, infantees, mittens, etc., Brophy, Cains & Co. have a complete range of new patterns.

# "A Perfect Fitting Shirt"

This is the way our labels are marked. The goods are worthy the name. They are in every way a perfect fit, and carefully made. We have more than doubled our White Shirt Department, and we are now ready to sell at prices which will give a big profit to the retailer. We have a line at \$4.50 per dozen that no other maker can touch.

We are now handling the largest ranges of Shirts and Collars of all kinds: Regattas, Black Sateens, Flannels, Flannelettes, Tweeds and Fancy Stripe Sateens in black and colors, in Fancy Oxford and ordinary Shirtings.

We also carry a full range of Tweed Pants. All selected patterns and most carefully gotten up.

We have the largest line of Overalls in Canada, and our customers have found that they can always buy cheaper from us than from any other manufacturers, as our output is so large we can afford to sell at low profit.

Our travellers are now on the road with Fall Goods and will start early for Spring with big ranges. Kindly reserve orders until you see our samples.

**M. L. SCHLOMAN**  
MONTREAL

The Irving Umbrella Company

Limited

20 Front Street West

TORONTO

Manufacturers . . .

Parasols

AND

Umbrellas

CHRISTMAS SAMPLES

NOW READY

. . . Sorting orders filled in one clear day . . .

FURNITURE . . .  
COVERINGS  
In All Grades.

Tapestry Curtains  
Silk and Cotton  
Draperies

Wm. Taylor Bailey

27 and 29 Victoria Square

. . . . MONTREAL.

NEW BLOUSE SILKS

AND

Peau-de-Soie

NOW IN STOCK

Write for Samples

OUR SPECIALTIES

Dress Goods  
and Silks

WILLIAM AGNEW & CO.

305 and 305<sup>A</sup> St. James Street

Montreal



# BARRYMORE HAT

Latest American Style for Fall.

**Black** Lined or Unlined. = **Bay Brown** Lined or Unlined.

ALVERTISING CARD FREE.

Selling Agents for Canada—

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

*Wholesale Importers and  
Manufacturers of  
HATS, CAPS, FURS, Etc.*

51 Bay Street, Toronto

## TALE OF A DRY GOODS CLERK.

She swayed dizzily backward and forward and would have fallen had he not rushed forward and caught her just as she struck the edge of the counter.

Tenderly, yet firmly, his arm on which the sleeve of his new store coat hung in graceful wrinkles clasped her delicate waist, and with the other hand he caressed the waves of scented golden hair that had slipped over a little toward the left ear and mingled with his own perfumed locks.

"Carry her outside," said the proprietor, rushing forward and volunteering to put one of his own fingers in the pic if his presence were needed.

But the young man looked at him proudly.

"Leave her to me," he said, with great self control. "I can manage her."

He pressed the beautiful blonde head close against his shoulder, carefully arranged the small white hands, lifted in his strong, protecting arms the dainty figure, arrayed in its glorious costume of chiffon and silk, and started for the door.

Once out in the warm, fresh air, he relaxed his hold on the beautiful creature, but she tottered and trembled again, and the lovely face was turned toward him with a smile of bewitching trustfulness. He clasped the tapering waist once more, then planted her feet firmly in the iron sockets in the sidewalk and gave her an emphatic push to windward.

"Now, darn you," he said, "stand up, won't you?"

And the young man went calmly back into the store and the waxen woman who wore imported gowns kept on smiling.—Chicago Tribune.

## THE PRINCE WILL HELP.

With a view to the encouragement of the British silk industry, the Prince of Wales is returning to the fashion of the Georgian era in silk waistcoats. It is known in fashionable circles that the Prince has ordered some waistcoats of a chaste black pattern, with small colored designs woven in it. West-end tailors, in consequence of the news, are displaying stuffs of this kind, and the swells are taking up the fashion.

## WATERPROOF CLOTHING.

W. R. Brock & Co. are offering some special value in ladies' I. R. mantles and men's I. R. coats, including odd clearing lots far below the cost of production.

## NEW LINOLEUMS.

John Macdonald & Co. have just in six new patterns in 8-4 and 16-4 linoleums in floral and other designs, which are turning out nicely.

## LADIES' VESTS.

Now is the time to sell these goods. Brophy, Cains & Co. have them at all prices in buttoned and plain and fancy necks.

# HATS FOR THE SPRING OF 1897

Wholesale Agent in Canada for the following celebrated makers :

W. WILKINSON & CO., - - Regent St., London W.C.  
HENRY CARTER, - 89 Buckingham Palace Road, London W.  
GORDON BENNETT & CO., - Bond St., London W.C.  
JOHN WHITE & CO. - - Oxford St., London W.C.

All orders entrusted to my care will receive prompt and careful attention.

7 Victoria Square,  
... MONTREAL.

**Z. PAQUET**

165-171 St. Joseph St.,  
QUÉBEC.

Write for samples of . . .

# Clapperton's Thread

WM. CLAPPERTON & CO.

165 St James Street . . . . MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

**BARBOUR'S** SUPERIOR

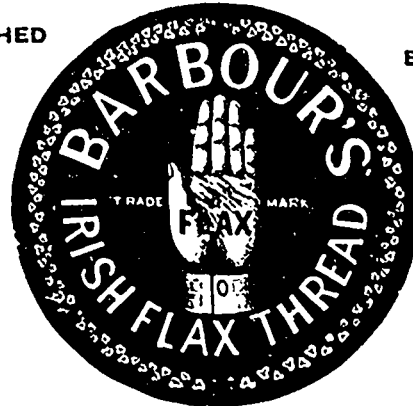
to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED  
1784

5,000  
EMPLOYEES

The  
Best  
Known



The  
Best  
Made

ALWAYS KEPT AT HIGH STANDARD.

When purchasing LINEN THREADS be sure that the name of **BARBOUR** and the trade mark of the hand are on each label. **Quality and Length Guaranteed.** Beware of short-length imitations, and of threads marked "linon finish" that are cotton.

**Barbour's Lace Books, 1, 2, 3 and 4,** contain instructions for embroidery and lace making. By mail, 10 cents each.

**Barbour's Advertising Dolls,** by mail on receipt of 6 cents.

**Barbour's Advertising Yachts,** by mail on receipt of 3 cents.

**THOMAS SAMUEL & SON,** Sole Agents for Canada.

8 St. Helen St., Montreal, or 22 Wellington West, Toronto.

WHOLESALE TRADE SUPPLIED.

## "Eureka"

when seen on woolen goods, is just stating in a particularly brief way that these goods are the very best quality made.

It makes no difference whether it is blankets, tweeds, or yarns, it means the same thing.

There are none better, and mighty few as good.

Have you sent us your order yet? It is getting late.

**EUREKA WOOLEN MFG. CO., Ltd.**

EUREKA, N.S.

1896. FALL 1896.

## High-Class Dress Goods

FOR IMMEDIATE DELIVERY.



Boucle Tartans, All Wool and Silk Tartans, Costume Tweeds, up-to-date 45-inch Wheeling Mixture and Two Tone Shots.

Black and colored Velour Finish Henriettas, Black 35-inch Watered Moreens, Eclipse Brand of Black Velveteens, all now in stock.

Sealettes, Mantlings, Silk Velvets, in colored and blacks, Ribbons, Gloves, Cashmere Hosiery.



**LONSDALE, REID & CO.**

18 St. Helen St. MONTREAL

Some special drives in clearing lines in the hands of our travellers.

## NOTES FOR THE TRADE.

THIS is what a Liberal contemporary of THE REVIEW says. "Aberdeen check is a very fashionable cloth these days, but there's no danger of Sir Charles Tupper ever wearing one. He got an Aberdeen check some months ago, and has been kicking about it ever since."

A wholesale house in Chicago has adapted to the convenience of modern business life the old style of printing in the margin of a book a digest of each paragraph, such as is to be seen in "The Rime of the Ancient Mariner." All the letters passing between the house and the factory have in the margin opposite each paragraph a summary of its contents. The value of this arrangement, in answering letters or in referring to letters which have been filed, is obvious.

The type of woman who worries assistants and buys little or nothing has been re-christened. She is now described as a "counter-irritant."

The steamer Danube, which reached Victoria, B.C., a few days ago from northern points, carried a very valuable cargo, among which was a lot of about 100 bales of furs, valued at about \$50,000, shipped by the different Hudson's Bay posts in the interior, and carried to Port Simpson by the Hudson's Bay Company's steamer, Caledonia.

A London editor, who used to live in Hamilton, writes thus in his paper regarding the reported intention of the Sanford Co. to remove. "The reported early removal of the Sanford Manufacturing Co. from Hamilton to Toronto has probably a good deal of truth in it for the reason that the step has been in contemplation for several years past. The company employs a small army of work people who would probably follow it to Toronto, in case it should be decided to go there. Hamilton's lack of proper railway facilities and the falling off in the number of out-of-town shoppers are the chief causes of complaint." The editor is mistaken in some respects, because in groceries and dry goods Hamilton continues to occupy a leading place.

Over in Cleveland, Ohio, the dry goods stores are said to be visited regularly by a dog which clears out any stray rats around, and then departs. "He comes in here often," said one of the clerks. "Watch him run behind the counters. Pretty soon he'll make a dive for the basement, and you can depend upon it there will be four or five dead rats there pretty soon. The dog's a daisy on catching rats, though perhaps you noticed he's not a thoroughbred. He's a smart-looking dog, though, isn't he? I've been in other stores, and the clerks have noticed that he comes there as regularly as he does here. No one seems to know who he belongs to or what his name is. He doesn't behave to have a name, either, for he attends strictly to his business of catching rats, and when he thinks he has caught all that will show themselves in one store while he's there he goes to another."

The big retail stores in United States cities send buyers over to Paris in August to get the latest costumes. An English authority considers that these buyers occasionally get taken in. "This class of buyer," he writes, "is always a very sharp individual, but as a rule he has a limited knowledge of French, barely sufficient to say 'je prong,' and to calculate the amount of the bargain in dollars. He generally wears a frock coat, of which he buttons the top button, keeps one hand in his trousers pocket, and never removes his hat from his head, and he is always accompanied by his double, who sits beside him and notes the purchases in a black book. This book has a particular fascination for the young ladies, and possibly

for the dressmaker, as once closed, with its elastic band snapped around it, it has never been known to re-open; the skirt may be of the most eccentric make, even covered with embroideries, the young lady may walk her most graceful walk, the American will not be tempted, business is over. But with all his sharpness he is not a match for the Parisian couturier. I have seen the veriest nightingales—the technical term for the last year's goods—sold to him as the novelty of the season; the intelligent dressmaker but adds a few spangles here, and puts a puff there, and the trick is done."

Neepawa, like other Manitoba towns, shows constant store improvements. Simpson & Co., furniture and upholstery, have moved into a fine new building. J. J. Wood has taken the vacant premises, and opened out in men's furnishings. Jas. McIntosh, tailor, is building a new place for his establishment.

Messrs. Wm. S. Case and R. E. Simpson, for many years travelers for Robinson, Little & Co., London, have rented a store in Aylmer, where they will conduct a business in dry goods and ready-made clothing. They are bright men and should do well.

Mungo, as a textile word, has an interesting derivation. The following is an extract from an address by Swire Smith before the Ossett Technical School, which was published in The Wool Manufacturers' Bulletin: "The weary and perplexed Dewsbury operative, on one occasion, as the story goes, went to the counting house and assured his employer, who was one of the pioneers in the shoddy industry, that this terrible material would not go through the machines. 'Oh, Maister,' said he, 'it winna go.' But the employer, with a will like iron, that no resistance could break, grinding his teeth, said, 'Does ta say it winna go, but I say it mun go.' And, gentlemen, it did go, and 'Mungo,' for thus it got its name, has been going ever since."

## CASHMERE HOSIERY.

W. R. Brock & Co. are offering cashmere hosiery in all sizes, all kinds and all qualities, at prices far below the market value of to-day. Before the heavy advances in all cashmere goods twelve months ago, Brock's hosiery department made large contracts at the low quotations then existing, and, in consequence, their customers can now reap the advantages of these arrangements.

## CURTAINS AND QUILTS.

In carpets and house furnishings, John Macdonald & Co. are showing special value in low and medium-priced lace curtains with some clearing lines in better goods. Two special lines in white crochet quilts, the "Mayflower" and "White Mountain Flower" will attract. A low line of 50-inch damask covering is specially inviting.

## BARGAINS IN STAPLES.

Some very pronounced bargains were noted this week in staples at Wyld, Grasett & Darling's. These include a special line of all wool flannel, 600, at mill's prices; pillow cotton, 44-inch and 46-inch, at 10 per cent. under mill prices; a big line of 8-4 bleached sheetings, twilled and plain, at tempting figures; 450 grey cotton is offered at prices 20 per cent. below the list of a year ago; a line of imported tartan plaids is being cleared out.

## WELL ASSORTED.

S. Greenshields, Son & Co., advise us of ever-increasing sales of their cotton goods, especially of prints, ducks, flannelettes and linings.

# James Johnston & Co.

26 ST. HELEN STREET

MONTREAL

Staple and Fancy

# DRY GOODS

..WHOLESALE..

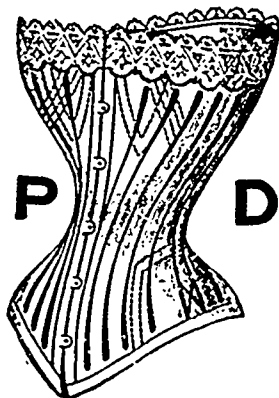
Our stock is now complete in all departments for Fall and Winter Trade. Our travelers are now out on the road with a full range of samples. They have some specially good lines in

**Dress Goods, Silks, Ribbons, Hosiery and Neckwear.**

Our stock is always well assorted and values right. . . . .

*Letter Orders a Specialty*

## Manufactures Royales de Corset P.D.



10 Gold Medals

. and .

Diplomes d'Honneur.

The celebrated P. D. corsets are unrivalled and justly renowned for perfect fit, beauty of style and finish. They are designed and cut by the most eminent artists, and only the very best materials are used for this nonpareil corset.

The numerous branches of the house all over the civilized world prove the enormous output of P. D. corsets, which have never been equalled by any other corset manufacturer. P. D. corsets have received the highest awards at all leading international exhibitions during the last 20 years. This is a record no other makers can show, and testifies to the many qualities of the P. D. corset, the superiority of which is now nowhere seriously contested.

Sole Agents for Canada.

**Konig & Stuffman,**  
10 ST. HELEN ST., MONTREAL

## Finley, Smith & Co.

Importers of . . .

**WOOLLENS and**  
**TAILORS'**  
**TRIMMINGS**



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

MONTREAL



## KID GLOVE NOTES.

INTEREST in this department increases as the season advances and the trade has lately been rather active. Deliveries have been fairly well accomplished, and though the volume of business has been below the average yet an encouraging feature is that the quality of goods imported has been higher. The latter fact tends to rather reduce the value of turn-over than otherwise, as it proves the public are realizing that a good glove at, say, \$1 or \$1.25 wears out two worth, say, 25 per cent. less. In fact, very low lines, while always finding a market, do not now excite dealers, though offered at prices which two years ago would have done so. Good German lamb and schmaschen, however, remain firm in price, in spite of the recent small demand, and we believe that, in view of the fact that makers' prices have been held firm all along, an advance will occur with a revival in glove trade here and in the United States. Meantime, over-careful buying for the home market has resulted in a decided shortage of novelties in various styles, and it is doubtful whether jobbers will have anything other than ordinary staples when the snow flies.

Samples for spring are now being prepared, a feature will be bicycle gloves with perforated palms in white and natural suedes. Contrast effects in glaze and in French suedes with two large black and gold dome fastners will be in order, while blacks with white points in glaze are certain to be required this winter and next spring. Christmas trade must be anticipated now and moderately fancy effects in good staple lines ought to be looked after

## WILL NOT BE DELAYED.

A serious fire occurred last week in the premises of J. Coristine & Co., wholesale hat and fur merchants, Montreal. The hat factory and power house are totally destroyed. The loss on machinery and stock was about \$30,000, which was covered by insurance. The fur factory was slightly damaged by smoke and water, but the loss was fully covered by insurance. As this is about the time when travelers are going out with hat samples it was thought the fire would delay them, but Mr. Coristine said to THE REVIEW: "You can tell our customers that it will not; we have made arrangements for a new plant, and our orders will be filled as usual."

## SILKS.

Black silks in various makes are rapidly coming to the front for dress purposes, especially in sarahs and peau-de-soie. Jas. Johnston & Co. are showing special values in the leading prices. Black ribbons are also an important feature in the present season's business. This firm show a very fine range of all makes.

## "ROOSTER BRAND."

THE REVIEW man in making his calls last week was shown some exceedingly "nifty" lines of negligee shirts for the coming season, of this popular brand, silk stripes, jacquards, Ceylons, Bengals, zigzags, etc., etc., both with and without collars. These goods must be seen to be appreciated.

## TAILORS' TRIMMINGS.

Messrs. McMaster & Co. show a very full range of tailors' trimmings in piece goods, having lately replenished their stock which was largely in demand during the busy time last month. Tailors will find their every requisite included in the goods shown by this firm; all numbers of their well-known French elastic canvases are now to be had and immediate delivery guaranteed.

## SMALLWARES.

The importance of a well-assorted stock of smallwares, buttons and notions, is fully appreciated by Caldecott, Burton & Spence.

Their range is very complete in those things that build up a reliable family trade and they are now showing a great assortment of the latest styles in buttons of every description.

## A DRIVE IN HOSIERY.

If you want a drive in 11 rib cashmere hosiery you should see samples of 306, with Lonsdale, Reid & Co.

## A LIVE CANADIAN PAPER.

The American Carpet and Upholstery Trade, Philadelphia.

The Fall Trade Edition of THE DRY GOODS REVIEW, Montreal and Toronto, is one of the very best which ever left the company's presses. There is some beautiful color printing in this number, and the typographical effect throughout is pleasing, and calculated to arrest the eye. In fact, it is one of the very best trade journals in British North America.

## THE LATEST IN HABERDASHERY.

S Greenshields, Son & Co. report a very active demand for their novelties in haberdashery. Mr. Meharg, their fancy-goods buyer, is now in Europe securing the latest productions for their Christmas trade.

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

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

**DIRECT IMPORTER**

**JAPANESE & CHINESE SILKS**  
AND FANCY GOODS.

BRANCHES  
**YOKOHAMA**  
**SHANGHAI**  
**LYONS**

## BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1886.

STEAMERS	From MONTREAL
Lake Ontario	" Oct. 7
Lake Superior	" " 14
Lake Winnipeg	" " 28
Lake Huron	" Nov. 4
Lake Ontario	" " 11
Lake Superior	" " 18

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

SECOND CABIN: To and from Liverpool, Glasgow, Belfast, London, \$30.00 to \$31.00; round trip, \$55.00 to \$61.00.

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

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

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

**D. & C. MACIVER,**  
Tower Buildings, Liverpool,

**D. W. CAMPBELL,**  
General Manager,  
18 Hospital Street, Montreal

**BEAVER LINE OF STEAMSHIPS.**

# Kyle, Cheesbrough & Co.

THE  
LACE  
WAREHOUSE  
OF  
CANADA.



Importers of Novelties in

Dry Goods  
Trimmings  
Silks, Braids  
Curtains

Embroideries  
Gloves, Hosiery  
Muslins and  
Dress Goods, etc.

Our travelers are now out on their assorting trip, and it will interest our many friends to see some of the reduced lines they are showing, as well as the many novelties recently added to our collection. They also carry parasols and trimmings for spring, 1897, and our unequalled sets of embroideries and lace samples for import spring, 1897, for which we have already booked orders far in excess of our most sanguine expectations. Make point to see these: it will pay you, and on **THE GOLD STAR BRAND.**

## Kyle, Cheesbrough & Co.

MONTREAL.

### SPECIAL SALE Men's Wool Underwear

No. 619. Plain Scotch Knit Rib Skirt, Shetland Pure Wool, to retail 50c.

No. 614. Superior, to retail 75c.

No. 220. Natural Wool, Unshrinkable, to retail \$1.00.

No. 217. Scotch Shetland, Fine, all stamped in inches, 34 to 46, to retail \$1.25 to \$1.50.

All classes of Fancy and High Grades.

Full stock of Cashmere and Silk Mufflers.

## *GLOVER & BRAIS* MONTREAL

## NOVELTIES FOR CHRISTMAS TRADE.

WHEN a lady is undecided in her choice of a suitable Christmas present for one of the opposite sex nothing appeals to her sense of the artistic more than the beautiful and harmonious blending of colors now shown in men's neckties, for then she has her one opportunity of the year to show her taste in the only bright spot in man's wearing apparel.

Even in former seasons, when nothing specially adapted for the holiday trade was shown, a large business was always done in neckties for Christmas gifts. A great change, however, has now taken place in this trade. Patterns in silks, from neat effects to the most extreme in size, in the delicate evening tints and the warm rich colorings for street wear, can now be had, each tie done up separately in a fine enamelled box with suitable inscriptions for the holiday season, and at prices which would give the impression that fine boxes cost nothing.

These goods will be a special feature with all the leading wholesalers, or can be had from the manufacturers, E. & S. Currie, 32 Wellington street west, Toronto.

## BRITISH SKILL IN RUSSIA.

It has been believed hitherto that, although the Russian cotton mills could turn out coarse yarns, they would never compete with us in those fine counts for which Bolton is famed. At the Nishni-Novgorod exhibition, however, a gold medal has been awarded to the manager of a mill in St. Petersburg for spinning 300's—one of the finest yarns that are rarely used. The denomination 300's means that 1 lb. of the yarn contains 300 hanks of 840 yards each—i.e., a total of 252,000 yards. It is noteworthy, however, that the St. Petersburg mill in question is

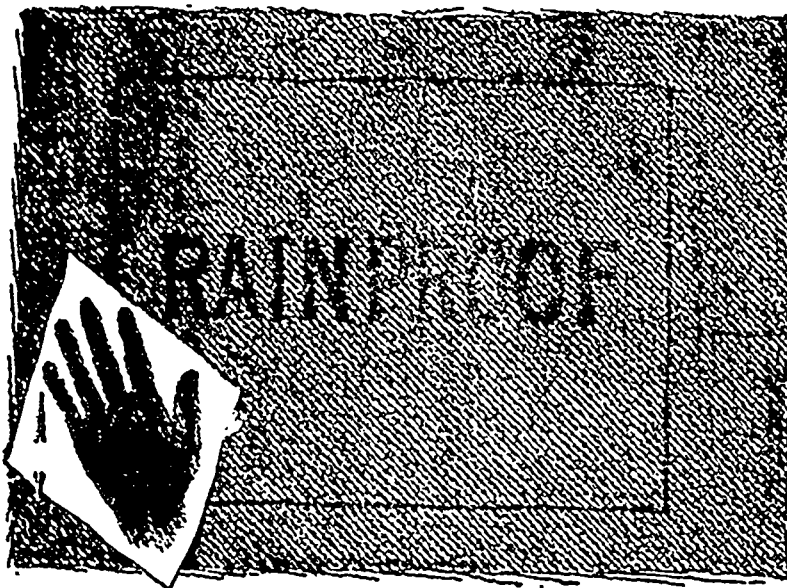
owned by Messrs. Coats, of Paisley and elsewhere, and that the manager and assistant manager bear the English names of Hadfield and P. J. Moore, and both hail from Lancashire—Hadfield from Preston and Mr. Moore from Bolton. Only the labor is Russian. It is believed that Mr. Hadfield will be decorated by the Russian Government.—Manchester Correspondent.

## BLOUSES FOR NEXT SEASON.

The season of 1897 bids fair to far outdo the past one in the demand for this popular garment. The designer's ingenuity has been taxed to the utmost to produce styles which will surpass anything shown during the past season. Boulter & Stewart, who represent several American factories, favored us with a look through their samples for the coming season, and which their men now have on the road, and it certainly would be hard to find a range comprising more beautiful patterns and styles. The detached collar seems to be the popular thing, and in the sleeve two styles are shown, the full "Bishop," and the new "Leg-of-Mutton."



## THE NEW PHOTOGRAPHY!



As the Bones are to the Hand, so is the

"Cravenette" Co.'s

PROOFING

to the Cloth. . . .

Invisible, but Essential.

Mantlings, Imperials, Serges, Covert Coatings, Velveteens, etc.

The "CRAVENETTE" CO., Ltd., BRADFORD

# Our New White and Colored Shirts

**.. FOR SPRING 1897 ..**

are now in the hands of our travellers, and are meeting with marked success. Also Foreign and Domestic Hosiery and Underwear for import and placing orders, which will well repay a careful inspection.

For immediate shipment we have a

## FINE RANGE OF TIES

in all the New Shapes, freshened by some of the latest novelties in the market.

## UNDERWEAR

A full assortment. Also a few cases only of our famous No. 3058 Scotch Knit, to retail at 50c. per garment.

## ENGLISH HAND-SEWN BRACES

Large variety.

## GERMAN SHIRTS

- No. 1. Open Back, with Bands.
  - " 2. Open Front, with Bands.
  - " 3. Open Front, with Cuffs attached.
  - " 4. Open Back, with Cuffs attached.
- All sizes from 14 to 18.

## ENGLISH COLLARS

Burlington, turned points	-	-	-	1 1/4 in.
Royal Arthur " "	-	-	-	2 "
Strand " "	-	-	-	2 1/4 "
Grosvenor " "	-	-	-	2 1/2 "
Gresham " "	-	-	-	2 3/4 "
Roll points, Waterloo	-	-	-	2 1/4, 2 1/2, 2 3/4 "

LETTER ORDERS SOLICITED AND CAREFULLY FILLED

**Matthews, Towers & Co.** 73 St. Peter Street **Montreal.**

# ThibaudEAU Bros. & Co.

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

# DRY GOODS

**THIBAUDEAU FRERES & CIE.**  
Quebec.

**THIBAUDEAU BROTHERS & CO.**  
London, Eng.

**THIBAUDEAU BROS. & CO.**  
332 St. Paul St.

**MONTREAL**

THE

# ALASKA Feather & Down Company

LIMITED

Sole manufacturers of the "Puritas"  
brand of Cotton Comforts.



Head Office and Factory - Montreal

J. B. Gillespie - Toronto  
J. W. Woods, Ottawa. W. A. Cookson, St. John  
J. M. Macdonald - Winnipeg.

## CURRENT HINTS.

A CORRESPONDENT to Printers' Ink mentions something new in the advertising line. The Columbia bicycle manufacturers take a full page in many of the papers. Only a portion of this is used for advertising purposes. The remainder of the space is taken up with the latest cycling news. If the idea is well carried out it should lead to good results. The advertisement will be news just as much as the rest of the page. It will be read quite as diligently if properly written and should yield the best of results. Besides, if the news space is properly used, there is the moral advantage of having the name of the firm known in the cycling world as the means of obtaining the most reliable and up-to-date news. This method is far ahead of the old plan of sending broadcast through the country a paper made up of news and advertising combined. People got those sheets for nothing and valued them at nothing. In the case of the Boston firm, however, the readers pay for their paper and value it. Consequently such advertising should pay.

A paragraph entitled "Keep a Stiff Upper-Lip." appeared in THE DRY GOODS REVIEW two issues ago. Along the same line is the advice an old man gives to his son in The Detroit Free Press. "Ye hev ter bear lots o' things in this life. But's work ez counts. Remember the little busy bee. He jes' keeps a-workin' an' a-workin' day in an' day out. But remember that he don't never 'low nobody ter sit on 'im."

What Shylock says in the "Merchant of Venice" applies to the advertising of to-day: "You take my house, when you do take the prop that doth sustain my house." Take away the advertising prop and the whole structure is insecure. Though, as a writer in

The Drapers' Record says, "The business that is not advertised can run along for a time. So can a dog with three legs."

A chance customer is like a boy with jam. He tries it. If his taste is suited, not even fear of punishment can keep him from going back for more. This is the way a chance purchaser becomes a regular customer.

Don't forget that people are not as much interested in your stock as you are. They are not going out of their way to find out whether you have what they want or not. You must let them know that you have the very things they need if you want to have their custom. You can't blame people for not coming to you for something which they don't know you have, when some more enterprising merchant has told them through the papers and in other ways that he has the very thing they need. I suppose there must be a certain satisfaction in saying that you don't believe in advertising, but it must be somewhat marred by seeing a competitor who advertises judiciously, gradually forging ahead. Truly the day is passed when a successful business can be conducted without a free use of printers' ink.

## EIDERDOWN QUILTS AND BLANKETS.

McMaster & Co. have an excellent display of real eiderdown quilts in all sizes, colors and prices, satin or sateen finish, plain or frilled, ventilated; in fact, up to date in every particular. They are making a special drive in white blankets, and the merchant who fails to secure a line of these misses a good thing. Many other lines in this department will amply repay inspection, such as flannels and wool underwear, of which immense quantities have been sold this season.

# BARLOW & JONES

LIMITED

Spinners and Manufacturers

LONDON.  
MANCHESTER.

Manchester Building,  
Melinda Street . . . . . TORONTO

Ask to see samples of our

## Quilts and



## Towels

All wholesale houses carry them

**Our Trade Mark**

ALBERT MILLS, BOLTON.  
EGYPTIAN MILLS, BOLTON.  
PROSPECT MILLS, BOLTON.  
COBDEN MILLS, BOLTON.

**R. H. COSBIE,** Agent for Canada

Warehouses: 2 Portland St., Manchester.  
92 Watling St., London.

— TORONTO

# New Effects in Shirts

THE LARGEST RANGE EVER OFFERED TO THE  
TRADE. SEE OUR

GLENCAIRN, SEA-SIDE,  
ROYAL YACHT, Etc., Etc.



# Blouse Department..

NEARLY OUR ENTIRE RANGE MADE UP IN

French Prints, personally selected and confined to us for the Dominion.

Our travellers are now on the road; unusually large orders are coming in daily.

---

# TOOKE BROS.

— MONTREAL.

**A TALKING MACHINE FREE.**

THE demand for talking machines to talk Textile Buckskin still continues, and the King-Jones Co. informs us that it would take an additional one hundred machines to fill promptly the orders now on hand. They ask as a favor that merchants making application for the loan of machines would put the date at which they would like them as far in the future as possible, while on their part they will try to meet the wishes of those who want them on short notice. An amusing incident occurred the other day when an out-of-town merchant, who had telephoned in for particulars, refused to believe that the machine could talk, but when "Put Me Off at Buffalo" and an amusing jingle about Textile Buckskin reached his ear over the wire direct from the machine, nearly one hundred miles away, he had to admit his mistake and ordered a machine along with 25 pieces Textile Buckskin.

**"ACME" CASHMERE HALF-HOSE.**

W. R. Brock & Co. are filling back orders for their celebrated "Acme" cashmere half-hose. This is a famous line to retail at 25c. The demand has been so great that Brock's got away behind in filling orders for this number. Recent shipments have, however, placed all sizes from 9½ to 12½-inch in stock.

**TAMS AND PIRATE CAPS.**

Thousands of these are being worn by the school children and children of larger growth for bicycling, etc. Brophy, Cains & Co. have the newest caper.

**FANCY PILLOWS FOR CHRISTMAS TRADE.**

Most dry goods merchants stock up in a few fancy pillows for the Xmas trade, as there is always a demand for these goods for

presents. The Toronto Feather and Down Co. are showing a very large range, including all the latest ideas and at prices from \$4.50 per doz. up to \$84 per doz.

**HANDKERCHIEFS.**

During October and November buyers are on the look-out for Christmas and holiday goods. For years past silk and embroidered handkerchiefs have been much sought after, and are some of the most sensible presents the market offers. W. R. Brock & Co. have just passed into stock large shipments of the latest novelties from St. Gall, Switzerland; Yokohama, Japan, and the London markets.

**CARDIGAN JACKETS.**

Brophy, Cains & Co. have a large range of these seasonable goods at popular prices.

**MEN'S FURNISHINGS.**

Matthews, Towers & Co. will have their travelers out in a few days with advance samples of spring goods. They have some lines in shirts, underwear and hosiery that they hope will be leaders.

**GOLF CLOAKINGS.**

Caldecott, Burton & Spence are offering a fine line of golf cloakings in choice colorings. These goods are well suited to the present fashion and are selling freely.

**THEIR FOREIGN TRAVELERS.**

The two foreign travelers of the Dominion Suspender Co., F. Edw. Harrison, West Indies and South America, and W. T. Stevens, South Africa, are in town getting their samples in shape to depart again.—Niagara Falls Record.

The Wholesale House that  
supplies you with

## North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any other grade of any other batting.

These grades are the strongest, handsomest and most desirable cotton bats obtainable.

## NOTHING DECEPTIVE

They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters.

When you unroll and unfold them you can test the strength and they will not fall apart like so much chalk. You can't blow them to pieces in a hurry.

**THREE GRADES. THREE PRICES.  
THE BEST AT THE PRICE.**

## Victoria Crochet Thread

This cut  
a ball of  
Crochet  
It is made  
shades  
colors and



Represents  
Victoria  
Thread.  
in 40  
22 self  
18 shaded

It is made in Nos. 20 to 80 in White, Cream and Ecru; shaded and solid colors in Nos. 20 and 40. The best seller is No. 20. There are cheaper and inferior makes being offered. Be sure you get the "Victoria."

A good storekeeper's stock is not complete without

**Victoria Crochet Thread**  
**Morse & Kaley Knitting Cotton**  
**M. & K. Turkey Red Embroidery Cotton**  
**M. & K. Fast Black Darning**  
**M. & K. Ball Mending, Black and Colors**

Ask for the above goods. If your jobber does not keep them, drop us a card and we will give you names of those who do.

**R. HENDERSON & CO.** Agents for Canada  
323 St. James St. **Montreal**



**Mr. Merchant,**

The wholesale men  
are out with  
samples of new

**“Corded Wakefield  
Skirt Binding”**

It will be required for

FALL AND WINTER  
**DRESSES!**

Order early to ensure prompt delivery.

**“CORDED WAKEFIELD  
SKIRT BINDING.”**

PATENTED 1896.

**GLOVES**

Every  
line a  
Leader.

.. and ..

**MITTS**

Send  
for  
Samples.

We make the best

**50<sup>c.</sup> MITT**

in Canada.

♦♦♦

**Hudson Bay Knitting Co.**

.. MONTREAL ..

**PEWNY'S**

**Kid Gloves**

Our full, fresh stock of Fall  
Shades and Blacks now on hand.  
We also have a number of small,  
well assorted job lines at very low  
prices, of which we will be pleased  
to send you samples.



**EMIL PEWNY & CO.**

.. Sun Life Building ..

MONTREAL

Buy

A

Taylor

Safe

Best made



## OUT-OF-SEASON ADVERTISING.

BY NATHANIEL C. FOWLER, JR.

THERE must come dull times, for dull times come with periodical regularity and occasionally unexpectedly. Dull times have never been continuous, and never can be, and if their duration is limited they must be followed by good times.

Comparatively few manufacturers, wholesalers and retailers have a right to expect business of continuous equability.

The brisk selling seasons are followed by depression, due to the season, and to known and unknown influences.

The present depression in business is from a lack of public confidence, and the original cause for this condition was created by the very people who object to it.

Because dull times have usually preceded a presidential election, whether there be cause or not, people have learned to expect a depression every four years, and justifiably, or by mere coincidence, place a part of the blame upon political uncertainty.

The fundamental bottom of all depression, except that due to the state of the weather, is what might be considered an unwilling willingness on the part of business men in general to assume that the times are bad, and to continue to talk bad times.

The first man tells the second man that times are bad, and the second man, although enjoying good business, is given the incentive to catch for bad business, and that which a man expects he frequently receives, or imagines he does, which commercially is the same thing.

The second man, who was not thinking of bad times, begins to stimulate bad times, because someone told him to, and the bad he has received he hands to the next, and down the line it goes, a breathing, speaking epidemic, destroying the sufferer, and carrying the disease to his neighbor.

There are reasons for business depression, and political uncertainty must contribute to that end.

The question of money, and the unknown complexion of a coming Congress, must bear its bad fruit in advance, but with all these existing excuses, and even valid reasons, the most of the hard times owe their origin, and their stimulation, to the collective influence of the many individual minds which talk about, and seem to revel in, the discomfort of which they are a part.

The advertiser begins to economize, and by some unknown method of unreasoning, he runs the knife of reduction into the vitals of his business.

He knows that he depends upon outsiders for his living, and that the advertisement is the connection between his goods and the buyers of them, and yet he deliberately weakens that connection, or cuts it away altogether.

The cutting of advertising space or the absence of the advertisement is documentary evidence that the advertiser is not able to do a good business, and is forced by conditions or by his own fault to reduce expenses.

Artificial glitter is not business, but the appearance of business means business.

It is nobody's business how poor the advertiser's business may be, provided he attends to his business and pays his bills, and he is dishonest to himself if he publicly announces, as he must by the cutting of his advertising, that something is the matter with him.

In dull times, more than in good times, people have the opportunity to read, and they do read, and further than that the hard-time growler, between his growls, fixes, in his own mind, what he will do, and what he will buy, when conditions permit.

When a man can't have a thing, or thinks he can't, he wants what he doesn't get more than when he can have it, and he is in a receptive mood, when advertising can reach him and enter him.

Dull time advertising is profitable because it is a sign of prosperity and everybody likes to buy of the man who is prosperous.

for the prosperous man is generally better able to serve his customers.

Dull time advertising is valuable because it reaches the readers of advertising who have time to read, and who will be the buyers of the good times to come.

## ART DRAPERIES.

The demand for this class of goods is decidedly on the increase, stimulated, no doubt, by the fall "house-cleaning" season. The "delft" blue is the very latest and is shown in a large variety of patterns and on almost every material. Denims and pebbled (crepell) sateens are still in good demand for fancy work and draping. Boulter & Stewart show everything in this line, besides many other novelties.

## HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

## MILLER BROS. &amp; CO. MONTREAL

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

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

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

## Re-dyers and Finishers

OF DRY GOODS IN THE PIECE  
ALSO MILLINERY GOODSOSTRICH FEATHERS DYED,  
CLEANED AND CURLED

AN HONEST CLAIM  
That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion.  
Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

221 McGill St., Montreal  
90 King St. East, Toronto123 Bank St., Ottawa  
47 John St., Quebec

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

THE BEST RANGE OF

## CORSETS

MANUFACTURED IN CANADA

are made by the . . .

## CANADA FEATHERBONE CO.

They will give your customers the utmost satisfaction.  
You make a mistake if you do not handle them.

# THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES  
OF

- |                             |                           |
|-----------------------------|---------------------------|
| Flexible and Mohair Buttons | Ivory and Buffalo Buttons |
| Strap and Brace Buttons     | Vest and Trouser Buckles  |
| Livery and Official Buttons | Gaiter and Anchor Buckles |
| Fancy Metal Buttons         | Mantle Hooks and Eyes     |
| Anchor Buttons              | Trouser Hooks and Eyes    |
| Fancy Vest Buttons          | Cap Ornaments, Etc.       |
| Linen Buttons               |                           |
| Jet Buttons                 |                           |

## WALKER BROS.

Manufacturers' Agents

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

# McDougall, Barrett & Co.

168 MCGILL STREET

... MONTREAL

Sole proprietors of the celebrated **TYKE** and **BLENHEIM** serges. . . . .

None genuine unless stamped with registered trade mark every 2 1/2 yds. . . . .

MCDUGALL, BARRETT & CO.

Sole Proprietors

# SPRING, '97

We invite the attention of the Dry Goods Trade to our full range of all classes of Staple and Fancy Goods for the Coming Season.



## STEWART & McDONALD

Manufacturers

Montreal Office, 206 McGill St.

GLASGOW

Insist on having . . .

# FINLAYSON'S LINEN THREADS

YOU THEN HAVE THE BEST MAKE.

You retain your trade by selling standard goods.

Buy "hank" threads for hand work.

Buy "spool" threads for machine work.

Agents for Canada,  
WHOLESALE.

John Gordon & Son, Montreal.

## HONORS WON BY CANADIANS.

THREE young Canadians have done credit to their country and themselves by carrying off honors in the Old Country. They are the Messrs. Allen, sons of Mr. Joseph Allen, managing partner of the British American Dyeing Co. In 1887, J. D. Allen, the eldest son, entered for examination in the theory, practice and chemistry of dyeing at Yorkshire College, Leeds, England, and came out first of all competitors. He then entered at the City and Guilds of London Institute and again came out first, winning the first prize and silver medal. He is now with Messrs. Jack and Robertson in charge of the chemical department. The second son, W. R. Allen, then decided to follow the same course, and his history in this connection is almost identical with that of his elder brother at Yorkshire College. He took the second position, being very considerably in advance of the third man. Immediately after his examination at the City and Guilds of London Institute he returned to Canada, only to learn that he had won the first prize and silver medal and also the Dyers' and Colorists' Association of Great Britain first prize of £2. He remains with his father as right-hand man. Yet a third son, G. V. Allen, decided to follow his brothers, and at Yorkshire College he won first prize and a scholarship of the value of £20, and at the City and Guilds of London Institute he won first prize and silver medal, and the Dyers' and Colorists' Association first prize of £2. He is about returning to England to take advantage of his scholarship. Each of these young men commenced their chemical studies at Bishop's College, under Professor Donald, and are certainly a credit to their Alma Mater.

## PRIZES FOR DOWN QUILTS.

Alaska Feather and Down Co. report a good season's trade. Since the 15th of August they have been working overtime. A very attractive photograph is to be seen in their office. It is the exhibit

at the Sherbrooke Exposition, where they obtained a gold medal. They also made a display at the Dominion Furniture Exhibition in Toronto last month.

## A SPECIAL IN PRINTS.

The Gault Bros. Co. are offering this month an immense range of Canadian and imported prints, comprising all the very latest novelties. Their special 10c.-line is unequalled for value and style.

## THE METEOR.

The wholesale men are showing a very attractive line of velveteen skirt bindings this trip. It is patented and bears the name of the German Imperial yacht "Meteor," and is altogether new on this market. As the "Meteor" is meeting with much favor from the Canadian trade, merchants would do well to ask to see the line.

## THE NEW WAKEFIELD BINDINGS.

The trade report liberal orders for the "New Wakefield." The advent of cold weather and heavy dresses is the cause of the increase. The new leather as finished by the Wakefield Co. is dyed through, an advantage which the consumers readily appreciate.

## A FEATURE IN MANTLE CLOTH.

Lonsdale, Reid & Co. report a steady sale for their two-tone mantle cloths and golf cape tartans. These goods are rare in the trade.

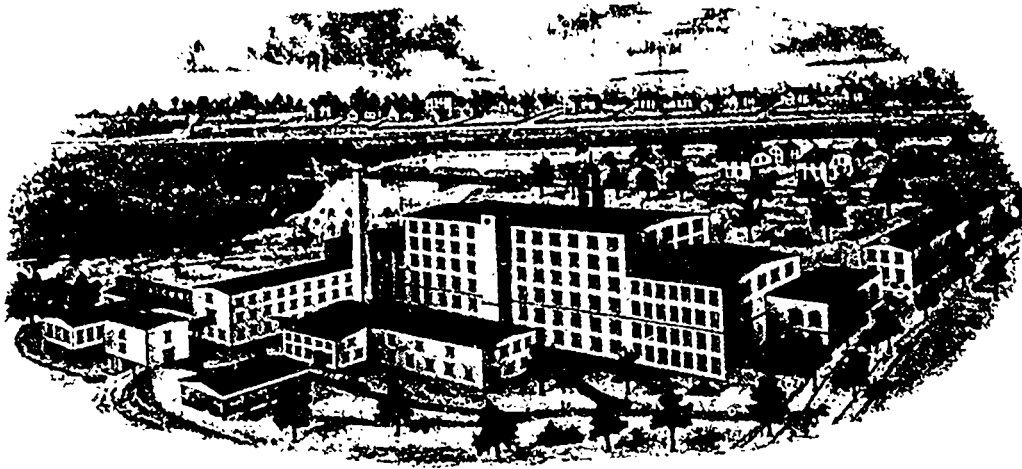
## SHAWL TRADE ACTIVE.

The Berlin wool shawl trade has been unusually active this fall and some choice styles are being shown by Caldecott, Burton & Spence, together with the latest novelties in caps, tuques, and infants' wear, etc.

# Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers



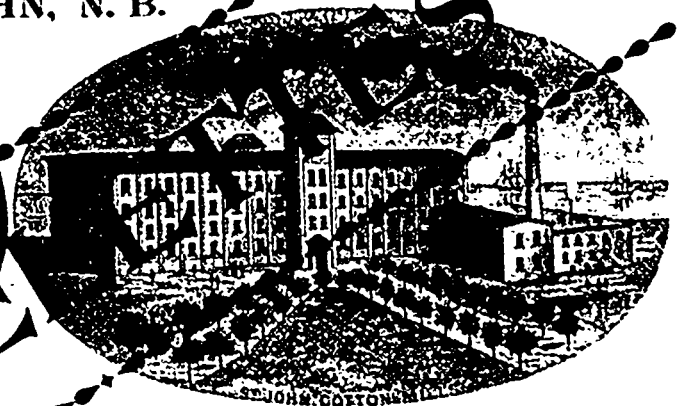
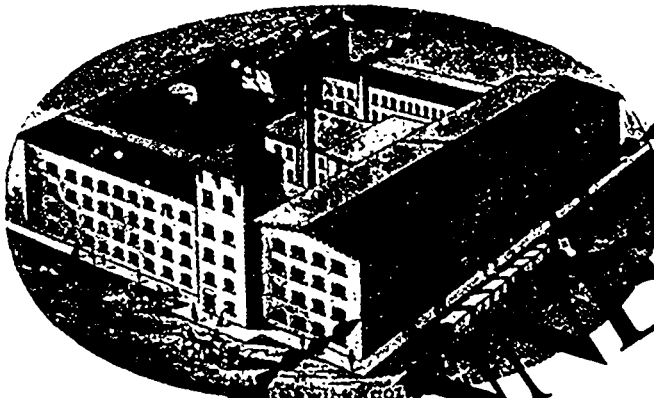
Suitings  
And  
Coatings  
And  
Trouserings  
In WOOLEN  
and WORSTED

OUR manufactures of Woolen and Worsted Cloths, *besides being cheaper*, are equal in point of style, colorings and quality to anything imported. Canadians, as a people, should frown down the existing prejudice—for it is only prejudice—in favor of the imported article. To the *general purchasing public* we would say, try the goods made by this Company, and be convinced of their merits.

We make to order (in quantities) and sell to the wholesale trade only. Ask any reliable wholesale house to see our samples. If you buy, you can make no mistake—the goods are *right* in every particular.

## W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 24 Wellington Street West, Toronto

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 81 Front Street East, Toronto, Special Agent for Beam Warps, Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

## CHANGES IN CHINA'S SILK TRADE.

CHANGES are taking place in the China silk trade, which are destined to have a very important effect upon the growth of the fibre in Europe. Of late years the number of steam filatures in Shanghai for silk reeling has grown very rapidly, and there are now 25 distinct establishments, against two or three a few years ago, the productive capacity being 1,866,000 pounds per annum. The result of this will be to largely increase the output of China silk. The native method is to reel from the fresh cocoons, and this must be done between the time when the worm has finished spinning the cocoon and when the moth would be hatched—about ten days. The period cannot be exceeded, as the moth would eat its way out and the cocoon spoiled. The natives, therefore, never produced more cocoons than they could reel in ten days, and as a consequence a limit was put upon the output of silk in China. All this has been altered by the establishment of steam filatures, while the cocoons are baked or sun-dried so as to kill the moth, so that reeling practically goes on all the year round. The filatures buy their cocoons in the country districts, and their operations must greatly increase the production of China silk, with what results upon the European sericulturist time will soon show. The raw silk markets of the world are no longer controlled by the European crop, but by that of China and Japan, and the probabilities are that, with the increased production promised, in the future silk will be cheaper than ever. It will be the fault of the silk manufacturers themselves if, with this fact in their favor, they do not succeed in enormously increasing the consumption of silk fabrics. —Warehouseman and Draper.

## SALE OF TRIMMED HATS.

A branch of the millinery trade which has developed along with the modern department store is the manufacture and sale of the trimmed hat. Just as ready-made dresses, waists, clothing, underwear and shoes are taking the place of the made-to-order article, so is the trimmed hat growing in favor. The increased demand for such goods is directly traceable to the cry for something cheap, and owing to the excellent values to be obtained in ready-trimmed millinery, general merchants all over the country find such profitable lines to handle.—Chicago D. G. Reporter.

## A POINTER FROM NEW YORK.

Merchants to-day who eschew advertising and look upon trade journals as land sharks might as well take in their signs. An assignment or a sheriff's execution will be the inevitable result of one's holding himself aloof from the twentieth century method of doing business. Advertise; the more noise you make the greater number of people you will attract to yourself or your business. But, by all means, avoid fake schemes. Place your money where it will do the most good. Patronize your own trade journal.—Millinery Trade Review.

## "A SNAP."

One of our banks recently got possession of a large lot of lined leather gloves and mitts, which they were forced to dispose of at an immense sacrifice. Messrs. W. R. Brock & Co.'s glove department, always on the alert for snaps, was the fortunate purchaser, and W. R. Brock & Co.'s customers as usual will reap the benefit. Drop in and see them if you are an up-to-date merchant.

## A Reduction in Freights

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

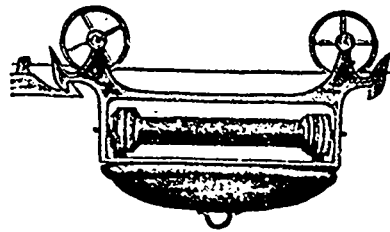
**BLAIKLOCK BROTHERS. - Montreal**

## MARINE INSURANCE.

The Open Policies issued by the **MANNHEIM INSURANCE CO.** (Capital Two Million Dollars) cover goods from the time they are shipped until delivered at your warehouse.

For rates and further particulars apply to

**JAS. J. RILEY & SONS, Managers for Canada, MONTREAL.**

Champion . .  
Cash Railways

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

**S. S. KIMBALL**

577 Craig Street, Montreal

World Wide Popularity

The Delicious Perfume.



## Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

## Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

**THE CROWN PERFUMERY CO.**

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE."

## THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark.

## CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

**JOHN MACDONALD & CO'S, TORONTO.**

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

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

## B. &amp; C. Corsets

Peerless Dress Stays  
Rubber Tipped Dress Stays  
Braided Wire Hip Pads  
Bustles and Dress Forms

Manufactured only by

**BRUSH & CO. - TORONTO**

# Get onto the Buttons.

Watch your button stock. The public begin to realize that we are in for a run on Buttons.

We have lots of them.

All sizes, shapes and colors, from 12 to 100 line, in sets, contrasts and beautiful combinations. See our samples if you would be up to date.

"Kelly" Skirt Protector always on hand.

F. F. & C. B. KELLY, Montreal.

**CANADIAN  
COLORED  
COTTON MILLS CO.**

FALL  
1896

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

— NOW READY —

See Samples in Wholesale Houses.

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



## Men's and Boys' Underwear

FALL AND WINTER, 1896-97.

WE make a specialty of sizes  
**34 TO 44 INCHES**

in all our standard lines. These goods are kept on hand, and dealers can thereby assort their stocks at any time.

The GALT KNITTING CO., Ltd.  
GALT, ONT.

# THOMAS MEALEY & CO.

MANUFACTURERS OF

## Wadded Carpet Lining

MEALEY STAIR PAD.

AND

## STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



## TO MANUFACTURERS AND OTHERS

We are always open to buy jobs if you have any odd lines you wish to clear out, make the price right and we will buy them.

We also do a General Commission business. Consignments received and stored free of charge, all business done on a cash basis, and accounts settled monthly.

## GILMOUR, SCHOLFIELD & CO.

Wholesale Dry Goods Importers and Jobbers.

364 St. Paul St., MONTREAL, Que.

THE . . .

# C. Turnbull Co.

ESTABLISHED  
1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

## GOULDING & CO.

27 Wellington Street East.

EVERYWHERE Under the Sun

# Hermsdorf Dye

HAS MADE A REPUTATION UNEXCELLED

It can be truthfully said that the sun is always shining on some part of the domain in which the

## Fast Black

means something these days,  
thanks to . . . . .

**Hermsdorf Dye**  
has won its laurels

*Louis Hermsdorf*  
*Dyer*

WHO can name as valuable and telling a statement to make in connection with selling or describing a Black Stocking or Glove as

## It's Hermsdorf Dye?

So evident an advantage is acceptable and insisted on by wide-awake merchants.

---

**American Bureau of Louis Hermsdorf**

78 and 80 Walker St., NEW YORK.

# FIRE NOTICE

We desire to notify our customers and the trade that **the recent fire** in our Hat Factory **will not interfere** in the prompt and efficient dispatch of all orders according to samples shown by our travellers now on the road.

**Jas. Coristine & Co.**

HATS AND FURS

471 to 477 St. Paul St., MONTREAL

"RELIANCE"  
... BRAND

# HOSE

Fall goods are now selling, and you will soon be out of sizes.

Please remember that we are prepared to assort your stock on short notice.

**THE WILLIAMS, HURLBURT CO.**  
OF COLLINGWOOD, LTD.

THE EVER POPULAR

## OXFORD HOMESPUNS

In the new designs for '07 are sure to please you. No pains spared to maintain their high standard of excellence. Oxfords lead. Best wholesalers handle them.

Agents { **W. P. RODGER, Toronto.**  
**JNO. FRASER, Montreal.**

**Oxford Manufacturing Co.**  
OXFORD, N.S.

## Want Advertisements . . .

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

The Dry Goods Review, Toronto.

# A Pension for Life

**DO YOU WANT ONE ?**

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

**MANUFACTURERS' LIFE INSURANCE COMPANY**

McKinnon Building, TORONTO, CANADA

**WESTERN** Incorporated 1851  
... **ASSURANCE COMPANY.**

**FIRE AND MARINE**

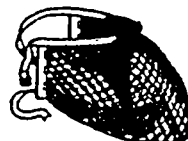
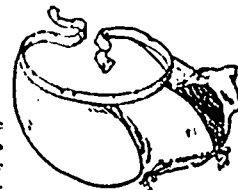
<i>Head Office</i> <b>Toronto, Ont.</b>	Capital Subscribed - \$2,000,000.00
	Capital Paid Up - 1,000,000.00
	Assets, over - 2,320,000.00
	Annual Income - 2,400,000.00

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

## THE BUSTLE IS HERE

New Fall Styles require them. Use the best. The **Combination Hip Bustle** gives graceful fulness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The **Empire Skirt Cushion** is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



**BRUSH & CO.**

Toronto.



TO THE TRADE

# Potential

With manufacturers' over-makes and stock lots bought at great reductions, clearing lines of odds and ends and well-assorted stocks in regular goods, newspaper language cannot express the values and assortment we are at present showing.

**MANUFACTURERS'** over-makes and stock lots in

Men's Underwear  
Men's Lined Kid Gloves  
Men's Braces

**ODDS AND ENDS** IN

Dress Goods  
Eiderdown Cloakings  
Fashionable Mantlings  
Canadian Tweeds

**REGULAR LINES** (EXTRA VALUE) IN

Towels, Towellings  
Sheetings, Pillow Cottons  
Flannels, Comforters, Blankets  
Chenille Curtains and Covers  
Damask Coverings, Floor Oil-Cloths  
8/4 and 16/4 Linoleums  
Black and Colored Velveteens  
Black and Colored Ribbons

Jet Trimmings, Mantlings  
Ulsterings, Coatings, Overcoatings  
Tailors' Trimmings

**SPECIAL LINES** IN

New Veilings  
Black Silks, Colored Silks  
Ladies' Golfers  
Fancy Knitted Wool Goods

**LADIES', MISSES' AND CHILDREN'S**

Cashmere Hosiery  
Cashmere Gloves  
Wool Underclothing

**WE ARE SPECIALISTS** IN

Dry Goods, Men's Furnishings  
Haberdashery, Carpets  
Woolens, and in  
Filling Letter Orders

## John Macdonald & Co.

WELLINGTON AND FRONT  
STREETS EAST

TORONTO