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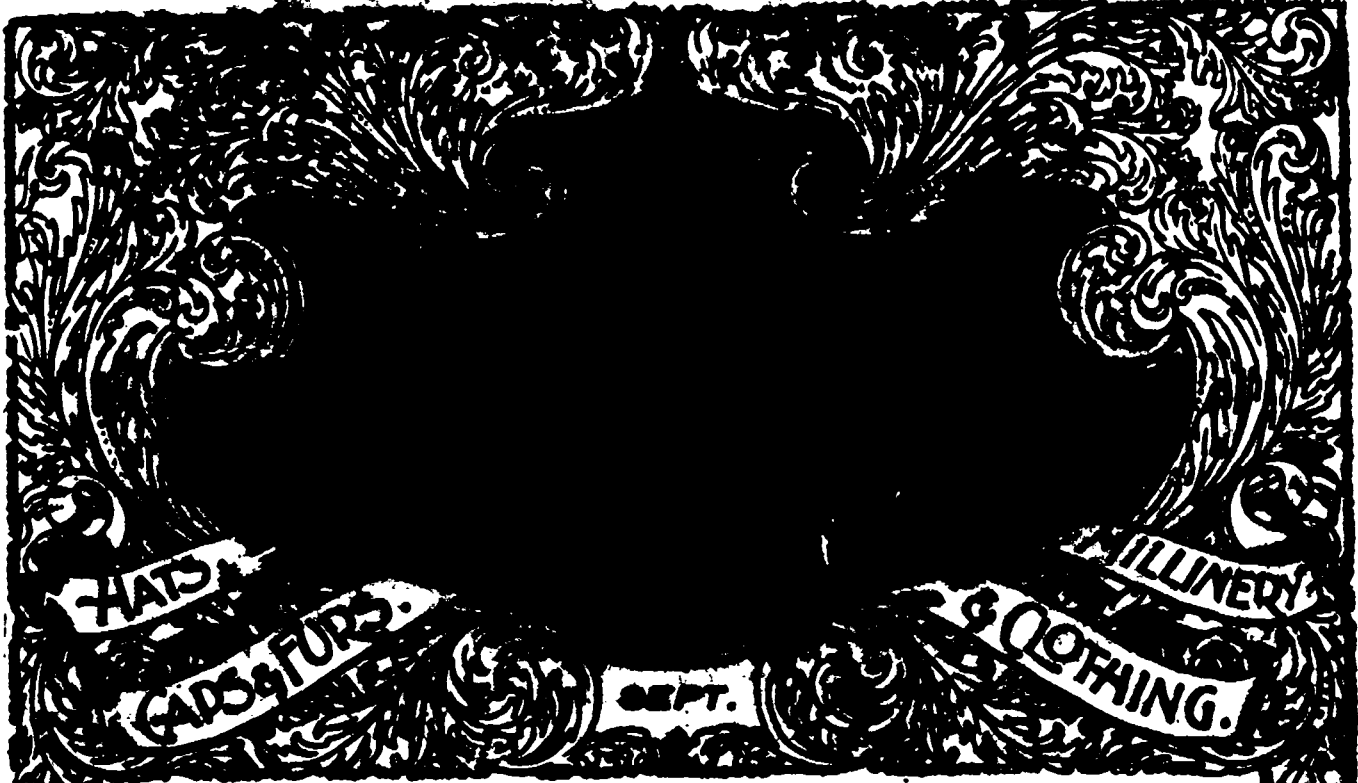
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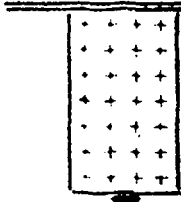
THE QUESTION OF TERMS in this issue.



6%

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The Montreal Silk Mills Co.

LIMITED

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THE JAMES LEAN PUBLISHING CO.
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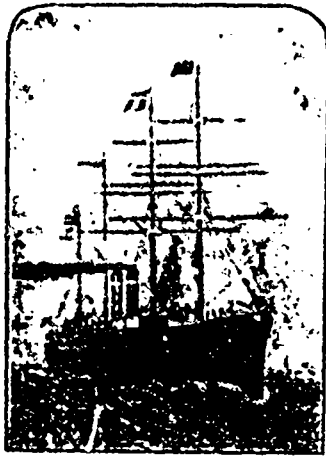
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DEALERS

WHOLESALE
DEALERS

ALLAN LINE

ROYAL MAIL STEAMSHIPS



Liverpool,
Londonderry
and Montreal Mail Service.

STEAMSHIPS.	From Montreal	From Quebec
*LAURENTIAN	Sep 15
*SARDINIAN	" 22	Sept. 21
*NUMIDIAN	" 29	" 28
*PARISIAN	Oct. 6	Oct. 7
*MONGOLIAN	" 13	" 14
*LAURENTIAN	" 20	" 19

And weekly thereafter

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part where least motion is felt. Electricity is used for lighting the ships through-out, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are dispatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a * will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE.** Cabin, \$12 and upwards, according to location of Stateroom and number of persons occupying same; all being equal privileges elsewhere. Second Cabin, \$50 single, \$60 return. Steerage to Liverpool, London, Glasgow, Belfast, or Londonderry, at lowest rates. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

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For Hand and Machine use.

HAS NO SUPERIOR

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Sold by leading jobbers,
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Samson, Kennedy & Co., Toronto
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ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

Established 1792

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Tailors' Linen Threads

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.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

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Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

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In neat booklet form. Prize-winning essays on the above subject, written by retailers who have made the buying, handling and selling of teas a special study. Postage prepaid.

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THE DRY GOODS REVIEW
TORONTO

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MANUFACTURERS

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SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
5 PLY 51

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Huddersfield, Eng.
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Oxford Underclothing

... FOR ...

Ladies and Children



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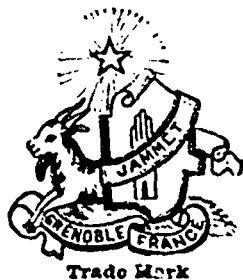
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Sole Agency And BERLIN, Germany

Jammet's French Kid **Gloves**

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La Chartreuse Laced Andree .. Button SPECIALTIES.

NO OLD STOCK CARRIED.

Fresh Goods Blacks

in Tans Tans and Browns and Darks

Very Choice

JUST RECEIVED

The Worsted Weaving Co. BRADFORD, ENG.

"China Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence" the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear. . . .

VENETIANS, CHEVIOTS
And other Fall goods now in stock,

54 Bay Street, TORONTO

Lister's SILK SEALS,

Lister's SILK PLUSH.

"LISTER'S"

A Familiar Household Word

Lister's SILK VELVET

Lister's MOHAIR PLUSH

LISTER & CO.

LIMITED

Manningham Mills, BRADFORD, YORKS

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

Sole Agents for Canada.

T. B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . . .

. . . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
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For sale by the leading Wholesale Houses
throughout the Dominion.

**EMPIRE CARPET
WORKS...**

St. Catharines
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MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

. . . Emblematic Designs a Specialty.

Will call or forward samples on application.

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
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and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

JAMES H. ETHERINGTON

PROPRIETOR

St. Catharines

Caldecott, Burton & Spence

The genuine improvement in business which is felt in the United States is manifesting itself in Canada and buyers are placing orders with greater confidence, feeling that the "Turn of the Tide" is at hand. Sharing this confidence our **Preparations** for the trade for the **Fall Season** are very complete in all departments of the House.

We are offering a number of
POPULAR LEADERS in

Dress Fabrics

PARTICULARLY IN

Wool Serges Wool Estamines
Wool Diagonals and Covert Cloths

We are showing a splendid collection of

Trimmings

*In Jets, Glimps, Furs
and Braids*

To match Dress Materials.

In Silks

Our range covers
Surahs, Pongees, Mervs.,
Gatins, Failles, Moires

IN EVERY COLOR

BUYERS AND ORDERS RECEIVE PROMPT ATTENTION

CALDECOTT, BURTON & SPENCE
TORONTO



TORONTO

A great
Improvement
In the demand for
Heavy Goods
Smallwares
Men's Wear
and Woolens

W. R. Brock & Co.

Judging from Repeat Orders already to hand
we are pleased to know that our effort in

DRESS GOODS

for Fall and Winter, is appreciated

By the Trade

Special attention given to letter orders
during the month of September.

We ask our friends in the trade
to give this department a trial.

W. R. Brock & Co.

TORONTO



TORONTO

THE CANADIAN DRUGGIST

Vol. IV.

TORONTO AND MONTREAL, SEPTEMBER, 1894.

No. 9.

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

Trade Journal Publishers.

AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

J. B. McLEAN,
PRESIDENT.

HUGH G. McLEAN,
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Published the 15th of Each Month.

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HONEST DEALINGS.

SHORTSIGHTED indeed is the man who lives only for the present. That man who is truly great in this world's wisdom builds more for the future than for the present. The present is the hey day of life for most merchants. The future, when the ambitions and energies of life are nigh exhausted, is when the comforts of life and the respect of one's fellow men are sweet morsels to roll under the tongue.

The wholesaler who sells his goods under a garb of deceit and by means more foul than fair, succeeds in the present, but fails in the future. This was exemplified in the case of a wholesale firm in Toronto a few years ago. They deceived their customers, misrepresented their goods and made money. Their customers after a time found them out, withdrew their patronage and after two or three bad years the firm failed. Such an example does not deter others from following the same practices, but the end is ruin.

It is the same way with the retailer. If he wishes only a transient success, he need not be scrupulous in his methods. If however, he wishes a success which will remain with him during the whole of his existence, and which he can bequeath as a pearl of great price to his successors, he must found it on the principles of honest, fair, and just dealing. To deceive a customer con-

cerning the quality of goods, or to take a higher than market price by misrepresentation is nothing more or less than sneak-thieving. It is not profitable in the ultimate result, nor honorable in the immediate action.

"An honest man is the noblest work of God," and Canada needs honest business men to save her from the dishonest politicians who are breeding in the vile atmosphere of American politics. The place-hunter, the professional politician, the boddler, and the organizer, have their hands in the public purse, and their dishonest methods, if unchecked, will become rampant throughout all parts of Canada's social structure. Her business men have a fair reputation for integrity and fair dealing, and this is an escutcheon which should be kept bright and polished in the face of a critical and admiring world.

LABOR DAY.

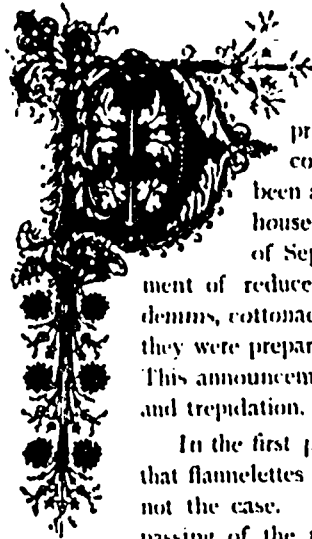
Labor day has been celebrated for the first time in Canada, and its significance is important. It shows clearly that in all national movements the labor element is, in future, a consideration. This is well. It is the equilibrium of safety which is produced when all the national forces counteract one another. It also shows clearly that labor is not undignified, but is worthy of respect on account of its dignity.

Toronto and Montreal have now a chance to take advantage of this day. By holding their annual Expositions so that the first Monday in September would be the second Monday of their fairs, they could attract large crowds to these cities on those days. This would perhaps necessitate the working of street car employees and retail clerks on that day, but these could have a holiday on a different date.

The result of this would be the elevation of the tastes of the masses, and an education of the laborer which would redound to the country's benefit. Show the laborer that he can be cultured and educated, and still pursue a calling which though not the highest, is yet the most honest, convince him of the compatibility of these two features of life, and bitter feelings will be removed from the hearts of those who under very adverse circumstances come to hate capital, government and the social structure.

Moreover the effect on business would be beneficial. According as the laborer's tastes are elevated, so must rise the quality of the goods which he purchases. His bare floors must be carpeted, his windows curtained, his furniture covered, his walls papered, his bookcase replenished, and his wardrobe enlarged. Arouse his ambition along this line, and business will be surprisingly enlarged.

COLORED COTTONS DECLINE.



DURING the past week the trade has been in a turmoil and a state of trepidation with regard to the price of colored cottons, and as a consequence sales by jobbers have been almost nil. A certain wholesale house in Toronto came out on the 1st of September with a glaring advertisement of reduced prices on "checked shirtings, denims, cottonades and flannelettes," and declared they were prepared to give astounding quotations. This announcement was what created the turmoil and trepidation.

In the first place, the announcement implied that flannelettes were further reduced, which was not the case. They were reduced just after the passing of the new Canadian tariff bill, and have remained steady ever since.

In the second place, the announcement was made in the daily papers, which went into the hands of consumers, and retailers were thus placed at a disadvantage. Their customers were informed of declines in prices months before they could receive these reductions. Hence retail trade in these lines has stagnated. Had the announcement been made in a trade paper, it would have fallen only into the hands of the trade, and its effect would have been much less disastrous. The common sense in these arguments will be an effectual answer to any person who might possibly say that this paragraph spoke one word for the retailer and two for the trade journal.

In the third place, this announcement was made in language so bold that it was misleading.

As everybody knows, there is a combine in Canada on cotton goods, and prices are not regulated by the cost of production, but by other sets of circumstances, which include: The protective duty levied on competing goods by the Canadian Government, and also the prices prevailing in countries which manufacture cotton goods similar to those put on the Canadian market by domestic manufacturers.

Proofs of this were seen when the prices of greys dropped after the readjustment of the Canadian tariff in March. About April 1st the price of unbleached cottons dropped from seven to ten per cent., because the duty was lowered from one cent per square yard and 15 per cent. to 22½ per cent. At the same time a reduction of the duty on bleached from one cent per square yard and 15 per cent. to 25 per cent., caused an average reduction in mill prices of seven per cent. These changes were pointed out in the April issue of this journal. At the same time it was pointed out that the prices of colored goods had "not changed much as yet," thus showing that a change was expected. Flannelettes dropped considerably, as has been mentioned, and linings were also lowered about 5 per cent., although on one line it was 12½ per cent. These examples show that prices are subject to the tariff levies, and do not necessarily conform to cost of production.

Now, as to the second contention that the prices are influenced by the prices prevailing in the countries who have similar goods for sale, the present decline in colored goods is offered as an example. The lowering of the Canadian duty would lead to an expectation for a decline. But this reduction

cannot wholly explain a decline running as much as 18 per cent. The fact was that cotton goods in the United States were at panic prices. The demand was not equal to the supply and prices went down to cost limits—perhaps went below it in some cases. Then the foreign market began to be worked, and Canada received her share of attention. Cottons were being offered in clearances to Canadian jobbers at 10 per cent. less than even the low prices in the States. The natural consequence was that the Colored Cotton Company, in order to prevent jobber-loading up for spring with United States jobs and clearances, dropped the prices of denims, shirtings and cottonades.

In proof of this assertion as to low prices in the United States, Dun's Review, of September 1st, says: "A comparison of standard articles elsewhere given shows a decline in price averaging 17 per cent. since last year, and 24 per cent. since 1892, the reduction in some important fabrics being 33 per cent."

Still prices in the United States are advancing. Print cloths have gone up a quarter and low grades of bleached cottons fully one-eighth. Otis checks and Excelsior checks and stripes are up one-quarter. With these advances staring them in the face, the Canadian Colored Cotton Co. might have held to their prices and avoided the disastrous break that has occurred. It may be that the lowering was decided upon before there was an appreciable change or hope of change in the United States market. If so, the circumstances must be simply regarded as exceedingly unfortunate.

A great many wholesalers in Toronto are of the opinion that did the colored cotton manufacturers of Canada commence to introduce new styles and patterns they would have considerably less difficulty in unloading their stock. They are still making patterns that had their origin in the infancy of the industry. In fact, one wholesaler asserted that he sold a great many of the patterns when he first went into business in England in 1859. On the other hand one wholesaler said that he thought, on the whole, they had done fairly well. But he is in a hopeless minority in Toronto so far as this question is concerned.

Having thus seen the nature of the causes that affect prices of cotton goods in Canada, this recent change in prices must be considered more fully.

The change was intended at first to apply only to goods delivered December 1st and after, and the new quotations were made to jobbers with that view. But now it is likely that it will apply to all goods delivered after October 1st. No rebates will be allowed to the jobber by the Cotton Co., and hence it cannot be expected that the retailers will receive any from the jobber. The latter will lose enough on present stocks without giving any rebate on goods he has already sold and shipped. There is little doubt, however, that considerably closer prices can be obtained from now until October 1st. The competition among wholesalers is too keen to maintain prices until the last minute.

The decline varies from 5 to 20 per cent., and shows that either there was previously a large margin in these goods for the manufacturer, or that prices are now down to cost of production. This latter is undoubtedly true, and THE DRY GOODS REVIEW prophesies higher prices on colored and grey cottons before another year rolls around. This will be especially and vigorously true if the United States manufacturers get busy enough to have their hands fully occupied with the trade in their own country. The cotton companies here are virtually in

control of the trade in Canada so far as internal competition is concerned. As soon as foreign competition is removed they will put the price as high as they dare.

A line of goods that formerly sold at 8½ cents at the mill is now sold at 7 cents, or a reduction of 18 per cent. Another line that cost 12½ cents at the mills is now sold at 10½ cents, and so on through the list.

In denims the reduction is very considerable, amounting on some lines from 15 to 18 per cent. In shirtings the reductions are not so large, and will average perhaps 7½ per cent., being 10 per cent. in some cases. In cottonades the reduction is very considerable and runs all the way from 5 to 10 per cent.

At these reduced prices, retailers need have no hesitation in placing heavy orders. Prices are bound to go up again as soon as the U. S. prices stiffen. This process has already begun, two or three well-known brands of grey cottons having advanced from 7½ to 10 per cent. at the United States mills.

MONTREAL'S OPINION OF THE DECLINE.

With regard to the drop in colored cottons various reasons, which seem logical enough in the opinion of Montreal dealers, combined to produce the decline. The consensus of opinion seems to be that the change in the tariff from a partly specific to a purely ad valorem one was the main reason. The English market also was much lower during the summer, several large lines being offered in Manchester, and the same tendency, only more accentuated, was to note in the New England market. All these facts naturally conduced to lower prices. Speaking of the matter a large wholesaler said: "Why, after the change in the duty the mill basis on cottonades was reduced from 30c. per lb. to 28c. per lb.; we got flannelettes at 4½c. which cost us 4¾c. per lb. previous to the change, and it was the same all down the list, denims being reduced also, which in my opinion goes to show that the change made by Mr. Foster is the main reason that consumers are getting cheaper cotton goods to-day."

In this opinion all the others spoken to coincided.

A CONVERT TO CASH RETAILING.

ANOTHER convert to cash retailing is J. A. Hunter, of Durham, Ont. This gentleman does a large retail business, and seems to have a hankering after improved methods of doing business. In fact, one would judge that he hasn't the slightest idea of allowing himself to be encrusted in the shell of conservatism or entangled in the cobwebs of inertness.

It requires considerable boldness to say to customers who have paid you hundreds of dollars every year, and who dealt, perhaps, with your father before you, that you cannot allow them to run any further accounts. Still, the people generally are coming to realize that the merchant cannot do business on small profits if there is a risk of considerable losses. To start cash retailing requires less boldness now than it did five years ago.

Mr. Hunter has adopted some other ideas which are very good. Among these is a determination to quote prices in his advertisement in the local weekly. This is an excellent plan if judiciously and persistently followed up. All the leading retail stores in Canada and the United States follow this plan. Take any New York daily, any Toronto or Montreal daily, and in it will be found columns of advertisements filled with short

descriptions of certain lines, and with the price mentioned in every case. The retailers are getting ahead of the wholesalers in this respect. The latter still stick to the old fossilized advertisements, which are composed mainly of puff and wind. There is not a speck of information in them, and they are a dead weight to the paper that is driven by its monetary necessities to accept them. Half the advertisements that "don't pay" are advertisements that say nothing in a round-about way.

Success to Mr. Hunter.

CIRCULARS AND HANDBILLS.

A READER writes asking for THE REVIEW'S opinion on circulars and handbills. These views are not new, but the convictions expressed are ever deepening.

Handbills on Saturdays and show days are just so much money thrown away. No farmer has time to stop, adjust his "spees," and worry through a long handbill about goods that he perhaps knows nothing, and cares less. He may read the advertisements in his weekly paper, as he sits by the fireplace and smokes his pipe, but if he does not, he certainly will not read a handbill thrust upon him at a time when he either has settled on what he wants, or is simply in pursuit of pleasure. If these arguments will not convince you, go out and watch the length of time ninety-nine out of every hundred will bestow on a handbill distributed at a country fair.

As for circulars, they are useful as supplementary to newspaper advertising on special occasions. Suppose a merchant is going to have a millinery opening, an artistic circular full of information gleaned from the columns of THE DRY GOODS REVIEW and from the pages of the merchant's experience will be a great help. It should always be addressed Mrs. or Miss, never Mr. Circulars are good occasionally when there is some thing very special. Too many circulars is worse than too few. The circulars must be pithy and pointed, and anything like verbosity or shallowness must be avoided. Say what you have to say and quit.

JULY IMPORTS.

THE figures of the July imports have been gazetted, and show a considerable decline in some items, yet a very small decline on the whole.

	1894.	1893.
Cottons	\$249,169 00	\$306,395 00
Fancy goods and embroideries.	115,943 00	119,568 00
Furs, manufactures of	37,860 00	117,032 00
Hats, caps and bonnets	69,764 00	46,362 00
Silks, manufactures of	252,750 00	303,282 00
Woolen manufactures	873,228 00	1,154,483 00
Free goods	\$4,291,907 00	\$4,903,477 00
Dutiable goods	4,574,610 00	5,672,867 00
Coin and bullion	1,191,709 00	116,293 00
Total	\$10,058,226 00	\$10,692,637 00

For the month the falling off on all imports is \$634,411, or a decline of 6¼ per cent. The decline in cottons, woolens, silks, etc., was very considerable. The whole was due to a very conservative tendency among importers, which has since been somewhat eliminated.

THE QUESTION OF TERMS AGAIN.

IMPORTANT CONFERENCES IN TORONTO AND MONTREAL -- NO AGREEMENT ARRIVED AT -- GOOD PROSPECTS FOR SHORTER TERMS ON ALL CANADIAN STAPLES.



HOWEVER great a contemplated reform may be, however plausible the arguments in its favor, however small the opposition to it, it necessarily takes a great deal of time, often years and years, to bring it about. But there is not the slightest doubt of ultimate success, if the reform is a worthy one, such as the "shortening of terms," over which there has been so much talk in the dry goods trade of this country.

This matter has come up again, and in a very peculiar way, with very peculiar results. Canadian prints have been sold during the past season without a profit to the manufacturer, without a profit to the jobber, and without a profit to the retailer. In fact, Canadian prints were a worry unto the trade. Finally, David Morrice, the head of the firm who control the sales of the product of the two great cotton companies of Canada, undertook to bring about a better state of affairs. He accordingly held conferences with the leading merchants in Toronto and Montreal. The Toronto conference was held on the afternoon of the 21st of August, in the office of D. Morrice, Sons & Co., Scott street. There were some nine wholesalers present, including all the leading houses.

The plan proposed was that a list should be adopted fixing the prices at which these domestic prints should be sold to the retailer, and from this list some 10 or 12½ per cent. discount was to be given to jobbers. This would ensure the latter a profit. The question of selling to such men as Eaton, Simpson, Walker, one man in Owen Sound, another in St. Catharines, and other retailers who were now buying direct from the mills, came up and was discussed but no decision arrived at. Then came up the question of terms. Should the goods be sold at four months from March 1st and Oct. 1st, with a cash discount of 5 per cent., 30 days, should the terms be 60 days net, or should they be three months with 3 per cent. cash discount? This was the great difficulty, and, with it unsettled, the meeting adjourned.

Mr. Morrice returned to Montreal and held further conferences with the wholesalers there, but no agreement has yet been arrived at.

It will be remembered that last January and February THE REVIEW published two articles on the question of terms and also interviews with the leading wholesalers on the matter. It was pointed out that the chairman of the dry goods section of the Toronto Board of Trade in his annual report deprecated the long dating ahead that was eating up wholesale profits and sustaining an evil system of doing a retail business on credit. This evil is just as obnoxious to day as it was last January. Goods are being delivered now and dated November 1st, four months, by every wholesale dry goods house in Toronto, save one. They all profess to sell October 1st, four months, but to those of their retail customers that are used to hanting, they give an extra month. On July 1st goods began to go out of wholesale houses with October dating, some even with November dating. That is, credit is given for seven or even eight months.

In February, the opinions of some of the wholesalers were given. Mr. Greenshields was in favor of a general four months' dating, with three months, 3 per cent. on domestic cottons, and four months, 4 per cent. on domestic woolens. He was sure that if a general understanding could be arrived at on the matter, no one in the trade would object to a shortening of the existing long credits. J. P. Cleghorn was in favor of any thing practicable in the way of shortening terms. Mr. Gault was sure 60 days was impracticable, but thought present terms too liberal altogether. Mr. Slessor thought the four months strict was necessary, and acknowledged that his house had adopted 60 days on some domestics. W. R. Brock & Co. were not in favor of 60 days, but were in favor of a strict four months on imported goods and three months on domestics. J. Short McMaster was strongly in favor of shortening forward dealing, and of curtailing the extremely large cash discounts now allowed. Mr. Woods, of Gordon, Mackay & Co., was strongly in favor of 60 days nett on all Canadian staples, and a strict four months on imported goods.

Two non-committal interviews with Wyld, Grasett & Darling and John Macdonald & Co. were given. These firms have again been interviewed with regard to the prospects for a closer dealing on Canadian staples.

Mr. Wyld, of Wyld, Grasett & Darling, was still non-committal on the subject. He seemed, however, to think that shorter terms were advisable, if general. But he was not inclined to say he would be in favor of a three months' basis of credit for Canadian goods, so long as there was not a general agreement that such should prevail.

John Macdonald, of John Macdonald & Co., spoke freely on the subject. He said: "I am willing to go for shorter terms for all domestic stuffs, but not for shorter terms on any one line. If an agreement can be arrived at to sell all domestic staples on three months' credit, and 3 per cent., 30 days, or even 60 days nett, I am willing to give it my full support. It must apply, however, to all Canadian goods from the oilcloths and tweeds to all lines of cottons. To take a smaller discount on one line of staples, or to adopt shorter terms on one line, is useless. A man buys a bill amounting to, say, \$500, of which \$50 is that particular line on which the discount is only 3 per cent. When he comes to settle up, he will take the 5 per cent. off the whole \$500. You may charge the difference of 2 per cent. on \$50 to him in your ledger, but you will never get it without a fight which may cost good feelings. But I fail to see the wisdom of wholesalers selling domestic staples at profitless prices to men who import their foreign goods for themselves. These retailers are forced to buy their domestics from the wholesalers, and why should this labor be done without a profit?"

Speaking with Fred. Kennedy, of Samson, Kennedy & Co., he said that for a long time their practice had been to sell domestic staples on short dates, making price the inducement rather than dating. They are strongly in favor of the wholesale trade generally adopting a strict three months' credit on these lines, and would strongly support such an arrangement. They believed that terms and discounts should be so arranged

that the man who pays for his goods promptly and pays his debts in full, should have the advantage over the man who does neither of these things.

In view of all these declarations of policy, there seems to be no reason why there should not be a general agreement to sell domestic cottons and woollens at three months, April 1st or October 1st, or 3 per cent., 30 days. There are no obstacles in the way, except the mere routine one of getting the wholesalers together and having the matter settled. And when it is settled, it will be one of the grandest boons ever given for the general well-being of the Canadian dry goods trade.

Let it not be understood that only the men who have been mentioned in this article are in favor of shorter terms. There are many other jobbers who, THE REVIEW can confidently declare, are in favor of three months rather than four, and will be glad when those who have the power to change the custom will do so. But it is for the large houses to lead; those who do a smaller volume of business will be sure to follow suit.

One great objection to the close quotations and long terms given on domestic staples is that it causes the price of imported goods to come high. It is folly for retailers to think that wholesalers are doing business for their health or for glory. They are doing it because they are making a nice living, and you can safely bet your last dollar that so soon as they begin to lose money, they will get out of it. If they sell domestic goods at a price which leaves a margin too small to pay for the handling, they are going to make it up on imported goods and on lines that are not "marked." It is just as foolish for a retailer to imagine he is buying all his goods from a wholesaler at cost prices, as it is for a green country youth to imagine he can beat a peanut shell man at his own game. If wholesalers made an average of 10 per cent. on their domestics, they would sell their imported goods at closer prices. This would be a distinct benefit to both wholesaler and retailer.

Another serious objection to these long terms is that it keeps a number of men in business who are otherwise too weak to carry on a business of any kind. A retailer can get in goods in August and September, and he doesn't pay for them until February 4th, or March 4th, and if he buys carefully he can sell them all by that time and have his cash ready. That is, the man without capital has equal advantages with the man who has capital. When a bad season comes, the man without capital assigns and compromises, because he has nothing to lose. The man with capital is expected to stand his own losses. This is a case where the penniless merchant has a greater advantage. He has nothing to lose, and so long as he can make a decent living he is going to stick to the business.

A retailer remarked to the writer not long ago, when he was asked how it was that he could not get such good prices as in previous years, "Well, you know," said he, "that for every fool that dies in the trade, two spring up in his place." He intimated that the class of reckless price-slashing retailers was increasing yearly, and profits were decreasing at the same time. This crop of fools can be traced directly to the long terms given by the wholesalers. Easy credits is the cause which engenders them.

Another point which we have long maintained is that shorter terms to retail merchants would mean more cash retailing. Ask any wholesaler which he would advise, cash or credit retailing, and he will answer, "Absolute cash, by all means." Ask the retailer which is the better plan, and no matter how he runs his

own business, he will answer, "Absolute cash, by all means." Cash retailing would avoid many a disaster, many a compromise, many a downfall. Cash retailing would be far more prevalent if the terms of wholesalers' credits were less liberal. The time in which a retail merchant demands pay for his goods is always proportionate to the time in which he has to pay for them himself.

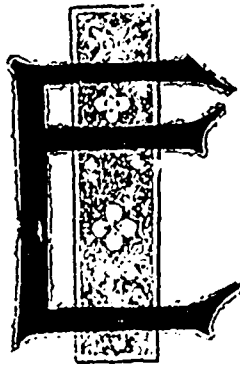
There never was a better time for the adoption of a three months' credit and a three per cent. cash discount on domestic staples. Every wholesale house in Toronto and Montreal is seemingly in favor of it, if the adoption of it could be made general. It only remains for the Boards of Trade to lead in the settling of the details. Toronto and Montreal wholesalers must work together, or the thing can never be accomplished. THE REVIEW is confident that no jealousies will be allowed to hinder the realization of this great reform.

There has been enough talk on this matter. All are agreed that it is a necessary change. Let the talk be displaced by action.

AS IT IS VIEWED IN MONTREAL.

THE DRY GOODS REVIEW had a chat with a number of Montreal wholesalers on this question of a uniform selling price for domestic prints. All of them declined positively to talk under their own names, though they discussed both subjects with considerable freedom. With regard to the first subject, the majority appeared to consider that it would have been a good thing for the trade had the different wholesale firms been able to agree on the basis of acceptance of the proposition made to them by the sales agents for the mills. The particulars of this proposition are now well known. It was to agree on a uniform basis of sale for all domestic prints, the mills to allow at the end of the year a discount of 10 per cent. on all low grade goods and certain medium navys, and a discount of 12½ per cent. on all the better qualities. This proposition was sent to all the big dry goods houses in Montreal as well as throughout the country. Meetings were held, the heads of two of the largest firms in that city taking up the matter in earnest, but they failed entirely in effecting any arrangement whereby the proposition could be accepted. The thorough canvass made shows that the failure was due entirely to the great variety of conflicting opinion as to what the terms of sale should be. Ethically everyone was unanimous in stating that it would be advantageous to have a uniform system of short credits, but when it came to stating exactly how short the terms would be, everyone seemed to have a different opinion as to what the terms should be. There was as much difference of opinion, to quote a leading merchant, among Montreal as among Toronto houses, and no less than five different propositions were, it is claimed, submitted by the same number of firms in the Western city. The upshot of all this difference of opinion was that no decision could be arrived at and matters are to go on in their old channel. Several of the larger houses express profound regret at this result, while one or two others and the majority of the smaller houses hold that if they are able to pay for the goods, they can and should do what they like with their own property. Briefly, it is simply the old story over again, and the only feasible way to secure the end desired by those who want reform is say shrewd members of the trade for the mills themselves to put their foot down and refuse to sell to anyone who is sailing too close to the wind with his customers.

INSIDE THE STORE.



EVERY store has windows. Every store has counters. Every store has shelves.

The windows, counters and shelves are receptacles for goods, and more.

They are places of display which cost the retailer nothing, for he must have them anyway.

The window, the counter, and the shelf offer the greatest opportunities for profitable advertising, seldom over-estimated, and almost always under-

estimated by the storekeeper.

A well arranged show window is a positive guarantee that the goods contained therein will be seen and appreciated by the passers-by.

The window is on the street where everybody will see it, whether he wants to or not, and, if it is dressed as it should be, the pedestrian will not only see it, but he will examine the contents of it.

There are two methods of window dressing, both good, but one should never be used exclusively, for in the alternate use of both is the greatest profit.

The first method is that of the artistic and harmonious, the blending together of colors and shades, the goods simply taking the place of decorative paraphernalia.

Such a window, if properly lighted, is very impressive, and is conducive to sales.

The second method consists of the display of goods, not really artistically arranged, and yet with more or less of a sacrifice of harmony and art the presentation of the goods themselves more than the arrangement of them.

No artist would be particularly impressed, from an artistic standpoint, with a large packing box in a window, with the name of the firm written thereupon in the shipping clerk's style of lettering, with a single shoe, a hammer, or bottle, or a piece of tire, or an electric bell, or any other one thing on the top of the box, conspicuous for its isolation, and yet such a window display would, from its novelty, attract the attention of every passer by, and that one article, common as it may be, will be studied and re-studied, because it stands by itself in the identity of its oneness.

A window display should never be a conglomeration of articles, unless such articles are used in the production of an artistic effect.

It is better to have two practical window displays and one artistic than to have two artistic and one practical.

The object of the window is to sell goods, and art and everything else should be used to that end.

It is generally advisable to present one class of articles at a time, either by showing a single article or a great many of them.

While it is sometimes better to show similar articles of different prices, it is more frequently advisable to present articles all of the same price in the same window.

The article retailing for \$1 certainly will not make as good an appearance in a window if displayed with a similar article retailing for \$2.

The \$1 article will look well enough by itself, but by contrast with a superior article of the same class its rough lines are all the more prominent.

Common calico should not be shown with silk, because silk looks so much better than calico that the calico is likely to look cheaper than it really is.

A \$3 shoe is generally a pretty good shoe, but alongside of a \$5 shoe it looks as if worth less than it is.

Working exhibits are always profitable.

There isn't anything very original or very brilliant in placing a wagon in a window and arranging it so that the wheels are kept in motion, and yet the movement of the wheels will make every one stop, and if they stop to see the wheels go around they cannot help admiring the finish and construction of the vehicle.

Everybody knows how shoes are pegged and mended, and yet it is sometimes necessary for a policeman to disperse the crowd when a conventional shoemaker is in the old way mending shoes in a window.

The same shoemaker inside the store would not attract anybody's attention, but in the window everybody stops to look at him.

Candy-pulling in a window is an old idea, and yet it never fails to attract a crowd.

Griddle cake cooking is familiar to everybody, and yet griddle cake eaters will pass by the griddle cake irons in the store and stop to look in the window to see the white-capped cook turn the flapjacks.

A lot of bricks dumped into a window, with a danger-signal sort of a card standing in their midst, announcing that these are the bricks used by the Great Atlantic and Pacific Building Co for the construction of their houses, will attract everybody and assist in making people enter the office.

Something out of the usual course of things, something which is either very artistic or not artistic at all, which illustrates one fundamental idea, will, if placed in the window, bring more trade into the store than any elaborate display of dress goods or any other goods arranged as the majority of people arrange them.

The same general ideas that apply to window dressing, to a greater or less extent can be used in the arrangement of goods in the interior of the store.

Have one counter devoted entirely to 25-cent goods, the next counter to 30-cent ones, but do not have the two qualities come too close together.

Of course goods of a character should be in the same department, but they need not be jumbled together.

If the carriage-maker has several carriages of similar styles, there is no reason why he should put the carriages very nearly alike side by side.

Let him separate them so that each carriage will have an identity.

That which applies to carriages applies to everything else.

Furniture should never be so placed that because the next chair is a little better than the chair in front of you, the chair you are considering looks cheaper than it is.

The goods on the shelves should harmonize in appearance and color.

The shelves should present a background appropriate to the conditions of the room.

The mission of the shelves is to a certain extent like that of wall-paper, and should assist in making the room more cheerful and brighter.

Certain goods can be shown to advantage upon the shelves, and should be arranged so as to stand out as prominently as possible, but where goods can't be seen to advantage they should simply be arranged so as to harmonize in color and shade.

The show-case, which is a sort of compromise between shelf and counter, should be arranged as nearly as possible on the window plan, and should be well lighted, artificially or otherwise.

A dark shelf is bad enough, but a dark show-case is an abomination.

In every store some one clerk who understands effective display should be made head dresser and decorator, and his services should be appreciated. He should be made to understand that what you want is something that will sell goods, not something that will only delight the eye. It is better to have too much business than too much art in it; but art and business in the right proportion bring the most business. All these things cost little, and it is simply a question of whether the business man will use them for all they are worth, or sacrifice so much good advertising and selling space.

In the use of everything, each part playing its part, is the success of business.—By NATHANIEL C. FOWLER, JR.

FALL CLOAKINGS.

Many of the houses are doing a rushing trade in ladies' and children's cloakings. For the use of the latter, nap cloths in fawn, scarlet and dove colors are very neat. Still rougher hairy effects are seen in pretty shades. In ladies' cloths, while covert coatings have been a fad and sold as such, the general trade has not loaded itself on this class of goods in either mantlings

or dress goods. Black, tan and golden brown beavers have, as usual, the largest aggregate sales. To these colorings must be added myrtle green. Fancy tweeds are doing extra well and will be worn very generally. A fancy tweed ulster or jacket with a bright-colored checked lining is as handsome and serviceable a garment as a lady can have. Astrachans are selling, but not so well as last season. Black brocades are moving in small quantities.

HOW TO FILE RECEIPTS.

Every firm has its own way of filing invoices, receipts, letters etc. The best and most convenient method is, of course, the regular indexed file, in which two holes are first perforated in the receipts, and they are then placed under their proper initial letter on the file. The plan followed by most merchants, however, is to fold the sheet once or twice, write particulars on the upper part of the back, and enclose it in a rubber band. An objectionable feature in this method is the irregularity in the size of the sheets thus folded. Some will be $3\frac{1}{2}$, others $2\frac{1}{2}$ inches wide, but the bulk will vary $\frac{1}{8}$ to $\frac{1}{4}$ more or less than 3 inches. This makes a bundle with a very irregular edge. Some of the receipts will slip out easily, while the whole packet must be pulled to pieces before the others can be got out. While talking to a St. Stephens, N.B., merchant a few days ago, THE REVIEW noticed a simple device he used to produce even edges. It was a tin strap $2\frac{1}{2}$ x 10 inches. This strap is laid over the receipt, which is folded over the exact size of the strap. This gives a bundle with perfectly square edges and no overlapping. This strap is, perhaps, narrower than most bookkeepers would use. Three inches would be nearer the average width.

Dress Goods

Sales have increased lately, and Prospects are Brighter all round.

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

A VALUABLE CIRCULAR.

A CIRCULAR worthy of more than mere mention has just been issued by Caldecott, Burton & Spence. It is unpretentious in appearance, yet very neatly printed. Its charm, however, lies in the fact that unlike most circulars from whole sale houses it says something new, gives much information, and is manly and dignified in its tone. Part of the circular runs as follows:

"1893-94 will long be remembered for the **universal depression** and stagnation of trade throughout the commercial world caused by **extravagance** and too many people living on **borrowed money**. Beginning with the failure of Baring Bros., through enormous loans to the Spanish and Portuguese races in the Argentine Republic, who, like most inhabitants of hot climates, would rather live on other people's money than work for their own—going on to Australia with the **bumptiousness** inherent in **young nations**, as well as young people, spending John Bull's borrowed money like water in building themselves fine houses, etc., till the reckoning day found them **short**—it spread all over the famous **sixty-million market** to the south of us. The American people, bound to **beat all creation**, and transfer the centre of trade from Britain to this continent—tried to make **the almighty dollar** that ought to be worth **100 cents** do duty if it only contained **50 or 60**, forgetting that Europe held the money bags, and could clip their wings when they soared too high. Then labor strikes foolishly entered on during bad trade, stopped the circulation of money, and ultimately failed, because it must be apparent that when the prices of **commodities fall** the price of **labor cannot rise**. Such a combination of adverse circumstances, and such continued depression, has not occurred for the past fifty years. But after you have got down to the **bottom**, if you keep on, you must begin to **rise** again. Everyone has been saving; money has been stagnant, but the **signs of a revival are at hand**.

"The American **tariff settlement** is the first forward move. Prices have been forced to the **lowest possible point**, not of **profit**, but of **existence**.

"We are preparing for the revival that is coming. It means that higher prices will soon be demanded, and that late orders will be uncertain of delivery on time. Our spring samples will be out complete by end of September. Our **specialties**, etc."

This circular gives the experience and the opinions of men whose judgment can be relied upon. For this reason the people by whom it is intended to be read find it worthy of a careful reading, and it gets that reading.

CUTTING IN PRINTS.

During March and April there was some cold and dreary weather. It is during these two months that the large sales of prints occur. This cold weather killed these sales, and wholesalers with large stocks were disappointed.

Some of the weaker backed houses began to cut prices—a ridiculous and unnecessary thing to do—thinking thereby to unload. They did unload, but did it at a loss—loss of money, loss of respect from the trade, and loss of their self-respect.

Other houses held their stocks, feeling that prints must be sold to fill the usual requirements. June, July and August have been extra good months for prints and stocks became quite valuable. Those who held off and refused to enter into a price-cutting

which was demoralizing to the market, have sold their stocks since at advances on cost. Such is the reward of virtue and common sense.

THEY ARE HELPING CANADA.

The troubles in the United States, Australia, South America and Africa are indirectly helping Canada. British and European investors are sending their money into this country, for the business of the Dominion is on a sound basis, and its progress, though slow, is sure. Within the last few days a wealthy British manufacturer of hosiery, who has been on a business tour in which he visited these countries, decided to invest a considerable amount of his own and friends' money in this country. He said he felt it was safer in Canada than anywhere outside of Great Britain. He tried very hard to buy an interest in a young but successful Montreal firm, but finally placed it in a number of dividend-paying stocks.

SELLING DIRECT FROM WAREHOUSE.

THE millinery openings during the last week of August in Toronto and the first week in September in Montreal brought a large influx of buyers into both cities, and has called the attention of the trade to the great advantages of selling direct from the warehouse when it can be effected. Said the warehouse manager of one of the largest of Montreal's firms to THE DRY GOODS REVIEW: "The thanks of the general trade are due to the millinery houses in organizing these cheap fall and spring trips, for they always incidentally result in a considerable addition to the aggregate of our sales. For instance, our sales during the past week have had a remarkable increase, and though I do not believe that we can dispense with the traveler, the advantages of selling direct from the warehouse are, to my mind, obvious. I consider it to be the only sensible way of selling goods, and our business of the past week only strengthens the belief. We have sold goods all over Ontario and Quebec direct with satisfaction to the buyer and great satisfaction to the seller. In fact, if merchants generally could arrive at some method of securing the sale of goods direct, their profits on the same amount of goods turned over would increase materially. The aggregate expense in placing orders by travelers is enormous, as any house knows that keeps a large staff on the road, not counting the large losses that so frequently occur through travelers pushing goods throughout the country."

Another gentleman spoken to in relation to the matter said that it opened up a very nice question, indeed, but also too large and comprehensive a one to be discussed at short notice. He might remark, however, that the tendency of the trade more and more every year was for the seller to solicit from the buyer if business was to be done. It might be all very well in the old days to sit and wait for customers, but in these days of competition he was afraid that the firm that did so would find their sales accounts shrink faster than advisable. Selling direct from the warehouse to the buyer no doubt had its advantages, and might be beautiful in theory, but he thought it would hardly do to practice with the conditions governing trade at the present day.

When times are dull, push your trade. When times are good, it may be safe to let it push you.

SPECIAL MONTREAL NEWS.

SINCE our last review travelers have been out on their fall placing trips, and at the date of writing the majority of them have returned. The consensus of opinion in this connection is that the aggregate volume of business on this account is not up to that of last year. Everyone admits, however, that considering the prevailing conditions, it has been much better than expectations, and of late the volume of trading has shown a decided increase, in fact there are indications in many lines that the improvement will continue.

Few changes in value are to be noted, but the tone is firm, and already, according to cable advices, the influence of the settlement of the American tariff question is being felt by the foreign textile markets, values being advanced in one or two cases. Buyers now on the other side therefore will have to pay more for their supplies, and this means an advance in the near future on all imported staples.

There is also a steadier feeling on cotton goods. The importations of American goods have almost ceased here as it has been discovered that the supply in the New England states will all be wanted for the home demand for some time in the future.

There have been several meetings of leading representatives of the trade with regard to fixing a uniform basis for domestic prints. They did not materialize in anything, however, as will be noted elsewhere.

There has been quite a demand for low-priced lines of all kinds from the lumber regions during the past few weeks. Notable in this connection has been the enquiry for coarse blankets from the Ottawa valley, orders for several large quantities being received.

A canvass of several of the leading houses develops the fact that remittances on the 4th of September were rather better than on the 4th of August, and that they compare very favorably with the 4th of September in 1893.

Summing up the conditions in the different sections, a member of one of the leading houses said: "In Manitoba and the Northwest trade is very unsatisfactory; in Ontario and Quebec it is quite as good as can be expected, and in the Maritime districts indications are encouraging."

The staff of Hodgson, Sumner & Co. have been very busy during the past week on all kinds of fall goods. Thomas E. Hodgson, one of the partners, is away enjoying a piscatorial trip to the fishing grounds on the Mattawa.

Dress goods this year are a very large line with Thibaudeau Bros. This department is a very well-assorted one with this firm this fall. Another strong line that they offer is their large stock of shawls, which are well worthy of attention.

Hosiery and gloves are a specialty with Brophy, Cains & Co. They are showing handsome ranges this fall.

L. A. Nadeau, general manager for Thibaudeau Bros., has just recovered from a very severe illness. He was down at the warehouse last week for the first time in several weeks.

In our last letter reference was made to a large line of prints carried by a firm here. The information was not correct, for the house in question are prepared to prove that instead of marketing only a small portion, they have turned over two-thirds of the lot.

J. G. McKenzie & Co. had a busy week of it during the millinery openings in all kinds of fall goods, dress fabrics, tweeds, etc., their warehouse sales being unusually large. The

fact that they placed goods as far west as Goderich in this connection shows from what a distance buyers come owing to the cheap trips.

S. Greenshields, Son & Co. note an improved demand for all kinds of fall goods recently. Serges keep as much to the fore as ever, and the firm have had to repeat orders nearly every week for Priestley's goods of this kind.

Box cloths, beavers, reversible cape cloths and ulsterings have had ready sale, and are still well assorted with Brophy, Cains & Co.

Linen towels, towelling and tablings, new stock at new prices which are less than old prices, are a leader with Brophy, Cains & Co.

Cottonades and flannelettes are a large line with S. Greenshields, Son & Co., in fact they carry one of the largest stocks on the market. Buyers are sure to find something to satisfy them.

Brophy, Cains & Co. report that this has been the best season for handkerchiefs that they have ever had. Their assortment is larger than ever.

JAMES P. MURRAY AT IT AGAIN.

A SELECT few of Toronto's leading business men assembled at the Toronto Club, Wednesday last, for a small dinner given by James P. Murray, better known as Jim "Imperatrix" Murray, of the Toronto Carpet Co., in honor of J. R. Kendrick, of Philadelphia, who is the United States textile statistician, the presiding judge on carpets at the World's Fair, and proprietor of the Carpet Trade Review. Among those who sat down to the table spread with plenty were W. R. Brock, J. J. Foy, Q.C., Henry Pellatt, J. P. Murray, C. B. Murray, J. A. Murray, W. T. Murray, J. P. Hayes, John Kay, J. L. Larke (World's Fair Commissioner), E. E. Sheppard, Geo. D. Perry, C. W. Clinch, A. C. Macdonell, and Hugh C. McLean, of THE CANADIAN DRY GOODS REVIEW.

When the host made sure that each guest had done justice to the many good things, an adjournment was made to the smoking room, where the remainder of the evening was spent in the pleasantest manner possible, and thoroughly enjoyed by all. For details, "Ax-minster" Murray.

In the course of the evening when Mr. Larke, the Canadian Commissioner to the World's Fair, was asked to tell of the funniest thing he heard of or saw at the Fair, he promptly responded by telling of a carpet manufacturer from Canada who, not being satisfied with the looks on the faces of the judges as they reviewed his exhibit, started in to "bluff" them. He first told them that he insisted upon the highest award, and furthermore he wanted them to delay making the award on one particular line until he could go home and make a special piece of carpet. In the meantime they might go ahead and judge his other lines, and if they couldn't give him an award for the right side of the carpet to give him something on the beautiful finish of the reverse side. The best of it was that not only did the judges stop the whole Fair until the Canadian got back with his carpet, but they awarded him the highest honors.

When Mr. Larke finished his little tale it was unanimously decided that the only man in Canada who had "nerve" enough for this was "Jim" Murray, president of the Toronto Carpet Company.

The gathering broke up at an early hour, all voting Mr. Murray one of the most genial and generous of hosts.

THE WOOL MARKET.

FOR a long time everybody has been expecting the price of wool to go about. The suspense has been of two years' duration, but now it is ended. Wool entering the United States goes in free of all duty, as free as into Great Britain. The consequence is a stiffening of prices in all markets. That the price is not yet up to expectations is not to be wondered at. The amount of wool that entered the market just when the barriers were removed was enormous, and the supply was greater than the demand.

The following figures of the U. S. consumption of wool are instructive :

1891	561,000,000 lbs.
1892	562,000,000 "
1893	619,000,000 "
1894	474,000,000 "

This meant that with the ordinary amount of wool grown and the ordinary amount imported, stocks in brokers' hands will be large. In fact, when the Tariff Bill became law, some 70,000,000 lbs. lay in the Customs houses. This would at once be thrown on the market.

Another reason why the price did not rise with the expected suddenness is that the consuming power of the people is very weak just now, and will be until industries in general assume their wonted liveliness. As soon as they can do this, and buy up the \$6,000,000 worth of foreign wools that lay in the Customs houses on August 27th, take up the surplus stocks of domestics that have been held, then the foreign wool market may expect to be benefited.

Late reports from English markets show a slight advance in prices of from 5 to 10 per cent. The sales on the 18th inst. will regulate prices, and some startling circumstances may be expected to appear.

In local markets, manufacturers are paying advanced prices, perhaps larger advances than exporters are getting by shipping to the States. As high as 17 cents has been paid for rejects. Greasy Capes, in sympathy, are now bringing from 14 to 16 cents, although the supply is meagre. Canadian fleece is running from 17 to 20 cents. Supers are scarce at 23 to 26 cents.

Lyons Bros., Kingston, shipped 500,000 pounds to Mr. Brightman, of Rochester, N. Y., one day last week. They got a good price.

Dealers in Hamilton, Toronto and Montreal who held for advances have done very well, and have cleared at satisfactory figures.

Dun's Review of September 8th says on this subject: "Instead of an average exceeding 6,000,000 lbs. weekly for the past four weeks, the sales at the three chief markets have dropped to 4,115,100 lbs. for the week, against 1,370,700 last year, and 7,610,800 the same week in 1892. It is also stated that part of the 4,000,000 lbs. reported this week represents sales in previous weeks which were not then made known in detail. The business has continued quite active at Philadelphia, Eastern mills having bought large lots. But at Boston and New York the market is decidedly slower, manufacturers having apparently supplied all requirements for the orders they have in sight, and domestic fine fleece are neglected, X and delaine wool being quoted about 10. lower. The higher prices quoted abroad this week have caused an advance here of 1½ cents in Australian, and carpet wool is strong. At Chicago prices are

weaker, though many holders are firm, believing that the decline to be expected from removal of duties has been anticipated."

The net increase in the Australasian wool supply for the year ending 30th June, 1894, totals 86,017 bales.

WATERPROOF GARMENTS.

Rubber coats are being displayed at all the wholesale houses. Wyld, Grasett & Darling have a shipment of black parmattas and tweeds, with 26 and 30-inch capes, ventilated, two large pockets, stitched seams and edges. These are kept in stock in a variety of qualities. An extreme style is a navy beaver, double-breasted, large smoked-pearl buttons, velvet collar, loose back and no cape. An assortment of umbrellas in gingham, alpaca, zenilla, laventine and silk is shown. Wood and steel rods, some japanned, others nickeled, attractive and nobby handles in knobs and crooks are the leading features. Lap rugs and mauds in wool and plush are in full display.

DOES FAKE ADVERTISING PAY?

Daniel & Robertson, of St. John, N.B., make short interviews with canvassers who work fake advertising schemes. "When we were young and verdant, and thought we knew it all," said Mr. Robertson to THE DRY GOODS REVIEW, "we went into hotel registers, circulars, posters, write-ups, and similar things. Many of them were nice in theory, but we could get no results."

"Then we tried newspaper advertising. That paid us, and we have used it ever since. For our country trade we have used calendars, not as an advertising venture, but as a souvenir. They are getting common and we are not using them now. We may possibly, however, adopt something new in this line. I am looking into the matter now, but we will not charge the expenditure to advertising account."

W. R. BROCK & CO.

W. R. BROCK & CO. have a special line of grey flannels to retail at 25c. which is extra good value. Four special lines of umbrellas to retail at 50c., 75c. and \$1 are being cleared at 25 per cent. below regular quotations. Several stock lots of braces have been lifted out of the manufacturers' hands, and are being jobbed at less than mill prices. Cable repeats have been sent this week for "R.D.F." dress facing and for cashmere gloves. Both lines have been in great demand for the past month. Flannelette shirts to retail at 25 cents are a surprising line.

They claim to be showing some extraordinary values in wool half-hose. Their 3½-pounder call "Beatsall" leads the trade and is selling in large quantities. Cardigan jackets are a leading line with this house. Their favorite numbers, Paralyzer, Dandy, Ripper, Blizzard, Jumbo, etc., are well known to the trade and this season show up better in weight and style than in any previous one. Special value is being offered in men's black waterproof Para coats, with deep cape, sewn seams and edges, and ventilated sleeves; also three deckers, a detachable triple cape, mantles in ladies' and misses', being the purchase of their special buyer, who secured these goods under extraordinary circumstances away below market value during the trade depression in the British markets. Further shipments of dress trimmings in fancy lace braids, insertions, jet, and other makes are being opened up.

"THE DISTINGUE" WATERPROOF.

THE enormous strides made in the manufacture of waterproof garments is very striking, although the industry is yet young. One does not need to go back very many years to remember the time when mackintoshes (to use the old term for them, now becoming obsolete) were, with most people, things to be abhorred; as for beauty of shape and fit, there was none. It seemed possible only to make them in certain kinds of dark and sombre material which had a repellent look, and no one ever dreamt of wearing them unless absolutely compelled by the inclemency of the weather. All this is changed, and it is now an acknowledged fact that waterproof garments for ladies are dangerous rivals to the ordinary mantle, whilst for gentlemen it is also not denied that the improvement manifest in this class of goods has had a visible effect upon the ordinary overcoat trade.

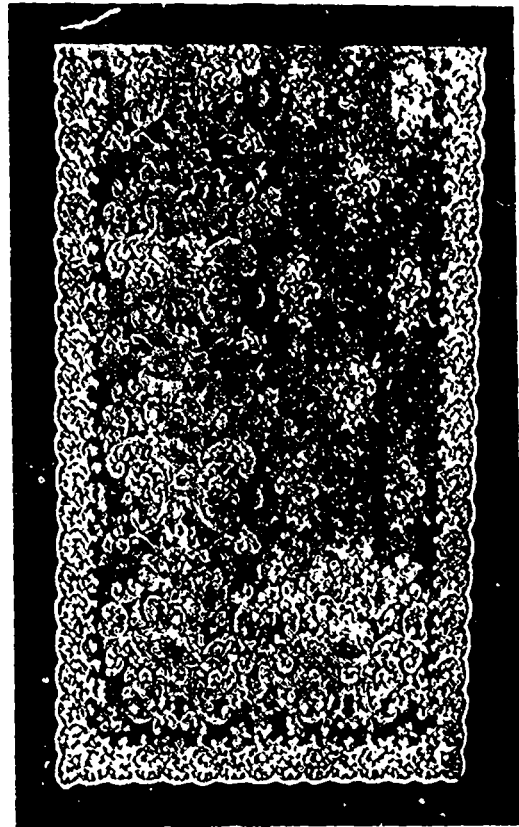
Speaking more particularly of the waterproofs for the gentler sex, it is now possible to obtain garments which combine all the beauty of a mantle with the protection of a mackintosh. Foremost in the vast improvement effected during the past few years stands the manufacturer of "The Distingue" waterproof, a name which, by-the-by, is fast becoming a household word in the Mother Country. It has already attained considerable prominence in Canada and the trade is steadily increasing. In the works where "The Distingue" is made about a thousand people are employed, and admirable and tremendous producing facilities are embraced within their area. With the exception of the actual weaving of the cloth, which is obtained direct from the looms in the manufacturing centres of Yorkshire, Scotland, etc., every process is carried out on the spot: even the rubber, of which only the best Para is used, is obtained in its raw state from the rubber plantations of South America. But this has to undergo considerable chemical and scientific treatment before it becomes applicable to the purpose for which it is intended. It would occupy columns of this journal were we to attempt to give any idea of the whole course of manufacture of "The Distingue" waterproofs. We will simply reiterate what has been said regarding this particular make by the best judges and largest buyers of these goods in the world. They say, and we have seen their opinions in writing, that it is without a doubt absolutely the most perfect, the most scientific, and, as a natural result, the most popular waterproof in the market. Not content with resting upon his laurels, which he has deservedly gained in the commercial world through the excellence of his productions, the manufacturer of "The Distingue" has latterly brought out a feature which, in its novelty and utility, has already to a very large extent revolutionized the trade. Lady wearers of waterproof garments are familiar with the cold, bare and somewhat ugly appearance of the rubber surface with which these garments are lined, and which gives them their quality of turning the rain. For years it has been felt that this feature was somewhat of a drawback, and after a long course of experiments, entailing a vast amount of trouble and expense, the manufacturer of "The Distingue" recently perfected a process (which, of course, he has protected by patent rights) for manufacturing garments having what he terms an "Art" proofing. This "Art" proofing takes the form of a rubber surface which may be had in a variety of designs and shades. It imparts to the garments the appearance of being lined with a textile material, and indeed, unless minutely examined it is almost impossible to detect the difference between the two.

"The Distingue" waterproof mantles for ladies' are produced in a variety of shapes, affording a very wide choice, and they bear the closest resemblance, and indeed are manufactured upon the same lines, as ordinary mantles. They serve two purposes as they can be worn either in sunshine or rain.

In gentlemen's goods, of course, the run is only upon two or three shapes which are always popular. The pattern books in both classes of goods contain an enormous variety of designs in all the newest materials and shades. The advertisement, on another page, tells where it can be produced in Canada.

AT JOHN MACDONALD & CO.'S.

New goods and special drives are numerous at John Macdonald & Co.'s just now. In their curtain department, besides a large stock of the fine lace-effect goods which are so popular now in the lace curtain trade, they have a special stock lot of curtains just to hand. No. 6042, illustrated here, is a specimen of the stock. It is one of several patterns in a line of $3\frac{1}{2}$ yard



No. 6042

curtains, in white and cream. The quality is extra, and is, it is claimed, being sold at much below regular price. In chenille curtains the prices are even lower than last year. Plains with a dado have the call this season.

A new shipment of satin quilts, from the lowest to the highest grades in the latest designs, is receiving much attention.

Another shipment of their well-known plush mat in its two sizes is to hand.

In carpets the trade is not overly brisk, but still a certain quantity is always moving. A queer point in this trade this season is that the best carpets are selling more largely in proportion than the cheaper grades. The hard times are prevalent, but peculiar.

TRADE GOSSIP.

D. W. ROSS, of D. W. Ross & Co., general merchants, Parry Sound, was in Toronto last week. He was en route for New York, from whence he sails for Scotland by the *Lucania*. He wore a buttonhole of heather in honor of the occasion. Ross & Co. have recently bought out the firm of S. & J. Armstrong, who have been in business in McKellar for some twenty years, and business at this branch will be carried on under the firm name of Patterson, Ross & Co.

R. McKiechan is starting in dry goods at Winnipeg.

O. Hendry, of Simcoe, was a Toronto visitor at the millinery openings.

Mr. Cronyn, of W. R. Brock & Co., has started on another European buying trip.

Wm Minardus, formerly in business at Gravenhurst, committed suicide recently.

G. M. Smith, of G. M. Smith & Co., Halifax, N. S., has returned from his European buying trip.

Norman Bonnar, of Bolton, has purchased a tailoring business in Acton, lately owned by Briggs Nicklin.

Mr. Burton, of Caldecott, Burton & Spence, is in Europe. He reports the markets advancing in many lines.

J. H. Ames, tailor, Bay street, Toronto, was burned out about two weeks ago. Damage \$4,000; insurance \$1,500.

Willis Mason, late of the Manning House block, Windsor, has removed to the double store in the new Fleming block.

Robt. B. Harcourt, tailor and men's furnisher, King street west, has become a member of the Toronto Board of Trade.

Kingsman, a dealer in hats and fine men's furnishings, has opened out a neat establishment on King street west, Oshawa.

Galt clerks get their weekly half holiday on Thursday afternoons, all the stores closing at one o'clock for the rest of the day.

Carley Bros., clothing, Winnipeg, are in financial difficulties. Their liabilities are principally to J. W. Keddie & Co., of Montreal.

Through a pneumatic tube 700 miles in length, letters are whirled between Paris and Berlin at the speed of twenty miles a minute.

The firm of R. Score & Sons, merchant tailors, Toronto, have opened a branch in Winnipeg with T. W. Score resident manager.

It has been discovered here that some one has been raising \$10 Bank of Montreal bills to fifties, and the public are warned against them.

Shipments of Northwest cattle to English markets are constantly increasing. This week seventy carloads of cattle have been shipped.

Marcus Rich's tailor store in the Yonge street Arcade, Toronto, was burglarized recently, and cloth to the value of \$150 purloined.

One evening recently J. M. Coombs, who has resigned his position as traveler for J. W. Peck & Co., wholesale clothing, Winnipeg, was waited on at the Leland by his late fellow employees and presented with a dressing case and smoking set as a token of their esteem.

Edmonton is the centre of the fur trade; here is gathered the furs from the Mackenzie, Peace and Athabasca rivers, Lac

la Biche, Jasper Pass and even British Columbia. About \$250,000 worth of furs have already been marketed here this year, and large shipments are reported on the way.

Stapleton Caldecott is recovering from a severe attack of illness. Though not as strong as usual, he is rapidly gaining his wonted health.

The Edmonton Board of Trade has drafted a memorial to the C. P. R. for a further reduction of freight rates to Calgary and the coast cities.

Joseph Lugsdin, of the firm of J. & J. Lugsdin, hatters and furriers, Yonge street, Toronto, is dangerously ill at his home with cancer of the liver.

A city priest surprised a Winnipeg grocer the other day by handing him \$75, the amount pilfered by a clerk who had made confession of the crime.

The store and goods which were the property of the late E. H. Disney, Balsam, are to be offered for sale on the 20th September by public auction.

John Stewart, merchant, and mayor of Prince Albert, died at his residence on August 31, after a two days' illness, from inflammation of the bowels.

J. C. Gilroy, of Gilroy & Wiseman, dry goods, Clinton, was in Toronto last week. This firm have a handsome store and are doing a paying business.

The many friends of W. R. Brock will be glad to notice the increased health which he is enjoying. He is about as vigorous looking as he was ten years ago.

V. H. Canham, buyer for G. B. Ryan & Co., Guelph, Ont., has returned from the Old Country after purchasing the firm's stock of fall and winter goods.

R. Struthers, of Galt, was in Toronto last week. This gentleman has made a great success of retailing. He was at one time in the wholesale business in Toronto.

The Canadian Pacific railway has reduced its rates 25 per cent. on dairy products from all stations on the Edmonton branch to points on the main line east and west.

If you read anything good in THE REVIEW, do not forget to give it the credit. When writing advertisers mention this journal. These "mentions" are extremely beneficial.

The old woolen mills premises at Glencoe have been cleared up, and the site for the new mill is now marked out. Operations will begin at once, and Mr. Vance will soon be settled in his new mill.

On August 24th a fire broke out in Pedlar's block, Oshawa, and damaged the stock of F. W. Brooks, tailor, to the extent of \$2,500. The building was also partially destroyed. Stock insured for \$1,300.

R. J. Hunter started gents' clothing and furnishing business on the corner of King and Church streets, Toronto, in 1867, in a modest way. His business has steadily grown until he finds it necessary to move into larger premises. He has removed to 21 and 23 King street west.

Among the the leading dry goods men who visited Toronto last week were: Mr. Fair, of Peterboro'; Mr. Robertson, of St. Thomas; Mr. Ross, of A. Ross & Son, Port Perry; Mr. Kerr, of Hamilton; Mr. Dowler, Guelph; Mr. McDonald, of Guelph, who, by the way, is doing a big business there; W. D. Ross, of Parry Sound, who was on his way to the Old Country, combining business with pleasure; Mr. Broderick, of St.

Thomas; D. Levin, of London, and Mr. Warner, of Lindsay. Mr. Lewis, of Burns & Lewis, clothing, London, was also in the city last week.

R. Flaws will in future represent in Canada, Arnold, Constable & Co., of New York, in upholstery, rugs and carpets. A full range of samples will be ready shortly.

Leslie Gault, of Gault Bros., sailed for England and the continent recently on the *Parisian*. He is making his usual fall tour purchasing supplies for his department.

MERCHANT, to small boy—Well, sonny, what do you want? SMALL BOY—Nothing, sir. MERCHANT—Well, you will get it at the shop next door. It's the only thing they advertise.

Mr. Towers, of Matthews, Towers & Co., returned recently from a lengthy business trip in Manitoba and the Northwest. He reports that business in men's furnishings, etc., is quiet out there.

The business carried on by Corner & Jackson, at High Bluff, general merchants, has been dissolved by mutual consent. Alfred Corner retires, and Geo. M. Jackson takes over the business, past and future.

Catto's and Simpson's new stores, in Toronto, are being pushed forward very quickly, and will be ready in a couple of months. S. F. McKinnon & Co.'s large warehouse is also assuming a finished appearance.

It is reported that D. J. Jamieson, who purchased the stock of F. X. E. Gauthier, at L'Original, Ont., a short time ago, does not intend to continue the business there, but purposes getting rid of the stock as fast as possible.

The latest crop reports from Southern Manitoba are most encouraging. As the threshing progresses it is found that the yield is greater than formerly estimated. Cutting is practically completed, and stacking is well forward.

Manchester, Robertson & Allison, St. John's largest dry goods house, have notified all their clerks that they have no further use for men who go bicycling on Sunday, and want no employee who does not respect the Lord's day.

Three merchants from the Maritime Provinces visited the warehouse of D. McCall & Co. last week and purchased largely. One was from Moncton, N.B.; one from Halifax, N.S., and the third from Springfield, N.B. They were delighted at the large assortment from which to select.

MacLeod Gazette: Who says MacLeod is not going ahead? Here is a partial list of the buildings erected during the past month or now in process of erection: C. Ryan, handsome two-story store and dwelling house; Barker & Miller, extensive addition to their store, to make room for dry goods department; D. Gairns, story-and-a-half building, to be used as a restaurant; C. J. Reach, large general two-story store, commenced yesterday; W. Gardiner, handsome and commodious two-story dwelling house; Mr. Newton, one-story dwelling house; H. Bates, extensive addition to his house; Geo. Pearson, one-story dwelling house.

Some forty merchant tailors assembled in the Monument National, Montreal, one evening recently to discuss the "dead beat" question, and the abolition of long term payments. Two of their number, Messrs. Gagnon and Lariviere, were deputed to wait upon the merchant tailors of the city with a view to definite action being taken in the matter under consideration. If this be done, not more than three months' credit will be given,

after which accounts will be put into the hands of the Modern Collective and Protective agency for collection. A "black" list will be supplied, and all uncollected accounts will be sold by auction by the agency.

A. M. Little, general merchant, Waterford, has decided to retire from business, and has issued an attractive circular to his customers announcing the fact. The first paragraph is so nicely and tersely put that it is worthy of reproduction. It reads: "After doing business in Waterford for over twenty-six years, and during that time have neither failed nor made a fortune, I have finally decided to retire. I believe that it is just as important for a man to know when to quit as it is when to begin. During my career in this place my business relations with the people of Waterford and surrounding country have, on the whole, been of the most pleasant character. I have been accustomed to meet daily with so many pleasant people and to see so many cheerful faces that it is with a great deal of hesitancy that I have decided to take this step."

AMONG OUR READERS.

ST. STEPHEN, N.B., Sept. 8th, 1894.

The Canadian Pacific is endeavoring to deal liberally with the business men of the Maritime Provinces. In fact, they receive better treatment in many respects than Ontario and Quebec people do, where there is keener competition. It would pay them to give more frequent special rates to Montreal, Toronto and return, and vice versa. They would visit these points a couple of times a year if they could get low rates, but they cannot afford to do so now. "Instead," said C. C. Grant, who does an extensive business in dry goods, "many of us go to Boston, to where we get very low rates. We do not buy a great deal there, but we get a few things we would not otherwise. We would prefer patronizing our own markets." THE REVIEW has heard the same remark made in other New Brunswick towns.

Some Canadians think the goods they buy on the American side are better than Canadian manufacture. On several occasions St. Stephen people have brought back Canadian goods from Calais, Me., just across the bridge, paying the American duty and profit, thinking they had American manufacture.

J. W. Scovil, manager of Oak Hall for the past four years, has purchased his partner's interest in that business and will continue it under the same name. They carry a rather better stock of clothing and men's furnishings than is to be usually found in this class of store. They have a very neat, attractive place, and appear to be doing a thriving trade. The new firm is J. W. Scovil & Co.

The St. Stephen dry goods houses set an example to the business men in many other parts of Canada. They made an agreement and they adhere to it. They agreed to close at 6 p.m. on Tuesday, Wednesday and Thursday, and they do. I was chatting with C. C. Grant as the bells were ringing the hour. Instantly the door was locked. About two minutes later an apparently well-to-do customer vainly besought admission. She wanted some trifle, but neither the proprietor or one of his clerks would turn the key. She left disappointed.

A. A. Cullen, who now controls the business of "The Golden Fleece" dry goods store, tells me there is every probability of an important change, but he is not prepared to make

any announcement at present. Along the street I gathered that they are reducing their stock. The firm began in 1846, and were at one time very prosperous, being worth, it is commonly reported, over \$100,000. When dull times came they retained their full staff rather than throw them out of employment. Things did not improve, but grew worse. Instead of compromising with their creditors at so much on the dollar, the late head of the firm, who was thoroughly honorable in every particular, handed over his hard-earned savings, paying them in full and materially reducing the volume of their business.

Mr. Cameron, of Cameron & McFavish, general dry goods, remarked to THE REVIEW: "I am strongly in favor of manufacturers putting out their own brands and not manufacturing a brand for each wholesale house. Let them adopt a few staples, brand them and stick to the brands. When brands and numbers are changed so frequently we never know what we can depend upon." Mr. McFavish, of this firm, takes much interest in things in Ontario. He is a brother-in-law of Hon. Timothy Anglin, of Toronto.

S. Webber is one of the latest additions to the dry goods row. He is disposed to proceed cautiously and if he gets what he deserves he will make money.

The Misses Young are carrying a very nice stock of millinery, silks, and ribbons. They now make one or two trips a year to either Boston or Montreal to make purchases and pick up new ideas.

Though the large cotton mills are closed Mrs. Stevenson finds her millinery business quite satisfactory. They employed about 500 hands, and as these are not drawing weekly wages it has made a material difference in receipts. Mrs. Stevenson confines her attention to millinery exclusively.

N. M. Mills, the junior partner in J. E. Algar & Co., looks after the advertising for that firm and is doing some bright work. They advertise in both American and Canadian papers. He appropriated Mr. Woods' idea in Gordon, Mackay & Co.'s advertisement in THE DRY GOODS REVIEW of a year and a half ago by attaching a big piece of cashmere—a special lot of which they had—to their advertisement in the Calais, Me., Daily News. It paid them well.

C. N. Vroom showed me a new man's brace he has just begun to manufacture. It is of non elastic web with elastic cord ends on a newly patented plan. The cords run in pulleys, but are so arranged that the loose end cannot slip up out of reach. The front ends have drawer supporters and are in cast-off pulleys. The brace is neat, light, convenient, and serviceable. Mr. Vroom tells me his suspender business is increasing. He has now representatives in the Maritime Provinces and Eastern and Western Ontario, but is on the lookout for an energetic man to carry his samples on commission in the Eastern Townships, Quebec.

ST. ANDREWS, N.B., Sept. 8th, 1894.

William Snodgrass combines a nice line of dry goods with his boot and shoe trade, and with the local and the summer tourist business he always seems to be busy.

Walter M. Magee, who has taken over his father's business, is making a push of his dressmaking department, where he makes tailor-made garments his specialty. By paying particular attention to the style and finish of the gowns, he is working up a reputation among the numerous American visitors and in many points in Nova Scotia and New Brunswick. He has hit

on a successful plan of getting customers to decide upon the style they want. He gets the London Pictorial every week. It contains many cuts of the latest garments of all kinds. This he submits to probable customers, and will make any style they may select.

Miss A. E. O'Niell, who has the only millinery store in the town, very wisely does not take advantage of her monopoly, but always contrives to keep up with the times by carrying such a stock that the best customers do not require to go to other towns to buy. She goes to Boston or Montreal twice a year and picks up quite a few novelties.

A PHOENIX-LIKE RE-CREATION.

A representative of THE REVIEW called on the Montreal Silk Mills Company, the proprietors of "The Health Brand" of underwear, the other day. He was agreeably surprised to find that they had entirely recovered from the effects of the disastrous fire which occurred in their factory last May, and were working tooth and nail, day and night, to make up for lost time, and avoid disappointing the numerous friends they have made among the retailers throughout Canada.

The mill has been newly fitted up throughout; its capacity has been enlarged by importations of new machinery of the latest improved type, and the staff of skilled operatives has been doubled. By these means they will be able to keep faith with their customers, and be in a position, when the time comes, to fill the repeats which the quality of the goods, and the extensive advertising this enterprising firm have contracted for, will not fail to produce in large measure.

It is greatly to their credit that a catastrophe, which might have been expected to be permanently disastrous in its results, has by energy and good management been completely overcome.

THE DUMARESQ CO., MONTREAL.

In this issue will be noticed the advertisement of the Dumaresq Co., of Montreal. This firm, it will be remembered, purchased the entire stock of the estate of H. Scheyer & Co., and are now continuing the manufacture of vulcanized rubber waterproof garments. The principal feature of their business, though, is yet the purchase of bankrupt stocks, and the retailer in search of job lots and cheap lines to draw fresh custom to his store should not forget to write for their list of bargains.

Since the purchase of the H. Scheyer & Co. stock, the most notable purchase of the Dumaresq Co. was that of the stock of the firm of Isidore Thibaudeau & Co., whose late premises they now occupy.

The latest acquisition of the Dumaresq Co. is the purchase, from the underwriters, of the salvage from the fire at the Montreal Silk Mills Co. These goods are now being sorted out, and the firm hope to be able to offer many tempting lines in the way of fall underwear.

Wyld, Grasett & Darling are doing a good trade in dress trimmings. They have a large assortment of all the season's novelties in jets, laces and beaverettes.

The Canadian Colored Cotton Co.'s mill at Hamilton has opened up again, having been idle since July 14. About 325 men started to work on September 10, but it is at reduced wages. The price of colored cottons have gone down, and wages the same. Will the wages rise when the prices rise?

FALL, 1894FALL, 1894

Samson, Kennedy & Co.

THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO: "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

WE beg to ask you to peruse our AUTUMN CIRCULAR, now in the hands of our friends. It is with pleasure we note the effect which it has already produced by the number of orders we have received for our

SPECIAL LINES

And the crowds of buyers that have thronged our Warehouse during the MILLINERY OPENING and first week of Exhibition.

Never before in the history of the house have we had such an early response to our Circular, thereby showing that our numerous customers fully appreciate our efforts to give them THE RIGHT GOODS AT THE RIGHT PRICES.

Buyers of **Millinery Notions, Dress Trimmings, Ribbons and Laces** would do well to be on hand early during the **Exhibition Week**, as these **ATTRACTIVE LINES** in our Stock ARE MOVING OUT RAPIDLY.

SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.

MEN'S FURNISHINGS.

WATERPROOF coats have been in demand this past week owing to the sudden return of the pleasant showers. For some months the demand for umbrellas and waterproof garments has been exceedingly lifeless and holders of stocks will welcome the change.

The straw hat, the blazer, the white vest, the negligee shirt have all been relegated to the background so far as wholesalers are concerned, and fall and winter goods are occupying all the attention. Neckwear is fairly brisk, and quite a few novelties are selling in the better trade. Heavy underwear is beginning to move, as are gloves of the heavier kinds.

Fall hats have not created any furore as yet among retailers, although the jobbers are in possession of little fall stock. It has been a season without features of any kind, without even a preference for the stiff hat over the soft, or the soft over the stiff. But there are signs of a different spring trade. Samples are now coming in and travelers will be on the road by October 1st. The pointer of the season is: "Keep your eye on the stiff hat." For about two years the soft hat has occupied a greater or less position in the market, and it has always been a large feature. It promises to be more in the background next spring than for several seasons past, and the stiff hat will arise and shine in all the glory of a victorious Caesar. There will be fewer extreme shapes for spring, but the forms of hats shown will be modified forms of the extremes of this season. Taper crowns in less striking shapes will still be shown, but rounder and fuller crowns will also be in large display.

While stiff hats are even now fifty per cent. better than at this time last year, fedoras will still be shown for spring. The wide brim and the medium height of crown will be the features of the leader. The crown will be somewhat straighter and consequently fuller at the top than has been usual.

HAT DUTIES IN THE STATES.

The American hatter gives the following list of the new duties on hats and hatters' goods, according to the new Gorman-Wilson Bill:

Hat bands and bindings, of which silk is the component material of chief value.....	45 per cent.
Hat leather and strips for.....	30 per cent.
Hat bodies of fur.....	40 per cent.
Hat braids, chips, etc.....	Free.
Hats, bonnets and hoods, composed of straw, chip, grass, palm leaf, willow, osier or rattan.....	25 per cent.
Hats of chip, grass, straw, horn, india rubber, palm leaf, straw weed or whalebone.....	25 per cent.
Hats, men's, women's and children's, composed of the fur of the rabbit, beaver or other animals, or of which such fur is the component material of chief value, wholly or partially manufactured.....	40 per cent.
Hats, pith.....	40 per cent.
Hats, silk and silk trimmed, in which silk is the component material of chief value.....	45 per cent.
Hats, sparterre, for making or manufacturing.....	Free.
Hats, wool, valued at not more than 30c. per pound.....	25 per cent.
Hats, wool, valued at over 30c. and not more than 40c. per pound.....	30 per cent.
Hats, wool, valued at over 40c. per pound.....	35 per cent.
Hatters' furs, not on the skin, prepared for hatters' use.....	20 per cent.

Hatters' furs, dressed pieces, suitable only for the manufacture of.....	Free.
Hatters' plucked coney skins.....	Free.
Hatters' plush.....	Free.
Hatters' wool.....	Free.

EXTENDING THEIR PREMISES.

Any Canadian manufacturer found extending his premises in this dull year must be making goods that the people want. E. & S. Currie, neckwear manufacturers, have more than doubled the size of their sample rooms, and have taken in two new flats for their workshop. The hum of the sewing machine and the click of the scissors have doubled in volume, and a large quantity of goods is being daily turned out.

Their new 50-cent tie, the 'Trump, is having a good demand and is suitable for the general trade. The Britannia is a more extreme style, but is an exceedingly taking tie, and has already found its way on to the counters of the best furnishing houses of the country. Two-inch derbys are having a decided run. Staple ties are selling in a manner which shows that furnishings are not the line which is most subject to fluctuations in volume of business.

GOODS FOR MALES.

MEN'S underwear, woolen half-hose, wool mitts, wool gloves, wool mufflers, and lumbermen's socks are some of the lines now selling by John Macdonald & Co. for men's wear. In underwear they have bought several manufacturers' clearances of overmakes, and are quoting some very special prices.

Rubber coats are always a feature of their stock. A stock lot is now being run off at a special price. This coat is an all-wool tweed, with 20-inch cape, and in excellent quality of cloth.

In fall neckwear they show the newest things, including narrow derbys, flowing end knots, as well as the more staple lines. The range of designs and colorings equals, if it does not surpass, that of former seasons.

Their stock of umbrellas is large, and besides the cheaper lines, they carry a number of fashionable specialties in natural crooks, natural cherry turns and knobs, elk horns, etc., in both steel and wooden rods, and in all classes of tops.

In men's woolens the leaders in point of demand with the best trade are vicuna serges, mixture serges, brown mixes and blue mixes. Clay twill worsteds are becoming more popular as the season advances, and promise to run well in light weights for spring. Quiet effects such as mixtures are still in the lead, although there is a growing feeling for subdued or broken checks. A special drive in a 26 oz. blue serge is now being offered. Their range is very large in all classes of imported and domestic trouserings, suitings, ulsterings, overcoatings and linings.

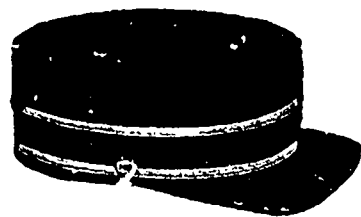
SAIAN What was your business on earth?

UNFORTUNATE I solicited advertising for cards, hotel registers, albums, and

SAIAN Right over there, in the warm corner, with the bunco steerers and green goods men!

A. A. ALLAN & CO.

John D. Ivey & Co.



WHOLESALE

**Hats, Caps, Furs,
Robes and Straw Goods**

*CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited.

A. A. Allan & Co.

51 Bay Street, TORONTO.

For the assorting season
we keep our stock

Well assorted

... IN ...

Each Department

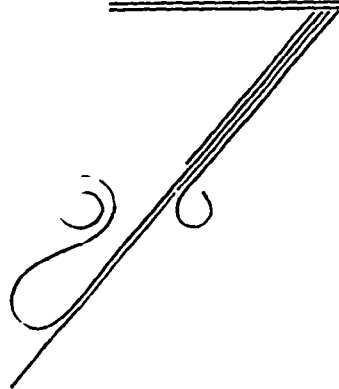
by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.

Write for Prices
of the

“ MANCHESTER ”



**Odorless
Waterproof
Garments**

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

FALL MILLINERY.

OPENING days are now a thing of the past, so far as millinery is concerned. Both Toronto and Montreal houses seem to have been well visited, even if the volume of business was smaller than usual. Still, on the whole, trade is satisfactory, because it is as good as was expected.

J. D. Ivey declared that business was smaller, but still satisfactory, on account of its healthy tone. Before the season's end he expects to see the usual amount of returns. In proof of his confidence they are using the cable freely.

A wholesaler remarked that the season would be a fussy one. The great variety of trimmings used this season would make the hats very heavy in decorations and variegated in styles. Hence there should be great profit to both wholesaler and retailer.

The walking hat that has taken the market is an English hat. It is a wider brim than last season, with a medium crown, tapering and dented. It is not of so open a character as the New York walking hat, but is closer in its line. Browns, tabacs and blacks are the felt colors. Sometimes the ribbons are the same, sometimes of a contrasting color.

Imitation fur-bound flat hats are good. A few genuine lambswool bindings were shown early, and were quickly picked up by the best trade. Flat hats, especially in whites, are good property.

Plaques are still selling. The variety is larger than ever. Felt on one side and black moire on the other is something new in reversibles. Lace-stamped plaques are a novelty, as are moired felts. These shapes will continue to sell during the season.

A novelty in the range of velvet hats with plush crowns is a double-brimmed hat, of different colors, the lower flat and the upper rising from it in varying but graceful curves.

D. McCALL & CO.

The warehouse of D. McCall & Co., Toronto, has been a hive of industry during the past two weeks, and they claim to have done an excellent trade, despite the fact that parcels were somewhat smaller than last year. Their trimmed hats were sold out in short order, despite the fact that they had as many as a hundred females laboring in their workshops. All the year round they employ from twenty to thirty females, while at special seasons their number runs much higher. They have all the leading novelties of the season, and are daily receiving the newest things from New York and London, so as to keep their customers supplied with the latest novelty in the market.

MONTREAL MILLINERY OPENINGS.

The fall wholesale millinery openings which were held in Montreal on Tuesday, the 4th, were, in the opinion of the trade generally, quite as successful as those of previous years, and the attendance was equally as good. This at least is the opinion formed by THE DRY GOODS REVIEW after a chat with representatives of Thos. May & Co., Caverhill, Kissock & Co., John McLean & Co., and the Montreal branch of D. McCall & Co., of Toronto. With regard to the styles, etc., a careful review of them as developed in the showrooms of the houses mentioned results in the following conclusions. The new hats are to a large extent in velvet and felt, hats have a decidedly large

tendency and the bonnets medium. Jacquimot and bluett are the prevailing colors, though brown holds a good place. A good demand is expected for both moire silk and moire velvet ribbons, also soleil or sunbeam velvet, while plain goods will hold their usual position. Felt and covered hats, seem to be the prevailing idea for children's wear. Jet still holds its front rank in trimmings. Stiff felt English walking hats are to take the place of soft felt, while the attractive sailor hat, both in high and low crowns, fully retains its popularity. The new color this year is "phlox," a light watered magenta, shown in velvets, silk and ribbons. A new ribbon is called the "Liberty," one side satin and the reverse a heavy cord. Among the new tones is the "Cornflower." Feathers per se are not in the market, but in wings and feathers the twill style is the rage, with wings and birds frosted and jetted more profusely than ever before. Ospreys and feather bands retain their hold. Chenille spot veils are considered quite the thing. The three favorite combinations this fall are: First, tan, magenta and bluett; second, purple, bluett and green; and third, moss green, black and white. Another pretty combination is shepherds plaid, cerise and moss green. For nets, satin antique with felt facings promise to be all the rage. In a word, the variety of styles and goods offered in the millinery stores is as comprehensive and bewildering as ever.

J. D. IVEY & CO.

A great stock of hat shapes is shown by J. D. Ivey & Co., at their Toronto warehouse. Three of their leading shapes are shown here. No. 723 is a small crowned hat with a medium brim turned up in three places, each turn being of a different height, with the largest towards the observer. It is a graceful hat.



No. 723

No. 1505x is a similar shape but with a much larger crown and wider brim. One side has a very graceful roll, and the other side as seen in the illustration is turned up almost straight. This makes a very imposing piece of headwear.



No. 1505x

No. 1030x is an untrimmed walking hat with a dent in the crown. This is the leading shape of the season. Similar hats in various colors, with and without plain ribbon trimming, are shown in abundance and are having a decided run. The colors are mostly brown and black, although some shades of green are seen. All are satin finished. Prices run from \$9 to \$15 per dozen.



No. 1030x

Satin finished flat hats are in good demand, as are crimped and scalloped effects in children's and misses' goods. They have a large range of the latter class of merchandise.

A special drive of several cases of American braces is now offered by Alexander & Anderson. They are great value.

Alexander & Anderson are selling their new cashmere glove, "The Triumph," at a great rate. It seems to suit the trade. A case of antique moire ribbons in colors and blacks has just been opened up. These are pretty goods. Laces are in full stock, with Valenciennes and Irish points leading.

Is your safe large enough ?

There may be valuable documents unprotected every night by reason of insufficient room in your safe. This is dangerous. You ought to remedy it. We make exchanges.

J. & J. Taylor

Eagle Knitting Co.

Manufacturers of the celebrated HYGIEN brand of Children's and Ladies

HAMILTON

Vests, Drawers and Combinations

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.

WARNING

Any Manufacturer or Dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygien Drawers, will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

POINTS THAT PAY

THE PLACE TO BUY.....

Every live Merchant and Milliner buys where they can buy the Cheapest, get the Best assortment, and most Saleable Goods

Such as will stand the test of Criticism and command Admiration as well as a good Margin of Profit.

Millinery AND Fancy Dry Goods

IS THE OLD RELIABLE HOUSE OF

D. McCALL & CO.

Wholesale Importers

Toronto and Montreal

NUGGETS OF WISDOM.

GOODS outside of one's regular line are dear at any price. The percentage is always against the seller when he has to use the machinery of the law to collect a bill.

One dead beat can dry up gallons of the milk of human kindness in hearts that else would afford an abundant supply.

None but cash buyers have any right to demand discounts, or to ask "What is your lowest price?"

There is a class of people who almost live on samples. But it is the lowest form of animal life, and but the grade above stealing.

Look out for the customer who volunteers the statement that he never failed to pay any debt he ever contracted. He is banking on your credulity.

The man who seldom pays, or does it grudgingly, is the one that finds most fault with the goods.

A dealer who has never fully collected a claim by law from a hard customer cannot know the supreme joy there is in bringing one sinner to repentance.

Never show surprise when an account of long standing and classed as dead is unexpectedly paid in full by the debtor. Let him be the one to be surprised when he again asks for credit. But you may offer him a cigar to soothe his feelings as you say, "Not to-day; some other day, perhaps."

If a man having a long, unsettled account stands you off with soft promises, and spends his cash elsewhere; when you get a lawful cinch on him, don't let up to spare his feelings. He has none to be hurt; and he is quite as likely to be a cash customer in the near future.

I have noticed that when a man who has never been a regular customer comes in and begins to complain of some other dealer who has overreached him, there is a cat in the meal, or thereabouts. He is, no doubt, filling (in his mind) an application for a change of venue. If this should prove to be so, it is best either to declare the case beyond your jurisdiction, or make him give security for costs.

A man's reputation is only the shadow cast by his personal character on the scene of human activities. If the latter is built up in harmonious proportion, the truthful rays of God's moral sunlight will reveal a worthy picture of the man. But if faulty in outline, or false in proportion, the resulting shadows faithfully follow copy. For the builder may as well try to reverse the natural law governing visual angles as to expect a different result.

Those who need credit the most are the slowest to ask for it. The hard-working, debt fearing economical customer will suffer hardship rather than run in debt. But his standing is better than many of his neighbors, who often keep a balance in bank, and lend money on short time and rotund interest. At the same time they run a store account from January to December, which is never settled in full till administrators are appointed to adjust their earthly estates.

Those who trade freely without examining goods or asking prices often prove in the end unprofitable customers. As a rule they never seem to know the value of money. So long as it supplies their wants they spend freely; and while it lasts there will be wants calling for gratification. But spendthrifts never make reliable customers. Some day they will want a short credit for a small amount, giving a most plausible reason. If the dealer weakens here he will be afterwards at the mercy of one who seldom has a quarter and therefore can give none.

It is strange how the average customer fails to realize the value of discounts, when offered for cash or punctual payments.

Out of twelve or fifteen regular buyers who had monthly incomes that never failed to arrive in time, the offer of 5 per cent. discount on full payment on each month did not secure complete settlements in more than one case out of five. The habit of taking no thought for the morrow is so common with the average customer that a premium for punctuality is scarcely considered as an object worthy of attention. He prefers the "catch-as-catch-can" scheme of one-third or one-quarter off so frequently used to tempt the cupidity of buyers at the expense of their judgment.

There was a time when most people would resent the charge of being penniless. Now it is common to hear men in stores and other public places expose their poverty without shame or embarrassment on the least provocation. In fact, they will even vie with each other in bragging of empty purses and business losses. Whether this is done to stave off creditors who may be within hearing, or from mere wantonness of a diseased imagination, it is not always easy to discover. But the old adage is still true, "the proper study of mankind is man."

Some dealers are apt to suspect competitors of attempting to injure their commercial records. They forget that a business character is established only by deeds. Men who pay as they go, or as they agree, need never be anxious about what is written or spoken of them maliciously. If the receipts for remittances equal the invoices in amount, nothing can hurt their standing on the books of any reputable commercial agency. In other words, a dealer who is rated in the A. B. C. column can afford to be D. E. F. to whatever may be said regarding his credit.

TO IRRIGATE THE NORTHWEST.

The C.P.R. Land Department are undertaking a work which will be the means of transforming a dry waste of country along their line, in extent about 1,000,000 acres, into a fertile farming district. Lying between Medicine Hat and Gleiche, on the C.P.R., there is a magnificent plateau, the only drawback to which is the lack of water supply. J. L. Douple, of the Land Department, returned last evening from west of Medicine Hat, where he has been engaged in taking levellings, with a view to the possibility of taking the waters from the rear of the Bow river and turning them over the plateau for irrigation purposes. He was accompanied by Mr. Pearce, of Calgary, the Government inspector, and a party of helpers. After examining the report Commissioner L. A. Hamilton will be able to make a statement as to the plans of the company.—Free Press, Winnipeg.

A DROP IN LINEN THREADS.

Last November the price of linen threads went up about 10 per cent., due to advancing prices of raw material in foreign market. Now, owing to the continued depression in trade, the price has dropped to the old level. This applies to both spool and hank thread.

The circumstances affecting the prices of linen thread on this market are not local, but are entirely foreign. The raw material is produced in other countries, and the manufacturing is also carried on there.

One of the largest sellers of linen threads in Canada is the firm of Finlayson, Bonsfield & Co., whose works are situated at Johnstone, near Glasgow, Scotland. They manufacture nearly all kinds.

The "Distingue"

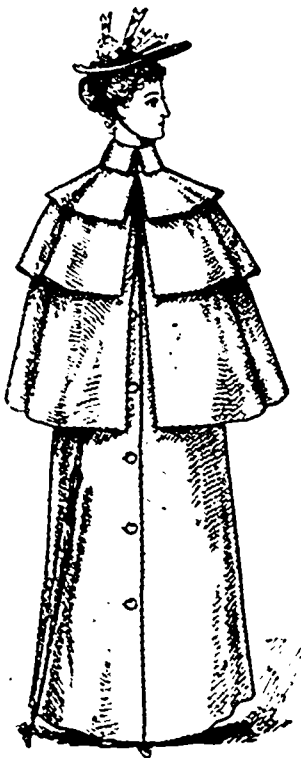
WATERPROOF

Is admittedly the Best Selling . . .

in the market, as proved by the experience of years. : : :

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. We find it to be the best selling waterproof in Canada, and in our opinion it is unsurpassed for all round excellence."

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and MOST IMPROVABLE, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front both in quality and style, no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say: "'The Distingue' Waterproofs give perfect satisfaction to all. style cut and finish most desirable."



OXFORD.

The Distingue Waterproof.

**Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!**

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

WINDOW DRESSING.

MANY dealers throughout this broad Dominion have made a special study of window dressing, and have trained their clerks to make unique productions. A photograph of some of these windows if sent to this office would be reproduced in this paper if found worthy, and such an exchange of ideas through the medium of these illustrations would be exceedingly beneficial. In fact, exchange of ideas is the greatest education any merchant can have. By such exchange civilization has marched over the world, gathering strength at every step, pressing forward after each victory with redoubled strength. Not only are other men's ideas valuable in themselves, but they are valuable also in their power to suggest similar, kindred, or opposite ideas in the mind receiving the idea extraneously. If the retail trade care to encourage an exchange of this kind, THE REVIEW will be pleased to make and publish all necessary engravings.

A CLOTHING WINDOW.

Ready-made clothing is becoming more and more a line which the retail dry goods merchant finds to be a necessity. Even the merchant tailor adds a large stock, in spite of the supposed detraction from tailor-made practices. A neat window of ready-made clothing can be made by arranging the coats to show one half from front to back—the sleeve being nicely puffed around the shoulder and a white cuff placed in the end of said sleeve. These can be arranged in rows on an inclined floor, or on a background; or they can be arranged in circles or stars, with a ticketed leader in the centre. A huge cylinder covered with two or three rows of hanging trousers, somewhat overlapping, forms a neat and easy centrepiece for a clothing window, the cylinder varying in size according to the size of the window.

The great point to be remembered in making clothing displays is that tickets must be used or the display is without moneyed effect. Ready-made clothing sells only because it is low priced, and unless the price is attached the cheapness only is apparent, and the low prices are unknown.

A MILLINERY DISPLAY.

Make three small arches in your window, cover with violet cloth, and border with violets. The face of each arch can be narrow or broad, fixed up with flowers, ospreys, wings and birds, separate or in groups. In fact, the beauty of the arches can be increased indefinitely, according to the time displayed. Make a background of white cheesecloth, and on it arrange festoons of ribbons, combining the rich red colors of the season with the handsome blacks which are selling so well. In the centre of each arch hang a small hoop. This again can be covered with flowers or with feather tips, or ribbon ends can be fastened all around a twelve inch hoop, and gathered at the back so as to form a cone, the viewer from the outside looking in at the larger end and toward the small end. The intervening spaces on the floor and between the arches can be filled up with trimmed hats on neat stands. This trim in a blaze of electric light will attract a great deal of attention.

BLACK SOCKS OR STOCKINGS.

L. R. Tobey, Chatham, Ont., is said to be responsible for a unique idea in a way to draw attention to black socks. A large tub full of suds was placed in the centre of the window, and a dozen pairs of fast black socks placed in the tub. Then a real, live, colored boy—a fast black—was the washerwoman for the occasion. A sign was hung up, such as: "Two Fast

Blacks I am one and Smith & Co.'s socks the other." This idea should be capable of considerable development by the ingenious storekeeper.

HOT APPLE PIES.

Harry Harman's "School of Window Dressing" tells how a clothing house in Seattle, Wash., advertised that they would give \$10 to any person that would give them a good window attraction.

S. Spiegel, an expert window trimmer of that city, received the amount for the best drawing card, which he describes as follows: "I suggested that the window be arranged as a kitchen, with two large gas stoves, and to have two or three ladies dressed as cooks, baking apple pies, and to advertise that hot apple pies would be given away daily between the hours of 3 and 5 p.m. The idea was carried out, and it drew crowds of people."

No doubt the apple pies were small, and such that a man could eat one in two or three mouthfuls. A similar idea would be the giving to all visitors to a special display, a cup of cocoa or tea. No doubt some big tea man would supply the raw material to advertise his brand. Hot popcorn, roasted peanuts, fried cakes, or pancakes, might also be used. But the occasion would have to be a very special one to make such an idea beneficial in its results.

NECKWEAR.

In the line of neckwear, which comprises all of the standard shapes, many designs may be arranged which will add to the attractiveness of a window display. The manufacturers denote their varied style of neckwear by giving them a popular name. For example: "The Hastings," a puff scarf, with twice around band effect. I would suggest a frame, oval in shape and gilt moulding, with a backing of white cardboard and the word Hastings or other name printed on in bold, fancy letters. Around this frame, another frame with sufficient space to display a complete circle of neckwear. This idea carried out would help as a center piece to any window trim.

SPECIAL CLEARANCE SALE.

The latest scheme adopted by Ed. Gregory, the trimmer and advertiser for Sulzers, Cloverport, Ky., was a Columbia Day clearance sale. The main feature for this special occasion was twenty-eight little boys all dressed as "Brownies," all rigged out in a comical "Brownie" suit, with a famous "Brownie" vocophone band. They paraded through the principal streets of the city. After the parade had traversed the lower part of the city, it turned toward the depot to meet the large crowd that was coming on the down train. The crowd remained around the store the entire day, and the sales were among the greatest in the history of the house for that special sales day.

SWEEPING OUT WINDOW.

The "sweeping out" window is a catchy one. The "Hub" clothing store, says the Chicago Reporter, had what they called a "sweeping out" sale last week. The large front windows were dressed to correspond, giving the idea in a concrete form. In each window there was a row of brooms standing on end with the handle downward. On each broom there was a letter, there being enough brooms to accommodate each letter in the words "Sweeping out sale." Then in front of the brooms the goods were displayed profusely. When looking at the display you got the idea that they were just about to push the goods out and you might as well take some for yourself.

MANUFACTURERS OF . . .

**Boys' . .
Clothing**

CLAYTON & SONS

— HALIFAX, N. S.

We have between two and three thousand
Boys' Suits on hand ready for delivery

.. PRICES ..

95c., \$1.00, \$1.15

SEND FOR SAMPLES *—*

**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

FALL 1894

All Departments are
Fully Stocked.

Letter Orders promptly attended to.

Umbrellas

Rubber Coats

Shirts, Collars, Cuffs

To the Furnishing Trade

IMPORT ORDERS, SPRING 1895

MR. BRAIS has just completed an extended trip through Europe, having visited all the large hosiery centres. Finding trade very much depressed, owing a good deal to the then unsettled American Tariff, he was enabled to secure a range of Underwear and Half Hose at prices which will totally eclipse former seasons' purchases. We will be showing a very choice assortment in Brown and Natural Balbriggan, Natural Wool, Merinos, Silk and Wool mixed, Silk and Lisle mixed, etc. Shirts and Pants in both British and German manufacture. Half Hose; besides staple lines of Blacks and Tans in Cashmere, Silk and Cotton, we have some very choice novelties, which are confined exclusively to us. Our range of Alpaca, Tweed and Silk Summer Clothing will be very complete. Travelers now on the road. Yours faithfully,

GLOVER & BRAIS

TIES . .

In all new effects
and styles to date.
In Black Goods
values are unequalled

**HOSIERY AND
UNDERWEAR**

Special drives that will interest the closest buyer

Send for Samples.

..... MONTREAL.

FOREIGN MARKETS.

COTTONS AND WOOLENS IN THE UNITED STATES.

DUN'S Review of Sept. 1st says: "Cotton has declined an eighth for the week, but the year closes with every indication of a yield materially exceeding the world's maximum consumption of American, and with 1,600,000 bales of old cotton in sight. If all the mills were running full force the situation would not promise much.

"The mills are not running full, though the stoppage at Fall River looks every day more like an effort of the operatives to force curtailment of production in order to lift prices and make reduction of wages seem unnecessary. So far print cloths have advanced a quarter, but without corresponding advance in other goods, and while the demand is encouraging, it does not compare with years before the last. Neither in cotton nor in woolen mills has there appeared this week an increase in production. In woolens orders for spring goods of certain qualities have been quite large, buyers concluding that prices are about as low as they will be. A comparison of standard articles elsewhere given shows a decline in price averaging 17 per cent. since last year, and 24 per cent. since 1892, the reduction in some important fabrics being 33 per cent. But though transactions increase, they are decidedly smaller than in years before the last. Sales of wool for the week were 6,675,900 pounds, and for four weeks of August 24,828,850 against 6,477,435 last year, and 29,607,600 in 1892.

"The volume of trade shows a gain over the worst month of last year, exchanges at the principal clearing houses gaining 8.2 per cent. for the month, but are 21.5 per cent. lower than in 1892. The average of prices, all products considered, is but 5 per cent. lower than in 1892, and not quite 2 per cent. lower than last year. Failures are still few and small. For the third week of August reported liabilities were \$2,976,518, but for three weeks only \$8,214,470, of which \$2,845,338 were of manufacturing, and \$3,884,414 of trading concerns. The average is only \$11,521 per firm failing. The failures this week have been 188 in the United States against 356 last year, and 40 in Canada against 29 last year."

THE LONDON WOOL MARKETS.

Messrs. Jacob, Son & Co., 61 Moorgate street, E.C., report: "Since the close of our last colonial wool auctions here on the 25th ult., there had been, till within the last ten days, little or nothing of importance to record, but at about that period the publication was made of the long-looked-for settlement of the American tariff as regards wool and its products. During the first few days after this announcement there was considerable demand, on the part of American consumers, for the raw material; some 1,300 bales in all have been marketed at about 1/2d. to 1d. per lb. above prices ruling in July. More business might probably have been done but that holders are very sanguine as to the future. It must be borne in mind, as against any prospect of a sharp rise in values, that the financial depression in America cannot be removed in a moment; stocks of wool there are heavy, and supplies of manufactured goods have been accumulating largely during the last few months in this country, ready to be poured into the U.S.A. immediately the reduction in the tariff begins to take effect; but the relief which the settlement affords will undoubtedly stimulate transactions, and, with more confidence all round, a gradual improve-

ment in prices may be looked for. The sales at Antwerp of sundry wools are advertised for September 11th; low and foreign wools here on September 11th and 12th. Our next auctions of colonial wools are fixed for the 18th of the same month, when some 280,000 bales may be available."

THE BRADFORD MARKET.

The Bradford correspondent of the Drapers' Record writes on Aug. 23rd as follows: "So far there is little heard in regard to the placing of orders for the United States in Bradford manufactured goods, but there has already been a report current on 'Change that one leading manufacturing firm had prepared an order for this market for 10,000 pieces, of which the value would be at least £35,000. Still, the figures of rumor are not always absolutely reliable.

"It is probable that importers generally will hesitate before placing their large orders, as there will be time for Bradford to turn out a quantity of dry goods between now and 1895. The further consideration of the possibilities of trade under the new tariff only confirm my impression that the present rate of protection will be quite sufficient to keep those classes of manufacture in which the Americans have made most progress mainly in their own hands.

"The two-fold mohair trade for braid purposes is just now very quiet, but the demand for single-weft yarns both of mohair and alpaca is steadily increasing. I notice that the predictions of a return to the use of alpaca and mohair dress goods in the most fashionable circles are more numerous, and I hear of some very handsome dresses made by Paris costumiers, and composed of silver grey and butter-colored mohair in combination with surah silk, which have been much admired.

"I also hear of some very handsome samples of fancy mohair goods which are being prepared by a leading house here, which does not often make mistakes in gauging the tendency of fashionable taste. On the Continent the manufacturers of novelties are also introducing mohair largely into some of their newest ranges in the form of both crossovers and checks."

THE BELFAST LINEN TRADE.

The linen market is very dull as yet and the following dispatch is not encouraging: "It is hoped that the necessity for the adoption of short time may be avoided, and the proposal of last week does not appear to have met with very general response. A meeting of the Merchants' Association, held on the 14th inst., was adjourned until Friday, when the committee appointed to ascertain the opinions of the trade reported that the requisite number of signatures had not been obtained, and the meeting was again adjourned for a week. By that time there may be a more hopeful outlook; but much will depend upon reports then received regarding orders for the United States. Not for many years has there existed such a general depression in all markets, both home and foreign, the falling off in demand having included every branch of our staple productions."

Like the manufacturers and farmers, the railways of Canada will in time benefit by the new United States tariff. They will certainly carry a great deal more lumber across the line, and larger loads of coal, farm and dairy produce are certain to be shipped to our cousins than now. The railways are also likely to bring back into Canada more freight than has been customary.

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Full ranges that can be retailed from 10 cents to 50 cents per pair.

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Novelties in Lace Effects, Braids, Beaverette Trimmings and Jet Gimps.

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GENERAL NEWS.

EASTERN Switzerland manufactures annually nearly \$4,000,000 worth of machine-made embroideries, and the business is constantly increasing. There are about 24,000 hands on the embroidery machines in use in Eastern Switzerland. Each machine has about 250 needles, and each needle averages not less than 2,000 stitches daily. The average daily wages of an embroiderer working one of these machines is 25. 1d.

Two Japanese have recently located in Salt Lake City with the intention of engaging in silk culture. They have a good supply of silkworms, and intend to make their own enterprise headquarters from which eggs will be distributed through the territory, when the industry has been demonstrated a success. It is believed that the climate offers unusual advantages for the cultivation of the worm, as the mulberry is now found quite extensively in various portions of Utah.

The factories in Charlotte, and several other North Carolina towns, which have been built on the cooperative plan, have proved remarkably successful. The idea, so far as we know, is distinctively a Southern one, and has led to the erection of a number of good paying factories which would never have been built otherwise. The subscription to the shares is usually made payable in small amounts weekly, extending over a period of several years.

On completion of the Nicaragua Canal, freight rates between the old and new world will drop so materially that British Columbia and the entire coast country will eventually become the source of supply in lumber and wood pulp, etc., for the European markets. This is the way it is explained: It now takes a vessel several months to reach England from Vancouver around the Horn. By way of the Nicaragua Canal the passage may be made in sixty days without transshipping, while steamers can make the canal in eight days, and from the canal to England in sixteen days. It is said that the Canadian Pacific Railway, in conjunction with a line of fast steamers, could afford to fix rates between British Columbia and England at figures corresponding with the present rates between Vancouver and San Francisco. By the aid of the Nicaragua Canal, the cost would far outstrip all competitors, as the paper pulp of British Columbia and Puget Sound, made from the famous gumless spruce, is said to be superior to any pulp in the market; the same may be said of our cottonwood, used in the manufacture of fine quality of paper, as well as the wood for block paving so extensively used in all European cities. Eastern States and Canada will benefit from the shorter distance and lower rates of the canal route, but not so materially as the Pacific Coast, whose shippers will be brought into direct competition with their hitherto invulnerable rivals of the old world. *Railway Review.*

British capitalists who have recently been impressed with the advantages of locating factories near the sources of supply of raw material, are about to establish a factory at Cairo, in Egypt, with 18,000 ring spindles and 500 looms of the latest pattern. The Khedive has authorized the undertaking, and the movement will be watched with great interest, as, in the event of its success, it will doubtless mean the establishment of other factories which will in a great measure supply the Egyptian demand for cotton fabrics. That trade is now controlled in Manchester, England.

An important point in the successful management of departments in retail houses, and one with which few shrewd buyers are unacquainted, is the procurement of substantial profits on

early sales. There is no time during the period of retail activity when the shopping public will pay as liberal prices for its needs or whims as at the commencement of the season. Styles are new and stock is fresh and inviting, and shoppers exhibit a reckless generosity seldom seen at a later period. It, therefore, a manager desires to strike an average upon the season (and surely all do so desire), it is poor policy to open the campaign with a scale of prices affording meagre profits. There are many contingent disappointments which will necessitate the cutting of prices. The waning business toward the season's close may have to be conducted at a positive loss, and in order to insure a lucrative business for the year, no buyer should deliberately sacrifice by a needlessly delicate adjustment of price the profit it is possible to enjoy in that early period when not every shopper is on the hunt for bargains.

You can trace a resemblance between the merchant who, when hard times bear him down, seeks safety by withdrawing his name from public gaze and the ostrich when it is in danger considers itself safe when its head is buried in the sand. The man who buries his business prospects by refusing to advertise should bury himself and have done with it.

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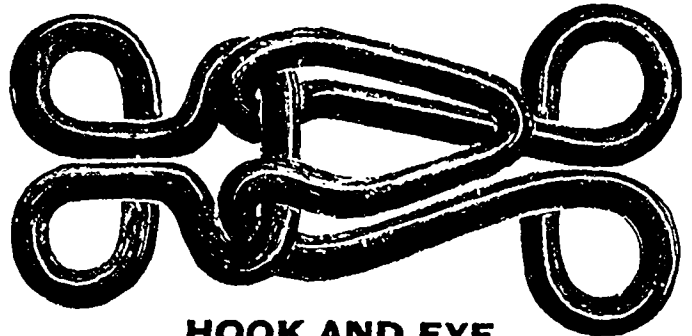
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