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THE CANADIAN DRY GOODS REVIEW

MAY

ONE WORD "WAIT"
(To clever retail dealers)

THE
"RUBENS" Infant Shirt. No buttons—no trouble
—double breasted. Same
PRICE as ordinary. Largest sale in United States.

"RANDOM." The New Fabric for "Men's" underwear.

"SOLID SILK FACED," with soft, fleecy, pure wool in-
side. Another new fabric for
"Men's" underwear. With other new lines in women's.
Lower prices in pure wool combinations, vests, etc.

*Place no Fall orders till you see our line, other-
wise you will be doing yourself an injustice.*

THE MONTREAL
SILK MILLS CO.

Makers of.

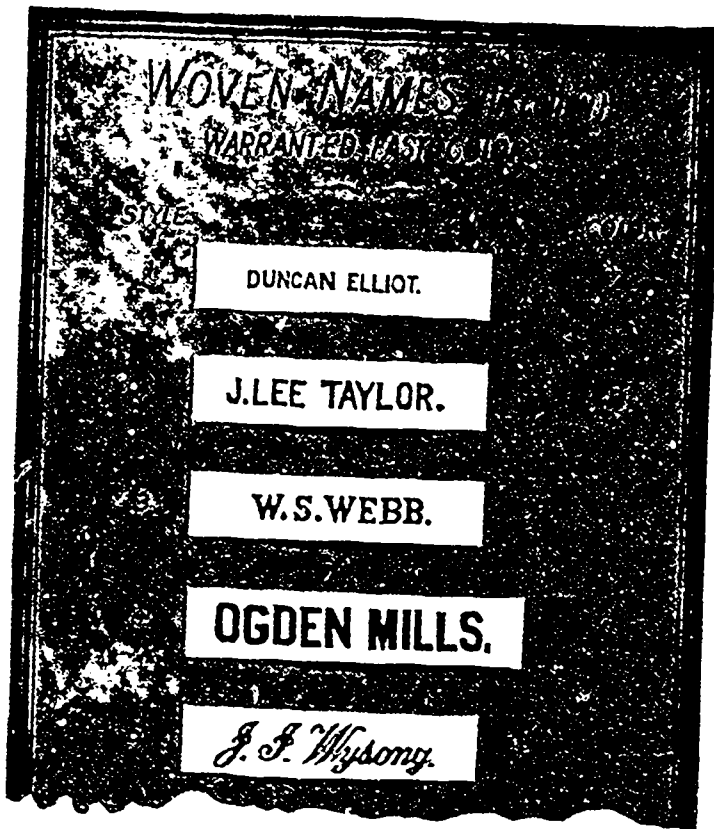
• The Health Brand.

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

You may do business without advertising, so will grain grow without
fertilizing, but how about the harvest?

ASK THE WHOLESALE HOUSES FOR

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



What's His Name?

We have opened a special department for the manufacture of

“INDIVIDUAL NAMES”

on **WOVEN LABELS**, in quantities of **ONE GROSS**. By bringing this new feature to the notice of your customers, you will secure their orders for individual names on labels at a moderate cost and add considerably to your business.

We will, on application, supply any retail dealer with a complete outfit, consisting of price list, sample book of designs and colors, store sign and order blanks.

WOVEN LABELS Night Shirt Trimmings.
Feathersitch Braids.
Initial Letters.



GERMAN ARTISTIC WEAVING CO.

274 and 276 Church St.,
NEW YORK

S. Greenshields, Son & Co.

MONTREAL AND VANCOUVER, B.C.

Staple Department

Large clearing lines of American Cotton Goods, bought at prices which enable us to offer them to the trade at less than American manufacturers' prices.

Dress Goods Department

Full stock of Black Sicilians, Mohairs, Lustres, in plain and broche, at close prices. Black Crepons in all qualities just to hand. Also special line of 24 1/2-inch Black Broche Silks.

Smallwares Department

Full assortment of Cotton and Cashmere Hosiery and Gloves, in Taffeta, Silk and Lisle. Ribbons, Handkerchiefs, etc. New shipments put into stock.

Woollen Department

Job lines in Canadian Tweeds. Extra value and seasonable qualities.

Carpets and House-Furnishing Department

Full stock of Linens, Tablings, Crashes, etc. Also a well-assorted stock of Tapestry and Brussels Carpets. New shipment of Hemp Carpets due in a few days.

S. GREENSHIELDS, SON & CO.

Sole Agents in Canada for Messrs. Briggs Priestley & Sons'
Famous Black Dress Fabrics, and
The Leigh Mills Company, Ltd., of Coventry and Bradford,
Serges and Coatings.



C. K. HAGEDORN, Manager



The Berlin Suspender and Button Company

Manufacturers **BERLIN, ONT.**

Our rapidly increasing trade is ample proof of the merit of our goods, and of our efforts to please our customers. Orders are now coming in freely from all parts of Canada.

Travellers constantly on the road.

Reserve orders till they call, or write us for samples.

Satisfaction Guaranteed

THE GILBERT MFG. CO.

Were the **FIRST** in the world to introduce a **POSITIVELY FAST BLACK** dyed fabric for

Ladies' Dress Linings

As is the case with all **GOOD THINGS**, there have been many imitations, under various names, which have been shown to the trade as being "just as good" as **GILBERT'S**.

Buy only the **ORIGINAL GILBERT'S FAST BLACK**, for their combination of chemicals does not tender the cloth. No lady wants a lining that parts at the seams before the dress is half worn out.

SEND FOR
Samples....

Gilbert Mfg Co

514 Broadway, NEW YORK.

New Goods

... BEST VALUES ...



Our travellers are now on the road with full ranges of samples from all departments, for Fall and Winter Trade.

Montreal Office
206 McGill Street

Toronto Office
Manchester Building

STEWART & McDONALD

GLASGOW

ED. SCHULTZE, SON & Co.

Montreal

Sole Agents for
Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.

Highest Grade French Kid Gloves

These fine goods
have never before been
offered in this market.

We will shortly call upon the trade
with a complete line of **Kid Gloves**

INCLUDING

English, Belgian, German and Austrian
Manufactures

CALDECOTT, BURTON & SPENCE

Knowing the importance of **FRESHENING UP THE STOCK**, are well prepared for the **SORTING TRADE FOR MAY**, and offer the following lines:

Parasols—Choice styles.

Wash Fabrics—Woven and printed.

Blouse Silks—Dresden patterns.

Ribbons—Double-faced Satin and Faille, all colors.

Buttons—Silver, Gilt, Pearl, etc.

Belt Ribbons—Plain and fancy.

Elastic Belts and Beltings—
Every width.

Laces—Great variety.

Embroideries, Edgings, Insertions, etc.

Gloves—Men's, Women's and Children's;
Silk, Lisle, Cotton and Taffeta.

Hosiery—Every size, in Children's, Women's and Men's.

Buckles—Silver, Bronze, Steel.

Smallwares—Everything needful.

The Dress Department

Is showing a large range of Dress Fabrics in **Summer Muslins, Summer Silks, Summer Sicilians and Summer Serges.** Orders carefully filled.

CALDECOTT, BURTON & SPENCE, Toronto



A
FEW
SPECIALTIES
IN
WASH GOODS



W. R. BROCK & Co.

Linen Grass Cloths

A new fabric for blouses and costumes, confined to ourselves.

Fancy Zephyrs

Two special lines in stripes and checks.

Bengal Indigo Muslins

A stock lot to retail at 10 cents

Silk Stripes

For men's negligé shirts and ladies' blouses

Swiss Spot Muslins . . .

In pin and polka dots, figured white and colored.

Amazon Lawns

White grounds with colored stripes

Victoria Cords . . .

A new cotton corduroy for ladies costumes.

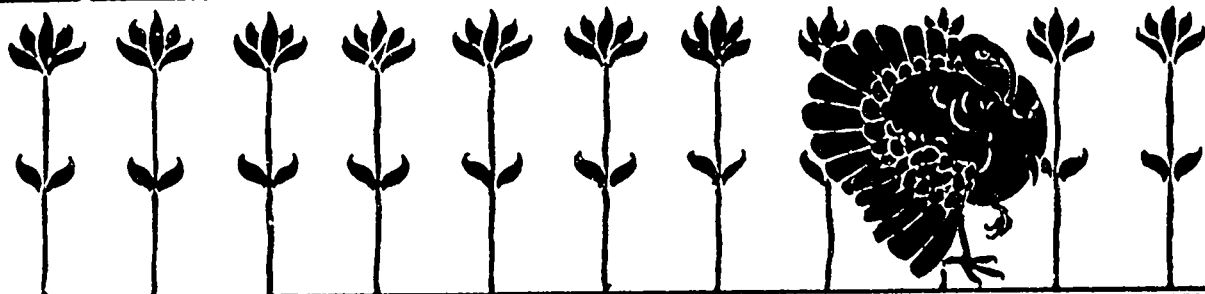
W. R. BROCK & CO.,

Toronto.

Publicity Paves the Path of Prosperity.

THE DRY GOODS REVIEW

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



VOL. VI.

MONTREAL AND TORONTO, MAY, 1896.

No. 5.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,
AND
FINE MAGAZINE PRINTERS.

J. B. MacLEAN,
President.

HUGH C. MacLEAN,
Sec.-Treas.

TORONTO, 26 Front St. West.

MONTREAL, Board of Trade Building.
Telephone 1255

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

Subscription, \$2.00

Published the First of each Month

OUR FALL TRADE EDITION.

AT the request of several wholesalers and manufacturers the Fall Trade Edition of THE DRY GOODS REVIEW will this year be issued on July 1st., instead of the end of August, as in previous years.

It is needless to say that this special number will surpass all previous attempts. To stand still is to go back. As good as last year or last month won't do us; each month and each year must show some improvement on the past. If last fall's edition drew forth favorable criticism and paid advertisers, something good must be expected from our efforts of this year. Several advertisers have already filed their orders for special advertising.

THE FOURTH OF MAY.

It is somewhat early to speak of the 4th of May payments. THE DRY GOODS REVIEW's representatives found in their travels, however, that the trade generally looked for satisfactory returns from the 4th. They based their belief on reports from their travelers regarding the appearance of the country and the sentiments expressed by country dealers in all sections, with the sole exception of certain portions of the province of Quebec, which had been so severely damaged by the floods.

RAW WOOL CHEAPER.

The wool sales which opened in London on the 28th April have not retained the strength displayed by the last series. Values averaged about 5 per cent. lower than the preceding sales, but have ruled about steady since.

CUTTING PRICES ON WOOLENS.

There has been a lot of cutting going on in domestic woolen goods during April, especially in certain lines of coatings, which are being cut to that extent by the manufacturers that wholesale houses find there is no money in handling them. Houses who procured supplies from the mills early in the year, found when their travelers tried to sell the goods that cuts of as much as 5 to 8 per cent. were being offered by the makers. It has resulted in many jobbers deciding to leave the goods which are being cut severely alone, these cut lines being sold direct from the mills to the retail dealer.

THE MONTH'S TRADE AT MONTREAL.

The past four weeks have witnessed quite an improvement in the volume of trade in all seasonable lines of dry goods, a notable fact being the personal visits of quite a number of country merchants. They left a good many nice orders, along with more cash than many of the houses expected. A good enquiry for silks and satins, as well as summer woolens, prints, serges, and other dress goods, has been experienced. Staple cottons have been asked for quite freely also, especially standard white sheetings. Denims, ducks and coarse colored goods sell fairly well, and a good demand is experienced for linings. There is not the usual demand for gingham noted in former seasons at this time. An encouraging fact during the past eight days or so also has been a brisk sorting demand for all staple lines. Remittances have shown some improvement, and, as noted elsewhere, the 4th of May is expected to result in good returns in this connection.

THE BUSINESS OUTLOOK.

THE present year did not begin particularly well with domestic trade, partly, at first, owing to severe weather, with bad roads, and latterly from a cold spring. So far, however, as our export and import commerce is concerned, for the first three months of 1896 the record is distinctly good.

Trade in Europe being satisfactory, it is not strange that Canada shares in the brisk business now prevailing abroad. Our exports are chiefly food products, and while prices of these are low, it is well to note that the Canadian output finds ready market. This is the more gratifying when we remember that one of our best customers—the United States—is suffering somewhat from trade depression, and is recovering slowly from the disastrous collapse of three years ago. What we have lost there we have more than gained in our trade with Britain. It appears, from the Imperial official returns just issued, that for the first three months of 1896 Canadian products to the value of \$3,640,000 compared with \$1,920,000 in the first quarter of 1895. What this must mean, either immediately or later on, to our farmers and country stores is considerable, for heavy increases are reported in such lines as cattle, sheep, wheat, flour, bacon, hams, butter, cheese, etc., which are the staples of the country population. From the reports of merchants who have lately returned from Britain, THE REVIEW learns that brisk trade is expected to be maintained there for a long time to come. With good crops in Canada, therefore, the coming summer we may expect an enormous export, and a healthy domestic trade.

Taking the Canadian official figures for the first quarter of 1896, it is evident that the business outlook is encouraging. The imports of free raw materials continue as large as last year. This indicates that the factories and industrial establishments of the country will be at least as busy as before. The returns also show that the prices of raw materials continue to be maintained—a fair reflection of the general business situation. The details for January, February and March, 1896, compared with those for the same months of 1895, are as follows:

FREE GOODS—THREE MONTHS' IMPORTS

	1895	1896.
Brown cotton.....	\$ 12,726	\$ 20,122
Cotton waste	21,611	67,281
Cotton, raw	1,087,456	1,040,195
Fur, skins, undressed	201,811	247,162
Grease, for soap making	68,000	21,408
Hides and skins	5,6112	460,970
Crude rubber	222,217	317,157
Jute cloth and yarn	92,647	196,850
Raw silk	26,228	22,001
Stual, manilla and hemp	177,041	181,650
Tobacco leaf	27,018	111,198
Wool	260,163	255,852
	\$3,150,125	\$3,163,252

Our readers will observe in the above statement the increased imports of duty-free materials used in the cotton, rubber, tobacco and other industrial establishments. Turning to exports, we find a marked increase for the period. Canada has sold, during the first three months of 1896, more than

\$6,000,000 worth in excess of what she sold abroad during the early months of last year. The figures are:

EXPORTED GOODS—THREE MONTHS' PERIOD.

	1895.	1896.
January	\$ 4,684,416	\$ 8,026,111
February	1,681,401	6,274,112
March	5,286,516	5,027,741
	\$13,624,363	\$19,627,741

This is a good beginning for 1896. May it continue. We see no reason why it should not. The figures given will inspire confidence among our merchants, as a proof that their customers, the farmers, are in a better position than last year.

The dry goods trade has in particular opened well for 1896. The imports, as to values (the quantities are not yet given in the official statistics), indicate a larger consumption and maintained prices. The details show increased imports for the first quarter of 1896 in nearly every department, as follows:

DUTYABLE GOODS—THREE MONTHS' PERIOD

	1895.	1896.
Carpets, Brussels and tapestry	\$ 317,428	\$ 351,312
Cottons, not dyed	156,744	157,261
Ditto dyed	1,114,888	1,263,761
Cotton clothing	118,265	144,500
Cotton threads, yarns, warps, etc.	64,474	61,743
Ditto ditto on the spool	105,869	71,177
Cotton manufactures, other	176,678	196,722
Bracelets, braids and fringes	283,314	292,595
Laces, collars, nettings	288,117	269,123
Other fancy goods	61,809	69,277
Fur manufactures	136,989	131,573
Hats, beaver, silk and felt	350,851	361,815
Hats, other	220,393	251,221
Silk manufactures	623,919	913,974
Woolen clothing	196,483	197,034
Woolen cloths, worsteds, coatings, etc. ...	278,387	272,913
Woolen dress goods	1,030,674	1,224,335
Woolen knitted goods	137,703	196,047
Woolen shawls	14,341	13,711
Woolen yarns	22,753	22,070
Woolen manufactures, other	151,630	181,572
Total	\$6,471,231	\$7,145,252

We observe increases in carpets, cotton goods, fancy goods, hats, silk goods (a marked advance) and woolens. Our wholesale houses are not given to buying wildly, and would hardly lay in stocks unless the demand promised to be good. On the whole, therefore, there is reason for satisfaction and confidence in the outlook generally.

RECIPROCITY.

Something strictly essential in a dry goods store. If you are the dress goods or silk buyer and the lace man wants some goods over which to display his wares, let him have them and see that they are what will be most effective. It is the same in regard to room. I know it is almost like pulling teeth to give up space, but it is sometimes absolutely essential for the best interests of the house.

Let the flannel and blanket man condense his stock and make room for the wash goods, says The Dry Goods Chronicle. This is their season, and when your time comes again get it back. This is the spirit that should prevail throughout the store. I remember speaking to a buyer about this matter one holiday time, and asked him if he didn't think he lost sales by condensing his stock, and he said: "Yes, it makes about \$500 difference to me, but the other department will do \$4,000, and that makes the firm feel better, and I am satisfied."

THE USE OF SHORTWEIGHTS.

REFERENCE has been made in THE REVIEW before to the practice of shortweights in yarns and wools. It is a system which ought to be abolished for the good of the trade all round. Take the case of Canadian fingering yarn which is put up in spindles. The spindle is 6 lbs., and anything short of that is light weight. Yet there are makers of repute who consent to put up 4 lb., 5 lb., and even as low as 3 lb. weights which are made to resemble, as far as possible, the standard 6 lb spindle. This kind of thing must be intended to deceive someone. When the plain intention of any scheme is to take someone in we cannot call it other than dishonest.

The German wools are subject to the same principle of short weight. Instead of showing 16 ounces to the pound, we find them sometimes in weights ranging from 10 ounce "pounds" up. The light weights are made up more loosely, so that detection is not easy. To the ordinary observer they would appear identical, and even a skilled eye would have to put them on the scales to be perfectly sure.

Now, who benefits from a system of this sort? We do not believe that ultimately anyone benefits. The consumer suffers in not getting the quantity he thinks he is paying for. The retail and wholesale merchants suffer because they are liable to be deceived in buying. The manufacturer suffers because his make gets a bad name in the end. Already the practice is so illy thought of with the best trade that leading wholesale houses have their goods stamped full weight and take care that when sold as such it is full weight. How much better it is—as is the case with well-known English yarns—to be known far and wide for quality and full weight combined. This helps to build up reputation, without which no goods can hope to enjoy lasting popularity. We hope to see all branches of trade set their faces steadily against this system of shortweights until it is pushed out of the range of possibilities.

BUY FOR CASH AND THEN ADVERTISE.

The retailer who is doing business in a section where there is a live local paper usually finds it pay to bring his goods before the people by advertisements. The Brantford Expositor has been asking leading merchants there what they think of advertising, and among the replies is one from Mr. George Caudwell, as follows: "I have been an extensive advertiser for the past eighteen years, and have liberally patronized the columns of The Expositor, with splendid results. Last Saturday, as reported in the advertisement, we served 1,362 spot cash customers. No doubt the success is attributed to buying and selling for cash, and letting the people know through these columns the snaps that cash had secured." It will be obvious that Mr. Caudwell puts buying and selling for cash as the necessary programme before advertising. The successful merchant finds that by taking cash discounts he possesses the double advantage of getting his goods cheaper, so that they advertise themselves.

BICYCLING AND CITY TRADE.

EVERY new departure in trade brings into play new conditions and modifications. The present craze for bicycling is a case in point. So far as the city trade is concerned, the immediate effects of so many men, women and children going in for bicycles are startling and in some respects injurious. It is well-known that in our large centres the use of wheels is affecting the receipts of the street railways. The tailors also complain. They assert that the demand is for bicycle suits, which cost less than a tasteful tweed, and are often now purchased ready-made, owing to the superior grades in ready-made clothing being turned out in Canada. This, in turn, affects the wholesale house, which sees a lessened demand for the finer qualities of woollens. In hats, too, there is a certain diversion of trade, for wheelmen, and wheelwomen also, favor cloth caps, turbans, etc., instead of the regular headgear. The laundries declare that the use of sweaters by bicyclists is responsible for a considerable falling off in the quantity of linen sent out to be cleaned. These complaints are in widely different lines of business, and yet they all claim to be suffering from the same cause. The complaints may be overdrawn, yet they go to prove the inter-dependence of one business upon another, and the evident fact that no widespread fashion, like bicycling, can be taken up by the people at large without the effect being felt.

WHAT CUTTING COSTS.

THE head of a Toronto wholesale house admitted the other day in conversation with the member of another firm that the five or six years' cutting of prices started by Samson, Kennedy & Co. had cost him \$100,000 in profits he did not get. From the business they do we think this is rather below than over the mark. This is only one house. The total loss of profits to all the wholesale dealers must figure up to an enormous sum.

That one firm should be able to inflict such damage upon their competitors is aggravating, and there should be some way of preventing a recurrence. Samson, Kennedy & Co. figured on a five per cent. profit, which would not pay expenses, and boasted of it. Wholesale houses should have at least 12½ to 15 per cent. and be proud of it. It is the house that makes the biggest profit that is thought most of in the long run and that can often buy to best advantage.

The firms who should be made to suffer are those who supply price cutters with goods. If they were given to understand that other firms would not buy from them if they continued to supply the cutters there would be less cutting.

A FEATURE ABROAD.

Buyers in the European markets this spring report one feature which has struck them with some surprise. This is the fact that bad business in the United States has not affected the foreign markets as might have been expected. In woollens, for instance, it is found that the poor outlook in the States has been

more than offset by brisker business elsewhere. Trade is excellent in Great Britain, where the large navy expenditures are likely to keep things booming for a long time; the same reports are given of France and Germany, and the outlying parts of the world also contribute their share to the volume of trade. It was expected by the Americans themselves, and by others too, that a lessened American demand would injuriously affect foreign manufacturing centres. But this has not proved so. Prices are being maintained and while no one looks for the enormous advances of 1895 there is no talk anywhere of demoralization. "You needn't expect," said a buyer to THE REVIEW on his return April 25th, "to see the starvation prices of 1894 for a long time, if ever."

HIGH LIFE BELOW STAIRS.

Written for THE REVIEW

"OH, here's the express, it's my silk blouse from Toronto, Mary, run to the door."

It was an express parcel from the departmental store of Beatum and Push addressed to

MRS. MAJORIBANKS,
The Eagle Nest,
BARNABY BRIDGE, ONT.

"Oh, isn't it lovely," cried Mary, Mrs. Majorbanks maid of all work, as the blouse was opened out and tried on. It was a light shot silk Nile green affair, ordered specially for a swell party, invitations for which were already out.

Mary was so infatuated with her mistress' blouse that she did a very foolish thing. She sent her last two months' wages down to a sister in Toronto and requested her to buy her a blouse identically the same as her mistress had got.

The evening of the party arrived; so did a house full of guests. Several women were hired to wait on table—and Mary—where was Mary? At last she appeared in the dining room magnificently arrayed in her Nile green balloon-sleeved blouse. Mrs. Majorbanks nearly fell from her chair. Her eyes flashed; her face flushed; she was really angry. Following the girl out to the kitchen she said:

"Mary, where in the world did you get that waist?"

"My sister got it for me same place as you got yours, mem"

"Are you aware it is the same as mine?"

"Yes, I told her to be particular and get one the same as yours. I thought it would be a pleasant surprise to you for me to have one like yours."

"Well, it is a surprise, that's a fact; I don't know whether you or your sister is the biggest fool. Now, you either take that off or I must take mine off."

"Well, mine is bought and paid for, and I'm going to wear it. You can do as you please about yours."

Mary wore hers—in the kitchen. She was forbidden to enter the dining room again. Next morning she packed her "pleasant surprise" carefully in her trunk and left a sadder but a wiser girl.

TOM SWAIWELL.

THE QUESTION OF RETURNING GOODS.

To the Editor DRY GOODS REVIEW.

DEAR SIR,—Readers of your excellent paper who are in the retail dry goods business must be somewhat wearied with your oft-repeated admonitions on the subject of returning goods, without giving us a word on the other side of the question, viz., wholesale houses substituting and duplicating. We do not claim that the latter is a very prevalent practice, but there is enough of it to cause a great deal of annoyance to those in the retail trade. A case in point we were adjusting when we picked up the last edition of your paper, and, as the quickest way to prove our contention, we will give a synopsis of the case in point. The invoice had eighteen entries, as follows:

- No. 1 Correct.
- " 2—Goods substituted.
- " 3—Goods sent before.
- " 4—Correct.
- " 5—Ditto.
- " 6—Goods sent before.
- " 7, 8, 9, 10, 11, 12—Goods sent in wrong sizes.
- " 13—Price not correct.
- " 14—Ditto ditto.
- " 15—Goods sent before.
- " 16—Prices wrong.
- " 17—Correct.
- " 18—Ditto.

Thus, out of the 18 items on the invoice five were correct, and the others either wrong in price or sizes—or the goods had been previously sent. The total amount of invoice was \$150, and goods to the amount of some \$15 only was in accordance with the order given. This is by no means an isolated case, though extreme in the number of errors, and you will be quite willing I am sure to admit that it called for doing, what you have so often decried, viz., return goods. The matter of deciding as to whether goods are according to order or not cannot be left to memory, and the only safeguard is for merchants to take their own "copy" in a book kept for that purpose, and give a sufficiently minute description of the goods as they are ordered to prevent any possibility of doubt when they come in as to whether they are correct or not.

There is another subject that urgently demands the attention of both the wholesale and retail trade, which we will merely mention and leave for some one else to enlarge upon; that is, indiscriminate compromises. By all means give everyone who is trying to do a legitimate business every chance, but we question very seriously if it is legitimate for merchants to sell goods at 50 or 75c. on the dollar for a year or two, then compromise with their creditors at say 50c. on the dollar, and celebrate the event by slaughtering goods at ridiculous prices, interfering to a large extent with ordinary trade. We can call to mind at least four large dry goods concerns within a radius of 25 miles, which could almost be termed annual compromisers, and they come up smiling after each one, and flood the surrounding communities with their circulars of cheap goods, secured by favor of their wholesale friends at not usually more than 50c. on the dollar.

Yours truly,

A. W. CRESSMAN

Norwich, April 10, 1896.

Mr. F. E. Kaley, of the Morse & Kaley Mfg. Co., Millford, N.H., took a trip through Canada last week, stopping at Montreal and Toronto on the way west to Chicago. Mr. Kaley, who is a typical up-to-date American business man, speaks hopefully of the trade outlook in the States. Mr. Kaley was accompanied to Toronto by Mr. R. Henderson, the Canadian representative of the company.

AN INTERESTING TRIP ABROAD.

I HAVE heard a good many who have traveled abroad describe their journeyings; and I have traveled considerable myself (in the street cars), but few can relate their experiences in such a vivid and amusing way as Mr. J. D. Allan, of Toronto.

Mr. Allan crosses the ocean every year for his firm, A. A. Allan & Co., to buy in the fur markets. He has just returned from his usual trip to England and the Continent, and answers to the questions of THE DRY GOODS REVIEW elicited a description of the trip which is well worth retelling. Mr. Allan this season crossed the ocean early in the stormy days of January so as to be in London in time for the fur sales there. The lot of a buyer in the great fur centres is, I judge, like the policeman's in the opera—not altogether a happy one. You require, of course, a thorough practical knowledge of furs or you wouldn't be there. You have to be an adept at sizing up the values of the skins offered at the particular sales taking place. And finally you must have patience, nerve and a good slice of physical endurance to take your place among the bidders and see the whole thing through. This is what I infer from Mr. Allan's account, although, no doubt, it is to him a perfectly simple matter. When the fur sales are "on" in London the firms conducting them issue immensely long printed catalogues containing the various lots to be sold. Each lot is numbered. The buyer will, a day or so before the sale, obtain, like the critics at the picture galleries, a "private view" of the furs numbered in the catalogue. He will look into their value, and privately note down as a guide at the bidding what his personal estimate of their worth may be. The magnitude of these sales is realized when we remember that the offerings of a large firm will take four days to dispose of, and aggregate perhaps \$1,500,000 worth, comprising every class of stuff.

Then comes the sale. At a well-attended sale there will be from 100 to 300 buyers from all parts of the world. The continental buyers like to smoke tobacco, and after 1 p. m. in the day they are permitted to do so. In this crowd you wait hour after hour, day after day, till the numbered lots you have selected as good stuff are put up. You must not get excited, and you must not allow yourself to bid higher than the figures you put down when quietly looking over the furs before the sale. After three weeks of a reeking atmosphere, a constant strain on the nervous system, and a daily attendance at the sales a buyer begins to feel that life is somewhat burdensome, and London is connected in his mind with a term at hard labor.

After London you cross to the Continent and visit Germany and Russia. This season the buyers did not as a rule go to Russia. This being Coronation Year the price of ermine and sable is above the usual market value, and until that event is over prices will not be at the normal level. Mr. Allan visited Leipsic, and on a smaller scale and in another language, the London operation is repeated. The Canadian buyer found himself well-treated in Leipsic this year. The Canadian demand is always so much smaller than that from the United States that purchases from the latter country are of more importance. But trade with the States was bad last year. Canada is a safe if a small market, and the Leipsic dealers were glad to have Canadian orders. Mr. Allan says owing to this and other circumstances the patrons of A. A. Allan & Co. will see the nicest range of stuff this season shown for some time, and while prices have not broken the values are really excellent.

Having completed his labors for the buying season, Mr.

Allan, on the advice of his London doctor, took a trip to the south before attempting the ocean voyage again. From Leipsic he went to Regensburg, on the Danube, an interesting place, and then to Munich, with its fine art galleries. On the way south, at Innsbruck, there was deep snow to the foot of the Alps, but after getting through the Brenner pass and down to Verona the traveler began to experience the balmy air of Italy. The old walled city of Verona brings home to one's mind what Italian unity really means, since the separation of these fortified places from each other and from their surrounding districts is complete. Verona is as old as Rome, and to visit it is like stepping out of the present into the early centuries of the Christian era. The city walls have a financial as well as historic interest. When the Canadian visitor reached the city gates at midnight he was the only occupant of the conveyance, and the Customs officer climbed in to see if he had anything dutiable for contribution to the octroi tax. "Parlez vous Francais?" murmured the drowsy traveler. No, he didn't speak French. "Sprechen sie Deutsch?" He didn't do that either. "Well, do you speak English?" After hearing three languages he couldn't understand the officer retreated in a huff and allowed the solitary traveler to enter unmolested. Verona's fine cathedral and its gorgeous palm garden are sights a traveler loves to look upon. The city is the only Italian town with a Coliseum similar to that at Rome. The seats held 25,000 people, and the outer wall was 78 feet high and 20 feet thick. When you meet a tall, dignified personage with an imposing black hat and frock coat, remember he is not a magistrate, but a policeman. Having seen Venice before, Mr. Allan stopped at Padua instead. Here the clock is at least 2,000 years behind. An old, old walled town of 52,000 people, with the houses in rows of regular arcades, the people wearing the toga and everything bearing the impress of the days of Caesar. The visitor observed the washing hung out on the trees of the public streets and everyone satisfied with the arrangement. Then on to Bologna, to Pistoja, and to beautiful Florence. Florence is instinct with the genius of Michael Angelo, and there you realize the many sided talent of the man. The exterior of the cathedral impresses one as particularly fine, in a land of great cathedrals. The doors of the baptistery, cast in bronze over 400 years ago, and with relief figures representing ten subjects from the Old and ten from the New Testament, the work of Ghiberti, are marvels of skill and beauty. It was June weather when the traveler was in Florence, and a view from the hill, on the city's outskirts, of the sun going down behind the Appenines is something not readily forgotten.

Mr. Allan visited Rome, and the historic neighborhood of the City of the Seven Hills, then to Naples, ascending Vesuvius, and inspecting the excavated Pompeii, and on to the extreme south of the Italian Peninsula, where Canadian travelers seldom go. THE REVIEW took up an hour of Mr. Allan's busy day in hearing the account of a portion of his travels, and withdrew reluctantly, so interesting was the subject, and so keen and observant an eye for passing events as well as historic recollections has the Canadian traveler. I asked: "Were you distinguished as a Canadian by people you met, or do they as usual class us in amongst the Americans?"

"Well, judge for yourself. On arriving at Rome I registered at the Hotel Bristol. This is an important hotel. Travelers from all parts of the world stay there. Prince Henry of Germany was a guest at that time, and the King and Queen of

Italy called upon him at the Bristol. I registered from 'Toronto, Canada.' Next day I noticed in the papers in the printed list of hotel arrivals, J. D. Allan, Canada, U.S.A. Feeling rather curious to know how this had come about, I asked the office manager at the hotel why the name was put in in this way. 'Well, isn't Canada an American city?' he asked, astonished. I explained, and pointed out that the clerk might have noticed that Toronto was given as the name of the city. 'We thought Toronto was the name of the street you lived on!'"

A SURPRISE.

IT IS surprising to notice a Canadian house boldly advertising that they are making a specialty of Canadian tweeds. It strikes us as a courageous move. One looks in vain, as a rule, for a square announcement from our Canadian firms on the subject. Yet, as will be seen elsewhere in THE REVIEW, this is what John Muldrew & Co., Toronto, are now doing. They believe that Canadian woollens are not second to any manufactured abroad, and that even experienced buyers find it difficult—in some lines impossible—to distinguish between the imported and the home manufactured article. This being so (and we don't find competent judges denying it), why is there any hesitation in pushing the Canadian goods with the same zeal and enterprise which are bestowed upon those made abroad? Surely, there is something in national sentiment as applied to trade. If our own makes are equal in value and appearance, is it not reasonable that Canadians should give them the preference? No one wants an inferior home-made article preferred before one better manufactured abroad. That would not be national sentiment, but merely national prejudice. But in the case of Canadian tweeds no such argument can be advanced. In such lines as Oxford and other makes of homespuns Canada is beating the world. Our goods are exported to the States, to England itself and to the Continent. That is a conclusive answer to any idle charge of inferiority. The output from mills like those of Rosamond, Paton, Forbes and Brodie are not surpassed anywhere. At present prices they are far better value than their imported competitors. Why not say so, then, and go to the trade on the real merits of the goods, instead of dodging the real facts and seeking trade on a pretended superiority for imported goods? An experienced buyer lately pointed out another feature which tells in favor of Canadian makes. This is the fact, that in the middle of the season, when the taste for certain lines is fixed, the merchant can order the styles that he has found by experiment are going well with the certainty of prompt delivery for present needs. With imported goods this is seldom practicable. Our mills can cater to this phase of trade with advantage.

THE REVIEW is in full sympathy with Mr. Muldrew's policy. It is entirely creditable, and must succeed. We look to see others fall into line when this house has established forever the fact that Canadian tweeds are as good property as any in the market.

EUROPEAN NOTES.

AS one travels about one is naturally curious to see how business methods compare with ours in Canada. Strolling through the Bon Marche, in Paris, one of the biggest and best-known departmental stores in the world, which proclaims "Le systeme de vendre tout a petit benefice et entierement de confiance est absolu," i.e., the system of selling everything at a small profit and entire confidence or guarantee is absolute, one is struck with the fact that things of small value are sold perhaps at cost, but as the value of the article increases the profit is piled on. This is the modern system, which means to sell cheap well-known and low-priced articles, but put it on thick when you can. I chanced to see on one of the tables marked "Occasion," or bargain opportunity, that the reduced price of an article I could absolutely identify was 55 per cent. advance on the cost, so the words "small profits" become very much a matter of opinion. Further, as they claim a capital of \$4,000,000, not including the reserves, which are not stated, the system of small profits evidently made large profits—humbug!

In Berlin I could notice the same thing. Here I could see many articles in the windows with the Dutchman's modest 1 per cent., i.e., as he explained: "You see, vot I puyt for one tollar I sells for two; dat is only 1 per cent." In England I saw an article ticketed in the window at 2s. 11d., which cost only 1s. 5d., so I came to the conclusion that in Europe any way the department stores understood very well how large a small profit ought to be. Peter Robinson, who died not long ago, left over \$5,000,000. D. H. Evans, of Oxford street, London, is reported to have made \$400,000 in less than 20 years. Rylands & Sons, Ltd., shares are worth 2½ times the original price, and they are paying 12 per cent. We think we are very smart on this continent and that the old world is slow, but we have a great deal to learn. They get better profits, don't work so incessantly, don't worry so much, have better digestion, and enjoy life better. We destroy our health and happiness very often, trying to cut our neighbors' throats and make a little money; and if we don't fail in that we either die or get disabled from nervous prostration, and spend our money trying to get back our health. A little more "live and let live" would make business sounder and more profitable.

Considering the great demand for fancy dress goods, one is puzzled to know where they all go if you sit down on one of the boulevards, and count how large a proportion of the dresses are either black or plain colors. Sicilians, alpacas, bright finish serges and henriettas are all popular, with a decided tendency to black figures, small to medium. Blouses and waists different from the skirts, and of almost every conceivable material, are in vogue. These are usually fancy designs.

Buttons are and will be much worn, either very small or very large, i.e., 14 to 18 then 40 to 70. Velvets and velveteens are popular, and in mantle cloths as well as dress goods, curls, boucles, loops, etc., will be quite a prevailing feature for autumn. Elastic belts will be very much worn for summer, and broader than last year, while capes seem as popular as ever.

Long gloves, extending to the elbows, with short, full sleeves, will be quite the proper thing for warm weather. And ribbons continue to be very largely used for dresses. Hats are still large, in all sorts of shapes, and fancy chene ribbons, with plenty of feathers or flowers, complete the get-up.

YOUR OCCASIONAL CORRESPONDENT.

Goods you want

FOR THE SUMMER SEASON

Black Mohairs
 Black Sicilians
 Black Alpacas
 Black Henriettas
 Black Serges

Fashionable
 Handsome
 Fancy Dress Goods
 Expensive and
 Medium priced,
 Also a few cheap
 lines

Muslins with Em-
 broideries to match.
 Laces and Ribbons
 of all kinds,
 Hosiery, Gloves,
 Sunshades

We are clearing out
 some lines that you
 should get a share
 of. Drop us a postal
 for particulars.

Please do not forget
 that we are now
 showing **special**
 lines for

Fall 1896

Black Silks
 Black Satins
 Black Crepons
 Black Sateens
 Black Prints

Hundreds of pat-
 terns in Silk,
 Silk and Wool,
 All Wool,
 Muslins and
 Fancy Cottons for
 Blouse Waists

Tams for Summer,
 Full range of
 Underwear,
 Summer Weights,
 Golfers,
 Sweaters

BROPHY, CAINS & Co.

196 McGill Street.

MONTREAL

THERE'S PROFIT IN A CASH SYSTEM.

"Can a strictly cash business be successfully carried on?" That was the question put to Lester H. Kane, of L. H. Kane & Co., dry goods merchants, Halifax, by THE DRY GOODS REVIEW. "Of course it can," replied Mr. Kane. "We conduct a strictly cash business. When we started business we had lots of experience, but little cash. We had to compete with houses of long standing; houses with established trade, and which had lots of money. More than that, they were doing a large credit business. But we have succeeded in building up a good business on strictly cash principles. I think our case is an illustration of the success of such a system. I also believe in buying for cash. Of course we cannot always do that, but it is the correct way nevertheless. There is money in it for the merchant who does so."

BETTER PREMISES AND A CASH BASIS.

The firm of Geo. Craig & Co., Winnipeg, have recently moved into a much larger and better store, specially built for them with up-to-date improvements, including basement, first and second flats. They handle dry goods, millinery, clothing, boots and shoes and groceries, and conduct their business on strictly cash principles.

PERRIN FRERES & CIE. RESUMING.

The dispute between Perrin Freres & Cie. and the Customs has come to an end, and the firm have resumed business. They are now taking orders for fall importations in their well-known brands, a fact which will interest the trade, as Perrin's gloves are well-known in the Canadian market.

LATEST NEWS OF RAT PORTAGE.

Mr. George E. Smith, of Essex Centre, has purchased the old-established business of Baker & Co., Rat Portage. Messrs. Baker & Co. commenced business in 1879, and conducted a strictly cash business. All the employes of the old firm remain with the new.

A. Carmichael, Rat Portage, who has been out of business for some time, has opened again in his own premises in dry goods, carpets, furnishings, etc.

J. Gardner & Co., Rat Portage, are building a large brick addition to their premises. They find this necessary in order to handle their large and increasing business.

A POINTER IN BLACK GOODS.

If you write the dress goods editor of THE DRY GOODS REVIEW, Board of Trade Building, Montreal, he will give you the name of a wholesale house that is offering a handsome range of black goods in mohairs, alpacas, scitans, etc. They have a line of special good value in black figured alpaca, about 100 pieces only left, that they are offering at 25c. per yard.

FOR SORTING UP ORDERS.

Wm. Agnew & Co., St. James street, Montreal, consider that retailers who are sorting up their summer goods should not forget their stock of cycling and dust-proof serges. Their turnover of both lines this spring is sufficient proof of the fact that the goods are first-class sellers. Their stock of black broche and moreens is a well-assorted one still for buyers to select from.

HAVING PLACED LIBERAL CONTRACTS FOR



Cotton Goods

Before the advances, our customers have benefitted thereby and should make large profits.

**IN STOCK
NOW**

LARGE RANGE OF

**American
Cotton Fabrics**

For Spring and
Summer Trade.

IMPORTATIONS rapidly being completed of

**PRINTS,
DRESS GOODS,
HOSIERY and
SMALLWARFS**

Special attractions in . . .

**Men's Wear
Ladies' Blouses and Golfers**

KNOX, MORGAN & CO.

Wholesale
Dry Goods

HAMILTON, Ont.

THE DRESS GOODS OUTLOOK ABROAD.

G. B. FRASER, of S. Greenshields, Son & Co., is back at his desk again in the big warehouse on the corner of Craig street and Victoria square, Montreal. As he had been buying goods THE DRY GOODS REVIEW knew he had some pointers, and called the other day to get them.

When buying dress goods he was particularly struck by the run on mohair crepons and sicilian lustres. At the time of his arrival in England crepons had the run. To test it a brother buyer and himself took a stroll through the fashionable west end of London. Every ten ladies they met out of twelve were wearing a mohair crepon. Just previous to his sailing he repeated the stroll, and found that the lustres had greatly increased in favor also. The goods were 50 inches double width, which was an exceptional advantage in draping the skirt, as it only necessitated a simple single seam. As an evidence of the demand for these goods, he mentioned the fact that one buyer alone had given an order for 1,500 pieces. The quick turnover they were having here fully coincided with the above. A shipment of them was hardly two days in the warehouse before it was all gone.

A line that was generally considered good for the fall trade was velvets and velveteens. The case promised to be as fashionable as ever, and the fashion records indicated that they would be made up largely out of the two above lines.

Tartan patterns were another good line of stock. Most of the manufacturers were sold a long way ahead on them. One leading firm at the time he sailed were refusing to book orders for these goods until October and November. They claimed to

have plenty of work to keep them going in the meantime without assuming obligations that they might not be able to fulfil.

THE GODERICH KNITTING CO.

The new industry at Goderich carried on by the Goderich Knitting Co., Ltd., has begun under very promising auspices. The heads of the company are: Dr. Shannon, president; Geo. Atcheson, vice-president; E. Downing, treasurer; R. C. Hay, secretary; F. F. Pole, manager. The company is fortunate in its manager, as Mr. Pole has had a business experience of thirty years and is well and favorably known to the wholesale houses of the Dominion. The mill is now turning out seamless hosiery of the highest grade, and it is the intention to maintain this standard so as to meet the approval of experts in the trade. The aim will be to produce always perfect work, and thus keep the reputation which the goods now deserve. It is well known that Canadian knitted goods have no superior anywhere, and the way they have captured the Canadian market is proof of this. THE REVIEW is glad to notice that the Goderich Knitting Co. has adopted the Maple Leaf as their insignia, which has a good national flavor about it, and will command success.

SEND FOR SAMPLES.

The demand for plain and broche sicilians, mohairs, etc., has suddenly increased very much with the bright, warm weather. S. Greenshields, Son & Co. have been very fortunate in securing several cheap lines in 38, 42 and 54 inches, canvas weave and very brilliant, and will be glad to send samples on application.



A charming . . . creation

of the printer's art, enclosed in an original and handsome colored cover in sixteen printings, will, on July 1st, be issued from the office of THE DRY GOODS REVIEW. This will be our regular

Special Fall Trade Number

and will be of special interest to the Dry Goods Trade, both wholesale and retail, as representative wholesalers and manufacturers propose utilizing it in making their announcements of fall goods. Several applications for advertising space have already been filed. Cover space not yet sold. Advertisers should communicate with us at the earliest possible moment. Remember

THE DATE IS JULY 1st.

VERVIERS IS IN BELGIUM.

An item of news in last issue of THE REVIEW referred to the removal of several cloth mills from Verviers, France, to other countries. Mr. J. D. M. MacBurnie, Montreal, writes: "There may be a Verviers in France, but the important cloth manufacturing town Verviers is in Belgium, and only a short distance by rail from Aix-la-Chapelle, Germany. As I have lived in both places I take the liberty of calling attention to above small error." THE REVIEW is obliged to Mr. MacBurnie for the information.

SPECIAL BICYCLE GOODS.

McMaster & Co. are showing several special lines calculated to meet the requirements of the great army of wheelers. They have all makes and sizes of bicycle hose, plain and fancy; negligé shirts and sweaters, all prices, styles and colors; ladies' golfers, plain and fancy, in black, navy, seal and cardinal. These goods are of superior make, are having a ready sale, and are very popular with wheelmen and wheelwomen.

ALASKA FEATHER AND DOWN CO.

In an address to the trade the Alaska Feather & Down Co. say that in their new premises at 290 Guy street, Montreal, they have added to their plant in every department. "Our

facilities for handling large orders are thereby much increased. We have no hesitation in saying that when all our arrangements are completed, ours will be the best equipped factory of feathers and down goods on this continent. We intend to prove this assertion by results. Absolutely odorless stock. Low prices for large orders. Prompt delivery."

PILLOWS.

Merchants wanting a low-priced line of boating, hammock or outing pillows would do well to note prices quoted in the "ad." of the Toronto Feather & Down Co. in this issue.

PERSONAL.

Mr. Geo. Dawson has just completed a special western trip in the interests of the Corticelli Silk Co. He visited all towns in Manitoba, the Territories and British Columbia. He is favorably impressed with business prospects, and the result of his trip will be increased business for his firm.

LADIES' UNDERWEAR.

Julius Singer, carrying on business as the Singer Ladies' Underwear Manufacturing Co., is applying for letters of incorporation as a joint stock company, to be known as the Singer Ladies' Underwear Manufacturing Co., Ltd.

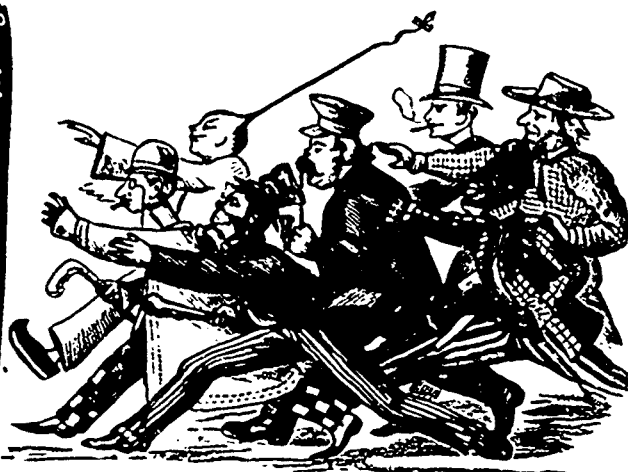
Our Specialty

**MEN'S READY-MADE PANTS
AND BOYS' KNICKERS**

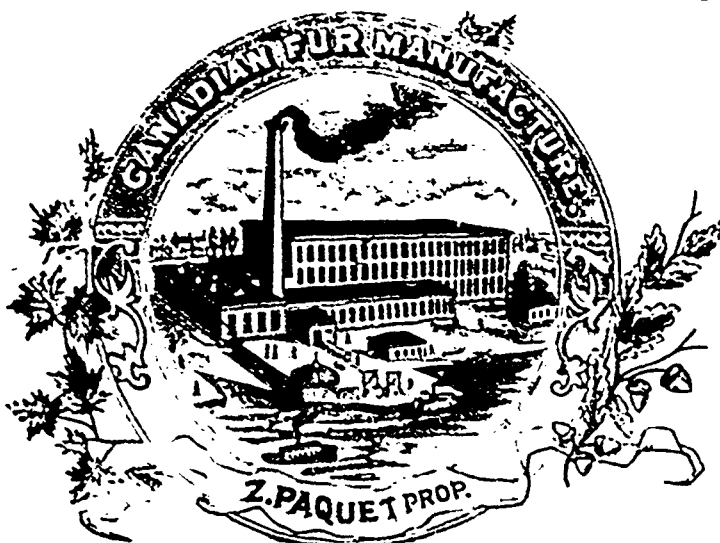
The G. A. Thorpe Mfg. Co.

25 MELINDA ST., TORONTO

Wholesale Manufacturers Fine Ready-Made Clothing.



BEHOLD!! THE OBJECT OF THIS MIGHTY RACE



Our travellers are now on the road and will call on you shortly with our samples of Fur Skins, Manufactured Furs, Cloth Caps, Gloves, Mitts, Moccasins, and we would kindly ask you to defer placing your orders until you have examined our collection. We can safely assert that for completeness of detail in regard to finish, fit and tasteful selection of materials and designs, our lines will be unsurpassable.

Z. PAQUET,
QUEBEC.

This is the . . .

"Snowflake"

Mentioned in the March issue of this paper.

Our men have been booking orders for **Fall** for the past 30 days, and the way merchants have placed their orders for the above confirms what we before said: That for lightness of **weight** and **price** it is unequalled.

Wait and See It

Write for sample dozen of our boat, hammock and outing pillows, covered and frilled, to retail from 37½c. up.

The
Toronto Feather & Down Co. Ltd.

TORONTO

BOULTER & STEWART - Sole Selling Agents



Retails 36 to 50c., in 6 sizes.

A GARMENT that covers the wearer from neck to toe, protecting from chills and drafts, ensuring perfect rest.

IF you do not stock

THE CROWN BRAND

Sleeping Garments

for next **FALL** you will surely miss a good thing.



UNSHRINKABLE



Retails 50 to 75c., in 6 sizes

Boulter & Stewart

TORONTO

Sole Selling Agents.

CELLULOID PRODUCTS.

WHAT remarkable progress has been made in the manufacture of celluloid products! It is only a few years since it was begun. The first year one desk in a room with other tenants was sufficient, while the workshop consisted of two rooms. To-day the original manufacturers, "The Celluloid Co.," of New York, have factories at Newark, N.J., covering 144 city lots, while their offices and warerooms in New York city occupy a seven-storey and basement building 75 x 85 feet at the corner of Washington place, overlooking the park.

Celluloid was a name coined by this company. It is a compound of camphor and other ingredients, which renders articles with which it is covered waterproof. Originally the manufacturers devoted most of their attention to collars and cuffs; that is, they took linen collars and cuffs and covered both sides with a thin sheet of celluloid. Being waterproof, every wearer becomes his own laundryman by simply wiping them off with a wet cloth or sponge. Besides these, the company is now making almost every conceivable article of this material, including brushes, combs, mirrors, fancy goods in all shades and colors, in imitation of ivory, tortoise shell, agate, onyx, amber, etc., and other valuable things.

The collars and cuffs became so popular that hundreds of imitators sprung up, who often made very inferior goods, and actually labelled them "celluloid." Many of these makes soon soiled or broke, and wearers condemned the material. Finding their reputation suffering from these numerous imitations, they began the prosecution of imitators, good, bad and indifferent, in the United States, and one after another they were suppressed

by the courts. Having accomplished this much in the United States the company are now turning their attention to Canada, where the name "celluloid" has been imitated. In fact, one concern seems to have actually adopted the Celluloid Co.'s brands, and to have made a fair imitation of the trade mark. At the same time, another Canadian firm, when their attention was drawn to the matter, very honorably promptly withdrew goods that might be mistaken for those made by the Celluloid Co.

SPECIALS IN WOOLENS.

Finley, Smith & Co. call special attention to a magnificent range of costume and golf cloths which their travelers are now showing for the fall trade—also three special makes of blue serge for immediate delivery—"Britannia," "Trafalgar" and "Royal Navy." These serges are absolutely fast blue and are well known in the best London trade.

JULY MUSLINS.

Every retailer should have a well-assorted stock of muslins for the July trade. This is the time to think of buying, and buyers who are sorting up might find it profitable to bear in mind that Thibaudeau Bros. have just turned into stock this week a large shipment of printed fancy woven muslin organdies. They have the goods in ten different styles, and retailers can be supplied to suit many tastes. Any enquiries for prices or fuller information regarding this shipment addressed to the St. Paul street office of the firm in Montreal will be promptly attended to.

HUTCHISON, NISBET & AULD.

TORONTO.

IMPORTED AND DOMESTIC

Woollens and
Tailors' Trimmings

All orders received by

MAIL

WIRE

or PHONE

given prompt attention, and parcels shipped by
FIRST TRAIN leaving the city.

HUTCHISON, NISBET & AULD.

The Two in One . . .

It is one thing to sell profit-making goods. It is a decidedly different thing to sell satisfactory goods. The first often means but a single sale, while the latter means continuous selling.

BRUSH'S PEERLESS
DOUBLE DRESS STAY

combines the two. It pays the retailer a handsome profit, while, at the same time, it constantly attracts the customer to his store. And why shouldn't it do so?

"'Twill never stay bent,
That's good from the start;
They can't cut the dress,
And won't melt apart."

Thus it overcomes all faults known to DRESS STAYS,—in other words, it is perfect. Did you ever know a perfect article that wouldn't sell?

Brush's Peerless Double Dress Stays are made up in sizes 6 to 9 inches; also in sets of nine steels each, 6 to 9 inches. Colors—Drab, Black, White, Old Gold, Pink and Blue.

SAMPLE ORDERS SOLICITED

BRUSH & CO.

TORONTO



MANCHESTER FIRE ASSURANCE CO.

REPORT of the directors presented to the shareholders at the 72nd annual meeting, held at the company's house, 98 King street, Manchester, on Friday, the 10th April, 1896 :

The directors have pleasure in presenting to the shareholders the report of the operations of the company for the year 1895.

The net premiums amounted to £738,891 16s. 6d. The losses, including full provision for all unsettled claims, amounted to £465,468 8s. 6d., say 63 0 per cent.

FIRE AND REVENUE ACCOUNT

After paying all expenses, commissions and taxes, the fire account for the year closed with a surplus of	£25,810 7 2
The income from interest, etc., on investments yielded	20,269 14 5
Profit on realized securities	53 4 1
Balance carried to funds, on per other side	£46,133 6 6

DIVIDEND.

An interim dividend of 2s. per share was paid in September last, and the directors now recommend a further dividend at the same rate as for the past half-year, and also a bonus of 2s. per share, making for the year 15 per cent	£30,000 0 0
Leaving to be added to the funds for the year (after providing for dividend as above)	£16,133 6 1

The capital and reserve funds now stand at £696,187 5s. 5d., and the increasing financial strength of the company during the past few years is shown by the following figures :

At the 31st December, 1889, the funds in hand amounted to	£188,380
At the 31st December, 1891, the funds in hand amounted to	425,012
At the 31st December, 1893, the funds in hand amounted to	664,183
At the 31st December, 1895, the funds in hand amounted to	696,187

REVENUE ACCOUNT FOR THE YEAR ENDING 31st DECEMBER, 1895.

Net premiums	£	s. d.
Interest and dividends	738,891	16 6
Profit on securities realized	20,269	14 5
	53	4 6
	759,214	15 5

Fire losses paid and outstanding	£	s. d.
Agents' commissions and expenses	465,468	8 6
Home, foreign, and colonial state taxes	131,178	19 1
Expenses of management head office and branches at home and abroad	12,036	14 2
	104,397	7 7
	713,081	9 4
Balance carried to funds	46,133	6 1
	759,214	15 5

BALANCE SHEET

Capital account	£	s. d.
100,000 shares of £20 each £2 per share paid	200,000	0 0
Funds from last year's account	£480,053 19 4	
Balance of revenue account brought down	46,133 6 1	
	326,187 5 5	
Less interim dividend paid September	£10,000 0 0	
Dividend and bonus payable 11th April, 1896	20,000 0 0	
Reserve Funds	30,000 0 0	
	496,187 5 5	
Total	696,187 5 5	
Outstanding losses	84,626	18 5
Bills payable	2,000	0 0
Other liabilities	281	5 8
Dividend and bonus for past half-year payable to shareholders, 11th April, 1896, as shown above	20,000	0 0
	£803,695 9 6	

Railway and other debentures and bonds	£	s. d.
United States government 4 per cent. registered bonds	225,329	14 7
Municipal bonds	97,941	18 7
English railway and other stock	94,784	11 6
Canada government inscribed stock	12,329	3 1
Cape of Good Hope government 3½ per cent. inscribed stock	43,785	8 1
Transvaal government 5 per cent. loan	9,833	6 0
Austrian government 4 per cent. gold rentes	5,257	11 0
Spanish government 4 per cent. redeemable stock	8,710	0 0
Mortgages on first-class property (with ample margins)	628	8 2
Cash in the hands of United States trustees (since invested)	10,450	19 1
Interest accrued, not yet payable	3,000	0 0
House property and furniture, land, Manchester and London, etc.	4,621	18 4
Balances in hands of branches and agents (home and foreign)	43,004	14 0
Due by other offices	193,365	19 6
Outstanding premiums	68,337	12 4
Cash at bankers and in hand	33,982	14 7
	23,601	10 8
	£803,695 9 6	

Fire cannot
burn a
Taylor
Safe

Ring De Joinville



Latest novelty in Men's Neckwear in Choice Patterns,
Light and Dark Silks, to retail at 25c. and 50c.

E. & S. Currie 64 Bay St. Toronto.

NOVELTY IN MEN'S NECKWEAR.

THE retail furnisher who is known to have always the latest novelties in neckties for men's wear is the man who captures the profitable trade in his town. This is so well known to the live men's furnishers that there is a constant cry from the trade for "something new." Nowhere is this carried to a



greater extent than in the United States, where New York is the centre of the neckwear trade. The busy brain of a New Yorker has just produced the "Ring de Joinville," of which a cut is here shown, and it is having an immense run, as it is the

only novelty in a light negligé scarf for the midsummer trade of 1896.

Undoubtedly the origin of this scarf was the popular De Joinville, worn with an ordinary finger ring, but this could never become popular owing to the difficulty of keeping it in position after adjusting it to the collar. The new "Ring de Joinville" is easily put on. It has the elastic attachment at the back, and is held in position with a hook on each side in front. The ring given with the scarf can, if desired, be replaced with any ring the wearer has. E. & S. Currie, of 64 Bay street, Toronto, are placing this on the Canadian market in lines to sell at 25 and 50c., in light and dark silks, and say it is having a wonderful sale.

A GOOD SHOWING.

Payments to Montreal merchants from some districts were very well met on Monday. A house which does business with the better merchants in every part of Canada east of Winnipeg, and looks carefully after collections, showed THE REVIEW that ninety per cent. of the paper due from out-of-town merchants was paid.

SUMMER SPECIALS.

H. J. Caulfeild & Co. are making specialties this month of several seasonable lines: Sweaters, a big stock; full lines of French and German fine balbriggan underwear; bicycle and golf hose in plain and fancy checks and plain with fancy roll down top. A feature is a line of summer vests at 75c. Also bathing suits, men's and boys, in all sizes, and half-hose of cotton and cashmere in blacks and tans.

A Gem

REPRESENTS GREAT VALUE
IN A SMALL COMPASS



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

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

There are
Others —
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

26 and 28 Front St. West

New York:

715 to 737 Broadway

If you buy the wrong goods ...

THE
RIGHT CUSTOMERS

will shun
you

The right goods are:

Victoria Crochet Thread
Morse & Kaley Knitting Cotton
M. & K. Turkey Red Embroidery Cotton
M. & K. Fast Black (Black Card Registered), Darning
M. & K. Ball Mending—Black, Tan, Light Tan, Dark Tan
Chadwick's Spool Cotton
Chadwick's Mending Wools
Dunbar McMaster's Linen Thread
Star, Crescent and Pearl Batting
A, B, XX and X Wadding

... Ask for above brands ...

R. HENDERSON & CO. Agents for Canada **MONTREAL**

A. A. ALLAN & CO.

Manufacturers and Wholesale Dealers.

Hats, Caps and Straw Goods

SPRING, 1896

Full range of English and American Hats.
New and Natty Styles.

CAPS CAPS CAPS

Our assortment replete with rare novelties.
Inspection invited. Letter Orders carefully
attended to.

51 Bay Street - TORONTO.

Wyld, Grasett & Darling

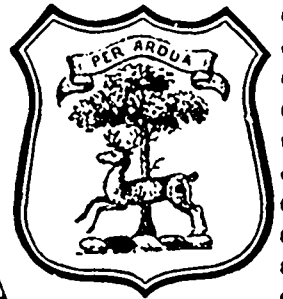
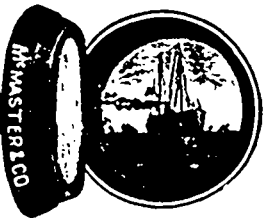
Have pleasure in directing the attention of the trade
to the following departments.

- Staples
- Imported Woollens and Tailors' Trimmings
- Canadian Woollens
- Smallwares . .
- Men's Furnishings
- Dress Goods . . .

STOCK
KEPT
WELL
ASSORTED
AND
VALUES
RIGHT

WYLD, GRASETT & DARLING
TORONTO

NEW SHIPMENTS
JUST RECEIVED



BLACK CREPONS
IN SILK EFFECTS

DRESDEN MUSLINS

SPECIAL VALUE IN
BLUE AND BLACK SERGES
IRISH SERGES
TENNIS AND CRICKETTING SERGES

CARPETS
WILTONS, BRUSSELS, TAPESTRY,
WOOL, UNION, AND HEMP

THE MOST SUCCESSFUL PATTERNS IN THE TRADE

ANOTHER SHIPMENT

OF THE VERY CHOICEST PATTERNS AND COLORS IN

PRINCESS MAY SUITINGS

THE LATEST PRODUCTIONS IN
NEGLIGE SHIRTS
ALL SIZES, STYLES,
COLORS AND PATTERNS



McMASTER & CO.

Wholesale Dry Goods, 12 Front St. West, TORONTO

SUMMER MILLINERY.

THE millinery season is fulfilling the promise of early expectations, and prevailing styles conduce to a good trade. The payments on May 4th were, up to the time THE REVIEW went to press, reported good, and milliners seemed to be satisfied with the prospects.

J. D. IVEY & CO.

In conversation with Mr. Ivey, THE REVIEW learned that the present has been the best season in the history of the house. A fine summer opening was held, and, encouraged by the result, the firm will have a midsummer opening on May 12 and 13, when the latest ideas will be shown, thus enabling the trade to get the maximum of good out of the present season by having the very newest styles to show their customers. While this house, like all sensible concerns, does not wish the trade to over-buy, it is felt to be wise advice for milliners to keep abreast of the season by adding the newer novelties. Believing that trade can best be got by this policy, J. D. Ivey & Co. are giving special attention to letter orders. The stock of sailors is large and varied, and weekly shipments from New York and England are being received. Sailors are good property this season. In trimmings, tulle, lace and flowers continue to lead in style, and a full range is shown.

OVER-PUSHING FALL BUYING.

The policy of rushing forward fall samples is being pretty generally discussed by Toronto houses. Mr. Ivey and others believe in the present season being thoroughly worked by both wholesale and retail trade, instead of going forward too soon into autumn. The new fashions, he thinks, cannot properly be seen until later on, and as the best profit can be realized by milliners with the latest novelties, a little judicious waiting until those are known is considered good policy.

A SATISFACTORY BUSINESS.

S. F. McKinnon & Co. say that notwithstanding the murmurings heard in some quarters at the slowness of trade, their April sales were very satisfactory, and, like the preceding spring months, shows a substantial increase over the corresponding month of last year. "We have made preparations for, and expect, a big trade this month. We had a large number of buyers present at our summer millinery opening on April 28th. All were in high spirits, and bought freely, anticipating a big May trade. Our trimmed patterns on that occasion, as usual, were picked up quick. They set forth the correct styles and trimming effects for summer, which will be light and stylish. As trimmings, chiffons, nets, ribbons and flowers will rule in harmony. We have such faith in the summer trade, and knowing that it is sometimes difficult for buyers to take the time necessary to visit the market at this busy season, we have added extra travelers to our staff, so that in urgent cases we

can have our samples brought before any of our patrons within a very short time of hearing from them."

NEW WATERPROOFS.

Caverhill, Kissock & Co., St. Peter street, Montreal, will show one of the largest assortments of ladies' waterproofs this season that they have ever offered. The three accompanying cuts illustrate some of the leading styles, but others are legion. In fact, as it would take more space than is available to describe them in full, THE DRY GOODS REVIEW's readers are referred to the firm, who will only be too happy to supply any particulars desired. The cuts indicate that the treble cape is the one a lady must wear this fall if she wishes to be in the fashion.

SHOWING MILLINERY WELL.

Unquestionably the sale of millinery goods can be accelerated through the medium of tastily dressed windows.

We are all willing to admit that most women are exacting in the matter of dress: so much the better for business. Women who are careless of their appearance are seldom good buyers.

It is the tasty ones, the fashionable dames, who want the correct thing, and are willing to pay for it, that keep the wolf from the store door. Such women are exacting in everything they wear, but doubly so in the matter of hats.

It makes a difference then under what conditions they see the goods. "Show me your company and I'll tell you what you are," fits the millinery show to a nicety. Seen under favorable conditions in correct surroundings, and the first impression is favorable, the battle is half won then, says The Dry Goods Reporter. "Goods well bought are half sold," has long been a saving axiom in the dry goods store, but "goods well shown are more than half sold" as aptly fits the case in millinery.

The display, while not unduly showy, should be in a single tint that favors the goods shown; the addition of a few ribbons might be effective, but in a window trim of millinery the one thing to be considered is the welfare of the finished hat. The raw materials are simply auxiliaries, and their mission in this case is to provide good background and proper company for hats.

A PRESENTATION.

Mr. W. P. Clancy was presented with a handsome diamond ring by the employes of Thomas May & Co., on the occasion of his severing his connection with that firm, where he has been employed for the last sixteen years. Mr. Clancy leaves to fill a more responsible position with the firm of J. R. B. Smith & Co., St. Helen street Montreal,

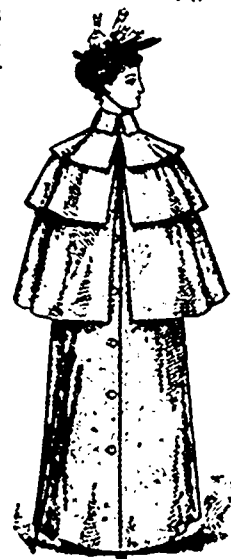


CAVERHILL, KISSOCK & CO.



OXFORD.

The Distingue Waterproof.
CAVERHILL, KISSOCK & Co.

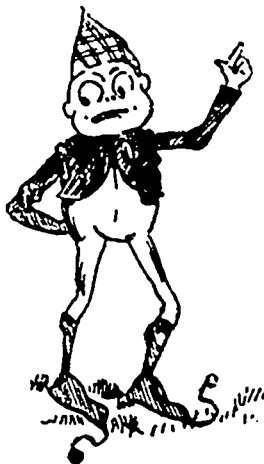


VICTORIA

The Distingue Waterproof
CAVERHILL, KISSOCK & Co.

.. THE MAY TRADE ..

WE are constantly receiving large shipments of new goods for the May trade. May has always been the millinery month of the year, and feeling confident that this would be no exception, we have made large preparation for it. All buyers are agreed that the principal hat trimmings to be used on stylish summer millinery will be Flowers, Chiffons, Mechlins, Malines Net, Tips, Osprey, Ribbons and Laces. Chiffons and Nets have been very scarce goods, but our resident European Buyers have been successful in securing a big lot of fine values, part of which have just arrived and part now afloat. These and other novelties will be arriving daily all through this month. Our hat stock will be daily fed with the latest New York creations. As usual, we have the inside track on Ladies' Sailors.



Let all buyers make a special note of the fact that we have the largest ribbon stock in the Dominion. Dot down Black, Cream, White, Tuscan, Green, Brown and Navy, in numbers 5, 9, 16, 22, 30, 40 and 60. These are the seven leading colors for May trade, and this is the place to buy them. Inspection invited.

S. F. McKinnon & Co.

61 Bay Street,
Toronto.

OFFICES:
35 Milk Street,
London, England.

A PROSPEROUS WESTERN TOWN.

MORDEN, situated in the centre of south-eastern Manitoba, is one of the most flourishing towns in the province. It is surrounded by a well settled and splendid farming country and is a live market town.



No. 90- BOUTLER & STEWART.
Hand crocheted, boating, bicycling, etc., in all shades, to retail at 75c. Write for sample dozen.

Standing upon the broad steps of the Manitoba Hotel (a new brick structure recently built upon the site of the old Commercial!), the visitor first notices the six tall stately elevators rearing their lofty heads at intervals along the C. P. R. tracks, their number indicating the wealth of the country. A little to the south, standing alone upon the prairie, is the Masonic Hospital, a very fine building built by the Masonic Fraternity of Manitoba, and now supported by private subscriptions.

Taking a walk through the business streets a number of fine general stores are noticed, including Messrs. Meikle & Coppinger, D. Kilgour, The Hudson Bay Co., and Tobias & Co.

Messrs. Meikle & Coppinger are located in their new stone block. Their principal wareroom is large and attractive. Their carpets and furnishing, millinery and dress-making departments are situated on the second flat, each in large separate rooms. They have plenty of space to show goods to the best advantage.

The town boasts of two weekly newspapers, both well conducted, a first-class school and several very fine churches. There is plenty of room for capital in the west, and Southern Manitoba, being well supplied with railway facilities, is certainly a favorable point.

THE LATEST TRADE NEWS.

Fortnightly shipments of cotton are to be made from Windsor, N. S., to Shanghai, China, via Halifax and England.

The death of John Lockett at Bridgetown, April 5, removed a well-known Nova Scotian merchant. The firm of John Lockett & Sons consisted of himself and Mr. William Lockett.

The marriage of Mr. Leslie Hamilton Gault, of the Gault Bros. Co., Ltd., to Miss Marion Davidson took place at Griffnock, near Glasgow, last month, and was a fashionable event. Among the Montreal guests present was Mr. Belcher, of the firm.

At the annual general meeting of the Dominion Cotton Mills Co. held in Montreal in April, the following Board of Management were elected: Messrs. A. F. Gault, president; Jacques Grenier, vice president; David Morrice, S. H. Ewing, Hon. J. O. Villeneuve, C. E. Gault and D. Morrice, Jr. The reports presented showed a satisfactory year's business had been done.

Ald. Marshall, of London, died April 22nd, and his death was sincerely mourned in that city. Ald. Marshall was born in Edinburgh, Scotland, 58 years ago. When he was 15 years of age, he came to London, and entered the wholesale establishment of Adam Hope & Co. In the early sixties he went to Hamilton, where he was steadily advanced in the employ of the same firm. After a few years he returned to London, as head bookkeeper in the firm of John Birrell & Co. In 1872 he severed his connection with that firm, and commenced business with Messrs. Lind & Macfie, the firm styling itself Marshall,

Lind & Macfie. Four years afterwards the partnership was dissolved, and he continued to carry on the wholesale hat, cap and fur business with which he was connected at the time of his death. For the past 16 years Mr. Samuel Munro has been a partner in the business. Mr. Marshall's general disposition and integrity of character were widely appreciated.

Some of the Massachusetts cotton mills have announced that they will produce no more coarse goods. They will surrender this line to the south.

The Frank E. Walker Co., Ltd., with a capital of \$15,000, has been incorporated to take over the business known as Frank E. Walker & Co., in Hamilton. The company consists of Frank E. Walker, Mrs. F. E. Walker, Miss Annie Sophia Walker, Alfred Tory, (accountant), F. W. Mills, (collector), and J. R. Hesse, all of Hamilton.

St. Thomas has increased the tax on transient traders from \$75 to \$200 per year.

Messrs. W. H. Dinsmore, of Clarksburg, and Garbett, of Thornbury, have bought out the tailoring business of Mr. John Grieves, Meaford.

Mr. John Stephen, who died in Guelph, Ont., was buried at Montreal from the residence of Mr. Robert Meighen. The late Mr. Stephen was a younger brother of Lord Mountstephen, and a number of years ago was in the dry goods and woolen trade in Montreal. For some time, however, Mr. Stephen was in poor health, and had retired from the business world.

Mr. H. G. Marr, of Moncton, had a guessing competition last month. He offered \$5 in gold to the person guessing nearest to the number of straw hats imported from England from January 1 to March 20, 1896. The competition closed and a committee totaled the different invoices and found the exact number to be 2,454. Miss Bertie Beaumont was the nearest guesser, her guess being 2,455.

Mr. H. McPherson, of St. Thomas, has purchased the J. M. Denton stock of fine worsteds, woolens, English and Scotch suitings, London, amounting to nearly \$7,000 in value.

LADIES' BICYCLE CAPS.

Now that the bicycle season has arrived, there is a great demand for something in suitable headwear other than the ordinary straw or felt shown by every hat store. Boulter & Stewart, who make a specialty of hand-made woolen goods, are showing two of their latest in this issue, which are very becoming for this purpose.



No. 91 BOUTLER & STEWART.
Hand crocheted, wired brim, bicycling, etc., in all shades, to retail at 75c. Write for sample dozen.

NEW NOVELTIES SENT OUT.

Mr. Kyle, of Kyle, Cheesbrough & Co., who is now in Europe, has sent out some attractive novelties for present trade, including boating and tennis jerseys, dresden blouse silks, novelties in lace and chiffon fichus and collars and woven niche veilings.

Special Opening

We take pleasure in announcing that owing to the great success of our Second Spring Opening, and at the earnest request of many of our friends, we have decided to hold on **Tuesday, the 12th of May**, and following day, a **Special Summer Opening**, when we will exhibit a number of the latest imported **French Pattern Bonnets**, together with many other **European Novelties of the most recent production**. A cordial invitation is extended to all interested in the **Millinery Trade** to be present.

ORDERS BY MAIL PROMPTLY AND CAREFULLY FILLED

JOHN D. IVEY & CO.
TORONTO

OUR ADVERTISEMENTS

MEAN BARGAINS

Returned July 18/98



Kid Hair Curlers

To retail at	}	3-in.	3½-in.	4½-in.
5 cents doz.		40c.	45c.	50c. gross
To retail at	}	5½-in.	6-in.	7-in.
10 cents doz.		72c.	84c.	96c. gross

To secure these special prices mention this advertisement.

F. ROBERTSON & CO.

20 Front Street West ... Toronto

SUMMER GOODS

Special
Attention
Given to
Mail Orders

From Paris and London . . .

PATTERN HATS
and **BONNETS**

and latest novelties in **MILLINERY TRIMMINGS**, also
200 cases latest styles of **AMERICAN STRAW HATS**.

Caverhill & Kissock

91 St. Peter Street . . .

MONTREAL

MEN'S FURNISHINGS.

A NOVELTY just now is a Madder Derby scarf, an excellent imitation of the silk Madder which retails at 50 and 75c. The new line seen at W. R. Brock & Co.'s can retail at 15c. Other noteworthy lines at this house include men's white duck waistcoats, single and double breasted, also fancy checks and stripes in cream, navy and fawn effects of duck and cashmere; bathing suits and trunks to retail from 5c. to \$1 per garment.



NIAGARA NECKWEAR CO.

Said the head of this department in a large wholesale house: "I hope wide-awake merchants in the various towns will quietly arrange to have the by-law in reference to men and youths being properly clad while bathing put in force. This will increase trade in bathing suits, trunks, etc." A good idea.

Mr. M. Kyle, manager for Baker & Co., Rat Portage, has invented a new idea in a collar band for white dress shirts. The invention is known as "Kyle's Protected Shirt Collar Band," and has a two-fold object: it prevents the loss of the collar button and does away with all chafing and annoyance to the wearer. The invention has been patented in Canada and Great Britain, and is also pending in the United States.

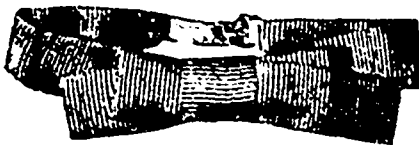
A low line of underwear, over makes, to retail at 20c., is going out at John Macdonald & Co.'s. Also a low line of men's wool sweaters, black, white, navy and tan, to retail at 75c. Two special lines in braces are interesting.

Matthews, Towers & Co. are sole agents in Canada for the celebrated "hand sewn reliable" braces, now so well-known to the high-class furnishing trade in Canada. This season they expect to eclipse any previous showing in this line.

Mr. Chff. Bullock, the popular Western Ontario traveler of the Dominion Suspender Co. and Niagara Neckwear Co., Ltd., leaves for Manitoba, North-West Territories and British Columbia May 1st with the new up-to-date fall lines.

Mr. W. C. Towers, of Matthews, Towers & Co., is now in the foreign markets.

Black with gold figures or stripes is the coming New York fabric for neckwear. Greenshawe long since been dropped in that market. The Niagara Neckwear Co., Ltd., fall line will be composed principally of the former colorings.



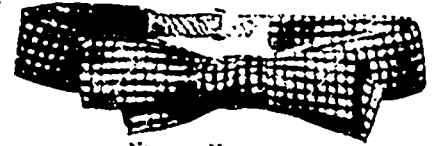
NIAGARA NECKWEAR CO.

The Dominion Suspender Co. are clearing about 5,000 doz. of suspenders at \$1.75, worth 50 to 75c. per doz. more. Write for sample dozens.

McMaster & Co. report having received another repeat order of the popular R & D American job brace. This brace has

had a phenomenal sale this season, the only trouble being in securing a sufficient quantity to meet the demand. It retails readily at 25c. and gives a handsome profit.

In men's and boys' sweaters popular colors are white, black, navy, cardinal, dark tan and heather. Bicycle hose, to match these, are shown by Wyld, Grasett & Darling, the favorite patterns being large broken checks.



NIAGARA NECKWEAR CO.

The Niagara Neckwear Co., Ltd., will have in a week or two

a large line of Rumchunda twills to show the trade; they are the most desirable fabric for summer wear.

The Dominion Suspender Co. are supplying all their customers this year with a beautiful display rack.

There is an unusual demand for regatta shirts, made with starched bosoms and separate collars and cuffs. The open-in-front kind are most called for. The shirts with soft bodies and laundried collars are also good property. The turn-down roll collars are selling freely this season.

Three new lines of vests, in pique, Marseilles, duck and cashmere, are shown by Wyld, Grasett & Darling. They are made with detachable pearl buttons, and are in plain white and small neat patterns.

"I doubt," said an old buyer to THE REVIEW, "whether the early buying, so prevalent in neckwear and kindred lines, is the best policy. Fashion rules a department like this to an extent greater than perhaps any other, and to get the latest ideas abroad you should go late to the foreign market. New styles in neckwear 'go' quickly, and it is worth while to have them."

A shipment of Venetian worsteds, at special prices, is reported by Wyld, Grasett & Darling.

NEW NECKWEAR.

Character, style and finish are the virtues possessed in these few styles of bows, the production of the Niagara Neckwear Co., Ltd., (D. S. Co.) They make an unlimited variety of styles, but these are leaders to retail at 25c.; attachments the best that do not pull off, and extra length bands. Bows no doubt will be very popular this season.



NIAGARA NECKWEAR CO.

THE PRICE OF COTTONS.

From enquiries in this market, and the general trend of cotton prices abroad, it does not appear probable that lower prices are to be expected this season. Some of the wholesale trade aver, however, that retailers are being told that there is a chance of a break later on, and that buying now is not advisable. "This is incorrect," said one house to THE REVIEW, "because, as you know yourself, there is no sign of lower prices in this market, and it is poor policy to say so."



A MAN WANTS ALL HE CAN GET FOR HIS MONEY, AND IS GOING TO SPEND IT AT THE STORE WHERE HE GETS THE BEST VALUE

A man can get double the warmth, comfort and satisfaction from a coat, reefer or ulster interlined with **Fibro Chamols** than he can from one not so lined. Bitter freezing or damp raw winds cannot penetrate and chill him to the bone, for the warmth of his own body is retained, and this at little or no extra expense. The Rigby waterproofed process makes the **Fibro Chamols** stronger, softer and unaffected by any weather.

These facts are being advertised to-day in the daily and weekly papers throughout Canada, and will be right to the end of the winter. All of your customers are going to know of this and look for goods made in this way. If you have not got them, they will go to the man who has.

Fibro Chamols is not a fad, it has come to stay. All the leading wholesale manufacturers have studied the question and are now showing a full range.

Look ahead. Be prepared with the right stock to benefit by our advertising. It will be too late when the Fall season opens.



JOHN FISHER SON & Co.

WOOLLENS

442 and 444 St. James St.

And Tailors' Trimmings

MONTREAL

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

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

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

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

John Fisher & Sons

St. George's Square . . .

HUDDERSFIELD, ENG.

A USEFUL BOOK. SEND FOR ONE.

"BUSINESS HINTS" is the title of a very useful 75-page book which Messrs. Gordon, Mackay & Co., Toronto, are sending free to their customers. If you have not yet received one, write them at once. To give an idea of its value, we take the following from its table of contents: Add to the Cost of Goods, Cancellation of Orders, Exchange Tables, Fire Insurance, Glove Scale, Hints when Ordering, Interest, Measurement of Freight, Needle Scale, Partnership, Profit and Loss, Returning of Goods, Stock-taking, Test for Colors, To Find the Cost of Import Goods, Trade Discounts, Weights and Measures, etc.

NOTES.

Mr. Cosby, late of Samson, Kennedy & Co., has gone to England to secure agencies in dry goods for the Canadian trade.

The Militia Department of Canada are advertising for tenders for socks, underclothing, shirts, rugs, sheets, waterproof sheets, blankets, etc., for the use of the Permanent Militia for the next twelve months. The articles themselves, as well as the material contained therein, must be manufactured in Canada.

B. Levin & Co.'s travelers will be a couple of weeks later than usual in going out this season, owing to some changes in the firm. They will all be on the road by May 15, and have asked THE REVIEW to tell their friends everywhere to wait for them.

Mr. de S. Macdonald, of Macdonald Bros., Montreal, agents for the "Wakfield" bindings in Canada, sailed on the 4th April by the Umbria for England, to arrange for a fuller assortment of

shades of these popular goods for the fall trade. He is expected home about the middle of the present month.

R. Henderson & Co., Montreal, took over, May 1st, the agency in Canada of Dunbar, McMaster & Co., Gilfroy, Ireland, linen threads.

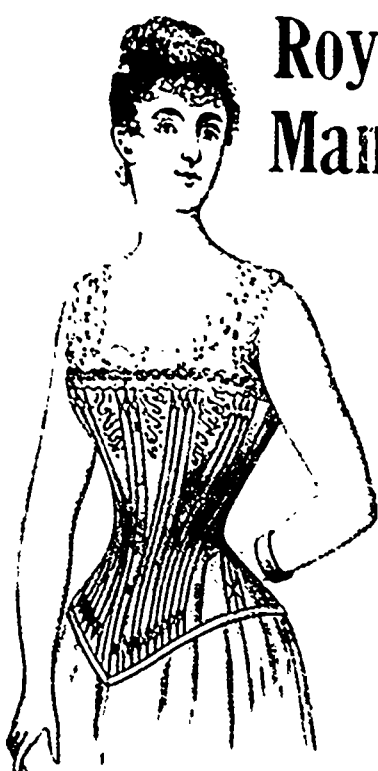
THE EVILS OF CUTTING PRICES.

(From La Semaine Commerciale, Quebec.)

Nous concourons entierement dans l'opinion exprimee par LE DRY GOODS REVIEW, que les marchands devraient plutot viser le profit que la vente. Notre confrere rapporte que le chef d'une des grosses maisons de Toronto lui avait admis avoir fait du profit sur un seul departement l'an dernier. La faillite Samson, Kennedy & Co. n'a pas eu d'autre cause.

A Montreal, d'apres LE DRY GOODS REVIEW, on se plaint de la concurrence effrenee des maisons de Toronto. Nous pouvons ajouter que Quebec a le meme grief contre Montreal. C'est un cercle vicieux, mais ce n'est pas la du commerce bien entendu. L'experience acquise depuis un an demontre que les marchands de gros ne gagnent rien a couper les prix. — La Semaine Commerciale.

Some years ago, when the Queen was in the vicinity of Loch Vennachar, Princess Louise drove into Callander. She was very anxious to match some velvet. Having found what she was in search of, she discovered she had not brought her purse. She explained, and said she would send the money next day. "Dinna fash yesel', mem," the draper answered, "yer mither has an account here!"



Royal Corset Manufacturers

A perfect Corset, unrivalled for grace, elegance and comfort, constructed entirely of the most carefully selected and best material.

The P.D. CORSETS are designed and cut by eminent artists in the latest prevailing mode.

The newest and latest fashionable shapes are thus always to be found in the P.D. CORSETS.

Wherever exhibited these Corsets have gained highest awards.

TEN (10) GOLD MEDALS

AND
Diplomes d'Honneur

As used by other make can claim

Stock carried in Montreal. Inquiries on application.

KOENIG & STUFFMAN

Sole Agents for
Canada

10 St. Helen St., Montreal

SEND FOR PRICES AND ILLUSTRATED CATALOGUE.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

Without question the best standard

QUALITY and **VALUE**
in this market.

This Spring's **BLACKS** are
PARTICULARLY CHOICE

IMMEDIATE DELIVERY
of all leading lines.

Write for Sample Package

FITZGIBBON, SCHAFHEITLIN & CO.

33 Victoria Square

.... Montreal

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY:

BRANCHES:

GRENOBLE, FRANCE

Paris, London, New York



GLOVES

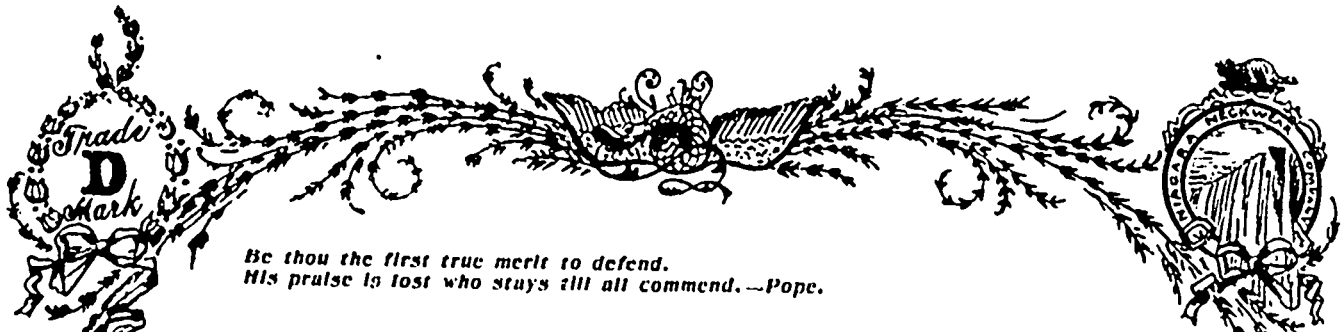
A LARGE STOCK ON HAND

Our travelers are now on the road with **NEW SAMPLES**
and **SHOW CARDS** for Fall

Every Novelty . . .

Known to the men's furnishing trade in the fashionable centres of London, New York and Paris will be represented in our samples for next season, which you will be invited to inspect early in May. Our range of fine goods now in process of manufacture has never been so complete. Wait on us and we will wait on you.

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



*Be thou the first true merit to defend.
His praise is lost who stays till all commend. --Pope.*

NECKWEAR

Do you buy Neckwear with both eyes wide open, or do you take anything simply because it is a Necktie? Just look on your shelves and see how much old stock you have. They are not ours; ours sell.

We only make them up when your order is received, in the latest New York designs, and we are earning an enviable reputation for perfection in finish, high standard in quality. Our Trade Mark and your name stamped on our productions is a guarantee of superiority.

Put a line of our Neckwear side by side with what you have been selling, or trying to sell, and our *guarantee will be*, that if not better finished, better styles and better sellers, send them back. Will the "other fellow" give you the same guarantee against ours?

SUSPENDERS

You won't always buy Suspenders as cheap as now. In a month or so you will see. We can't stand it—giving you goods to retail at 25c. as good as we did a few years ago to sell at 50c. But we must hold our supremacy at the head of the Suspender trade.

DOMINION SUSPENDER CO.
NIAGARA NECKWEAR CO., Ltd.

Offices _____

MONTREAL—28 St. Sulpice St.
TORONTO—Manchester Bldg., Melinda St.
KINGSTON, JAMAICA—F. Edw. Harrison.

SYDNEY, N.S.W.—Wynyard Bldg. Wynyard Sq.
CAPE TOWN, S.A.—E. E. Carter.
ST. JOHN'S, NFLD.—Walter Clouston.

DRESS GOODS.

THIS is between seasons. Some buyers have returned from Europe, others are still there, and have sent forward the late novelties of the present season as well as purchased for fall trade, which from present indications in styles and patterns promises to possess some striking features.

Mr. Lillie, the buyer in this department for Wyld, Grasett & Darling, returned a few days ago from the European markets, and reports prices firm. With the home trade good, and increased demands from new markets, like Africa, and revived ones, like Australia, the dress goods trade on the other side is prosperous.

New patterns are seen in the fresh shipments of crepons just received by W. R. Brock & Co. The new arrivals also include fancy silks for blouses, a feature in these being figured shots, and a low-priced line of shepherd checks.

A special line of cotton hose, to retail at 10 cents, is shown by Caldecott, Burton & Spence.

Plaids for blouse waists and children's wear, lines that our dress goods editor has seen in Montreal and will give you the address if you drop him a postal.

The city trade is snapping up new arrivals of black crepons. McMaster & Co have fresh shipments. Other late novelties include navy sicilians, a range of all-wool striped moreens, more effects, and pretty effects in Swiss silks, stripes, all pat-

terns. A job line of dress stuffs in jacquard effects is being offered at this house.

From current advices in this market golfers are not moving very fast. The goods shown are excellent, and the style is as well suited for summer bicycling as sweaters are for men, but if reports from some retailers are to be relied on, the demand is not active. They are doing well in the States, however, and for fall trade ought to be good stock.

Black crepons still hold their own in public estimation. S. Greenshields, Son & Co. report another large shipment per ss. Vancouver, this being the first mail steamer for Montreal this season.

S. Greenshields, Son & Co., report that Priestley's black and navy sicilians are selling rapidly. Now that the seaside season is approaching, this firm's cravenetted waterwitch serges are getting very popular.

S. Greenshields, Son & Co. have secured in New York a very cheap line in black broche silks suitable for blouses, dresses, etc. These are in all designs, from small spots and sprigs to the fashionable Persian patterns now so much in vogue.

Pure wool ladies' coatings, made by the Leigh Mills Co., Ltd., of Bradford, can now be had from S. Greenshields, Son & Co., who have been appointed selling agents for this firm in Canada. This firm have long been noted for the quality and excellent finish of their goods.

Wm. Taylor Bailey

Successor to

Peter Schneider's Sons & Co.

27 Victoria Square, Montreal.

Upholstery and Drapery Goods

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

SATIN REUSSE
COTTON NEPAULS
SILK TAPESTRIES
BROCATELLES

For Upholstering Work—Fringes, Gimps and Cords to match.

Seaside Serges

IN NAVY AND BLACK

DUST-PROOF SERGES

AND

VIGOUREUX

SPECIALLY IMPORTED FOR CYCLING COSTUMES

35c. 38c. 45c. 55c. 65c.

OUR SPECIALTIES:

DRESS GOODS AND SILKS

WILLIAM AGNEW & CO.

305 and 305A, St. James St., MONTREAL.

STYLES NOW SEEN IN PARIS.

THE new dress materials seen in Paris this season are unusually beautiful. The Paris correspondent of The Drapers' Record says that alpaca is very superior this season. In appearance it is equal to silk, and will wear better. The colors are so exquisite, that the plain ones are perhaps to be preferred, and I have no doubt that they will be. I must, nevertheless, mention the chine floral designs thrown on plain tints. The flowers are generally misty and large, and so natural looking that they resemble velours frappe. Some of the printed satins and velvets have Oriental patterns, but these designs are small, and somewhat different to those of last season. The

of brown, from the palest beige downwards. It is lined with a shade of satin to match, or a contrasting shade, but is always in the same tone. Here is a specimen toilette in this material, which is called "toile a sac." It is lined with white satin. The Princesse dress is wide at the bottom and tight-fitting on the hips. It touches the ground all round, and is slightly longer at the back. The bottom of the skirt is trimmed with a white satin ribbon put on flat, and cut out in vandykes at the end. Over this is placed applications of Marguerites in guipure, half on the satin and half over the vandykes. A large pleat in "toile de sac," lined with white satin, covers half of the corsage cross-ways, passing round the bust and under the arms. A deep



Wm. Dobby Geo. Stephen F. A. Rodden Wm. Geraghty M. Robertson W. Burland C. H. Harris
I. A. Millen A. Hutchings

BRADY, CAINE & CO. MONTREAL. TEAM. -Wholesale Dry Goods Hockey Champions, 1895-6.

dominant idea, however, will be the shot alpaca. This is most captivating, the colors being singularly pretty. The quadrille pattern is seen on nearly all goods, especially on the etamines. There are many choice materials in a mixture of wool and silk, with chine effects, and there are many varieties in tweeds with a rough surface woven in colors. Chalis is a kind of wiry resisting fabric, with narrow entre-deux of tiny flowers. Grenadines are much to the fore.

Many contrasts are seen in trimmings and materials. For instance, the plainest materials are associated with the most elaborate trimmings. Many transparent woolen stuffs of a thick uneven aspect, resembling sack-cloth, will be worn in the ensuing season. It is soft and supple, and is shown in every shade

empiecement of antique guipure, over white with two large loop bows of white ribbon, is placed on the chest. Ribbons of the same material are placed at the neck, and the very long sleeves are tight-fitting to the arm, and moderately large on the shoulder, without any stiffness. If the sleeves of some dresses are narrower, others are wider than ever.

Many long redingotes will be worn in the guise of dust-coats with enormous wing sleeves, or a pelerine falling to the waist. Many of these will be in light silk with applications of thick guipure and passementerie, and very much trimmed. A model is in black grenadine, tissue on a chine taffeta in shades of red, brown, yellow and green. A demi-saison jacket by Worth is in beige Pelucheux cloth, set off with a collar and Tri-

IF YOU WANT...

Good Thread

THAT WILL PLEASE YOUR CUSTOMERS, KEEP

GLAPPERTON'S



SEE THAT THIS LABEL IS ON THE SPOOL
Blacks Warranted Fast Dye. This Thread is Free from Knots.

WM. CLAPPERTON & Co.

165 St. James Street MONTREAL



"I crow over all."

"ROOSTER BRAND"

FOR ASSORTING

Negligee and Working Shirts in plain and fancies - 200 lines.

Overalls with Double Bibs, Jackets, etc., etc.

Boys' Blouses and Pants - See our \$8.50 dozen suit, complete.

Summer Coats, in Black, Navy, Fawn, Grey and White.

Men's Summer Suit, \$2.25 complete.

... FOR FALL ...

Flannel Shirts, in Grey, Navy, Shetland, Homespun, Fancies, etc. Shirts of every description.

Extra Shirts—Extra large, extra wide, extra long, reinforced.

Overalls and Jackets for every class of mechanic.

Corduroy, Tweed and Etoffe Express Reefers.

Corduroy Vests, Embroidered in Silk.

Boys' Blouses and Pants, heavy weights.

Working Pants and Jackets.

Waterproof Overalls and Jackets.

Satisfaction to Consumer—Profit to Retailer

ROBERT C. WILKINS — Montreal
... 198 MCGILL STREET ...

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S

SUPERIOR

to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED 1784

5,000 EMPLOYEES

The Best Known



The Best Made

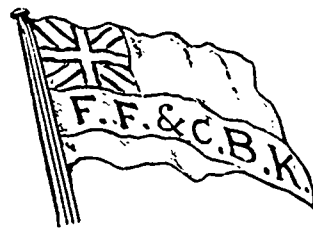
ALL LEADING DEALERS AND MANUFACTURERS

in every part of the World, sell and use only BARBOUR'S celebrated Linen Threads and Flosses for all purposes. See that all your Linen Thread carries the above Trade Mark.

Every Wholesale House can supply it. Insist on having **Barbour's**

THOMAS SAMUEL & SON, Sole Agents for Canada.

TO BE RIGHT YOU MUST HAVE THEM



Latest novelties from the American and Foreign Markets. Buyers just returned. Read the list.

Belts Belts Belts

Leather Belts are right. A few weeks will prove what we say. **Rockaway Bows** for Ladies' Blouse Waists, **Broadway Stock Bows**, as now worn in all the large American cities. Detachable Collars and Cuffs. Gilt, Pearl and Covered Buttons in all smallest sizes, six line up. Dresden Buttons, Trimming Buttons of all descriptions in stock. Do not order from manufacturers' samples when you can get the goods from us at once. White and Natural Pearl Buttons up to 85 line. See our Skirt Protector and take no other. The cheapest and best in the trade.

F. F. & C. B. KELLY,
MONTREAL.

anon hood in brown velvet, outlined with chinchilla. The jacket is very short a godets, with straight semi-loose fronts, and the back is close-fitting. The brim of the capeline hat is in black chenille, edged with black jet; the Tam O'Shanter crown is of cream satin, covered with black pailletes; two black ostrich tips rise from either side of a marabout aigrette, and at the back there is a cache-peigne of roses. Most of the capotes worn at the theatres have the brims trimmed with tulle, either black or white, or the two mixed. The crowns are nearly all of cream or white satin, covered with gold pailletes or embroidered with gold, and the usual white or black marabout aigrette with one black or white feather drooping over is introduced. New hats are very large and much trimmed, draperies of white, black, pale-green, and all shades of mauve, violet, etc., accompanying enormous bunches of flowers.

WOOLENS.

McMaster & Co. report an excellent demand for black and blue twill worsteds, black venetian worsteds, fancy worsted suitings and black and blue chevots. These goods being sold at old prices are of special good value, and the demand is likely to continue while the prices last.

The sorting trade is, on the whole, turning out very well, the woolen houses say. Hutchison, Nisbet & Auld on this account are not pushing out their fall goods, as the trade seem not too anxious to see the new goods, and in their view the feeling this season is not to be too early. The house is showing a very special line of English flannel suitings for cricket and tennis in white and drab grounds and also plains. The price is special. The material looks well in the darker lines for cool summer business suits.

John Macdonald & Co. have a stock line of Canadian tweeds which are moving freely under market prices. The sorting orders for regular lines are good, especially in fine trouserings, bel-warp serges and worsteds, etc.

A GOOD MANITOBA REPORT.

A Brandon, Man., correspondent, writing the end of April, says:

It is a pleasure to note in the city and surrounding district that a feeling of confidence is found, and particularly noticeable is such feeling in commercial places. Business appears to be doing a great stroke for this time of the year, and no bankrupt stocks are being thrown on the market to ruin prices. The agents of the C.P.R. and N.P.R. say that importation of merchandise never was so heavy this time of the year, and as there is no evidence of the trade being overstocked, the goods are finding their way to the people and the market is its pay for same. If a person drops into any of the large stores of the place he is soon convinced that an enormous retail trade is carried on in the city, as some of the buildings are verily hives of industry.

CLEARING LINES.

W. R. Brock & Co. report having cleared for cash the over makes and seconds of a large manufacturer of hosiery and underwear, which, added to their large stock purchased before any advance in prices took place, makes an attraction, they say, for keen, close buyers that no one can afford to pass.

A TRIBUTE OF ESTEEM.

Mr. James W. Mickleborough, who has been with Caldwell, Burton & Spence for the past six years, severed his connection with them May 1, and has joined the staff of John Muldrew & Co., wholesale woollens. Mr. Mickleborough's departure was the occasion of a proof of the esteem in which he is held by his former co-workers, who made him a handsome present of a leather-upholstered armchair. Mr. McCausland presented it on behalf of the staff, expressing the views of his fellow-members in a neat speech. The good wishes of many friends follow Mr. Mickleborough to his new sphere of labor, in which he has the personal interest arising from his family connection with the senior partner of John Muldrew & Co.

SOME CHEAP LINES.

The new foundation silk—frou-frou—for which James Johnston & Co., Montreal, have the control in Canada, has made a hit, as it should, for they are jobbing it at 47½c. It is an all-silk article, and is to be had in all colors. This seems to be the cheapest value on the market for this purpose.

A scarce line which this firm are offering is a grey silk and wool material in very neat effects for dress goods. They come at a popular price—65c.—and should be retailed at not less than \$1.

A 46-inch special coating serge in all colors, which they can sell at 37½c., is taking well. Travelers all have samples, but cuttings will be sent on receipt of postal card enquiries.

Alpaca makes good bathing suits.

By

Canadian Pacific Railway Co's Telegraph.

Montreal, May 4th, 1896.

To Editor Dry Goods Review,
Toronto, Ont.

Ex "SS Ottoman," now in port here, we are receiving several ranges of handsome Black Crepons, new styles. Samples will be with our travellers this week. Prices from fifty-five cents to one dollar and fifteen cents per yard.

BROPHY, CAINS & CO.

Thibaudéau Bros. & Co.

Importers of
ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.
Quebec.
THIBAUDEAU BROTHERS & CO.
London, Eng.
THIBAUDEAU BROS. & CO.
332 St. Paul St.
MONTREAL

ASK YOUR JOBBER

For these 2 brands of comforts
The

“Puritas”

Made of pure cotton batting

The

“Lanatus”

Made of pure lambs' wool

They are made not in Alaska but in

MONTREAL.

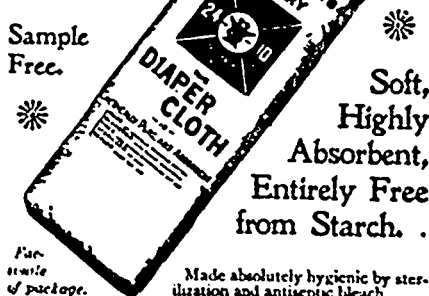
James Johnston & Co.

26 St. Helen Street,

. . . . MONTREAL

Sanitary
Diaper
Cloth.

Sample
Free.



Soft,
Highly
Absorbent,
Entirely Free
from Starch. .

Put
Up
in
Hermetically
Sealed
Bags.

Made absolutely hygienic by ster-
ilization and antiseptic bleach. . . .

Staple and Fancy Dry Goods

. . . WHOLESALE . . .

Our stock is now well assorted in the following Departments:

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.
Some special lines in Blouse Silks and Trilby Velveteens. Domestic Cotton Goods of every description.

Special attention given to Letter Orders . . .

Agents for
the

ANTISEPTIC SANITARY DIAPER

Put Up in 10 Yard Lengths, 18 to 27 in.

THE FINISH ON LINENS.

VERY few buyers can judge of the quality of a shirt, collar or cuff by an ordinary examination as it lies on the dealer's sample counter. They describe the style and name the size they want. Some buyers have learned from experience that certain makers goods can always be depended upon, and they will give these the preference, or perhaps will have no other. The great majority of buyers will select the styles first, then compare the appearance of the different makes of that style, and the goods that are most attractively finished are the ones they most invariably buy.

The leading German makers seem to have been the first to recognize this fact. During the last few years they have been sending some very fine goods to both the States and Canada-- and some very cheap stuff, too-- and have replaced many of the nicely but less carefully finished British goods. Reference was made some months ago in these columns to a line handled by Glover & Brais, for a German maker, and on which they were having an active demand because, as we pointed out, the goods were so beautifully finished.

Some Canadian makers have improved very much, but there are others who are turning out wretched work, and a retailer who handles these products cannot successfully compete with the more attractive makes. One Montreal manufacturer, Mr. Tooke, of Tooke Bros., told THE REVIEW that it was a question which at one time worried him very much. He used a specially good linen, and it gave satisfaction, for once he got a customer, invariably afterwards that buyer asked for the same brand because of its wearing qualities. His business did not increase as it should, and he saw that much depended upon the

ironing, finishing and packing. He got his son to take up chemistry. After studying here he went abroad to take a special course, chiefly in chemicals used in laundrying and their effects on fabrics. He followed this by a visit to the principal laundries in Europe. Returning, he introduced some new machinery, and made radical changes in their processes, and they are now ironing and finishing their goods the same as the best imported, and the result has been that they have nearly doubled their production this year.

Retailers in placing orders should look to the finish as well as to the reputation of the maker.

JASPER CLOTH.

S. Greenshields, Son & Co. are showing for fall 1896 a large range of the celebrated Jasper cloth in all the new patterns and combinations. The brilliancy of this "all wool" cloth might be mistaken for silk. The great recommendation is, that its price places it within the reach of all.

SAMPLES OF MEN'S WEAR.

The travellers for Greene, Sons & Co. go on the road with full lines of samples this week. This spring they have a larger importation of neckties than in any previous year. Some of their principal lines are Paris and Lombard ties. Graduated Derbys and bows in endless variety. In knot scarfs the Kingston and Kirkdale are the leaders.

They have a large range of imported underwear, as well as Canadian make, for the fall trade.

One of their specialties will be a line of German shirts and collars.

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

— IMPORTERS OF NOVELTIES IN —

*Dry Goods,
Trimnings,
Silks,
Braids,
Curtains,*

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

Our travelers are out with a full line of sorting samples which it will interest the trade to see. We are showing some unusually pretty designs in Cotton Fabrics for Summer Dresses and Blouses, also Boating and Tennis Jerseys, Beaded and Plain Cape Velvets, 32 in., and many other entirely novel lines for the present trade.

We are, obediently yours,

Kyle, Cheesbrough & Co.
MONTREAL.

TO THOSE INTERESTED
VALUES IN MEN'S WEAR

Underwear and Half-Hose

000-000

NOW COMPLETE

Two-Thread Balbriggan, (Domestic) 34 to 46, retail at 50c. Real French Balbriggan, 34 to 50, four first sizes retail at 50c. Natural Colored Balbriggan, low and superior quality. Silk Balbriggan, sixth of a dozen in each box. Tan Colored Balbriggan, sixth of a dozen in each box. Sky Blue Balbriggan, all last color, sixth of a dozen in each box. Tan Silkene, sixth of a dozen each Shirts and Pants, and third of a dozen Half Hose to match, in each box. Tan and Sky Blue Spotted, sixth each Shirts and Pants, and a third Half-Hose to match, in each box. Natural Wool Shirts and Pants, in all prices from \$6.50 up. A large variety of Summer Stripes, imported goods, at reasonable prices. Netted Underwear, to retail from 25c. up.

NECKWEAR

A Thousand Dozen of neat classical Jasper Silks, silk-lined, in Bows, Derbys and Knots, just received. Five Hundred Dozen ditto, in Pin Dots, all silk-lined, to retail at 25 cents. Three Hundred Gross of Fiber Matted Ties we are offering at \$9.00 per gross. Samples forwarded on demand.

Our Travellers are now on the road soliciting orders for Winter Underwear, etc.

GLOVER & BRAIS, 184 McGill Street

— **Montreal**



FANCY SILKS

More New Goods

Arrived from Japan
ex SS. EMPRESS OF JAPAN

In Stripes, Checks, Jacquard
and Warp Printed Effects

To retail
at ...

25, 50, 75c. and \$1.00 per yd.

DANTSU RUGS, New Patterns, in All Sizes.

K. ISHIKAWA & CO.

24 Wellington Street West, TORONTO

WRITE for our special quotations on plain Habutai Silks for Import.

FRAUDULENT AUCTIONS.

THE association organized in New York, to which reference was made some time ago, for the suppression of fraudulent auctions, has been doing good work in different parts of the United States. That country seems to be overrun with fakers selling Eastern rugs. They are alleged to be part of the stock of the Persian, Turkish or other eastern Government, exhibited at the World's Fair, but which, having paid the duty, the Government have instructed their High Commissioner to dispose of at any price. It has been found that there has not been a word of truth in these statements. They were the commonest sort of rugs bought from a New York dealer. They employed men or women to bid up the prices. Buyers paid fancy prices, found they did not wear well, and at once condemned Eastern rugs of all kinds. Neither they nor their friends to whom they spoke could be induced to invest in them again. This injured legitimate business, and reputable dealers like Vantine & Co., W. & J. Sloane, Arnold Constable & Co., etc., are very properly following them up.

We have had them in Canada, but there has been no organized effort to suppress them. Only the other day a leading house decorator in Montreal told THE REVIEW that he advised a lady who was having her house refurnished to get some Turkish rugs. She surprised him by saying she had purchased a couple at auction, and they turned out so badly that she would never have them again. She got better value in ordinary carpets.

We observe that a foreigner is advertising sales to take place in Canadian cities during the present month. If he is doing

an honorable business let him be welcomed. If he is a faker THE REVIEW will help the trade to drive him out of the place.

FALL OPENING IN GLOVES, HOSIERY, ETC.

Caldecott, Burton & Spence announce that the fall campaign has opened with them in the glove, hosiery and underwear departments. Goods which they class as leaders: Cashmere gloves, women's and misses', in all styles, qualities, gauges and sizes; Ringwood gloves, women's, misses', boys' and men's, in black, white and innumerable new fancy designs; their kid glove lines include "Godiva 4 domes," "Marguerita 4 domes," "Antoinette lacing," "Katrina lacing," "Fernand seamless 4 domes," and "Fernand lacing."

In cashmere hosiery, women's and misses', boys' and infants', plain and ribbed, of all qualities, are shown, with special values in children's spliced knees and feet ribbed black. Ladies' ribbed vests are a specialty and at popular prices, drawers to match; also misses' sizes in same lines are offered. In men's underwear: "For the coming autumn season we have succeeded in securing," say they, "one of the best ranges of knitted underwear and top shirts ever shown in the Canadian market. Our range includes everything from the lowest to the highest grades in men's ribbed, plain Scotch knit and fancy stripes; also a full assortment of boys', in ribbed and plain goods."

WELL STOCKED IN NOTIONS.

S. Greenshields, Son & Co.'s notion department is now replete with the novelties of the season, sequin belts, purses, ladies' ties, etc. Recent shipments of the above lines are being put into stock daily.

Please Wait

to see our range of Men's Underwear, Hosiery, Gloves, etc., for the Fall Trade before you buy a dollar.

Special lines are being made for us exclusively.

English finished Collars are selling faster than we can turn them out at present.

TOOKE BROS. ——— **Montreal**

TO HIS CANADIAN CONSTITUENTS

Announcement Extraordinary!

THE DATE IS SET FOR HERMSDORF DAY

LOUIS HERMSDORF, the world's fast-black dyer, has instructed the managers of his American Bureau to announce the **Third Great Offer** to his Canadian customers

FREE!

All dry goods merchants handling hosiery or gloves stamped as regular stock numbers in their Hosiery and Glove Departments will be supplied with a suitable quantity of Souvenirs entitled "The Hermsdorf Blacks," destined as works of art to be utilized and highly prized in thousands of America's homes.

Hermsdorf Day, Monday, June 1, 1896

will be a remarkable day in the history of hosiery and glove sales made by merchants carrying the Hermsdorf-stamped goods.

Address all correspondence,

SOUVENIR DEPARTMENT

American Bureau of Louis Hermsdorf

78-80 WALKER STREET, NEW YORK

All applications for Souvenirs must be accompanied by name of importer or jobber from whom the hosiery or gloves are purchased, and an explicit statement that stamped goods are regular numbers in their hosiery or glove stock. Also name of jobber or importer where souvenirs shall be shipped.

Applicants must also agree to send at least one copy of newspaper showing ad. where cuts, which will be furnished gratis, have been used.

Three prizes aggregating **\$100** in gold will be given to merchants having the most original and interesting ads. mentioning Hermsdorf-dyed goods between this date up to and including June 1, 1896.

First Prize.	. . .	\$50
Second Prize,	. . .	30
Third Prize.	. . .	20

LADIES' GOODS THIS SEASON.

A NEW cap for ladies with the bicycle mania is being shown. It resembles the men's golf cap, with a bow and quill at the side added, and is made up in cloth to suit the trade. Its appearance is natty and tasteful. They would retail at 50 cents. The idea and execution are due to A. A. Allan & Co., Toronto, who are the makers.

The demand for ladies' cotton ties is now going on. Wyld, Grasett & Darling report them in 5.4-inch size in a variety of patterns and qualities, pique and silk. Ladies' bows are seen in fancy patterns, self colors and black.

The El Dorado lining is reported as taking well. It is shown in natural, slate and black. Its clean appearance, crisp finish and low price have made it popular.

The run on small steel and gilt buttons continues. They are being used for trimming tailor-made suits particularly.

Beaded gimps seem to be in much demand for dress trimmings.

Gloves, lisle thread, taffeta and silk, are running below regular prices at John Macdonald & Co. Printed dimities for washing blouses, now so popular in the States, are a feature.

Cotton hose for ladies and children is being cleared out at close prices by John Macdonald & Co. this month. The standard line of Imperial fast black, a full range of prices, is also noted at this house.

W. R. Brock & Co. have just opened out a large assortment of white and butter Valenciennes laces (edgings and insertions), imported specially for the May and June trade. New veilings, fancy laces, etc., are also expected daily.

Amongst the new arrivals in W. R. Brock & Co.'s button department is the new "Dresden button," shown in all the shades required to watch the prevailing Dresden effects in silks, ribbons, etc.

About 25 prices in black, the same in cream, also black and white, black and sky, black and gold, black and coral, brown and brown, black and black, are some of the styles in veilings shown by Brophy, Cains & Co. They also have several numbers in fine white and black silk Mechlin net for veils.

"Wakefield" skirt binding is made of leather specially prepared by a secret process. It is soft, pliable, and impervious to the effects of moisture. It will out-wear any skirt or braid, and when soiled is easily restored to its original color by using a damp cloth and a little shoe or tan polish.

A new feature is the line of plain and fancy linen effects, stripes and plains, in the current American style, of which John Macdonald & Co. have a low-priced range.

Lustres and sicilians, in black, navy and browns, are reported by Caldecott, Burton & Spence. The trade in serges continues

good. Black figured lustres and armures, French and English makes, are among the new goods.

Some novelties in buckles are shown by Frank Robertson & Co., Toronto, this month which are worth an inspection. The medallion designs, pearl insets, and chain pattern are among other new and striking things in this line. In leather belts the olive tint is fashionable, and the range of these with the new buckles promises to take well.

There seems to be no limit in style to parasol handles this season—about anything neat and serviceable will go. Pearls and Dresdens for the better grade, and natural woods with silver trimmings for the lower and medium priced stuff, are exceptionally good. A range of horns, something new, and a decided novelty, are just to hand for steel rods. The craze for these latter still continues, and there is little likelihood of a let-up; and neither should there be, as they make a more slightly umbrella when rolled up than a wood stick, and are quite as strong and durable.

BECOMES A BENEDICT.

A quiet but very pretty wedding took place Wednesday morning at St. James' Methodist Church, the contracting parties being Wm. Geraghty, accountant, of the firm of Brophy, Cains & Co., and Miss Clara Belle Nimmo, daughter of the late Charles Lowden Nimmo. W. A. W. Barnette was best man, and the bridesmaid was Miss Corneille. The bride was given away by R. MacKinnon. Mr. and Mrs. Geraghty left on the Delaware & Hudson train for their honeymoon to New York, Washington and American cities.

Pewny's

GLOVES

Full Stock on Hand of
Standard Lines in

Lined and Unlined.

EMIL PEWNY & CO.

Sun Life Building

Montreal.

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES OF . . .

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

WALKER BROS.

Manufacturers' Agents

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

Montreal

McDougall, Barrett & Co.

168 MCGILL STREET

. . . MONTREAL

This season we are introducing our new

GENUINE IRISH SERGE



COLORS GUARANTEED. This cloth will be a favorite with the public, and will gain their confidence and merit it. Registered in Canada and the United States. Stamped with registered trade mark every 2½ yards.

McDOUGALL, BARRETT & CO.

Sole Proprietors

H. J. CAULFEILD & CO.

WHOLESALE MEN'S FURNISHERS

Special Lines in Regatta Shirts to sell from 50c up; extra value.

Summer Underwear—Full range of Fine Natural Wool and Wool and Silk mixed, French and German Balbriggan, 34 to 46.

Golf and Bicycle Stockings—The latest novelties, large range of styles and prices.

Sweaters—Large stock and grand value in white, navy, black, tan, to retail from 25c. up to \$4.00.

Bicycle Suits for Clubs—A specialty to sell from \$3.50 up.

H. J. CAULFEILD & CO.

Letter Orders Receive Special Attention

17 Front Street

TORONTO

The Celluloid Company

REMOVED TO THEIR NEW BUILDING

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" INTERLINED WATERPROOF
COLLARS AND CUFFS



ALL GOODS MANUFACTURED BY US ARE STAMPED AS FOLLOWS:

Absolutely No



Others Genuine

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

THE CELLULOID COMPANY

USE ONLY THE BEST

THE CHEAPEST IN THE END

Finlayson's Linen Threads

Agents for Canada
WHOLESALE

John Gordon & Son, Montreal



Proof Most Convincing

There is no finer under-
wear made in the WORLD
than

THE . . .
"Health Brand"

Bold words—you say. They
are, and true. Have them
worn in your own HOMES
and then deny it if you can.



Read the Back of this Page Carefully.

TORONTO LITHOGRAPHING CO.



HEALTH

HEALTH

Two Letters

As the Lady is Now in Montreal these Letters Will be of Special Interest.

Mrs Jean Morris Ellis

MONTREAL, Nov. 2, 1895

DEAR MADAM. The considerably increased demand for our "Health Brand" of underwear from the Lower Provinces this season has caused us to make enquiries from our customers, and in answer to same, Messrs. Macaulay & Co. of St. John N. B. write us, and also send us newspapers referring to your course of lectures in St. John in which you give prominence to our Health Brand, strongly advocating same, especially our Children's and Women's Combinations. Inasmuch as we have not the pleasure of knowing you, we are much gratified to see our efforts appreciated by one so fully qualified to judge of the merits of the goods we make, and recognize the points which are so valuable to the wearers.

We shall be pleased any time you are in Montreal to show you the process of manufacture, and give you any additional information in our power or receive any ideas from you, if you can suggest any means by which we can still improve in the direction of greater comfort or more perfect adjustment to the special needs of women and children, from a health preserving point of view, on any of our lines.

Thanking you for your unsought and most kind interest, and assuring you of our constant aim to keep up and improve the already high standard we have set ourselves,

We are, yours faithfully,

THE MONTREAL SILK MILLS CO

(Signed) Henry J. Joseph, Manager

The Montreal Silk Mills Company

GENTLEMEN. In answer to your letter of the 2nd ult. I wish to tell you that, having bought in Yarmouth, N.S., goods of your make known as the "Health Brand" it has given me much pleasure to recommend them most highly, as, beyond a question, the most perfect articles in every respect, from a hygienic and sensible standpoint. I have come across I cannot say how many of them in every detail after they had been worn and washed, and before I took the important step of publicly bringing them to notice, and I wish to state that for quality and finish I believe them to be unequalled and worthy of the highest commendation. I have submitted samples of the wool in them to experts, who pronounced it of the finest grade that can be made, and I have in the "Health Brand" found an article I have long been looking for, and one which I can endorse with utter sincerity and perfect confidence in the fact that every woman and child must benefit by their use.

I have been approached innumerable times by manufacturers and others wishing me to bring to the public notice articles that they were interested in, but this I never will do and have never done. My work lies in other directions, and my efforts in the same afford me all the reward, both pecuniary and otherwise, I seek in a world which has too great a need of earnest workers in good causes, without too selfish a wish for their own benefits, and if I have inadvertently been of use to you by letting the public know of the merits of the "Health Brand," my object has been to benefit my hearers and nothing else.

At the same time I wish to thank you for your courteous letter of recognition, and when I come to Montreal I shall be much pleased to examine the process of manufacture at your mills and gain any technical knowledge possible, as I believe it is well to learn whenever a chance offers.

I can suggest no improvement in your goods, as they fill my idea of underwear exactly, and, while recommending them above all other, I wish it to be distinctly understood that I look for no other recognition at your hands than your good will, and only seek to give prominence to the "Health Brand" because I find it absolutely the best.

Yours truly,

(Signed) JEAN MORRIS ELLIS

From "THE METROPOLITAN"

Montreal, Saturday, Jan. 25th, 1896

DRESS REFORM.

LECTURE AT THE TEMPLE HALL BY MRS. JEAN MORRIS ELLIS.

MRS. ELLIS, who has been entertaining large and appreciative audiences during the week at Masonic Temple Hall, by her clever exposition of Physiognomy and Phrenology, turned her attention yesterday (Thursday afternoon) to the subject of Dress Reform in a lecture to ladies only, and was greeted by an audience which filled the hall, amongst which were many ladies known in the social world. Without going too fully into details which the nature of the lecture in a sense precludes, her ideas are certainly not the "new woman" as popularly represented, in bloomers, tight

fitting men's coats and the other accessories considered necessary to a man's general get-up, but a womanly woman in the truest sense, and inclining more to the ideas of ancient Greece than modern London, but withal striking the happy medium in the direction of following fashion, where fashion leads, sensibly. She dwelt upon the great importance of wearing pure wool garments next to the skin in weights which are now made adapted for summer and winter, and showing how, by their use and wear, the beautiful outlines of figure were preserved in regard to the proper display of dress itself. She stated that for years her attention had been directed to this class of underwear in an endeavor to find that which filled to her ideas all the necessary requirements of absolute softness, purity of material and finish, and that she has found her ideal in

the "Health Brand." She has a charming little boy of about four years of age, who appeared on the stage as illustrating her ideas of this underwear for children. Another subject touched upon was the very important question of corsets and lacing. She also illustrated her ideas on this subject in a practical manner; in fact, the lecture was both clever and entertaining, showing Mrs. Ellis as a profound student on her subjects. She announced her intention at the close of giving one or more private lectures to ladies next week on different topics, the dates of which she would announce through the press Monday next. We have rarely had the pleasure of listening to a lady whose ideas were so excellent, and power and expression so forcible and at the same time refined.

The foregoing will interest everyone to whom a copy of this Number is delivered. Read it carefully. Try the "HEALTH BRAND" in your own homes—as WE DO. Let your OWN PEOPLE wear it. THEY will tell you, that properly washed, it does not shrink, and on ALL other points is everything we claim for it.

This is the way to find out beyond question---THEN---you will KNOW that you are selling the public goods that cannot be excelled.

CARPETS AND COVERS.

THERE are signs that the trade in carpet squares is going to increase owing to the quality and price of the new styles, and the tendency in taste to have a one-piece floor covering, with the uncovered edges of the floor decorated. Just now John Macdonald & Co. have some Axminster seamless carpets, in large and small sizes, which will help on the fashion. In the same department are being shown French tapestry table covers in taking patterns, retailing at \$2.50. The line of jute covers to retail at \$1 are made after patterns of superior goods, and their appearance is excellent. A special line of white crochet quilts to retail at \$1.25 is wonderful value. They were over makes, and are being cleared at a nominal figure. Recent shipments include also a lot of Madras figured muslins in pretty tints, and all prices, for window draperies.

NEW JAPANESE SILKS.

By steamship Empress, just from Japan, K. Ishikawa & Co., Toronto, report arrival of all their new silks, including stripes, checks, figures and warp, printed in the new styles. They show lines to retail for 25c., 50c., 75c. and \$1.

Retailers who want good value in 23-inch silks for fancy work and trimming to retail at 25c., are invited to look into the new lines. The firm announce that these have been specially manufactured this season to sell at that figure.

LINENS THIS SEASON.

Linen this year promises to be put to a variety of uses for which it has not been employed hitherto to any extent. In the summer dress trade linen cloths and embroideries of British,

French, or Swiss make will, it is believed, have a large run, and ducks have been used for suiting purposes in the American trade. On the Continent a thick Irish sack linen of a cheviot quality in light weight has been used. This resembles Panamas, linens, serges, and diagonals of two or three interwoven colors. The natural linen color pervades all combinations. Smooth and rough cloths are also shown in sand and dust colors, which will be used for traveling costumes. Linen and linen-colored fibre will be used in hard and soft etamines, in single or double congress, solid and open materials, gauzes, nainsooks, mulls, etc.

SLEEPING GARMENTS FOR CHILDREN.

In this issue Boulter & Stewart advertise under the name of "The Crown Brand" sleeping garments, an article which we think should interest every mother. We would advise buyers on the look-out for the "latest" to look up their ad.

PRINTS AND SUMMER SUITINGS.

McMaster & Co. have evidently struck the popular taste in green-stripe blouse prints, as they have been compelled to send off another repeat order to keep pace with the demand. The same applies to their Princess May suitings, the fourth repeat order being now to hand, making all lines again complete.

WHAT'S IN A NAME?

Morse & Kaley, of Milford, N.H., have often been asked to make light weight knitting cotton with their name on it, which they always have declined to do. Morse & Kaley's name is a guarantee of full weight and best quality.



Ready-Made Clothing

We have the most complete clothing factory in the Dominion. . . .

Samples and prices on application.

Clayton & Sons
Halifax, Nova Scotia

SIZES

Men's and Boys' Underwear

FALL AND WINTER, 1896-97.

WE make a specialty of sizes

34 TO 44 INCHES

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

Our representatives are now on the road with a full line of medium and fine underwear.

The GALT KNITTING CO., Ltd.

GALT, ONT.

LIBERAL BUSINESS-PAPER SPACE.

BY NATHL C. FOWLER, JR.

THE way you say a thing, is as important as what you say. You'll waste your milk if you try to put a gallon into a quart measure.

You'll waste the good of advertising if you over-fill your space, or don't use space enough.

If advertising is any good, and all good business men say it is, the good of it is in a good deal of it.

Half the business-paper advertisements occupy half enough space.

Folks are not obliged to read advertisements any more than they are to eat hash at a restaurant.

The successful hash-seller makes good hash, and serves it well.

The successful advertiser has something to say, says it well, and serves it well.

You must make people read your advertisements. That's your part of the business.

If you don't use space enough for folks to see that you're advertising, you might just as well not advertise.

I don't own any trade paper. It doesn't make any difference to me whether you use much space, or little space. I am only telling you what experience has proven to be the correct method of publicity.

When advertising pays, it is made to pay.

Nothing will do anything unless made to do it.

Your name and address, with what you do for a living, in the trade paper, may bring some return, but there is no particular reason why it should.

The law of averages is safer to follow than the rule of exceptions.

What you think individually may not be right.

What the majority think stands some chance of being correct.

The fact that nearly all successful advertisers use plenty of space indicates that plenty of space pays proportionately better than not enough space.

You have something to sell, it is your desire that somebody takes it away from you at your price. That's what you're in business for.

It's pretty hard to sell a dollar's worth of goods by using a cent's worth of telling space.

I am of the opinion that nearly every advertiser of small space will make his advertising pay more than twice as well by doubling his space.

Experience says so, and experience doesn't lie.

If folks don't see your advertisement, what's your advertisement good for?

How do you expect them to see it if it's so small you have to hunt for it yourself?

Treat your advertising space as you do the sign on your building. Have it large enough for folks to know you're there.

Perhaps it will not pay you to use a full page, although the full page advertisers are the most prosperous.

I don't think less than quarter of a page is worth more than quarter as much proportionately.

Of course the advertising solicitor wants you to increase your space. He wouldn't be much of a solicitor if he didn't. Be-

cause it pays him to have you increase your space, i. no reason why it shouldn't pay you.

Too much of a good thing isn't profitable, that is, if too much of a good thing is possible, but there's no business sense of having too little of a good thing.

When you economize, it isn't good business to tell everybody about it.

Appearance of success means success.

When you cut your advertising space, you tell outsiders that something is the matter with the inside of your business.

Liberal advertising space is a sign of prosperity.

CANADIAN PARASOLS APPROVED.

The following extract is from a letter received by the Irving Umbrella Co. from the buyer of one of the largest, if not the largest, wholesale dry goods house in London, Eng. "Many thanks for the two umbrellas duly received. They are A1, quite equal in style and finish to goods turned out here, and I may also say neater and smarter." The above is encouraging, as well as going to show that Canadian labor is as good as any in the world. The few hot days early last week put buyers in a thinking mood for cream parasols, also white, active enquiry resulting. All old orders will be delivered at once, and quick delivery may be had from now forward on these summer styles.

PRODUCING PATTERNS ON VELVETS.

A recent French invention for producing patterns in velvet by the removal of the pile, is as follows: The inventors employ chemical means, which consist of polish or caustic soda when applied to silk or wool, or a mixture of oxalic and sulphuric acids if used for cotton. The exact quantity of each ingredient required depends on the character of the thickening used, as well as upon that of the material, these factors having necessarily a great influence upon the action. For wool and silk, 30 grammes of oxalic acid for each 100 grammes of thickening is about an average quantity, while for cotton 40 grammes of sulphuric acid for each 100 grammes of thickening is sufficient. Discretion must, however, be exercised, as it is evident that the kind of stiffening used and many other circumstances will affect the result. To carry out the process, rollers or plates cut in relief are used, by means of which the agent is applied to destroy, and thus remove, the pile threads, without, however, penetrating to the ground fabric. The goods may also be printed or impressed with a second pattern either on the ground or relief.

NOTES FROM BRANDON.

BRANDON, the wheat city of the west, is well supplied with mercantile firms, several ranking first-class, and would be creditable to any city of the Dominion.

The Strome, White Co., Ltd., although occupying large premises, find it necessary to increase their space, and contemplate building an addition to make room for their boot and shoe and millinery departments, which are at present crowded. Their letter order department is becoming quite a feature in their business.

Messrs. Wilson, Rankin & Co. occupy fine premises, and can supply the wants of their customers, as their different departments are well stocked with seasonable goods. They import direct, and may in the near future enter the field in the jobbing trade.

Re-dyers and Finishers

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

AN HONEST CLAIM

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

BRITISH AMERICAN DYEING CO., - Gold Medallist Dyers

Principal Offices:

221 McGill St., Montreal 123 Bank St., Ottawa
90 King St. East, Toronto 47 John St., Quebec

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

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



Distinguishing Merits Of Serviceable ...

COTTON BATTING

Always appreciated by the consumer

Long Staple Stock
Cloth-like Strength
Cleanliness

THESE QUALITIES ARE
ALL OBTAINED

WHEN YOU BUY . . .

North Star, Crescent or Pearl

Even in the lowest grades.

These are Old Brands, but always in
Front Rank.

ANY WHOLESALE HOUSE

THE . . .

C. Turnbull Co.

ESTABLISHED
1859

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

HAVE YOU SEEN the best type of young Canadian Womanhood in her best clothes—is there any girl more fascinating? Especially as her skirts look so flaring, neat and trim!
THANKS to the greatest Boon of the Age

An economical, simple and durable Binding. When soiled by mud a damp cloth and a little shoe tan polish will restore it to its pristine Freshness. Look out for spurious imitations! Every yard of the genuine is marked in Gold Letters.

“Wakefield specially prepared Leather.”

This mark on each yard guarantees you safety in buying it.

The “WAKEFIELD” is with all progressive merchants, who have increased their brand trade nearly 100% since they have had “WAKEFIELD.”

Popular shades. Modest price. At all Wholesale Houses.

“English Wakefield Leather Skirt Binding”



WANT A CARPET FACTORY.

THE town of St. Henri, a suburb of Montreal, is considering the advisability of bonusing a carpet factory in the suburb. A by-law granting one of \$20,000 to the Montreal Brussels Carpet Co. has passed its second reading. It has some opponents in the Council, but it is anticipated that it will pass its third reading also. The company promises to employ over 200 hands and pay out over \$60,000 a year in salaries. The same concern were in negotiation with the City Council of Sherbrooke, but that body considered \$20,000, which was asked, too steep.

NEW PREMISES IN TORONTO.

K. Ishikawa & Co., whose headquarters were formerly in Montreal, are now settled down in their new warehouse on Wellington street west, Toronto. The premises are bright and new, and are perfectly lighted, front and back, so as to show well the Japanese fabrics imported direct by this house. Mr. Tougou, the manager, reports trade excellent.

OUT WITH FALL LINES.

Stewart & McDonald, Glasgow, and McGill street, Montreal, have all their travelers out for the fall with a full range of samples in all departments.

DEATH OF RICHARD SCORE.

The death took place in Toronto, April 26, of Mr. Richard Score, founder of the business of R. Score & Son. He was born in Devonshire in 1807, and at Biddeford married Harriet Couttice. The young couple came to the wilds of Canada, and since 1833 Mr. Score has been a resident of Toronto. He be-

gan the business that is still carried on by Mr. R. J. Score in 1842. There were seven children, and two survive, Mr R. J. Score and Mrs. Major Brown. Mrs. Score died in 1888, and in 1890 Mr. Score married Mrs. W. Walker, sister of Mr. George Gooderham, who survives him. Mr. Score was a York Pioneer, a Conservative, and a prominent Methodist.

SCOTCH SUITINGS.

Tailors who are sorting up their stocks of summer goods may find it to their advantage to communicate with J. H. Fisher, Sons & Co., St. James street, Montreal. The firm's stock of new patterns and shades in Scotch suitings is extensive and well assorted. It will repay the time any buyer takes to inspect it or devote to writing for samples.

BOYS' BLOUSES.

Every order for immediate shipment booked by R. C. Wilkins has a demand for their boys' blouses. These goods were only introduced to the trade this spring and have taken like hot cakes.

TAKING PILLOW SLIPS.

McMaster & Co. are showing a fine line of hmd.-stitched pillow slips, plain or colored borders: four different lines, A, B, C and D, in 40, 42, 44, 46 and 48 inches. These are well made goods of good material, and sell at sight.

"Black Card" darning cotton is absolutely stainless, fast black. "Black Card" is a registered trade mark. Ladies can depend on getting a perfect article by asking for "Black Card" darning.

CANADIAN COLORED OTTON MILLS CO. *SPRING* 1896

Ginghams, Zephyrs, Chevlot Suitings, Flannelottes, Dress Goods, Skirtings, Oxfords, Shirtings, Cottonades, Awnings, Tickings, Etc., Etc.

— NOW READY —

See Samples in Wholesale Houses. **D. MORRICE, SONS & CO. AGENTS** MONTREAL and TORONTO

Gilmour, Scholfield & Co.

364 St. Paul Street MONTREAL

Domestic and Foreign . . .

DRY GOODS JOBBERS

Established to protect the cash buyer and the man who has brains enough to buy at the cheapest house. We have purchased the entire output of a large Nottingham Lace House and are selling them at 33 1/2 per cent. discount off regular prices. Manufacturers are invited to send us samples of any lines they wish to clear out.

GILMOUR, SCHOLFIELD & CO.

IRVING Umbrella Co.

Limited.

MANUFACTURERS



Quick Delivery During Sorting-up Season.

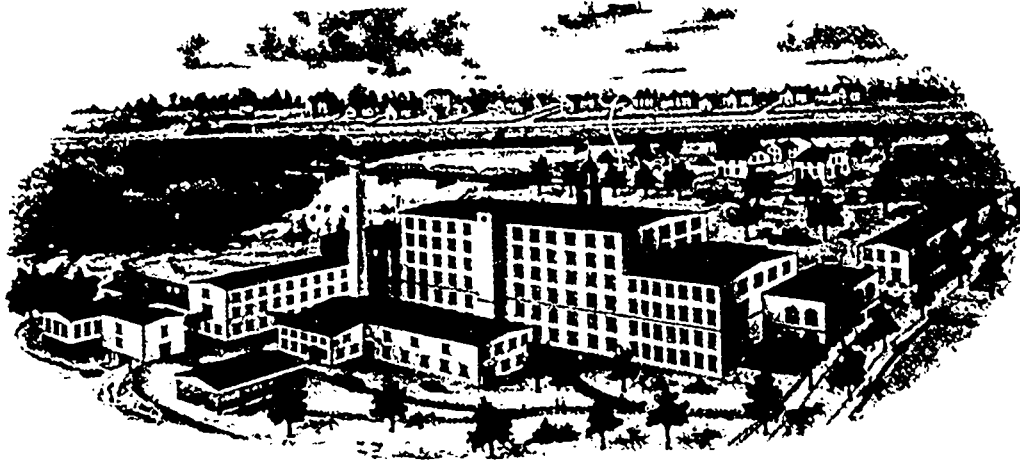
20 Front Street West

TORONTO.

Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers of

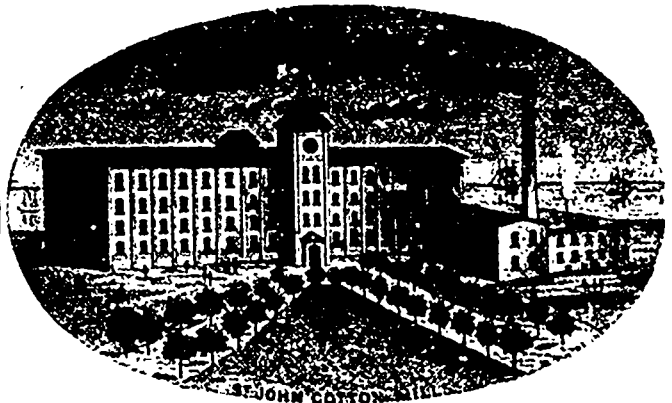
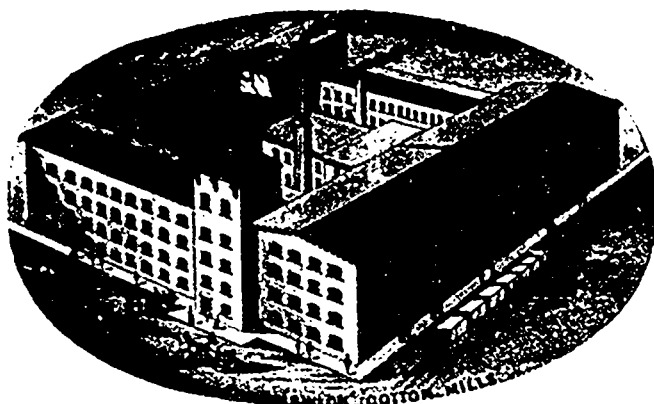


Suitings
Coatings
And
Trouserings
in WOOLEN
and WORSTED

WE employ the best skilled help and have the latest modern machinery. Our designing staff is constantly employed in producing new and original patterns. Our coloring and coloring department is complete and carefully looked after. We buy most of our wools Direct from the largest wool-growing countries in the world. We use no cotton whatever. We manufacture to order only, we therefore claim to produce goods equal in every respect to the British or foreign, and give better values. Retailers will consult their own interests by having a selection of these goods in stock. They are handled by all the leading wholesale trade.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS

T. SPROUT SMITH, 24 Wellington Street West, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 81 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS 'NEW BRUNSWICK COTTON MILLS.
'ST. JOHN COTTON MILLS.

ST. JOHN, N.B.

CLERKS SHOULD BE POSTED.

ONE of the most important points in store discipline is that the clerks should be posted in their stocks. The ignorance of the stock which is common in some stores leads to loss of sales in many instances.

A lady who was in search of a certain color of trimming for a hat, entered a city store the other day and asked the girl at the counter for the desired color, which was green. The girl said it was not in stock. The lady then asked to see the same thing in pink, and it was shown to her. She left the counter saying that if she could not find the color wanted she would return. She did so, and was waited on by a different girl. The second girl on being asked for the pink trimming said there was none in stock. The lady explained that she had just seen it, and had decided to take the pink as she could not get green.

Then girl number two said, "Why, we have this in green," and produced just the color desired.

This little incident showed that both girls were ignorant of the stock and would lose sales unless their customers were as persistent in finding out what was really in stock as this lady was.—Dry Goods Reporter.

CHINESE AND JAPANESE MATTINGS.

McMaster & Co. are having a large sale for plain and figured Chinese mattings and Japanese cotton warp mattings, the demand during the last two weeks of fine weather being exceptionally good. They also report their regular stock of carpets as moving freely, the special designs and art patterns having caught on.

ENLARGED PREMISES.

Boulter & Stewart have found it necessary to considerably increase their premises on account of the success they have had in the new lines lately added, and now occupy the entire building with the exception of one floor. They are thus enabled to do a large portion of their manufacturing under their personal supervision.

NEW ARRIVALS.

Wyld, Grasett & Darling report arrival of another shipment of plain sateens in aniline blacks, pinks, sky and ocean, which sorts up the stock. A shipment of the house's well-known 6 and 6¾c. prints in lights and darks is also reported.

A stock of 30 in. twilled turkey cloth, indigo and navy, is to hand.

The firm have recently purchased a lot of American sateens, indigo and black and white, in small neat patterns. The price is special and the trade will like to see them.

The trade in cotton hosiery has begun a trifle later than usual, but Wyld, Grasett & Darling are ready for it with lines that retail from 5 to 25c. Blouse waists, prints, with starched cuffs and collars, retailing at 75c. and \$1, are in variety.

A SKIRT BINDING.

The "Wakefield" skirt binding is now in the hands of the trade in all colors, black, navy blue, gray, tan, seal brown and russet leathers. Firms who are handling it recommend it highly as a binding for ladies' skirts. The bead of leather is securely stitched to a strong tape, and requires to be sewn on the skirt after it is finished. Dressmakers frequently fail to remember

this. The stiffness of the leather is very appropriate to the present fashionable flare skirts, as it makes them sit out more, besides preventing a frayed edge, one binding lasting fully as long as the skirt itself. All up to date merchants can secure this line from any wholesale merchant from the Atlantic to the Pacific, as it is in the hands of all.

\$100 IN PRIZES.

The manufacturers of the "Victoria" crochet thread are offering \$100 in prizes, \$20 to the lady who sends in the greatest number of "Victoria" crochet thread tickets, \$17 to second, \$15 to third, and so on.

Save Double Freights...

Shipments to Western firms which have then to be reshipped North, South or East, can be economically handled by us.

Write for particulars

BLAIKLOOK BROTHERS, MONTREAL

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

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

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

MILLER BROS. & CO. MONTREAL

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

COLLARS Comet, Opera, Hanlan '78, Oro and Marquis.
MOZART CUFFS
Angelo & Raphael Reversible Linen Collars and Cuffs.

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

World Wide Popularity

The Delicious Perfume.

**Crab Apple Blossoms**

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



TWELVE FIRST MEDALS.

A large stock of these GOOD VALUE Corsets always on hand at **JOHN MACDONALD & CO'S, TORONTO.**
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

"FITS LIKE A GLOVE"

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

LOUIS HERMSDORF---THE PRINCE OF BLACK DYERS.

LOUIS HERMSDORF, of Chemnitz, Saxony, to fast black dyeing, is what Shakespeare is to poetry, Edison to electric light, and the Hermsdorf fast black is as immovable as the Egyptian Pyramids. Such comparisons may seem odious to the uninformed, but no less a personage than the King of Saxony received this giant in the art of dyeing, and gave him audience to speak of his benefit to the Saxon realm. In order to show his appreciation this King of the Saxons appointed him to the distinguished office of Commercial Chancellor.

Fifty four years mark the mile stones of his successful life, and it is gratifying for him to know that in households all over the civilized world the name of Louis Hermsdorf is daily upon countless tongues. This benefactor to the human race sprang from the common people, and starting in a small way soon became one of the self-made men of the century. For years he experimented with colors, but realizing that only a specialist could hope to gain renown he determined to concentrate the knowledge of centuries in producing a fast black. Believing that chemistry would supply a torch to light his footsteps, he retained the best chemists known to modern times, and successfully gave to the world an absolutely fast black long before other dyers produced ordinary results.

His establishment at Chemnitz, Saxony, has a daily capacity of fifty thousand dozen, exceeding the output of all others combined. Two thousand five hundred people are on his pay roll, and indirectly ten thousand persons are given employment in preparing hosiery and gloves for the dyeing establishment and distributing them therefrom. With the advent of Hermsdorf fast black applied to hosiery, came its immediate adoption. In the American market it was everywhere demanded, and its praise is spoken by mothers innumerable. Remarkable as it may appear, repeated washing intensifies this black, and on account of positive freedom from poisonous chemicals, demonstrated by scientific analysis, stockings are not destroyed by this dye, and it does not poison the flesh. This remarkable combination has led to its general adoption from babies to grandmas and boys to bearded men.

How to tell a good black stocking. Take hold of the leg with both hands and pull sidewise. If resistance is marked and the threads are distinct it is of good stock, and if stamped "Hermsdorf" dye the color will not forsake home for the feet. Washing a stocking increases the wear one quarter by shrinking the yarn, thus solidifying the threads. The best is none too good, and there is but one best in black dye. This rule has caused many to insist on having the name of Louis Hermsdorf on every dozen of hosiery purchased. Hosiery is an important item in the family supplies, and merchants can increase their general business by giving superior value for the money. This can be accomplished by securing the Hermsdorf fast black.

SOMETHING NEW IN QUILTS.

The Toronto Feather & Down Co. advertise in this issue their special "Snowflake" quilt, which can be sold much cheaper than a "down" quilt, though many would mistake it for such, to judge by its lightness.

As it can be had in all the choice coverings which the best down quilts are sold in, sharp buyers would do well to examine it before completing their arrangements for fall.

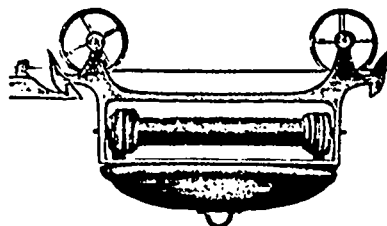
R. FLAWS & SON Dry Goods Commission Agents
Manchester Bldg., Melinda St. **TORONTO**

SPECIAL SALE OF Real Brussels Point Lace.

64 yds. 14 in. Flounce	\$70 yds.	\$442 50
24 " 6 " Lace	20 "	55 00
1 Lace Handkerchief		10 00
		\$507.50

J. D. M. MACBURNIE

Temple, -:- MONTREAL.



Champion . . . Cash Railways

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

S. S. KIMBALL

577 Craig Street, Montreal

NORTHERN

Established 1836

ASSURANCE COMPANY OF LONDON

Capital and Funds, \$36,465,000

Revenue, \$5,545,000

Dominion Deposit, \$200,000

Canadian Branch Office:
1724 Notre Dame St., Montreal.

ROBERT W. TYRE,

G. E. Moberley, Inspector.

Manager.

MARINE INSURANCE

The

MANNHEIM INSURANCE CO.

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

Jas. J. Riley & Sons,
Managers for Canada

MONTREAL

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

STEAMERS	From MONTREAL
Lake Huron	Wednesday, May 13
Lake Ontario	" " 20
Lake Superior	" " 27
Lake Winnipeg	" " June 10
Lake Huron	" " 17
Lake Ontario	" " 24
Lake Superior	" " July 1
Lake Winnipeg	" " 15
Lake Huron	" " 22
Lake Ontario	" " 29

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

SECOND CABIN—To and from Liverpool, Glasgow, Belfast, London, \$30.00 to \$33.00; round trip, \$55.00 to \$61.00.

STEERAGE—St. John to and from Liverpool, London, Londonderry, Belfast, Queenstown, Glasgow, at lowest rates.

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

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

D. & O. MACIVER,
Tower Buildings, Liverpool,

D. W. CAMPBELL,

General Manager,
18 Hospital Street, Montreal.

BEAVER LINE OF STEAMSHIPS.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

CHARLES H. RICHES

SOLICITOR OF PATENTS

Canada Life Bldg., King St. West

Patents and Trade Marks procured in Canada and foreign countries. Handbook relating to Patents free on application **Toronto.**

The Peoples Building and Loan

Association of LONDON, ONT.

Incorporated

Authorized Capital, - \$5,000,000
Subscribed Capital, - 1,500,000
Accumulated Capital, - 1,35,000

PERMANENT STOCK

The first issue of \$100,000.00 of this class of stock has been authorized, and applications for allotment of shares will be received until the 31st of March, 1936. Cost of each share, \$100.00. Shares issued at par. Dividends will be paid semi-annually.

As this issue is limited, intending investors should apply immediately, stating the amount required. The next issue will undoubtedly sell at a premium as was the case with our prepaid stock, which sold at a premium of \$10 per share of \$65 before being retired.

For further particulars and forms of application address:

The Peoples Building and Loan Association,
Molson Bank Buildings, LONDON, ONT.

"BEEN MAKING HOMESPUNS 29 YEARS"

FOR
**Golf
Bicycle
Sporting
and
Business
Suits**

**Oxford . .
Homespuns**

are the
NOBBIEST THINGS OUT

Wholesalers have them.
Have you seen them?

TRADE MARK "Tape woven across the ends of every web"

Made only by

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

Reliance Brand Hose

ARE GOOD WEARERS
ARE WELL FINISHED AND SOFT
ARE MADE OF THE BEST MATERIAL
ARE WELL SHAPED AND ELASTIC

Wait and see our samples in the Fall trade

Representatives

Eastern Ontario and Quebec
Western Ontario
Maritime Provinces
Manitoba
British Columbia

H. I. Hurlburt
T. S. Paton
Crosman & Hayden
K. C. Halsey
W. G. Taker & Co.

THE WILLIAMS, HURLBURT CO.

of COLLINGWOOD, Limited.

Want Advertisements . .

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

The Dry Goods Review, Toronto.

**A Pension
for Life**

**DO YOU
WANT
ONE ?**

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

MANUFACTURERS' LIFE INSURANCE COMPANY

63 Yonge St. (cor. Colborne) **TORONTO, CANADA**

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office
**Toronto,
Ont.**

Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,400,000.00

GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

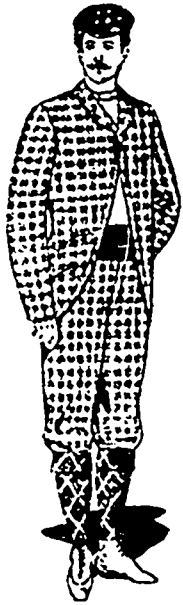
C. C. FOSTER, Secretary.

**Central Business
College**

**TORONTO AND
STRATFORD . .**

Two great business schools under one management
Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals



Fall Circular 1896

JOHN MULDREW & CO.

TORONTO, ONTARIO

The Domestic Woollen House of the Dominion

OUR ARRANGEMENTS FOR THE FALL AND WINTER SEASON
OF 1896-97 ARE NOW COMPLETE

As we aim only at doing in the better class of goods, our assortment comprises a really beautiful selection of nobby styles and fabrics.

Gentlemen's Goods.

In Gentlemen's Goods we show only the latest up-to-date article and we do not think the

Suitings and Trouserings

at from 40 cents to \$1.35 per yard

can be equalled by any foreign goods made, either for **Style, Purity of Stock or Value.**

The demand we have had this season for our finer class of Domestic Tweeds proves conclusively that at the prices mentioned they are rapidly and deservedly displacing foreign goods, as there is simply no comparison in their values. Every citizen of Canada ought to be proud that such goods can be manufactured in our own country, and so long as value and style are undoubtedly better than the impure imported article it is the duty of Canadians to wear their own woollens.

Ladies' Woollen Fabrics.

In Ladies' Woollen Fabrics we show an immense range of . . .

Dress Goods, Golf Cloths and Friezes

in all the New Tints

Alaska Cloakings, etc., etc.

The demand from every portion of the Dominion is the best proof that these goods are being appreciated by the masses, and every merchant must keep them or lose business. The ladies' department is a very important one with us.

We claim that we are the only firm in Canada devoting all our energies to the development of a fine Canadian Tweed trade, and that as a consequence our assortment must be and is more representative of the finer productions of our Canadian Looms than can be seen with any other house.

We aim to show only nice nobby goods, believing that they are more profitable to merchants than jobbish or old goods.

IMPORTED WORSTEDS

We make a specialty of IMPORTED WORSTEDS in VENETIAN AND TWILLS, and our assortment of Tailors' Trimmings will also be found very complete.

We thank the trade of Canada for the very liberal patronage given us during our first year in business. Our goods must have had some extra merit about them to be so very largely appreciated, and we feel sure that a careful examination of our samples for the coming season will result in increased attachment to us as a Woollen House.

22 FRONT STREET WEST.

JOHN MULDREW & CO.

To the Trade

Previous to our Semi-Annual Stock-Taking, June 1st, we will clear out all odds and ends of

SPRING GOODS

at a big reduction.

Prints
Linen
Staples
Linings

Silks
Dress Goods
Hosiery
Gloves

Men's-
Furnishings
Smallwares
Fancy Goods

Woollens
Tailors'-
Trimmings
Corduroys

BESIDES ODDS and ends in **SPRING GOODS** we are daily receiving novelties for the **Summer Trade**, which make the stocks in our **Five Great Departments** most attractive.

Carpets
Curtains
House-
Furnishings

FILLING
LETTER ORDERS
A SPECIALTY

We shall be pleased to see you in our Warehouses.

John Macdonald & Co.

WELLINGTON AND
FRONT STREETS EAST



TORONTO