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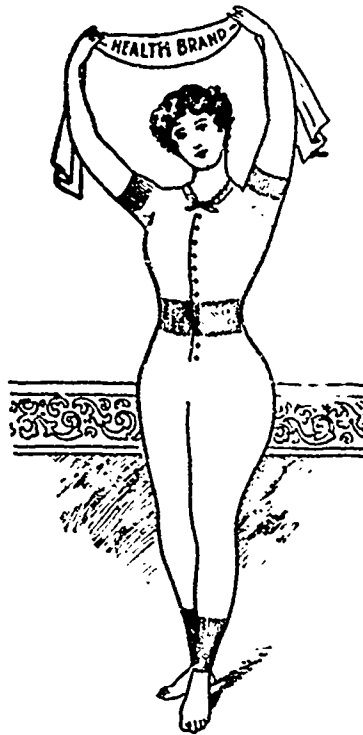
HINTS FOR HOLIDAY TRADE AND CHRISTMAS GOODS.

# THE CANADIAN DRY GOODS REVIEW

DECEMBER

## HEALTH BRAND UNDERWEAR

- Men's Shirts and Drawers
- Women's Vests and Drawers
- Children's Vests and Drawers
- Infants' Rubens Vests
- Women's, Misses' and Children's Black Tights
- Women's Combination Suits
- Children's Combination Suits
- Abdominal Bands
- Men's, Women's, and Children's Hose



Montreal Silk Mills Co.

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

Our great Spring Trade Edition now in preparation. Copies will be mailed Jan. 1st to every responsible buyer in every Province in Canada.

# Lister's MOHAIR . . PLUSHES

.. English Make ..

For

## Railway and Street Cars

GUARANTEED TO BE THE BEST FOR WEAR

If you are not using them, try them, and you will buy no other



We all want Turkey  
for Christmas, but  
before that don't you  
want some

"ROOSTER  
BRAND"

WE HAVE FOR IMMEDIATE DELIVERY

Heavy Tweed Pants and Jackets  
Heavy Tweed, Kersey and Mackinaw Top Shirts  
Navy, Grey and Fancy Flannel Shirts, all prices  
Rubberized Duck Jackets, Cottonade Lined  
Rubberized Duck Jackets, Mackinaw Lined  
Rubberized Duck Pants, Mackinaw Lined  
Mackinaw Jackets and Drawers

Klondike  
Special

We extend seasonable greetings to all our patrons from  
Newfoundland to British Columbia.

**Robert C. Wilkins**

198 McGill Street, MONTREAL.

## Wm. Simpson, Sons & Co.

PHILADELPHIA and NEW YORK.

Represented in Canada by  
DAVID KAY, R. FLAWS & SON,  
Fraser Building, Montreal Manchester Building, Toronto

### SOLID BLACK PRINTS

Black and White and Silver Greys.

### FANCY PRINTS, NOVELTIES and 3-4 PERCALES

### Wm. Simpson & Sons' 3-4 and 7-8 Satines,

LANCASHIRE FINE PERCALES  
BRANDENBURG CLOTH. . . .

### GOBELIN ART DRAPERY

Berlin Aniline Fast Black  
and Colored Satines . . .  
All Grades

TAFFETA LINING.

SILKALINE

BERLIN ART SHADES, Etc.

**S. GREENSHIELDS, SON & CO.**

**ESTABLISHED**

**OVER 60 YEARS**

**IMPORTERS AND DISTRIBUTORS OF**

**GENERAL DRY GOODS**

**STAPLES AND SMALLWARES**

**MONTREAL and VANCOUVER, B.C.**

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**SOLE SELLING AGENTS FOR CANADA FOR**

**Messrs. Briggs Priestley & Sons, Bradford, England  
and Messrs. Emil Pewny & Co., Grenoble, France**

# CALDECOTT, BURTON & SPENCE

## TORONTO

### Clearing Sale of Seasonable Goods ...

The following lines **MUST** be cleared out at once.  
Buyers will be given **Liberal Terms** and **Close Quotations**.

1,000 pieces **Linen Crash Towelling**. All widths.

100 dozen **Linen Napkins**.

500 dozen **Huckaback and Damask Towels**.

50 pieces **Navy Blue Flannels**.

100 pieces **Grey Flannels**. Assorted qualities.

The whole stock of **All Wool Underwear**. Men's, Women's and Children's.

The whole stock of **Woollen Hosiery**. Men's, Women's and Children's.

The whole stock of **Cotton Hosiery**.

The whole stock of **Gloves**, including the whole of  
the **Splendid Kid Glove Stock**. Assorted qualities and sizes.

The whole stock of **TOP SHIRTS, WHITE SHIRTS, LINEN COLLARS AND CUFFS**.

The whole stock of **Japanese Silk Handkerchiefs**.

The whole stock of **Swiss Embroidered Handkerchiefs**.

The whole stock of **RIBBONS**—including all widths and colors in **Silk Faille** and **Double-Faced Satin**.

The whole stock of **Fancy Notions, Laces and Smallwares**, and several lines in **DRESS GOODS** which will be cleared out at very great reductions from original price.

These lines must be closed out to complete the change to be effected  
in the firm at close of 1897.

BUYERS AND ORDERS WILL RECEIVE PROMPT ATTENTION.

## The Merchants Dyeing & Finishing Co.

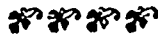
Will continue the business in all the lines that constitute **THE MAKING OF A DRESS**, and are now showing a magnificent range of **Dress Goods Samples**, containing the latest fabrics for the **Spring Trade, 1898**.

A CAREFUL INSPECTION OF THESE SAMPLES IS INVITED.

# Caldecott, Burton & Spence

46 and 48 Bay Street, **TORONTO**

# The Merchants Dyeing & Finishing Co.



**A**S EXPLAINED in the advertisement of Caldecott, Burton & Spence in our last issue, the above business will be amalgamated with their old business and carried on in two Departments.

**THE SELLING DEPARTMENT** will be represented on the road by old employes of Caldecott, Burton & Spence. We shall confine our attention to **Dress Goods, Silks, Velvets, Velveteens, Dress Trimmings, Linings and accessories, Laces, Veilings and Embroideries, Converting, Dyeing and Finishing all classes of British, French and German Dress Goods, Japanese Silks, Surahs, Satins, etc.** Being able to buy goods in the rough, we can go to sources of supply not open to those who buy Dyed and Finished Goods, we save in the first cost price, we save in duty on what is to us raw material, we avoid bad shades, and also keep up our stock of good colors by dyeing weekly and continuously whatever shades are in demand. Therefore, we can give you such value and variety of style as will make it more profitable to you than "direct importing." The beautiful effects produced by us this year in **two color shot effects** have astonished the trade and yielded our customers a handsome profit.

We are using the best dyes and processes on all classes of goods, from the lowest to the highest, and our work is reliable. Our well-known **Congo Black**, fast to acid, is used on all our Black Goods, and our **Black Henriettas** are the only ones in Canada that will stand the acid test. Our range of Samples will be larger and more complete than ever, and sufficient to confine all styles to one house in each town, and we hope will secure your orders, which will be much esteemed.

**THE WORKS DEPARTMENT** situated at Liberty Street will, as before, re-dye and re-finish for the Trade all off shades in Dress Goods, Silks, Satins, Coatings, Cloakings, at the lowest prices consistent with good work, and now is the very time when merchants should get all their off shades put into good ones. **Congo Black** will also be used on re-dyes, or such shades as may be required and are suitable. The works are also ready to Dye and Finish either Canadian or Foreign Grey Goods, as desired.

Encourage Canadian enterprise and work, managed by young Canadians, and keep your money in your own country as much as possible.

THE . . .

# GAULT BROS. CO.

LIMITED

## MONTREAL

Dress Goods



English and  
Canadian  
Woolens



Gents'  
Furnishings  
and  
Shirt Dept.



Smallwares  
and  
Fancy Goods



Canadian Cotton and Staple Department  
Carpets and Rugs

# Xmas Novelties

We are showing this month a nice range of Fancy Goods suitable for the Xmas trade, including Fancy Blouse and Dress Silks, Fancy Handkerchiefs, Embroideries, Men's Neckwear, Hosiery and Gloves.

— Sole 'Agents for FOWNES' CELEBRATED GLOVES.

# Black Dress Goods

**"JUST AS GOOD"** is a time-worn phrase and yet it often traps the unwary.

To buy because you are told it is "just as good, and a trifle cheaper," means extra profit to some one, but not to the buyer. **Buy the best.**

**Priestley's Black Dress Goods**  
are the standard for the world.

See that the name "Priestley's" is stamped every five yards, and goods rolled on varnished board.

**S. GREENSHIELDS, SON & CO.**

Sole Selling Agents for Canada.

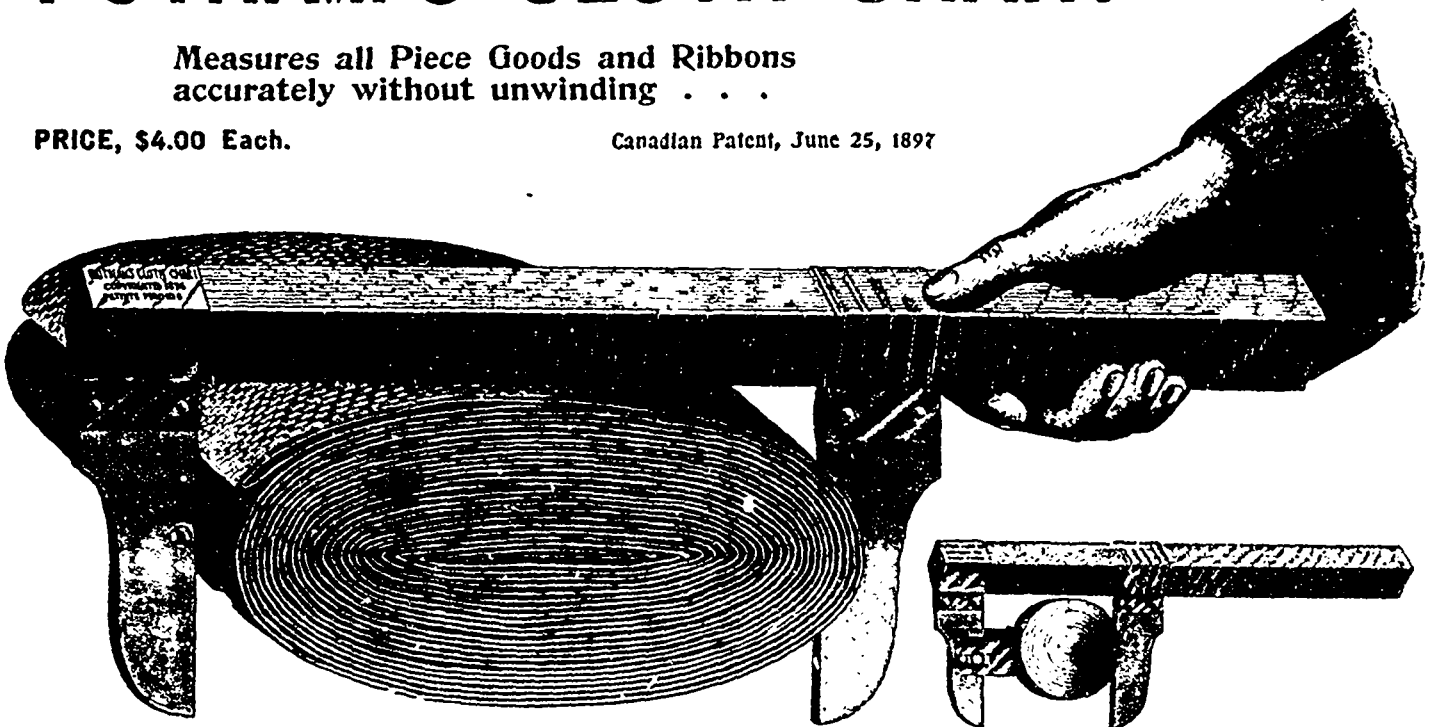
MONTREAL and VANCOUVER.

# PUTNAM'S CLOTH CHART

Measures all Piece Goods and Ribbons  
accurately without unwinding . . .

PRICE, \$4.00 Each.

Canadian Patent, June 25, 1897



For particulars write

Exclusive Canadian rights for sale. Address owner, A. E. Putnam, Milan, Mich.

**E. J. JOSELIN,**

Sales Agent for the Dominion

33 Melinda St., TORONTO, ONT.



The ready recognition by the trade of the merits and success of the



# DIAMOND BRAND UNDERWEAR

is shown by the liberal way our friends place their orders for spring. Order now to secure early delivery!

**HERMANN H. WOLFF & CO.,** 170 McGill Street, **Montreal**

## The Lace Warehouse of Canada.

### LACES AND EMBROIDERIES

Our travelers are on their last round with their import sets of these lines for Spring, 1898, and you will miss it if you don't get your order in, so as to secure prompt and satisfactory delivery. We have large shipments of all the leading makes of laces coming forward for our Holiday trade.

### WORKS OF ART

This was the expression used by one of the largest manufacturers of such goods on this continent when shown our range of Blouses and Waists for Spring, 1898. Every garment is a creation in itself, and it won't pay you to miss seeing them. The samples are now in our travelers' hands.

### VELVETS AND VELVETEENS

Are represented among our collection by large ranges of colors and qualities.

### SILKS AND RIBBONS

Our range of shades and prices in these lines will interest any buyer who wants right stuff at right prices.

### DRESS GOODS . . .

The greater portion of our Dress Goods Samples for Spring, 1898, comprising the most attractive collection we have ever shown, are now in our Travelers' hands.

### Cloakings, Sealettes and Cape Velvets

In these we show a large variety of styles and range of prices.

### Trimmings, Garniture and Braids

We probably show the largest collection in Canada of these lines.

### ASSORTING . . .

We will show for the assorting season complete ranges of Gloves, Hosiery, Handkerchiefs, Underwear, Curtains, Draperies, Linings, Table Linens, Combs, Fancy Pins, Buttons, Smallwares, etc., etc.

**KYLE, CHEESBROUGH & CO. - MONTREAL**

# TO THE TRADE



You have goods coming from one or more of the following Wholesale Houses almost every day. When your Stock of

## Feder's Pompadour Skirt Protector . .

runs low, don't hesitate or wait to make up the assortment, but send orders for missing shades at once to one of the firms mentioned below, who keep a full assortment of colors.

Write to the nearest located to your territory, thus saving express or freight charge.

## GRANITE MILLS— St. Hyacinthe, P.Q.

Sole Manufacturers and Licensees for Canada.

### TORONTO

Alexander & Anderson  
W. R. Brock & Co.  
Caldecott, Burton & Spence  
John Macdonald & Co.  
Gordon, MacKay & Co.  
Wyld, Grasett & Darling

### OTTAWA

J. H. Garland  
J. A. Seybold & Co.

• • •

### HALIFAX

Smith Bros.

### ST. JOHN, N. B.

Manchester, Robertson  
& Allison

• • •

### HAMILTON

Knox, Morgan & Co.

# HOLD YOUR CUSTOMERS

by selling superior goods

---

Do not wait until you find they are buying elsewhere.

Ask for **Finlayson's**  
when ordering **Linen Threads**

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The enormous sale of this brand ensures the stock being always fresh and clean, and that is what sells these goods.

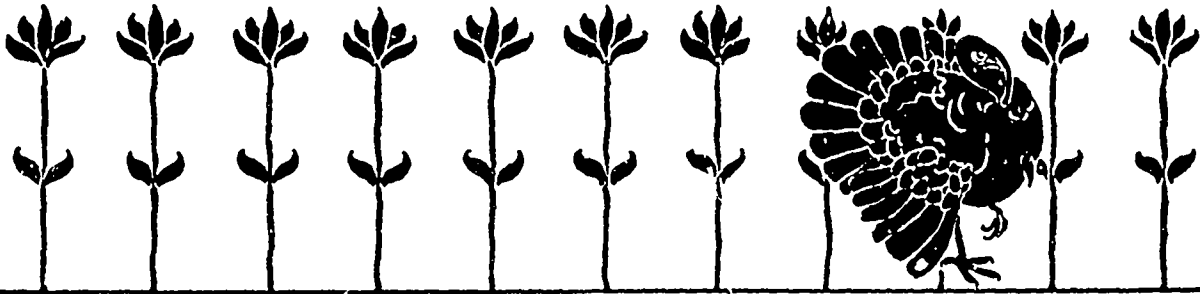
**Mark your Orders F. B. & Co.**

Agents for Canada:

**JOHN GORDON & SON**  
**MONTREAL**

# THE DRY GOODS REVIEW

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



Vol. VII.

MONTREAL AND TORONTO, DECEMBER, 1897.

No. 12.

## NEWS AND NOTES OF THE TRADE.

### ECHOES OF THE DRY GOODS BUSINESS FROM THE ATLANTIC TO THE PACIFIC.

[Merchants who are making improvements in their stores, moving into new premises or enlarging their business, will confer a favor by sending word of it to THE DRY GOODS REVIEW.]

THE wool and cotton storehouse in connection with the Markham Woolen Mills, at Markham, Ont., was burned to the ground on the night of Nov. 19, with all its contents. It was insured in the Waterloo Mutual for \$1,500, and \$1,000 on the contents in the Merchandise. The fire was evidently the work of an incendiary, as there was no fire in the place and no work going on.

Messrs. Senbeil Bros. are getting the work in the felt factory at Brandon, Man., under way, and in a very short time will have the factory fully equipped with necessary machinery. Mr. F. H. Hessen has been appointed manager of the business.

Mr. L. H. Nolin, one of the best known dry goods merchants in Ottawa, dropped dead at the corner of Nicholas and Rideau streets on the evening of Nov. 16. Heart failure is supposed to have been the cause.

Mr. Richard Wray, of London, Ont., was visited at his residence, on Elmwood avenue, by about thirty of the employes of the Wray Corset Manufacturing Co., who presented him with a gold watch, suitably engraved, and an address. The address was read by Miss Hattie Mills, and Miss Maybank made the presentation.

Mr. Jerome Hill, a cotton operator from St. Louis, was in Toronto recently. Mr. Hill is said to be one of the largest operators in the United States, and his visit to Canada is to look over the ground here with a view to doing business in this country. He visited Montreal to inspect the mills there, besides calling on all the large cotton manufacturers. Mr. Hill has a machine for packing cotton, by which it is claimed that 60,000 pounds can be got into a single car. Under the present method of packing, only 35,000 pounds of raw cotton will go into a car.

The many friends of Mrs. M. A. Robinson, wife of Mr. M. A. Robinson, superintendent of the hat manufacturing department of James Coristine & Co., were grieved to hear of her sudden death, which occurred Nov. 11, at the Homœopathic Hospital, Montreal.

The deceased was a native of Port Jarvis, N.Y., where the remains were taken after the funeral services, which were conducted by the pastor of the Sherbrooke Street Methodist Church.

Miss Henderson, book-keeper for Walters Bros. & Co., Sarnia, has severed her connection with that establishment and gone to London, where she has accepted a situation in the Oak Hall.

Mr. Wm. Maloney, of Calgary, has patented a cart for packing goods to the Klondike. The cart has only one wheel. It will hardly upset. It carries 500 pounds, and can be drawn by one cayuse. Four shaganappi ponies, with one of these carts, would convey a ton as easily and surely as a four-horse team by the ordinary wagon. A much narrower trail will suffice. Its advantages over the pack horse, once a narrow trail is cut, is that no loading and unloading is necessary, and the horses are not killed by the work. Several experienced northern traders have been favorably impressed after an examination of the invention.

According to Winnipeg reports, if half of those who contemplate going to Yukon next spring carry out their intentions that city would lose fully one-third of its young men. Mechanics, railway men, store clerks, bankers, government officials and men in all walks of life are afflicted with the fever in a greater or lesser degree. Domestic responsibilities or financial disabilities, however, seem to be a restraining influence in most cases.

McCrimmon & Henry, two of the old staff of Seli & Co., late of Harriston, have gone into the dry goods business in Harriston. Their handsome store, the shelving of which is topped with a line of mirrors finished in oak, running all round the large store, and with the stylish new goods, makes an up-to-date effect.

A sure cure for Klondike gold fever has been discovered by a prospector who recently returned from Alaska. "Pick out a cold morning next winter," he says, "when the mercury is below zero, shoulder a pick and go into the woods before breakfast; dig a hole sixteen feet deep; come back to the house at night and eat a small piece of stewed buffalo robe and sleep in a woodshed. Repeat the dose as often as necessary."

Count Hilaré de Chardounet, the French savant, is prepared to abolish the silkworm and make silk artificially superior to the natural article. Speaking about the invention he brought out some two years ago, he says the worm only mixes vegetable matter, such as mulberry leaves, with a gummy substance and then winds it into threads. A quicker means of getting silk is to reduce the leaves to pulp by machinery and mix the product with a gummy sub-

stance similar to the silk worm's secretion. This, Chardounet says, he has done with perfect success, and he asserts that the silk thus produced is more brilliant in lustre than the silk produced by the worm. The leaves of the orange and other trees may be utilized, and the cost, it is estimated, will be diminished three-fourths.

Messrs. Watson & Wilkinson, men's furnishings, Sarnia, have been awarded \$600 by the insurance companies for damage done to their stock by the flooding of their store by the recent fire in Leys' block.

The T. Eaton Co., of Toronto, are contemplating the removal of their whitewear and clothing factory, which employs 500 hands, to Niagara Falls if they can secure power there.

M. Blanc, the new Prefect of Police of Paris, France, has issued an order forbidding women to wear high hats in the theatres.

D. E. Macdonald & Bro., of Guelph, bought the Shaw stock at a low rate on the dollar. It is the intention of the purchasers to have the goods removed to their premises, the Lion, where they will be run off at big bargain prices.

On the night of Saturday, Nov. 13, thieves pried open a side window in T. H. Taylor & Sons' woolen factory, at Chatham, Ont., and got into the office from the mill by forcing another window. The burglars went to the trouble of cutting out a pane of glass, but found that their work towards this end was useless. Once in the office they found their work easy. They could not get at any of the money, but they stole four overcoats, four suits of clothes and a quantity of underwear. Some other clothing was not wanted, apparently, for it was thrown on the floor and tramped on. The thieves left the building in the same manner in which they entered.

Messrs. Rutledge & Jackson, of Fort William, Ont., have recently moved, and now occupy premises in the new Victoria block. They handle clothing, men's furnishings, boots and shoes and hats and caps. Their store has a frontage of 44 feet, and the large plate glass windows are constructed in imitation of one of the leading establishments of St. James street, Montreal. The interior is attractive, the fixtures and metallic ceiling being of the latest design. Electric light and steam heating add comfort. "But," said Mr. Jackson, who greeted THE REVIEW's representative, "the best feature about our establishment is business is good."

In the recent disastrous fire at St. Johns, Que., the works of the Corticelli Silk Co. were scorched, suffering damage to the amount of \$1,000.

Tenders are being asked for the purchase of the knitting mill of the late D. M. Fraser, Almonte, Ont. The mill is operated by steam and water power. The machinery includes 3 pickers, 3 sets of cards, 3 mules, 2 winders, 4 knitters, 4 shirt and cuff machines, etc. The tenders will be opened Dec. 15.

Mr. F. W. Radford, chartered accountant, of Montreal, has been appointed curator to the estate of Messrs. Thouret & Co., importers of foreign dry goods, whose total liabilities, including indirect, amount to about \$40,000. The Bank of Montreal is interested to the extent of \$15,000 on customers' paper.

H. C. Hayward, of Ipswich, Eng., has been visiting the Canadian trade centres lately. Mr. Hayward represents the clothing firm of William Fraser & Co., of Ipswich, and has come to Canada

to establish agencies, in view of the promised preferential tariff arrangement, which will permit of British goods being brought into Canada at reduced duties. Mr. Hayward says that for 25 years British manufacturers have not bothered about the Canadian trade, but now all the manufacturers who deal with the colonies are seeking a foothold here. This desire to open up a Canadian trade is entirely due to the Jubilee festivities, at which Canada came prominently to the front. Mr. Hayward says that British manufacturers have been slow in the past, and in many fields have allowed the Germans and Yankees to outstrip them; but they now are alive to the fact that they must make goods to suit the purchasers, and not insist that because an article is good enough for the English it should be good enough for other people. That was a conceited notion that did British trade much harm. Mr. Hayward intends to introduce Canadian tweeds in England as a timely novelty, and he believes the venture will be successful.

P. Dill, of Seaforth, has added a fine stock of staple dry goods to his grocery business.

Messrs. E. Dagenais & Co., dry goods merchants, of Ontario street, Montreal, assigned Nov. 18 at the demand of Wm. Agnew & Co. The principal creditors are: Mrs. Emma Racicot, \$1,770; Robert Linton & Co., \$950; Gault Bros., \$547; Jas. Johnston, \$560; P. P. Martin & Co., \$550; Wm. Agnew & Co., \$634; Liddell, Lesperance & Co., \$325.

The Beaver Rubber Clothing Co., of Montreal, have removed from St. Lawrence street to a handsome four storey brick building, No. 1,490 Notre Dame street. New machinery operated by electricity has been put in, and the company can promise their customers the same prompt attention in the future that they have always endeavored to give in the past.

Robert F. Hunter, formerly a well-known dry goods man in Simcoe and Ingersoll, Ont., who went to Colorado in 1883 for his health, is now a leading citizen of Denver. He is interested in the real estate and insurance business and presided a few months ago over the gold mining convention in Denver.

Wm. Garland, one of Portage La Prairie, Man.'s, prominent and successful business men, told a Winnipeg reporter the other day. "We have had a good steady trade all fall, and the cash has been coming in better than in previous years, and although the merchants of the Portage Plains have never had much to complain of, we are better satisfied than ever this season."

#### DO YOU SELL BOOKS AND STATIONERY?

Dealers who handle school books and stationery ought to be interested in the announcement of the W. J. Gage Co., Limited, which appears on another page.

#### "BONANZA," "PSNAP."

These are two numbers picked out of W. R. Brock & Co.'s immense stock of lined gloves and mitts that can be retailed at 25c. per pair. "Bonanza" is a lined leather mitt for men, and "Psnap" is a lined kid mitt suitable for boys and girls.

#### SPECIAL CONDITIONS REGARDING HANDKERCHIEFS.

On account of the change in United States tariff the British market has had a large surplus of handkerchiefs to dispose of. John Macdonald & Co. have bought a large quantity at very low rates and are selling them rapidly. Large orders should be now placed, as such an opportunity may not again occur.

## BRANDON, A FLOURISHING TRADE CENTRE.

## DRY GOODS ESTABLISHMENTS ON A LARGE SCALE AND WELL MANAGED.

THE REVIEW'S CORRESPONDENT VISITS THREE THRIVING STORES—FEATURES OF THE STOCK AND THE INTERNAL ARRANGEMENTS—REASONS WHY BRANDON TRADE EXPANDS.

From Special Correspondent of THE DRY GOODS REVIEW.

BRANDON, Manitoba, is perhaps one of the smallest cities in Canada, but there is nothing small about its dry-goods trade or the establishments in which it is carried on. In fact, with a few exceptions in Winnipeg, there are no stores west of Toronto that surpass those of the "Wheat City of the West". The large three-storey brick buildings, with fine plate glass windows, give to Rosser Avenue quite a metropolitan air, and the stocks carried are fully in accord with buildings. The larger establishments are run on the departmental plan, though there is considerable variety as to the departments emphasized.

Wilson & Rankin have an enormous building and at the time your correspondent called were engaged in further enlarging their premises to give more room in the lines of ladies' underwear and dress goods. They carry full lines of dress goods, mantles, millinery, furs, ladies' underwear, gents' ditto, gents' ready-made clothing, besides a large and well assorted stock of fancy goods. It is, however, in furniture and general house furnishings that they excel. Much of the furniture is manufactured expressly for their business, and would be difficult to surpass in quality, finish and design. The carpet and curtain stock is also bought direct and is very carefully chosen, and the house and table linen counters are supplied to correspond.

One feature of their establishment which your correspondent noticed is the position of the office. It is suspended "twixt heaven and earth" in such a way that it commands the whole first floor of the building, thus enabling whoever sits there to command a full view of the customers coming and going and the manner in which they are being waited upon. Mr. Rankin, who kindly escorted your correspondent through the various departments, reported business good, payments satisfactory and the outlook cheerful for the future.

Strome & White occupy a fine building on the corner of Rosser avenue and Second street. It was just the closing of a busy Saturday afternoon when your correspondent called, but Mr. White found time amidst many other duties to show me over the premises. In the millinery show room was a fine display of pretty hats and bonnets, with just that air of smartness about their bows and feathers that marks a woman's headgear as chic and up-to-date. In reply to the query "whatever will you do with all those moon coats?" Mr. White replied, "I will guarantee there will not be one in the house at Christmas." "Here is a popular garment this winter," he continued, picking up a handsome circular lined with grey squirrel and trimmed with Alaska sable, "we have sold four of these this afternoon and have orders for several others. Wheat is such a good price this year everybody can afford furs." Strome & White carry very heavy stocks of men clothing, boots and shoes, cloths and dress goods and mantles. A large and well stocked grocery is another feature, while just off the dress department is a large space devoted to china and glassware. The ladies of Brandon and vicinity are made free of this department whenever they have half an hour to wait, whether they want to purchase or not. A charming place it is to spend a little time and feast the eye on all the beauties of form and color so tastefully arranged on the long tables. When lighted, the effect is very brilliant.

Nation & Shewan occupy a large three-storey block, and, like the man in the Scripture, still want more barns in which to bestow

their fruits and their goods. Your correspondent was not fortunate enough to find either partner at home, but one of their large staff of clerks showed me over the premises. This firm had a remarkably fine window display of dress velvets and silks and millinery. It is commonly reported of Nation & Shewan that their business is so admirably managed that should they at any time desire to sell or close out they could realize every dollar due them in three weeks.

There are, of course, many other stores in Brandon in the same line and all appearing to be doing well, but the three described are generally spoken of as the leading houses. A new aspirant for business is Mr. Fred Hunt, who some seven years ago did a good business on King street, Toronto. Owing to the failure of one of the Montreal wholesalers, Mr. Hunt was obliged to close out, and, coming west, has been for some years with Mr. Geo. Craig, of the Golden Lion, Winnipeg, but is now starting for himself again in Brandon. He has a good stand, an entirely new stock, well chosen, and seems well encouraged with the prospects of winter business.

One of Brandon's great business houses hardly comes within the scope of this magazine, and still it is hard to think of Brandon and not mention it. This is Adams Bros., harness, boots and shoes, trunks, leather goods of all kinds and sleigh rugs. This business is the largest of its kind west of Toronto, where all the manufacturing is done. They occupy the whole of one large four-storey building, and have opened a boot and shoe store in another part of the city. They carry nothing but the best, and they carry everything known to the trade in their particular lines.

There are three reasons why Brandon is able to sustain such fine business establishments. First, it is in the very heart of the wheat country, and has that best of all backing for a city, a well-to-do farming community in its immediate vicinity. Then it is well situated as to railways, being a divisional point on the C.P.R. main line with two local lines of the same road running into it. Then it is the terminus of the Morris and Brandon branch of the Great Northern Pacific, which reaches Brandon from Winnipeg through one of the finest farming districts of the province. It is also touched by the G.N.W.C., but even these advantages are not sufficient to account for its good trade. It is without doubt largely the result of the push, enterprise and courage of the men who do business. They have risked much and advertised well, and are now reaping the harvest of their endeavors in a trade that covers the country north, south and west from Brandon for fully 80 miles. Orders are received from as far north as Prince Albert, and west from Calgary.

The Gault Bros. Co., Limited, have just received a new and full line of tubular, military and fancy braids in black and colors.

James Coristine & Co. are doing a large trade in fur goods manufactured especially for the Klondike, and are in a position to supply the trade with robes, coats, caps, etc., combining the two essentials of lightness and warmth.

Wyld, Grasett & Darling are showing all widths of black velvet ribbons, cotton backs with wove edge. Also colored velvet ribbons in brown, cardinal, moss, myrtle, navy and bluetie. A complete range of colors in baby ribbon for Christmas trade is offered in silks, satins and moire.

## WINDOW DRESSING.

TO PHOTOGRAPH A DISPLAY.

It is well known that one of the chief reasons why more window trimmers do not photograph more of their displays so as to have them for future reference, is the poor results that are usually obtained. Reflections spoil over half the pictures that are taken and after one has made three or four unsuccessful attempts to get a good photograph of a window it is no wonder that he gives up in despair.

One who understands the many peculiarities of photography says that reflection or the spot of white that appears on the negative if an electric light is allowed to burn during the exposure, are the commonest annoyances and are much exaggerated in any attempted reproduction for purposes of publication. "One method to produce a good picture," he says, "is merely a large black screen to cut off the reflected image. A commercial photographer of wide experience and high attainment has, however, been making experiments of late in this direction, and gives as the final result of his investigation the conclusion that perfect results are almost invariably secured if a very early hour, about sunrise, be selected, and the plate given a long exposure. At such a time, when the day is fine and still, the light comes from the east, low in the horizon, and the atmosphere seems also to possess a peculiar actinism of considerable help in producing a clear, sharp negative."—Chicago D. G. Reporter.

### AN IDEA FOR SELLING UMBRELLAS.

A rainbow for an umbrella display is the most natural of suggestions. A store, says our Chicago contemporary above quoted, had one made of cheesecloth in the seven colors of the rainbow, and imbedded in a background of blue cloth, ruffled so as to look very much like blue clouds. This effect was heightened by a gauze being stretched over the entire background. Clothing stores are using permanent backgrounds more and more. They are made to appear massive and rich, but are not of expensive material. Mirrors are used freely.

### LOSS OF TIME IN TRIMMING.

The time consumed in trimming a window is a very important consideration, says the expert of The Dry Goods Economist. Every hour or minute during the day that a curtain is drawn or the window is empty means a direct loss of business to the store. It takes time to trim a good window, and most merchants, when complaining of the time lost in trimming a window, have often to be reminded of this fact.

It is true, however, that some window dressers can trim a good window in half the time taken by others. Slowness in trimming is often the result of carelessness. Getting into a window without any previous preparation, and there sitting down to plan some arrangement or to experiment, is a cause of much delay. Sometimes the window dresser is interfered with by the employer or department head, who wishes to offer suggestions or give instructions. It is very hard for a window dresser gifted with original ideas to carry out the instructions of another, especially when they come (as they often do) from someone who really knows nothing about the subject. This evil exists in many stores, and is a serious drawback to both merchant and decorator.

If you have not sufficient confidence in your window dresser to allow him to go ahead and use his own ideas or take charge of his department, it would be much better for all parties concerned to dismiss him. The writer has seen some very promising young window dressers who have been thrown into a rut and completely dwarfed in originality by this interference. It is next to impossible

for a man to successfully trim a window to some other person's idea, and in trying to do it much time is lost and not much of anything is gained.

A young window dresser who had been in one store for seven years and had never been allowed to go ahead and use his own ideas sought and found employment in another store. The concern for whom he had worked so long made no effort to retain him, as they considered his place one easy to fill. They were greatly surprised soon after at the remarkably successful and beautiful window displays of their competitor with whom the young man had connected himself.

The whole secret lay in the mere fact that in his new position the young man was allowed to go ahead and trim his windows according to his own ideas, which proved to be exceptionally good. He very soon commanded double the salary that he had received at his former place. The old concern murmured: "Well, it's very funny he never did any such work for us, and he used to take a good deal more time to do it, too." But the "funny" part was they never gave him the chance, and the lost time was caused by their constant interference.

A window dresser who knows his business should not permit this interference; he should show his independence at least long enough to indicate to his employers what he can do if permitted.

### SNOWSTORM EFFECT FOR A WINTER WINDOW.

A novel scheme for displaying winter garments or furs, says the same authority, is to produce a snowstorm effect on the window glass. The idea is very easily accomplished. Take a little dry white French zinc and mix with water, adding a very little mucilage for sizing; then take a small brush, such as artists use for oil painting, and apply this paint in little irregular dabs, about three inches apart, on the inside of the glass. If this be properly done the dabs will closely resemble snowflakes.

If you have a spacious window you can procure a dummy horse and sleigh, placing in the latter one or two wax figures attired in furs. Then spread cotton batting unevenly over the floor and sprinkle ground mica over this. You will then have a show that will forcibly impress the thought of winter garments upon observers.

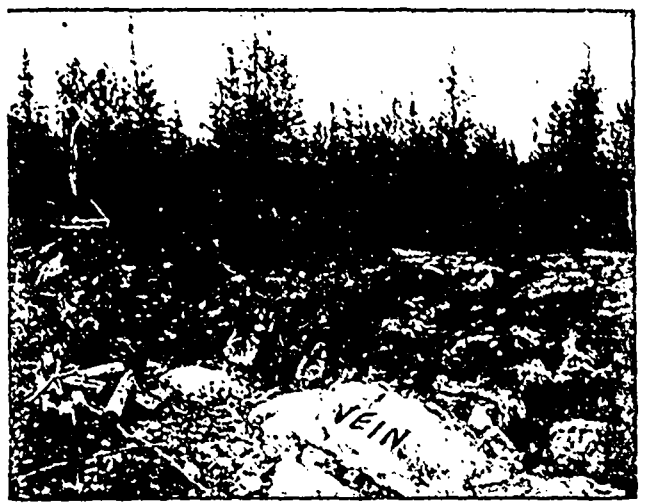
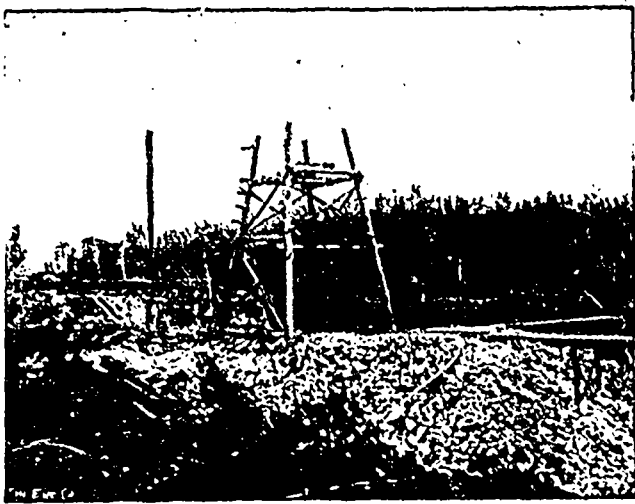
Several store windows were noticed in a New England city this week which were trimmed in sections—that is, with contrasting displays not separated by a partition. The result was not pleasing in any case, but had the effect of inharmonious mixture.

This idea, however, might possibly be carried out successfully, but in order to do it great care would be required. When men's furnishings, millinery and dress goods are shown it is not an easy matter to display any one of the three lines to advantage. It is much better to use mirrors, screens or some sort of draperies to divide the displays. Mirrors are, of course, the most desirable.

### A WORD TO THE WISE.

Nowadays, when window dressing has assumed the proportions of a fine art and an attractive display is acknowledged to be an important factor in disposing of our wares, it behooves the up-to-date merchant to see that his holiday goods are neatly and harmoniously set before the public. Don't have your window a patchwork of all sorts, which catches, without satisfying the eye, and does not retain the attention of passers-by. In Christmas shopping the transient trade is a big item, and the storekeeper cannot afford to neglect it. So many are bidding for the holiday custom that special efforts have to be made if we mean to secure it.

In window displays light and color may be used with all kinds of goods, but as accessories only, and not as is sometimes seen. The decorations absorb so much attention that the articles for sale



## The Mining Camps of Ontario, British Columbia and the Klondyke

Are now, and will be next Spring, heavy purchasers of every class of Dry Goods, Clothing, Hats and Caps. The miner of to-day demands the best goods and never asks the price. Several responsible authorities state that next Spring 250,000 people will go through Canada to British Columbia and the Klondyke. They will buy their supplies in Canada in order to save duty. No miner can get on with less than \$200 worth of supplies. This means \$50,000,000 directly distributed among Western Canada and, in- With whom will the West- for these goods? Naturally them. THE DRY GOODS orders from these merchants for years. Its value as a



A. G. CAMPBELL.  
British Columbia Representative of  
THE DRY GOODS REVIEW.

recognized and appreciated. The very large increase in its advertising pages within the past year proves this, and that advertisers get results. Our B. C. representative, Major Campbell, is now returning after three months canvass of Manitoba, North-west Territories and British Columbia, in which he secured hundreds of new subscribers in places we never heard of before. The Spring Trade Edition of THE DRY GOODS REVIEW, to be issued January 1st, 1898, will be sent to every probable buyer in every town and village in every province of Canada. It will go to places seldom, if ever, visited by travellers. It will cost less than a postage stamp to tell these thousands of merchants what you have to sell. THE DRY GOODS REVIEW, Toronto and Montreal.



are hardly noticed. Of course, we know that as some dealers do not need to advertise, some do not need to dress their windows. Perhaps it is true that "good wine needs no bush," as the old proverb tells, but the saying won't wash in these days, when everything can be bought anywhere, and for that reason alone it pays to show our best with the most careful arrangement.

No detail is trivial in window-dressing, but do not attempt too much. Don't forget in arranging your window to cater for those who cannot spend largely as well as for those who can. Avoid marked contrasts in values. Don't duplicate and don't crowd.

Whether you are showing rich furs, fine laces, costly silks or some variety of the endless array of fancy goods which come flowing in from all points of the compass at this season, let your display be in harmony. To produce a striking transitory effect may be all very well, but an arrangement which contents the eye and holds the attention is surely better.

If you are thinking of buying wax figures, decide at once to buy good ones. If one thing more than another mars a window display it is cheap-looking or ill-formed wax figures. A window was noticed this week containing a group of wax figures the faces of which were positively unsightly. Possibly the merchant who had them on exhibition felt that he had won a victory in securing them at a low price, but in reality he was sustaining a loss by having them in sight.

An effective method of showing garments on figures is to reproduce a reception hall and have the dressed figures seated on chairs or standing around in natural attitudes.

Some very handsome and attractive garment windows in solid colors have been noticed recently. In trimming such a window garments may be selected from the children's, misses' and ladies' departments, and may embrace not only cloaks, but dresses, tea-gowns, etc. Red makes a very effective show of this sort.

#### NEW GOODS.

IN Priestley goods for spring 1898 S. Greenshields, Son & Co. are showing a better range of samples than ever, viz., serges, wool cashmeres, soleils, eudorms, fancy blacks, etc. Special values in all wool black fancies to retail from 50c. upward.

Wyld, Grasett & Darling have now to hand repeats in all leading colors of tubular braids, which continue quite popular.

The Gault Bros. Co. have purchased a linen manufacturer's stock, and are offering special bargains in all classes of linens.

In laces Wyld, Grasett & Darling are showing a large assortment of valenciennes in white and butter colors and in Irish points in white and butter, and a large range of chantilly in black and cream, all widths.

Dealers in need of a cheap and good line of cushions should write the Canada Fibre Co., of Montreal, who are offering some good values at low figures. Their "Arctic" down cushion retails at \$3.25 per doz.

Wyld, Grasett & Darling are showing a large range of mitts in ladies' and children's sizes, both single and double, to retail at from 15 to 50c. per pair. In ringwood gloves stocks are well assorted, in fancy colors, to retail at from 20 to 35c. per pair.

The Canada Fibre Co. are making a line of comforters specially adapted for the Klondike and other mining districts. These quilts are already much in demand, as they ensure comfort and warmth to all who use them.

Wyld, Grasett & Darling have in stock children's plain cashmere hose in all sizes of their special numbers, 17, 18, 21 and 22. They are also showing a special line of plain cashmere hose, seamless feet, good weight, to retail at 25c. per pair. In ribbed cashmere hose all sizes are again in stock in special numbers 35 and 38.

#### ST. JOHN'S WINTER PORT.

MR. W. S. FISHER, president of the St. John, N.B., Board of Trade, and a member of the wholesale hardware and stove firm of Emerson & Fisher, on Monday last addressed a meeting of business men and others at the Toronto Board of Trade in regard to St. John as a winter port.

Mr. Fisher, in his opening remarks, referred to the efforts made by the people of St. John themselves to improve their port. They had spent in the past two or three years \$750,000 out of the taxes on new wharves. Their idea was not to make it a local but a national scheme, and St. John asked the co-operation of the people of the west in carrying out their idea. They had done their share in building up a highway across the continent, and they felt it was time they should profit. As showing how the port had developed, Mr. Fisher mentioned that the Beaver line, which, with a small subsidy, formerly gave a fortnightly service between St. John and Liverpool, were now running a weekly service, and there was a fortnightly service to London, Glasgow, Dublin and Belfast, while there would be three sailings during the winter to Aberdeen. Mr. Fisher pointed out that St. John could not be considered the rival of Halifax, although each port should take advantage of its geographical position. The true rival of St. John was Portland, and it was a question of whether Canadians were going to build up a foreign port at the expense of their own.

#### TRADE DEVELOPMENT.

When, Mr. Fisher said, the Canadian Government had refused to grant subsidies to steamers calling at foreign ports, the United States Government appropriated \$800,000 to expend on Portland harbor, and hold Canadian trade. Mr. Fisher said he was authorized by the transportation companies to say that they would grant as low rates out of St. John as could be obtained from any other port. As instancing the increase in the lumber trade alone of St. John, Mr. Fisher stated that in 1895 63 sailing vessels and 55 steamers carried 129,000,000 feet of lumber to the Old Country; in 1896 52 sail and 95 steam craft carried 168,000,000 feet; and in the ten months of 1897, 52 sail and 180 steam craft carried 226,000,000 feet of lumber. The winter exports last year were 78,000 tons of general freight, 1,500,000 bushels of grain, 8,000 cattle, 3,000 sheep and lambs, and 1,288 horses. Mr. Fisher quoted from a railway rate sheet, showing that the import rate on first-class goods by the all-Canadian route was 36c., against 53c. by the American route. This was a striking difference.

#### WEST INDIAN TRADE.

Turning to trade with the West Indies, Mr. Fisher pointed out that there was a field for Canadian enterprise. The present was an admirable time for shippers of flour to secure a foothold in the West Indies, as he was informed that Canadian millers could undersell the American millers. Last year there were shipped out of New York 600,000 barrels of flour, which showed that there was the business to secure. So far as the facilities at St. John were concerned, Mr. Fisher promised that exporters would be given quick despatch.

Mr. Fisher also referred to the favorable position Canada had secured in the minds of the people of Great Britain, and now was the time for us to follow up the advantage we had gained. He said he cordially approved of the suggestion that a commercial agent should be appointed in the old country. He thought it a very good scheme. Some of the other colonies had business representatives in Great Britain, and he thought it strange that the Antipodeans were smarter than we were in that respect.

At the conclusion of Mr. Fisher's address the following resolution was moved by Mr. A. E. Kemp and seconded by Mr. B. E. Walker:

*That this meeting reaffirms the policy of the board in the direction of using its influence in the fostering of export and import trade by the Canadian railways and*

seaports—Canada for the Canadians. That the hearty thanks of this meeting be tendered to the president of the St. John, N.B., Board of Trade, Mr. W. S. Fisher, for the very valuable and instructive manner in which he has laid before us the claims of St. John, N.B., as a Canadian winter port.

#### WHAT SHIPPERS DESIRE.

One of the members of the Board of Trade, who explained that he was a flour exporter, stated to Mr. Fisher that there were a few matters he would like to bring to the attention of the steamship companies. The first was that unless they could give quick transportation they should not take the freight; also, when the stuff was loaded shippers should be notified. The steamship companies should be asked, also, not to load flour with chain hoists, and not to make platforms of sack flour on the other side to unload other goods over, as was sometimes done.

Mr. A. E. Kemp, in moving the resolution, expressed the thanks of the Board of Trade to Mr. Fisher. He said the tendency now was to send our own produce via Canadian ports, and he thought shippers should pay more attention to St. John as a winter port.

#### A BANKER'S VIEW.

Mr. B. E. Walker, who seconded the resolution, said he thought Canadians had largely themselves to blame that more was not known about Canada. There was no question as to the desirability of shipping goods via St. John in winter, but a business man must get just as good terms from there as he could obtain anywhere else. Canada desired that other countries should know her as one of the great shipping powers of the world, but for us to admit that we had no port from which we could ship goods in winter was an admission that we could not hold all the year round the position of a great shipping place.

Dr. Parkin, of Upper Canada College, referred to the fact that the Maritime Provinces had at first not prospered under Confederation, and the great effort St. John had made was really a struggle to get out of the depression that took place as a result of the changes

of Confederation. He believed with Mr. Walker that Canada would never be able to take her proper place till she shipped goods through her own ports all the year round. People's views had changed very much lately in regard to the value of St. John as a winter port, and the results that would come from such a change of mind were well worth striving for. Dr. Parkin believed that the Government should back up St. John in its efforts, and grant it as much assistance proportionately as it was giving to Montreal. The motion was passed unanimously, and after Mr. Fisher had expressed his thanks to the members of the Board of Trade the meeting adjourned.

#### NEW GOODS.

John Macdonald & Co. are showing a special line of 45-inch victoria lawn, to retail at 10c.

John Macdonald & Co. have an unusually attractive stock of trimmings for fall and winter costumes. The style this season is for braids in all forms, especially tubular, bretonne and hercules, and for loop edge braid trimmings.

The Gault Bros. Co. are offering several lines of new dress skirts in plain and brocade lustres, serges and meltons.

Custom and convenience combine to make a nice Swiss handkerchief a very suitable Christmas present. Caldecott, Burton & Spence are clearing out a choice collection of these goods, and buyers seeking some salable lines for holiday purposes cannot do better than see these Swiss embroidered handkerchiefs.

Wyld, Grasett & Darling are experiencing difficulty in filling orders for blankets, the supply being limited and the demand active. Flannels in navy and grey are moving well, the enquiry being for a much better quality of goods than has been enquired for in the last few years. Linenette linings are still in good demand, with easier deliveries. Comforters and quilts are meeting with good sale.

# SPRING 1898 1898 SPRING

**Latest Novelties in Prints**

**Novelties in Blousings**

**Novelties in Wash Goods**

**Latest Foreign Productions**

These were secured after many buyers had returned.

Samples are now in Travellers' hands. Do not place orders until you have seen our range.

## *Laces and Lace Curtains*

Have had our particular attention, and from orders already booked we are assured Prices and Styles are Right.

**Knox, Morgan & Co. - Hamilton, Ont.**

## NEW GOODS.

THE holiday season with its varied demands of suitable articles for gifts often perplexes the merchant what to provide. He will make no mistake if he decides to put on sale goods of the Toronto Feather & Down Co., Limited. This enterprising company is showing down comforters and fancy cushions which are perfect gems. Every dealer should ask for samples and quotations.

The Gault Bros. Co. have a grand assortment of blouse and fancy dress silks for the Christmas trade.

The trade in shirt waists for next spring promises to be larger than ever. James Johnston & Co. are showing a magnificent range, comprising all the latest designs.

S. Greenshields, Son & Co. show a large range of plain cotton, linen and silk handkerchiefs, as well as a beautiful selection of Irish and Swiss embroidered and fancy Japanese goods, suitable for Christmas trade.

Caldecott, Burton & Spence are clearing out all lines of gents' furnishings at reduced prices, having arranged to close this department. No doubt close buyers will take full advantage of this unusual opportunity.

James Johnston & Co. report a largely increased business in umbrellas and parasols for spring, the result of the exceptionally fine showing they have in this line. The cloths and handles have been specially selected and buyers should defer purchasing till they have seen the assortment shown by above firm.

Christmas gifts for some time back have been drifting in the direction of useful as well as ornamental articles, so that now it is quite in order to give a down comforter or a fancy cushion in a present. Alive to this, the Toronto Feather & Down Co., Limited, have provided goods of unexcelled beauty, and as a result are meeting with ready sales.

Amongst special novelties shown by S. Greenshields, Son & Co. for holiday trade are the new rayes and gauffres in chiffons, which can be had in all shades; the new embroidered handkerchiefs, "Marie Antoinette" and point de bruxelles edges, are beautiful goods and are selling well. The new designs in valenciennes, point de Paris and oriental laces are taking well.

Notwithstanding the heavy drain upon their hosiery and underwear department, caused by the fact that the firm have been busy clearing off many lines, Caldecott, Burton & Spence have quite a lot of seasonable goods in both cashmere hosiery and all-wool and union underwear. The demand is now chiefly upon better class goods, and this shows very surely the fact that better times are come again—come, we hope, to remain for many a year.

S. Greenshields, Son & Co. have a large stock of the "Fairy" handkerchief, which is made of fine cambric printed in seven fast colorings by a patented process. The "Fairy" handkerchief can be had in the following series, each comprising four distinct handkerchiefs illustrating the complete story, viz: "Mother Goose," "Rip Van Winkle," "Cinderella," "Red Riding Hood," "Kris Kringle," "Spring," "The Carnival." This handkerchief can be utilized for decorative purposes, slumber robes, sofa pillows, etc., making a series of illuminated stories, attractive and unique.

## A REMINISCENCE OF THE QUEEN'S JUBILEE.

In many ways the business community of the Empire has taken part in the celebration of the Jubilee, and Jubilee table cloths, Jubilee draperies and Jubilee prints have been sold over the counter of every store in Canada. One of our cotton mills made for this occasion a finely woven, well-finished cloth, printed with an imperial crown design interwoven with flower-garlands; a very pretty effect which must be familiar to many of our readers. At the close of the present season the mills offered the balance of their

output as a job, and with characteristic enterprise the Alaska Feather & Down Co., of Montreal, bought the whole lot at their own price. They then made up the cloth into their well-known Puritas comforters and were enabled to offer these at a phenomenally low figure. We learn on going to press that more than half the lot is already sold, and those who wish to get their share of this unique bargain will do well to communicate with this company at their head office, 290 Guy street, Montreal.

## SPECIALTIES IN HANDKERCHIEFS.

James Johnston & Co. have secured a large number of special lines in silk handkerchiefs, plain hemstitched, embroidered and broche effects, also in embroidered and hemstitched lawn and linen goods suited for holiday trade. All these are now in stock and can be shipped at once.

## CASHMERE HOSE.

W. R. Brock & Co.'s hosiery department is showing some remarkable value in plain and ribbed cashmere hosiery. Their latest hit, "The Winner," a seamless line of good weight, to retail at 25c., has proved that it was well named.

## LEATHER BELTS.

The leading American leather houses are showing a very large range of novelties in plaids and other fancy effects. Also many pretty ideas suitable for bicycle wear. Boulter & Stewart have a complete line of these in latest styles.



THE TAMMANY TERRAPIN AND THE CITY TURTLE.

TAMMANY TERRAPIN—"Wa-al, Brother Turtle, we're in together. We'll make a good thing of it for ourselves—and friends—Eh?"

CITY TURTLE—"Speak for yourself, Brother Terrapin. Over here we have an old-world prejudice in favor of honesty."—From Punch.

[This cartoon indicates English opinion of the Tammany victory in New York, and the view of municipal integrity taken in London.]

# We want your Spring '98 Order, Please

For rich, handsome Dress Goods !  
For medium priced Dress Goods !  
For low priced, cheap Dress Goods !

— ALSO —

For **High-Class, Medium and Cheap Silks.**

**WE HAVE** a range of novelties to show you in Blacks, Fancy Blacks, Half Mournings,

ALSO IN

*PLAIN AND FANCY DRESS GOODS AND SILKS*

**That will bring trade to you.**

With our range of Dress Goods and Silks in your store

**You will control**

The Dress Goods and Silk trade of

**YOUR TOWN.**

We have shown handsome ranges of dress goods for years past, but never anything approaching our display for Spring, 1898. . . . .

*Our Travellers will be on their respective routes at usual time.*

If you want any novelties for Xmas trade in Belts, Silk Handkerchiefs, Motto Handkerchiefs, Pochettes, Handkerchief Satchets, etc., send your order in at once, please.

**BROPHY, CAINS & CO.**

23 St. Helen Street, MONTREAL

## AMERICAN SHIRT WAISTS.

WHAT IS GATHERED AS TO MATERIALS, COLORINGS, STYLES, ETC.

THE Canadian trade will, it is said, see a good deal of United States shirt waists this year. Crerand's Cloak Journal says of the American makes that the materials for shirt waists for the coming season will be simpler in form, more durable in texture and more serviceable as articles of dress than were those of last year. Percales, both domestic and imported, so far show in the lead, with gingham, also of home and foreign make, a good second. Madras, lawns and warp welts are also in the list, and in about the order named.

Colorings are extremely variegated. Plaids and Roman stripes are undoubtedly the principal feature; but the colors and combinations in which they appear are not within the power of ordinary description. They must be seen to be appreciated, and to be liked or disliked as the case may be. Flowered designs are still found, especially on many of the cheaper goods, while bars or stripes with vine-like figures entwined form, in several instances, a very attractive design. As a general thing the figures are small and neater than have heretofore been in vogue, although flaring effects enough, both in stripes and other designs, may be found to satisfy the tastes of seekers after the most pronounced novelties.

Styles are as yet in embryo. Waists are shown with collars and cuffs non-detachable, and of the same material as the main part of the garment, while detachable white cuffs and collars still show prominently on many of the better class of goods. The blouse pattern is, as was to be expected, the one most generally followed, although modifications and adaptations of it have been used with exceedingly good taste and commendable results. The Russian blouse, handsome and desirable as it is, is little calculated for utilitarian purposes. Its fastening on the side from shoulder to belt, and its very full draping in front render it a troublesome article of apparel for everyday use in the home, although admirably adapted to make a desirable appearance on the street. Modifications of this and the ordinary blouse are made with the usual shirt front, or with simply more than the accustomed fullness in the bust of the waists heretofore worn. Many are ornamented with rows of small tucks or ruffles running horizontally, or otherwise arranged to create a pleasing effect.

Sleeves follow the general tendency of the times, and are smaller than those of last season. With the usual fullness at the shoulders, the majority seem to slope gradually to the waist without the usual bulge above the elbow and the tightness below it.

Novelties there will be, of course, and many of them; but the above is a simple outline of the shirt waist for '98, as it is now preparing for the trade.

The trade will open in earnest about the first or middle of December, when nearly all the houses will have their men on the road, and when more definite information may be gleaned as to the probable trend of the market. There is no one so wise, or so dogmatic, at present as to assume to know what direction the popular fancy may take. That can only be learned by actual contact with the people, and till they, the final arbiters of fashion and trade, shall decide just what suits them, no mortal man can do more than to watch and wait. The market is full of goods, the trade is almost ready for business, and all are now awaiting the judgment of the public on the vast array to be submitted for its approval, before jumping in and securing their share of the patronage most surely awaiting some of them.

### WAR ON THE DEPARTMENT STORES.

The Cook County Business Men's Protective Association of Chicago some time ago induced the City Council to pass two ordinances. They prohibit the sale of meats and provisions and wines and liquors in the same establishment in which dry goods and

kindred articles are sold. Warrants for the arrest of department store folks who violate these ordinances will be issued shortly, it is said, and charges against them will be pushed with vigor. The fine for violating the ordinance is from \$25 to \$200. The C.C.B.M.P.A. is very much in earnest. The department store folks continue to violate the ordinances on bargain days and all the time. They declare that the so-called laws "will not hold water."

### WILL ADOPT THE CASH SYSTEM.

T. P. McGillicuddy, general merchant, Harriston, Ont., has decided to adopt the cash system, and he announces it in the following pointed manner, in a local paper:

On the first day of December next, we will change our system of doing business, put away all books, sell only for cash or produce, and are thoroughly convinced that it will be more profitable for our customers as well as for ourselves. A storekeeper must have the same prices for everybody or he will be continually getting into trouble. If he charges the credit customer more than the cash customer, he will offend him and lose his trade, therefore he must charge the same prices to the one who pays in one month, one or two years, or the one who never pays, and it is impossible for him to do justice to his cash customers. His profits must necessarily be large enough to pay running expenses, interest on the accounts he carries in his books, and to cover his bad debts. We know from experience that the great majority of the people of Harriston and surrounding country are strictly honest, will pay for everything they get, and any storekeeper will never lose a cent by selling to them on credit. But those are the people who have everything to gain and nothing to lose by buying for cash and getting their goods at the lowest prices. Every town and country have their dead beats, and every business man doing a large credit business will have bad debts. Where does the money come from that makes up for bad debts? Do you honest people ever think of that? You are the people. When you pay your bills, or buy goods for cash, you pay for the bad debts the storekeeper makes. You are working hard to pay for what the lazy, worthless, extravagant dead beat eats and wears. After the first of December our customers will pay no high prices—will pay nobody's debts. We will buy and sell for cash, keep down expenses, and give them such good values that they will find it to their advantage to pay the cash and deal with us as in the past.

### CANADIAN ROAD HEADS THE LIST.

Railway earnings in Canada for the month of October were most remarkable in some respects, the increase in those of the C.P.R. being larger than those of any other railway system on the North American continent.

The earnings of this railway were \$2,784,000, against \$2,091,000 in October of 1896, an increase of \$693,000, or a little over 33 per cent. The next largest increase was \$197,000 behind the C.P.R., namely, the Missouri Pacific system, its gain being \$496,000.

The earnings of the Grand Trunk increased \$17,704, the figures being \$2,359,461 against \$2,341,757 in October of last year.

The earnings of the C.P.R. for the ten months of the year were \$19,180,330 against \$16,791,040 the same period last year, and those of the G.T.R. \$19,108,868 and \$18,811,769 respectively.

These figures require no comment.—Canadian Grocer.

### K. ISHIKAWA AND CO.

For Christmas trade this firm of Japanese importers have a stock of good lines in silk handkerchiefs and mufflers. The handkerchiefs are in plain and fancy silks, initials, to retail at 25, 35 and 50c. The mufflers are in fancy and plain black silk, to retail at 75c., \$1 and \$1.50.

Orders are numerous for the new Japanese matting, and dealers report it a good thing to handle. Qualities to retail at 15c. (there is not much of this left), 20, 25, 35 and 50c. are to be had.

# What is the M.&K. Silcotton?

IT is the latest and most beautiful product for Crochet and Knitting. It looks like Silk and makes just as HAND-SOME WORK. **DO NOT FAIL** to be one of the first to put this line into your stock.

ASK your Jobber for it. **It will REVOLUTIONIZE** the fancy work of Canada.  
 100-yd. Spools.  
 Full range of beautiful colors.

## ASK FOR

M. & K. SILCOTTON  
 M. & K. EMBROIDERY COTTON  
 M. & K. KNITTING COTTON  
 M. & K. LENNOX CROCHET CORD  
 VICTORIA CROCHET THREAD

TAYLOR'S EMBROIDERY RINGS  
 TAYLOR'S O.K. HOSE SUPPORTERS  
 TAYLOR'S WORTH SKIRT EXTENDERS  
 MARLBOROUGH DRESS STAYS  
 Etc. Etc. Etc.

WRITE FOR PARTICULARS OF SILCOTTON.

## ROBERT HENDERSON & CO.

Sole Agents for Canada.

323 St. James St., MONTREAL

Samples of the **POPULAR**

## "Maritime" Wrappers

are now out for

SPRING '98

Wait for us . . .

Will call upon you in good time for early delivery.

In the meantime

do not forget Fall sorting.



The Maritime Wrapper Co. Limited

Ontario Agent

Woodstock, N.B.

J. H. Parkhill, 46 Toronto Arcade, Yonge St., Toronto.

# Collars, Cuffs and Shirt Bosoms

.. Waterproof ..



"LINEN"  
 "INTERLINED"  
 "RUBBERINE"  
 "VULCANITE"  
 "CAMBRIC"



Only the best materials used in their manufacture. Up to date in every respect and guaranteed superior to any produced.

## The A. B. MITCHELL CO.

16 SHEPPARD STREET

Agent

Duncan Bell, Montreal.

TORONTO

## CHRISTMAS IDEAS IN THE WINDOWS.

**I**F NOVELTY is desired, and it certainly is more desirable at this season than any other time of the year, something in the way of a moving display is most successful, and is not hard to produce. A stand of toys, a Christmas tree, or anything of that kind, can be made to revolve. A winter scene is very appropriate for Christmas, and this can be enlivened by having children coasting down a hill. This can be arranged by a window trimmer who is of a mechanical turn of mind.

A coasting scene was exhibited by a shoe store last year that proved a great drawing card, and was so cleverly gotten up that many were unable to fathom its mechanism. The figures in the scene appeared as sliding down the hill and walking up, and it was a puzzle to many how they were made to mount and dismount from their sleds. The figures, of course, disappeared at the bottom of the hill and again at the top. An investigation would have led to the discovery that there were two sets of figures fastened to two bands. One set comprised the coasters and the other those walking up the hill, the dress of the latter being an exact duplicate of the former, so that the same person seemed to be making the descent and ascent.

A farm yard scene is one that will attract a great deal of attention.

One of the best displays symbolic of Christmas that appeared last year was a representation of the three wise men from the east. They were dressed in the costumes of those times, and were pointing to a star on a canvas in the rear of the window. The star was of some translucent material, and a light behind it heightened the effect, especially at night. On the canvas also was painted a desert scene, in which several camels appeared. The sides of the window were filled in with handkerchiefs in the design of a star.

The old woman of "Mother Goose" fame, who lived in a shoe and had such a numerous family, can be worked very successfully for a holiday novelty trim. These figures can be wax, and be made to move by some mechanical device, if so desired, or they can be the genuine article, a large boy being dressed as the old woman, and some small boys as the troublesome children. This latter alternative is not very warmly recommended, for it is likely to result in "horse play" that will result in no good advertising for the store.

A "horn of plenty" can be used for the centre-piece in a display of toys. Out of it can be pouring toys, story books, etc.

Handkerchiefs are worthy of a special effort in the show windows at this time. They are capable of being worked into some beautiful designs. A ship can be made or entirely covered with handkerchiefs. A church or cathedral, either an exterior or interior view, can be taken for a model, and most striking effects attained by the use of colored glass and lights.

A display that received much favorable comment last year consisted of a gondola, bedecked with incandescent lights and bunting, in which a lady was seated playing a guitar. A gondolier stood in the stern plying his oar, and invisible machinery gave the gondola a rocking motion. Fancy needlework was exhibited in the window.

The close of the football season and the rivalry of the different educational institutions and the athletic clubs has given rise to the display of college and club colors in the show windows. These are usually accompanied with one or several features of football teams or some particular stars of the gridiron. In displaying colors it is a wise precaution to see that no mistakes are made. The supporters of the different teams take it almost as an offence if the wrong color or the wrong shade is given as that of their college or club.

In one of the windows of a shoe store is hung a large sign reading: "Ezy Footing."

Sporting goods are being displayed a great deal now. They are doubly appropriate because it is hunting season and holiday season when this class of goods is bought for Christmas gifts.

"Mighty November Unloading" was the text of the November sale of a large department store. These words headed all the advertisements, and were printed on a card which was pasted on the front glass of each show window.

A wax figure representing a Scotchman dressed in the costume of his native country was the centre-piece in a window of Scotch plaid.

Price tickets illustrated with pictures clipped from current theatrical magazines are used in some of the leading shoe stores.

Displays of blankets are very essential now, as the weather grows colder. They are a hard display to make look well, but there are small points which, if observed, will greatly improve the display. For instance, around the blankets that are rolled up it is well to place one or two bands of ribbon. Some delicate colors, such as pink and blue, are best if the blankets are light, and most of them seen in displays are.

Last week was the week of the flower show, and gave the opportunity for the stores to use flowers, both in the windows and about the interior of the store, to an unusual extent. Chrysanthemums were used the most, and in color they frequently harmonized perfectly with the silks, ribbons or drapings of the display.

Mirrors are coming more into use in shoe windows. They are placed in the panels of a permanent background, and in connection with nickel fixtures give the window a fine appearance, and greatly enhance the effectiveness of a display.—Chicago Dry Goods Reporter.

### REORGANIZATION IN THE HOSIERY DEPARTMENT.

John Macdonald & Co. are thoroughly reorganizing the hosiery section of their business, and, as they are buying in very large quantities for cash, they will henceforth be in a position to fill all orders for these goods promptly, as they propose to make this a special feature. Their advertisement on the last page of this issue is worthy of careful perusal.

### WHITE LACE CURTAINS.

W. R. Brock & Co., anticipating that there would be a demand for white lace curtains during November and December, cabled for repeats of popular lines and prices, which are now in stock, and any order, whether by traveler, letter or telephone, can be executed without any delay.

### NEW GOODS.

Brophy, Cains & Co. ask the indulgence of their friends for a few days, when further shipment of belts of all kinds will be to hand. The demand has been so great that lines were sold up in no time. They have just received something new in colored elastic belts, and these are to be divided up with other orders when desired.

"We don't call ourselves 'gents' furnishers," but we get there just the same," say Brophy, Cains & Co. "Our cashmere socks for fall have set people talking, and we believe we have excelled them in spring weights. We show six lines to retail at 25c., and, of course, the full range of prices besides. In ballbriggan underwear, too, we are 'right there' and would merely ask you to see our No. 146, all sizes, 34 to 46, to retail at 50c. up. We control this line and stand by it. Each article is stamped with our trade mark; other prices, of course, are good, but there is only one No. 146."

# CELLULOID

## COLLARS, CUFFS AND SHIRT BOSOMS

Made in Three Qualities

Linen Interlined Waterproof, Look for this  
Linenized Waterproof  
and Waterproof . . . TRADE  MARK

Take no other

**BEST ON THE MARKET.**

Write for Handsome Illustrated List of Styles,  
Qualities and Sizes.

**MILLER BROS. & CO.**

MANUFACTURERS,

30-38 Dowd Street, MONTREAL

Toronto Branch

G. B. FRASER, Agent, 3 Wellington Street East  
Toronto, Ont.

1855-1897

♦♦

For forty-two years  
---since the founding  
of the house --- the  
name

**J. & J. Taylor**

has been a synonym  
for everything that is  
reliable in the line of


**Fire and Burglar  
Proof Safes. . . .**



Before you leave for the Klondike buy a Sleeping bag. It covers you from head to foot, and keeps out the cold and wet. They are strong, well-made, waterproof, and roll up into small space. Extra clothing can be packed in them.

Old Miners and Prospectors who have used Sleeping Bags would not think of doing without one.

Prices range from \$5.50 to \$15.00, depending upon material and quality, but all are wind and waterproof.

Samples may be seen with 

# Millichamp, Coyle & Co.

43 Bay Street, TORONTO, Ont.



## MODERN SHOPPING IN BIG CITIES.

"BEEN SHOPPING?" the handsome woman was asked as she rushed into the dining room for luncheon. "You look as if you had hit on a bargain."

"No bargain, but I've done a staving morning's work," was the answer. "I'm ever so many more dollars in than when I started out."

"Dollars in? That is a queer way to shop. What have you been doing?"

"Taking things back. You know those salt-holders of mine that you admired at the cottage this summer? Well, I cleaned them up and took them back to B.'s and got my money back for them."

"But you had used them all summer?"

"Yes, I know, but I was tired of them, and next summer I can get new ones."

"Didn't they ask you when you bought them?"

"Of course, but I said I couldn't remember, I bought so many things. Then they examined them, found there wasn't anything out of the way, and gave me the cash for them. You know I don't remember the very day I got them; it was late in February some time."

"And this is November?"

"Yes, but they weren't hurt a particle, and now somebody else can have the pleasure of using them. That's the way to keep things stirring. What are you laughing at? Just wait until you hear all. You know that piece of plum-colored velvet with the pinkish tinge?"

"Yes, you were going to have a waist made of it."

"Well, I won't have any waist made of it now. It's gone. Here is the money for it—six yards at \$4 a yard, \$24."

"Have you taken that back, too?"

"Yes; hateful, staring thing, I was sick of it, I had had it so long. But for a while I thought I wouldn't be able to get rid of it."

"How long is it since you bought it?"

"Three years. Each winter something happened to prevent my having it made up, and now the money is of a great deal more use to me."

"Where did you buy it?"

"I don't know. That's the funny part. I just racked my brains trying to remember, but I couldn't, and the original wrapping paper had disappeared, because I kept the velvet out loose in the tray of my trunk so as not to crush it. I took it to one store and they said they never had had any like it. I told them it was a remnant and that I thought I got it there; but they said they were sure I was wrong. I then brought it home, and sent Mana out sample hunting. She went to fifteen stores and got stacks of samples. At last I found a piece exactly like it, and I took it to that store myself. I had forgotten whether I gave \$3.50 or \$4 a yard for it, but they said it was \$4, and gave me the full amount."

"And do you think you really had bought it at that store?"

"No, it was from G.'s. I never was in the other store in my life, but they are nice people, and I mean to deal with them in the future. Now I'm going to put \$10 to this, and get a braided blouse with fur down the front."

## FIRMS MOVING.

Two Toronto firms now on Bay street are thinking of moving the first of the new year. The Merchants Dyeing and Finishing Company (Caldecott, Burton & Spence), may move to a fine warehouse on Front street east, next door to Cowans, Kent & Co., and near THE DRY GOODS REVIEW office. Messrs. S. F. McKinnon

& Co., who have built a fine warehouse and mantle-making establishment on York street, near the corner of Wellington street west, may remove there early in the year.

## A VALUABLE NEEDLE.

THE following story is told by an English paper: "It is difficult for us of the present generation to realize the privations of the pioneers who first went to Canada, the straits to which they were at times reduced from lack of articles now as common as water and air, and the preposterous value they often set upon them.

"An aged resident of Fitzroy, Ontario, recently said that he well remembered the time when there was but one darning needle in that country and the only mill was a day's journey distant.

"One day Mrs. Dickson, who chanced to have temporary possession of the darning needle, and had it carefully stuck to her apron in a holder, set off to the mill with a bag of grain laid on the back of a horse. The good lady had a rough road to travel, and unfortunately lost the darning needle.

"This was really a public calamity in Fitzroy. Nearly 20 housewives depended upon that darning needle for repairing socks and other coarse mending. It passed from one log house to another, by special messenger, and every woman had the use of it one day in three weeks. Another darning needle could not be procured nearer than Perth, a matter of 50 miles away.

"Tidings of the disaster which had befallen Mrs. Dickson soon spread, and on the following morning a dozen women, some of them accompanied by their children, and some by their husbands, turned out to search three miles of forest path.

"It seemed to be a well-nigh hopeless task, but keen eyes were bent upon every portion of the highway, and at length one little girl espied it.

"A great shout was raised, and the good news was carried along the line of searchers. The party returned home, and the rejoicing in the newly settled Fitzroy that day was great."

## JUDGMENT IN A BUSINESS CASE.

AT WINNIPEG, Nov. 24, Judge Bain delivered judgment in *Whitla vs. Phair*. The plaintiffs, R. J. Whitla & Co., sued defendant, who formerly carried on business at Fort Francis, to recover \$3,296 due to them for notes given and goods supplied. Plaintiffs were also holders of notes of defendant indorsed to them by Thompson, Codville & Co., J. W. Peck & Co., and J. H. Ash-down. They sued for these amounts also, so that their total claim was \$7,259. Defendant alleged he owned a mining location near Rat Portage, and that at a meeting of his creditors it was agreed that they spend \$1,000 in developing the mine and should accept a half interest in it in discharge of defendant's indebtedness. The creditors took hold of the mine and a company was formed with the object of working it, but after some time the parties interested decided not to go on with it; and before the action was commenced the creditors came to the conclusion and notified the defendant that the mine was not likely to be valuable and that they would not accept the half interest in it.

His lordship, in delivering judgment, held that there had not been a satisfaction and discharge of the defendant's indebtedness, and that as defendant had failed to establish the defence he set up, the plaintiffs were entitled to judgment for \$7,259.45, the amount sued for, with the interest that the parties agreed upon. Mr. Haggart, Q.C., and Mr. Whitla, for plaintiffs; Mr. Patterson and Mr. Howard for defendant.

In velveteens the D. McCall Co., Limited, are showing a splendid assortment, including emeralds, royals, purples, coquelicot, myrtles. Every attention given to letter orders.

# JAMES JOHNSTON & Co.

WHOLESALE  
DRY GOODS

MONTREAL

WE will pass into stock from day to day from the 1st of this month a number of Leading Lines for the Xmas Trade, too numerous to name, but every department will be well represented.

See our  
Travellers.

**Christmas Goods for 1897**

Handkerchiefs in  
Plain and Embroidered  
Silk, Linen and Lawn.  
Gloves and Hosiery.  
Silks, Ribbons and Trimmings.  
Plain and Fancy Dress Goods and Vel-  
veteens.  
Haberdashery and Notions in great variety.  
Laces, Muslins and Embroideries, Etc.  
A full range of Staples, Cottons and Linens, Etc.

We are still well assorted in goods suitable for present  
sorting, and many special offerings to clear.

LETTER ORDERS specially looked after.



## CROWDS OF SHOPPERS

*Would through your store, buying and carrying off yards of Dress Goods that are now unsaleable, if you would only have them dyed.*

*It does not cost a great deal to have such goods dyed in the very best manner. It does not cost nearly as much as you will make over the present value of the goods. The most desirable fabrics sometimes cannot be sold on account of their color.*

*We remedy this. We are careful, finished, expert dyers. We make dyed goods like new. We finish Dress Goods, and guarantee no shrinkage.*

### R. PARKER & CO.

HEAD OFFICE AND WORKS,

787-791 Yonge Street, TORONTO



1897

1898

# W. R. BROCK & CO.

## Assorting Trade...

To meet seasonable wants we have kept every department well up with imports from "Europe," purchases from United States and Home buying.

—1898—

## Spring Forecast...

Without any desire to create the feeling that the "tide has completely turned," we may safely take courage and prepare ahead for an improved trade.

Samples for Assorting and  
Spring Placing Business  
now on the road.

We ask for our Representa-  
tives the usual courtesy  
from our Friends.

# W. R. Brock & Co. - Toronto



## The MacLean Publishing Co., Limited

TRADE NEWSPAPER PUBLISHERS,

AND

FINE MAGAZINE PRINTERS.

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MONTREAL, - - - - - Board of Trade Building.  
Telephone 1255

LONDON, ENG. - - - - - 36 Fleet Street, E.C.

Subscription, \$2.00.

Published the First of each Month.

MONTREAL AND TORONTO, DECEMBER, 1897.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### RETAILERS IN LARGE CITIES.

It is quite true that the big department stores are fierce competitors of the regular trade. They are reaching out to do business in the most remote country districts. Their catalogues go anywhere this side of the North Pole, and if they could reach the neighboring planets they would certainly go. In addition to these greedy efforts to take away the country merchant's trade from him, the smaller dry goods stores in cities are generally believed to be disappearing. As Aaron's rod swallowed up the rods of Pharaoh's magicians, the big store is credited with gradually gobbling up these smaller establishments in the same city that used to do a thriving business and make money.

No doubt there has been concentration. Yet, we are not so sure that a man who copies the best methods of the department store, selects a good situation, buys and sells for cash, cannot succeed in a large city. There are flourishing stores which all the competition in the world cannot wipe out. More than that, there are merchants who seem to expand their business right under the very noses of the big concerns. How is this done? Is it a secret art beyond the power of the average merchant to acquire? There are instances in point. Take the case of Mr. Charles Coatsworth whose store is in the east end of Toronto. Mr. Coatsworth is,

without doubt, a capable man, yet he would probably deny that there was any mystery in his success. It is just the result of careful buying, cash sales, honest dealing, enterprise and the confidence of the public. The store is on the corner of Parliament street and Wilton avenue and therefore at some distance from the centre of the city. The frontage has had to be doubled, and on Saturday nights extra help is hired to wait on customers. The store has got the reputation of selling as cheaply as do the departmentals. Thus, trade grows and the merchant prospers.

With every sympathy for those town and country merchants who suffer from unfair city competition, we must say that the remedy is largely in their own hands. While seeking legislative aid to prevent department stores from illegal methods, if any such can be proved, let the merchant meanwhile promptly take steps to copy the legitimate practices of his competitors. Buy goods for cash and sell them for cash. That is the first element for achieving success. Make the store as attractive inside and out as is possible. Dress the windows. Be scrupulously fair and square in every transaction with customers. Visit the markets as often as convenient and keep thoroughly posted on what is going on in the dry goods trade of Canada.

### TRY FOR HIGHER PRICES.

ON the most moderate estimate of the present business situation, trade is undeniably better all over Canada. We have not hitherto said much on this subject, because all the booming and blustering in the world will not move trade up a single peg. Over-estimating the revival of business leads to over-buying by merchants that is always unfortunate. For this reason we prefer to be sparing in the supply of magnificent predictions of a future that may never come.

But trade being really better, what is the chief use merchants should make of the improved conditions? Not, surely, to increase the turn-over so much as to enlarge the margin of profit. You may have a yearly turn-over of \$40,000 and still be thousands in the hole. The point is to push better goods, those on which there is a profit. The other way means dwindling profits, growing embarrassments and ultimate insolvency.

For goodness sake, then, don't let us utilize the revival of trade to boom cheap goods. When times are bad and people are short of cash, they often mistakenly insist on having cheap lines. You cannot get a price out of a man who hasn't the money; as the old saying has it, you cannot extract grease from a stone. But when times improve and people are more hopeful, and have more ready money and are beginning to consider quality as well as price, then is the chance for a merchant with a head on his shoulders to encourage good goods. The merchant who feels the impulse of improved trade and goes on with the cheap mania, as heretofore, is a man who ought to retire from business. He might do to replace the wooden figure outside of a cigar store, or be a howling success as a vendor of peanuts at the street corner. For ordinary successful business he is not fitted at all.

Get a better price for your goods, or revival in trade means nothing at all to you.

## WHAT'S UP WITH PREFERENTIAL TRADE?

THE REVIEW favors preferential trade between Great Britain and her colonies because it is the policy which promises to bring prosperity to every class in the community. Some people say it cannot be obtained. That may be; but it is certainly worth trying for, and if the Dominion Government are not making every possible effort to promote this policy they are not doing their plain duty.

It is being said that Sir Wilfrid Laurier, when in England, declined an offer for preferential trade. The Toronto Globe, in explanation, says that the offer made in London by Mr. Chamberlain, the Colonial Secretary, to the Colonial Premiers was an offer based on complete free trade between Britain and her colonies and a tariff against the rest of the world. The Globe has inside information on official subjects, and its statement, we have no doubt, was made in absolute good faith and may ultimately turn out to be correct. It is still, however, officially unconfirmed. If true, we are inclined to think that the Canadian Premier could hardly promise at once to wipe out all the duties on British goods. The loss of revenue, to say nothing of the revolution in trade, would be large. To make up the \$7,000,000 or \$8,000,000 of national revenue now derived from duties on British goods, heavy taxes would have to be placed on business companies, merchants and farm lands. We doubt if Canada is prepared for this.

But, meantime, the facts are in doubt. The official statement issued by Mr. Chamberlain shows that he spoke of the difficulties in the way of an Imperial preferential arrangement, but no mention was made of its being on a free trade basis. Then Mr. Chamberlain went on to suggest that a Royal Commission should be issued to investigate the question. That offer, we submit, should have been accepted. Enquiry would have brought out a valuable array of facts, and upon the evidence thus adduced we could all have made up our minds. Sir Wilfrid Laurier is an able man, but he is a lawyer. Lawyers have a notion that they know everything. In matters of trade, however, they are profoundly ignorant. There are some business men in the Ministry, like Messrs. Fielding and Paterson, and a question of this kind should be left largely to them. If the offer of a commission to investigate the possibilities of preferential trade is still open it should be accepted by our Government and an enquiry set on foot. That much the country will accept. When Parliament meets the whole question will be discussed, and the mystery which now enshrouds the facts will be cleared away.

In the interval Sir Wilfrid Laurier has been down at Washington. The politicians at Washington—with whom are not to be confounded the people of the United States—usually get the credit of being a set of sharks. Sir Wilfrid probably thinks they cannot trap so clever a man as he into a one-sided treaty. In this belief he may be quite correct, but it is just as well not to be too sure. To get ahead of the Washington politicians you have to get up very early in the morning, in fact, it is usually wise to stay up all night, and even then it would be risky to bank too heavily on your superior acuteness. If the Americans want a trade treaty with Canada they can propose one. Canada has done the proposing for over thirty years with no results. It is time to call a halt in this cowardly scramble for a business that has been repeatedly and

forcibly declined to us. No merchant pursues that sort of policy in his own business, and he does not want the Government of his country to do so either.

## MERCHANTS AND POLITICS.

THERE are signs, here and there, that merchants are growing tired of giving up valuable time to the game of politics. A short time ago the Toronto politicians wanted Mr. W. R. Brock to be a candidate in the bye-election that has just taken place in that city. Influential deputations urged him to enter the field, but he declined emphatically and decidedly, and seems to have replied that he was a business man, not a politician, and intended to devote his time to business.

Anxious as THE REVIEW is to see business men in Parliament and to have public affairs administered in a plain, common-sense, business way, we cannot blame Mr. Brock for refusing to enter Parliament. The fact is that politics to-day demand something more than time; they force a man to become part of a huge machine which administers patronage in the interests of the few favored ones. The expensiveness of elections has been greatly increased during the last ten years, owing to the growth of gangs of ward heelers who have to be paid their expenses instead of doing the work for nothing. When a party is in power the offices are parcelled out, not with the efficiency of the man and the public interest as the first consideration, but according to the amount of "pull" you have in the general scramble. This is one of the most disgusting phases of politics. Is a man's grandmother's nephew's second cousin a Catholic or a Presbyterian; is he a defeated candidate; is he a flat failure in every walk of life; is he lazy and incompetent, but needy? These are vital considerations in determining the choice of the politicians.

No objection can be reasonably made to a party appointing its own friends to public offices, but the selections should fall to competent men, not to worn-out hacks and ward heelers or unsuitable men with a "pull."

## GOOD ADVICE.

IN the will of the late Hon. Hiram Black, legislative councillor for Nova Scotia, who died not long ago, there occurred some sensible advice to his children. He urged them to protect and care for their mother while she lived and then to assist and defend each other. The will went on: "Be temperate, industrious and careful about getting into debt. Try and prepare yourselves for and get started in the profession or calling in life which best suits your inclinations. Always be careful to maintain a good character. . . . Always remember that you have to rely on your own exertions to gain a living and a position in the world. Keep out of politics, but vote as you think best for the country's interests." There is something very striking in these parting counsels from an old father to his children, and there is the ring of sound sense and morality about them. Not the least remarkable is the advice to "keep out of politics." It is quite evident that the old legislative councillor had seen enough of the ways of politics to consider a warning necessary.

Many men who used to be tied to party politics are now breaking loose. They are ready to vote intelligently and with vigilance, but to be the serfs of the heelers is a little more than they feel equal to. This is especially true of business men.

## USE OUR OWN PORTS.

THE visit of Mr. W. S. Fisher, president of the St. John Board of Trade, to western Canadian cities and his addresses to business men at those points was a good move. It serves to bring home to us all the wisdom of using our own ports. A report of Mr. Fisher's *Toronto* speech appears in this issue, and ought to be read by every importing merchant. The case he makes out for the Canadian route is a strong one. There is no sentiment about it at all. It is a pure matter of business. There is money in Canadian pockets by the up-building of the Canadian route. The freight rates are favorable, and, therefore, it is a clear case for merchants to divert their freights from other routes to our own. There are, of course, national considerations at the bottom of the movement, but that is not sentiment. It is to our interest to make Canada prosperous, and when one has to decide between one's brother and an outsider—the circumstances being the same in both cases—would one not naturally trade with one's own? It should not be felt, therefore, that this development of Canadian steamship lines means antagonism to foreigners or is an appeal to cheap patriotism. Simple business sense is the real factor in the matter.

Portland is in the United States, while St. John and Halifax are in Canada, and it seems a decided mistake to prefer the foreign to the domestic ports when, as Mr. Fisher says, the rates are favorable. Away back in the sixties, and even in the seventies, we were dependent upon a foreign port for winter shipments. When the Reciprocity Treaty was abrogated by Congress in 1866, and the union of the provinces took place, the construction of the Intercolonial Railway was begun. But several years elapsed before the road was ready, and the long land haul, with the rates, proved an obstacle to shipments that way. Now things are different. The long land haul remains, but freights are low, and the privilege enjoyed by Canada of bringing goods via the United States in bonded cars has been threatened by Congress. The sooner we work up an entirely Canadian route the better and the safer. We want no interruption to business by politicians, foreign or domestic.

Exactly why the Congressional politicians want to interfere with shipments to Canada via the United States is not easy to see. We pay their railways for carrying the goods. The business is not done on the free pass system. If the suspension came suddenly—as it would certainly do, for politicians have that way of acting in trade matters—and goods were on the road out, our importers would be awkwardly caught. They would have themselves to blame, however. If they will go on importing by Portland and New York they must run the risk of the bonded goods privilege being done away with.

## A SHOPPING WEEK.

THOSE who have visited Boston, smiled at the narrow streets and at the air of old-world solemnity about the city, are compelled to admit that in retail dry goods stores the place is right up to date. The merchants there have been booming a shopping week; excursion rates were obtained of the railway companies and organization set on foot to draw into the city all the purchasers possible from the surrounding districts and states. The idea is good and looks enterprising. The plan is being worked out as THE REVIEW goes to press and we have not heard what success attended

this Bostonian effort to catch some of the fish that stray into the New York net. Incidentally, too, it may divert trade from the country towns and villages, and this the latter will not like. But we are in an age of competition. The city stores want to concentrate business in large centres. The town merchants want to keep it where it belongs—at home. The struggle will go on and no merchant or trade paper can prevent it. What can be done, however, in justice to both city and country trade is to see that each gets its own legitimate share of what is going. By knowing what is taking place among other merchants, what ideas are new, what have been tried elsewhere, and a host of other things, the merchant can learn how to reap the best harvest from his opportunities.

## THE PRIVILEGES OF BANKS.

As we have said before, the banking interest will do well not to intervene in preventing the passage of an insolvency law.

At present they take care to get a ample security for money lent to merchants. It happens often that when an embarrassed merchant is compelled to assign the bulk of the assets are held by the banks. That is, in the case of failures of wholesale firms. The retailers' creditors are usual by the wholesalers, and the banks are precious careful to see that the jobbers, and not themselves, are the losers. The consequence is that in business to-day, with ordinary prudence in management, the banks stand to lose nothing. They are protected up to the hilt.

But the question may be raised, are not banks and wholesalers pretty much on a par in this matter, the wholesaler's commodity being goods, while the bank's commodity is money? As the bank gets less interest on its money than the wholesaler gets on the goods he sells, the bank may be thought less happily situated. Not by any manner of means. The bank is buttressed by laws that enable it to trade in money and credit with security. It is allowed to issue paper notes—promises to pay—which pass for money and thus earn interest for the bank. There is a monopoly in Canadian banking which makes it the most profitable and safest of investments.

## NO BOOM.

THE improvement in business is most certainly assured, but we do not anticipate anything in the nature of a "boom," nor indeed are we anxious to see it. What we want and what we may expect and confidently look forward to is a steady increase in trade and a demand for better qualities in all makes of goods and a corresponding decline in the cheap trash which has been flooding the markets for seasons back and giving satisfaction to no one, from the manufacturer down to the consumer, its only recommendation being its cheapness.

In evidence that this is the state of the case as far as the dry goods trade is concerned, we cite W. R. Brock & Co., who state that for years back they cannot remember such an October or November. The sorting business has been continuous, in fact certain lines of goods ordinarily plentiful and generally jobbed at the end of the season or carried over to the next have been so scarce that it has been impossible to fill all orders, and a feature in this connection is that almost without exception it is the better class of goods that is wanted.

The same firm say that this is also very noticeable with regard to orders for spring in dress goods. They have only had their samples out for a comparatively short time, and have already been obliged to reorder a number of lines, all of which are amongst the best and most expensive goods of their range—which they regard as a rule as risky stock and generally not ordered till late on in the season.

## HINTS TO RETAILERS.

### SOME PRACTICAL SUGGESTIONS REGARDING THE HOLIDAY TRADE AND STORE MANAGEMENT.

By a Head Clerk.

THE season for Christmas trade is at hand, December being a month when every man, woman and child are out looking for presents, and most of them, especially women and children, visit nearly all the stores in their city or town before purchasing. The one who uses his customers well and keeps the best goods is the one who reaps the reward during the busy holiday season and for months afterwards, when Christmas rushes are over and forgotten.

There are many things to be done before the rush comes, and which must be done quickly, for the time is short.

How are you going to display all the beautiful novelties you have? What kind of an impression is the interior of your store going to have upon the shoppers? Will it be suggestive of Merry Christmas, or present the same old, ordinary appearance, as if you had not got in any new stock?

Look back upon the years you have been in business and see what changes have taken place, or what you have seen happen in other stores, and try to make some improvement upon them, so that people cannot say that you are going behind the times instead of going forward. You know that the world over is making vast strides in decorating, and if you are to be counted as an up-to-date merchant, you must do the same.

Here is a department in which "Christmas goods" are sold. It looks lovely. Nothing has been spared to bring it to the point. There are lots of pretty things. The clerks are busy and happy looking. But right across the passage nothing has been done. "Why?" It is a staple goods department. The merchant thought it was no use in bothering with it. Shoppers do not want staples. They are looking for novelties, and he reasoned that it was of no use to spend any of his valuable time in studying out some plan for decorating that department. This is where he has made a great mistake. Although people do not want very much from this department, if it were in keeping with other parts of the store it would not only give the place a brighter appearance, but it would draw customers at least to inspect the goods, and in many cases it would result in sales. Then you must remember that a great many people care more about something that is useful for presents than they do for ornaments.

Have everything properly marked and ticketed and see that all stock, forward and reserve, is kept in such good order that you could put your hand on any one thing in the dark. It saves time and prevents mistakes. Do not imagine that your regular clerks know the price of every article and where to find it, that they can keep an eye on the extra help at all times and assist them on every occasion. You want your experienced salespeople to help you run the business, not to wait on new and possibly inexperienced clerks.

Now is the time to make your price card and window signs. You know pretty well what you are going to display and which

lines you intend as leaders. You can have your advertisements more than half prepared beforehand. No man can write an ad. that is worth reading if his mind is distracted by a thousand and one other things.

Have as much aisle and counter room as possible during the holiday rush. This does not mean to tear down part of your store and rebuild it; it means place the busy departments judiciously through the store. Do not have a handkerchief counter on one side of the aisle and a fancy goods department or some attractive holiday department directly opposite. Do not have your busy departments bunched at one end of the store and quiet ones at another. It is a sure way to take from them whatever trade they might get, and unnecessarily inconvenience the shopper who wants to buy your Christmas goods.

Do not crowd the passages with bargain tables unless you have loads of room. Better to remove them altogether from the more crowded sections and put them in other parts where they will really do more good.

Do not put your most attractive line at the entrance of your store and block your whole place. The better place for it would be nearer the centre. Do not be afraid that it will be overlooked. People hunting for Christmas goods do not forget to take in your whole store. In fact, they look anywhere and everywhere.

It is well not to keep customers waiting for change or for their parcel to be tied up. Have competent cashiers and parcel wrappers, and have enough of them so that they can handle it without trouble. There is nothing that customers dread more than to have to wait for their change or bundle, and there is nothing which an up-to-date merchant likes more to boast about than that his buyers do not have to wait, or are not inconvenienced in any way. The store is for their pleasure.

Be very strict in regard to mistakes which at this busy season are so liable to happen. Insist that each clerk, after writing down the article, amount purchased and address, read it over to the buyer. If this be strictly observed, there need not be any reason for making mistakes.

If another merchant runs you down in his advertisement, and makes all sorts of untrue statements about you, do not pay any attention to him. You could not have a better advertisement. People know your goods and they know whether he is telling the truth or not. At any rate, it will be the means of bringing them to your store to inspect the goods out of curiosity, if nothing else.

The Alaska Feather & Down Co. are of the opinion that nothing could be nicer for a Christmas present than a silk or satin covered down quilt, and are showing some pretty ideas in this line.

W. R. Brock & Co. report a special purchase of towels in hucks and damaska. These are goods made for a very large concern in Chicago which were not ready until after the Dingley bill came into force and were thus barred out of the States. W. R. Brock & Co. were accordingly able to buy them at a great reduction. They will have them in stock during this month and give their customers the advantages of the reduction in price.

The Wide **A** wake **B** odding **C** oncern of Canada.

**Alaska Feather & Down Company, Limited**

**B**edpillows and **B**olsters,  
**C**ushions, **C**osies, **C**omforters,  
**D**own **Q**UILTS. A few cases left of that French Sateen job.  
**E**iderdown **M**uffbeds for furriers,  
**F**eathers, **F**ibre, **F**ancy **C**ushions, **F**ootmuffs,  
**GUY ST., 290, Montreal**  
**H**air **M**attresses,  
**I**nterlaced **H**air **M**attresses,  
**J**ubilee **Q**UILTS (a limited quantity of this exceptional job still on hand),  
**K**londike **S**leeping **B**ags,  
**L**anatus **L**amb's **W**ool **C**omforters,  
**M**oss **M**attresses **M**ade in **M**ontreal,

**N**ew and **N**obby designs in **Q**UILTS and **C**ushions,  
**O**utfits for miners. A complete outfit for \$175. Write for particulars.  
**P**atent Felt Mattress \$15, full size. The best stores keep them. Write for trade discounts.  
**Q**UILTS,  
**R**uffled **C**ushions. **R**ecovering **D**own **Q**UILTS.  
**S**anitary Pads for children and invalids,  
**T**ea-Cosies, covered and uncovered,  
**U**pholstered Springs. The best hotels in Canada use our springs.  
**V**elvet Cushions,  
**WHOLESALE ONLY**  
**X**pect every reader of this advertisement to remember that the A B C of success in the bedding line is to handle the goods of the wide Awake Bedding Concern.  
**Y**ukon Caps and Hoods (lined with eiderdown).  
**Z**ero (not far from it), the time to push Alaska Brand goods.

**Black Broche Silk**

**BLACK PEAU-DE-SOIE**

**Black Radzimir**

**BLACK LUXOR**

**Black Satin**

**WILLIAM AGNEW & CO.**

305 and 305 1/2 St. James St.

**MONTREAL**

**Perrin's Gloves**



**PERRIN FRÈRES & CIE.**

7 Victoria Square, MONTREAL.

Manufacturers  
and...  
Importers of

**KID GLOVES**

of all Styles  
and...  
Qualities...

Our travellers are now out with new samples for Spring trade.



## MEN'S FURNISHINGS.

JAMES JOHNSTON & CO. present a more extensive range in gentlemen's ties than they have ever shown. All the latest shapes and newest designs and materials are to be found in their assortment; the prices in all the lines are right and range from the cheapest to the finest goods made.

## SPRING NECKWEAR.

By kindness of Mr. Brais, of Glover & Brais, who has just returned from Europe, after an absence of several months, during which he visited the principal cities of Great Britain, France and Germany in search of novelties in men's furnishings, THE REVIEW has been shown the firm's latest additions to their spring samples.

Foremost amongst these is the "Distingue" four-in-hand, which may be fairly called a new departure in ties. In making it the necessary proportions of a tie have been studied, and this, combined with the extreme fullness of the material, make it easy for the veriest novice to tie a neat and shapely knot. It is made in all varieties of shades, and may be retailed at a very reasonable figure.

The "Laurier" bow is another specialty. It is what Mr. Brais termed "an essentially Parisian

Returned  
Dec 14/1897



"Distingue."



"Depute."



"Loie."



"Swell."

tie," and resembles in every particular a hand-tied bow. It also may be obtained in various shades, and retails at 75c.

The "Loie" and "Depute" ties both have special features of their own, and will likely prove salable novelties.

As we have previously remarked, dark backgrounds prevail in next season's ties, while black and broken checks are another marked feature. It is noticeable that green is again the fashionable color, not only in ties, but in all kinds of men's furnishings, such as underwear, half-hose and even rubber coats. Bright colors and striking contrasts, however, are popular also.

Glover & Brais have secured the entire production of satin ties in pin dot and bird's eye spot patterns, which will be offered at figures that allow of their being retailed at 50c. New effects in De Joinville scarfs and Windsor scarfs for ladies in check effects, with woven ends, are other novelties.

They are also importing a special brand of rubber coat called the "Safe Under." It is a stylish and gentlemanly coat, and is made in qualities to suit all classes of custom, retailing from \$6 to \$12. It may be obtained in black, speckled brown and fancy tweed. Samples will be sent, in reply to mail orders, about the end of January.

## A NEW PATENT SHIRT.

Tooke Bros., of Montreal, have entered at the Dominion patent office a shirt to be known as the "Klondyke." The special features

are double wrist bands, which fit tightly and keep the arms dry, and a double covering for the chest. It will be offered to the trade in the course of a few weeks.

Mr. Robert C. Wilkins' combination of rubberized duck, lined with mackinaw, in jackets and pants, for the Klondike, is meeting with much success.

W. R. Brock & Co. carry a large line of men's and boys' braces in their men's furnishing department. "Snap" and "Bargain" are two leaders that are cut fine and consequently quick sellers.

Tooke Bros. are offering some excellent values in neckwear for Christmas trade. Dealers who require goods of this description will do well to write them.

W. R. Brock & Co. have just passed into stock a large shipment of men's neckwear, imported specially for the Christmas and holiday trade. The latest productions of the London market in puffs, knots, derbys, bows, etc. All good value, correct shapes, good selling patterns.

Men's and boys' sweaters in navy, cardinal and black, have been in great demand the past month. W. R. Brock & Co. have just received several cases of sweaters, containing all sizes, colors and prices.

Wyld, Grasett & Darling report a special call for full dress requirements of all kinds. White bows are much worn, with either pointed or square ends, and of medium size. Full dress shirts, with 9-inch bosom, open front and back, and with one button hole, are favorite style now worn. Such shirts are called for with either cuffs or bands. White kid gloves, with two buttons in various qualities, are much called for. The umbrellas in greatest demand are those with steel rods and crooked handles with metal trimmings. These are shown with gloria, levantine and silk covers. There is a special demand for cashmere and silk mufflers in plain black and navy, shepherd checks and small, neat patterns in both light and dark brown. This firm is offering in men's cashmere half hose with seamless feet a range of values much better than heretofore, owing to the change in duty.

## NEW GOODS.

S. F. McKINNON & CO. have just added to their stock a large shipment of black, cream and white silk laces from two to four inches wide; scarce goods.

The D. McCall Co., Limited, are able to meet the requirements of the trade in shirred chiffon; they have large stock on hand.

S. F. McKinnon & Co. are showing fine values in plaid silks, suitable for blouse waists.

We learn that the D. McCall Co., Limited, have good assortment in shot taffeta silks. They give every order prompt and careful attention.

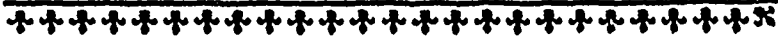
S. F. McKinnon & Co. are convinced that they have the largest and best assorted stock of plain, black and colored ribbons in the trade, and invite buyers to look at them.

The D. McCall Co., Limited, have a splendid assortment in chiffon frilling. The demand continues for this line. They forward all orders without delay.

In addition to the special lines of embroidered silk handkerchiefs, Brophy, Cains & Co. have just received a few lines of embroidered motto lawn handkerchiefs for Christmas trade, to retail at from 5c. They will be pleased to send sample dozens on application.

DO YOU  
SELL

# Ready=Made



# Clothing?



If you do, you must have GOOD clothing to offer your customers; in fact, now-a-days they won't take anything else. There was a time when people bought inferior, cheap and shoddy clothing that went to pieces on their backs, but they don't do it now.

To do a high-class trade you must keep fashionably cut, wear-resisting clothes made of the best materials.



## This Kind of Clothing is ...Our Specialty

Made of A 1 materials, by skilled workmen, and finished in the best possible style. Our make is in the front rank of the trade to-day.

**TRY A SAMPLE ORDER AND BE CONVINCED.**

LETTER ORDERS Receive Prompt Attention.

Our Mackinaw Jacket for the Klondyke is the best thing of its kind yet produced. Warm and serviceable—wears like iron. Suitable for Miners, Klondykers, Woodsmen, and everyone who is exposed to the rigours of a northern winter. SEND FOR SAMPLES.

# A. S. CAMPBELL & CO.

Wholesale Clothiers.

256 St. James St., MONTREAL

## RAMBLINGS AMONG THE TRADE.

A STRIKING illustration of the improvement in trade is to be found in the lack of rumors regarding business firms as compared with the same month last year. In December '96 the air was full of stories of houses that intended to retire from business, and of firms that were in trouble financially. These stories were all untrue, except in the case of McMaster & Co. But this year no talk of the kind is heard. Business is very brisk at all the wholesale centres, and many merchants who took advantage of the rates on Thanksgiving Day, November 25, to visit the markets gave the most satisfactory reports of a promising Christmas and holiday trade.

Manufacturers and jobbers in Canada who receive orders from foreign countries for Canadian goods should satisfy themselves, before shipping orders, of the good faith and standing of the would-be purchaser. Cases have been brought to our notice of swindlers in Europe who got hold of goods and never paid for them. In two such cases, fortunately, the firms found out in time before shipping the goods.

A commercial authority in Canada, who lately returned from a trip to the continent of Europe, told THE REVIEW that he found an impression abroad that the foreign investor had lost a great deal of money in Canada. He continued: "As a matter of fact, the British investor has lost less money in Canada during the last fifty years than in any other part of the world. It all depends on how they invested their money or looked after their business. Take the case of British houses who complain of losses in Canada. That rests entirely upon the methods they have adopted in selling their goods. I know one large London house which has, during the past, done \$15,000,000 worth of business in Canada, and I believe their losses all told have been less than \$15,000. There is no need of losing money in Canada if reasonable precautions are taken."

THE REVIEW would remind its retail readers that in buying domestic mantles and clothing, now so excellently turned out by Canadian factories, a point should be made of seeing that they are trimmed and finished with Canadian materials. In this way the Canadian interest is best promoted, and an enquiry should be made before buying, whether they are made of Canadian material.

The cold weather has sent up the demand for furs, which promised to be better than last year in any event. Dealers are hurrying up the manufacturers. The latter feel that merchants who hung back, refusing to stock up and expecting the manufacturer to carry the whole risk, ought not to be too impatient now. In the fur business, as in other lines, changes take place, and it is hard to get out the goods required at short notice.

The cotton situation in Canada continues interesting. There is no drop in prices yet. The price of raw cotton in the States has fallen so very low that it is expected ultimately to affect the prices of manufactured cottons here. Furthermore, there is a prevalent belief that the Canadian Colored Co. will shortly begin to compete with the Dominion Co. in yarns and grey cottons. These, so people

say, will be made in Gibson's mill in New Brunswick. Mr. Addison, who will represent the Dominion Co. in Ontario, began work December 1, and will have an office in Toronto, where he resides. Mr. S. H. Mills, formerly of the Montmorenci mill, is now selling for the Dominion Cotton Co. The stock of this company has been going to high figures, which is attributed to the fact that the new manager, Mr. Whitehead, has put in electric power, which will greatly reduce the running expenses.

A company has been formed to bring electric power to the city of Hamilton from the Falls. Mr. Moody, of the Eagle Co., is a large stockholder in the enterprise.

Curious are the ways of the shop-lifter. There is a case now pending in Toronto which indicates a confirmed habit of looting the large stores. A woman was seen to lift an article from the counter and put it in a bag she carried. Being challenged by the clerk, she explained that she had already paid for an article similar to it, and was simply exchanging it for one that looked better. This explanation seemed reasonable, but on the bag being opened several articles of dry goods were found in it, but as none of them were known to be stolen the authorities were in doubt what to do. The woman said she had purchased the articles in the bag from another store, and gave the name. She said the owner of that store would vouch for her. On his being looked up it was found that she had bought one or two articles from him, but stolen others, so that the case will have to come before the court. Merchants say they lose a great deal by this kind of thing.

### SUITS GIVEN AWAY.

W. G. Cameron, the clothier, of Victoria, B.C., got out a circular some time ago of a clearance sale. The circular was printed in colors, and was mailed in separate envelopes, with the words printed in red, "Suits given away; particulars inside," printed on the outside. The circulars were delivered by hand, and Mr. Cameron got good results. The promise to give away suits was carried out in this way: "About twenty men's suits have been placed in our west window. Each and every suit has been numbered. Corresponding numbers have been placed on these circulars. The person holding a circular with the same number as that marked on a suit in the window will be fitted with that suit absolutely free, or, if they prefer, may have the value of the suit in any other goods they may desire to choose from our stock. You may hold one of the lucky numbers. Each circular has a number on the top. Remember, there are twenty suits to be given away absolutely free. Keep your circular; bring it down, compare it with the numbers in the window, and if it's the same bring it in and get your suit. It's yours without any cost whatever."

### WHAT BECOMES OF OLD HATS.

The other day while getting a new hat I noticed an immense pile of bundles in a corner of the store. The clerk told me these were hats left by customers when they bought a new hat. The name of the owner is put on each bundle so there will be no mistake, but often the man forgets to call, and the bundles accumulate. Then they are stored away for a few months and finally they are given away. This is a bonanza for tramps, who know all about the to-be-called-for-department and improve the opportunity with advantage. Some of these hats are very good, too, and a few of them find their way to stores, where they are revamped and again sold. As for the straw hats, I have an idea that they may feed fires during the winter.—Boston Traveler.

**THERE'S NO ? ABOUT IT**

The style that will please your trade and which it will insist on having in future is the new

Silk **EVER-READY** Dress Stays

— MADE IN —

Satteen—Ribbon—Satin  
\$1.25 \$1.50 \$2.00

Attractive shades in all principal colors.

Write for samples, particularly of the

**EVER-READY-RIBBON DRESS STAYS**

They will surely please you, being

Novel - - Handsome - - Serviceable

THE . . .

**EVER-READY DRESS STAY CO.**

Your jobber will supply "Ever-Readys."

**WINDSOR, ONT.**

**Nothing but Neckties  
Holiday Neckties**



**E. & S. CURRIE**

32 Wellington St. West

**TORONTO**

THE

**Julian Sale Leather Goods Co. of Toronto**

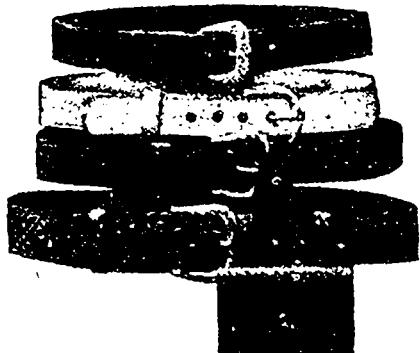
LIMITED

Manufacturers of . . .

Pocket Books and Fancy Leather Goods,  
Trunks and Travelling Bags, etc.

105 King Street West

**TORONTO, ONT.**



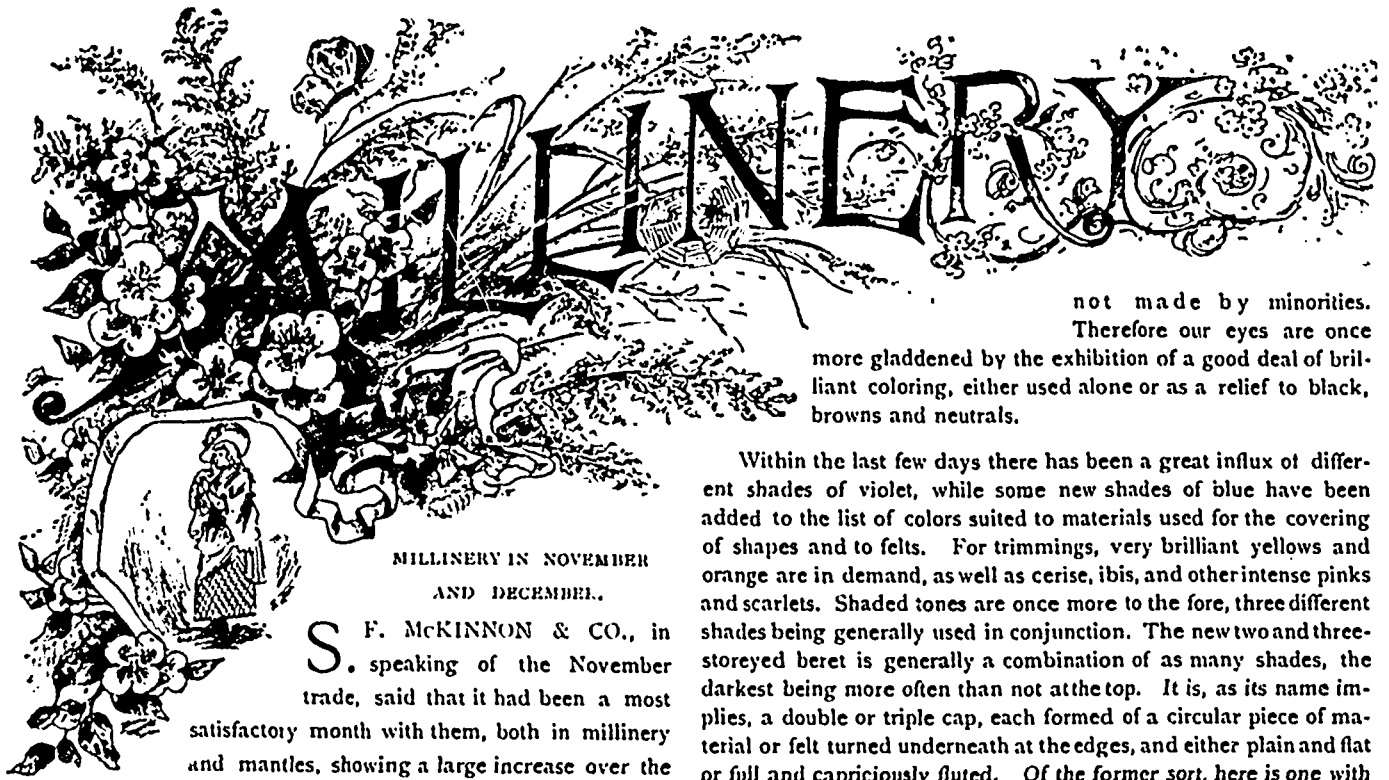
We beg to call special attention to our new line of **Ladies'** . . . . .

**BELTS**

which will be completed during the month of December. From the many expressions of approval we have received from our patrons of the past season, and from the fact that we shall offer even better values for that approaching, we very confidently solicit the patronage of the trade.

For Western Ontario, **MR. TIGHE**  
For the North-west, **MR. STEWART**  
And for the East, **MR. E. SALE**

Will start very shortly with a full line of samples. . . . .



MILLINERY IN NOVEMBER  
AND DECEMBER.

S. F. McKINNON & CO., in speaking of the November trade, said that it had been a most satisfactory month with them, both in millinery and mantles, showing a large increase over the corresponding month for last year. They are also of the opinion that it has been, generally speaking, a good millinery month all over the country, and that, although the exceptionally mild weather experienced during the greater part of November militated very much against the heavier or more staple class of goods, it was favorable to their specialties. This firm, from their experience, believe that more millinery has been sold in the Dominion in October and November than in the same two months of any year for eight years. They also claim that the tendency towards sudden changes in styles as the season advances makes the millinery resorting trade much heavier than a few years ago, demanding, as it does, fresh goods and new styles from time to time all through the season, and say that they had firmly grasped this idea of things and have had their European buyers at the other end of the cable since early in September, ready to promptly respond to their oft-repeated cables for assorting novelties, and further say that their early predictions with regard to the popular lines for the season came true, ribbons, silk velvets, velveteens and fancy feathers and ostrich effects being the leading features in the season's trimmings.

This firm believe that December will be a big millinery month in retail circles, and also believe that plain and moire ribbons, silk velvets, velveteens, ostrich effects and chiffons will be the most important factors in millinery and dress trimmings for the month, and add that they have passed large shipments of the above-mentioned lines into their stock within the past few days.

PARIS HINTS.

To rest on their laurels would be for the Parisian milliners to abdicate the high place they have won and secured for themselves. They must be ever in the breach with fresh batches of novelties. After reviewing these, I come to the conclusion, says the Paris correspondent of *The Millinery Trade Review*, that the tendency toward a brighter scheme of coloring, noted in my last letter, has certainly become more emphasized in the interval. The comparatively quiet style adopted in the first instance has not taken the fancy of the general public, although it pleases a certain minority well, including some of the best people here. But fashions are

not made by minorities. Therefore our eyes are once more gladdened by the exhibition of a good deal of brilliant coloring, either used alone or as a relief to black, browns and neutrals.

Within the last few days there has been a great influx of different shades of violet, while some new shades of blue have been added to the list of colors suited to materials used for the covering of shapes and to felts. For trimmings, very brilliant yellows and orange are in demand, as well as cerise, ibis, and other intense pinks and scarlets. Shaded tones are once more to the fore, three different shades being generally used in conjunction. The new two and three-storeyed beret is generally a combination of as many shades, the darkest being more often than not at the top. It is, as its name implies, a double or triple cap, each formed of a circular piece of material or felt turned underneath at the edges, and either plain and flat or full and capriciously fluted. Of the former sort, here is one with a brown beaver-felt beret mounted on beige cloth, trimmed at the sides with several broad tawny feathers covering over the crown, at the foot of which is a pouf of beige velvet. Another, giving the effect of a three-tiered beret, is composed of three shades of violet velvet and has a white osprey tail fastened by a satin bow showing the two lighter shades of violet encircled by a simili brooch in the shape of a serpent. The same appears in a more voluminous toque, the upper stratum of which is fuller than the lower. Three ostrich tips, one of each shade, and a velvet torsade twisted into a big knot compose the side trimming. In one model a somewhat similar toque is represented, but with the upper portion overlapping the lower considerably, the two layers of flutings resting on a frilling of lace. Combinations of shade are extended to drawn velvet toques and hats, and charming models are produced in pervenche and blue, mauve and violet, deep pink and red mixed with intermediary shades.

Drawing is accomplished either by simple gathering or with runnings of cord. The latter permits of the greatest variety of arrangement, and is therefore best suited to toques, which are extremely fanciful in their forms. The cord used for the purpose has a wire embedded in it, and when run into material makes it quite firm. Sometimes several runnings meet in the centre of the crown, radiating out toward the brim, or the brim alone may be corded so as to form a roll, or again the cording may run up into the side poufs made out of the same piece as the covering; the fashion of raising the toque on one side and slanting it down on the other continues in much favor, while side trimmings are still in the majority. Velvet is perhaps more used than anything else for making them. Very dashing toques, however, are built up of the close piled plush called panne, of cloth, of soft thin felt and of silk. A puffed drab cloth toque has a white bird on one side, about the neck of which is twisted a torsade of orange velvet, the extremities forming a knot resting on the hair beneath. Fawn colored felt, striped with bands of hairy pile (arranged so as to run diagonally) is puffed up into a pyramid form, crushed in on the left side by a large bow made of fluted velvet in two shades of nasturtium, the lighter being a bright orange. A taffeta silk toque—medium blue glace with white—is striped diagonally with half-inch band of black

# WHOLESALE MILLINERY...

SPRING

... AND ...

SUMMER

SEASON

Our travellers are now on their respective routes with **full range of Samples** for the **Spring and Summer Trade**.

**Merchants and Milliners of Canada** will be consulting their own interests by reserving their orders until they have had an opportunity of inspecting our samples.

We confidently state that as to value, variety and correctness of our goods  
**WE FEAR NO COMPETITOR.**

The **D. McCALL COMPANY, Limited**  
**TORONTO.**

## ORDER YOUR **DOLLS** AT ONCE!

### Washable Dolls

With Hair, Fancy Shirt, Good Glass Eyes.

			Per Packed Gross
No. 363/1.	10 in.	1 doz.	\$ 4.80
No. 363/2.	14 "	1 "	9.60
No. 156/14.	15 "	1 "	10.80
No. 156/16.	17 " special value	1 "	15.00
No. 303/60.	24 "	1 "	24.00
No. 234/66.	25 "	½ "	27.00
"Our 25 cent Loader."			
		Per Doz.	
No. 303/65.	25 in.	½ "	2.75
No. 303/70.	28 "	½ "	4.00
No. 303/76.	30 "	½ "	5.40

### Kid Body Dolls

With Blac Heads.

		Per Gross
No. 96/40.	9¼ inches	\$12.00
No. 234/7.	10 in., shoes and stockings	15.00
No. 234/8.	12 in., shoes and stockings	19.20
No. 234/9.	12 in., moving eyes, shoes and stockings	24.00
No. 234/10.	12 in., curly hair, shoes and stockings	24.00
No. 234/11.	12 in., extra long curls, shoes and stockings	27.00
No. 234/12.	13½ in., curly hair.	2.40

Above lines are packed in 1 dozen boxes.

### Jointed Dolls

With Blac Heads, Glass Eyes, Curly Hair, Jointed Arms and Legs, Painted Shoes and Stockings, White Shirts.

		Per Packed Gross
No. 292/5.	4½ in.	3 doz. \$ 5.00
No. 292/8.	9 in.	1 doz. 9.60
No. 292/9.	11 in.	1 doz. 15.00
		Per Doz.
No. B96/49.	9¼ inches	1.10
No. 363/10.	12 inches	1.70
No. 363/8.	14 in., fine curls	2.50

"The Best Value in Canada."

ABOVE ARE ALL NET CASH PRICES.

Besides above leading lines we have a large assortment of other Dolls, Illustrated Price List of which will be promptly forwarded on application.

**Nerlich & Co., 35 Front St. West, Toronto**

velvet. On one side is a large, true-lover's knot in cut shell, and further back, resting on the hair, is a semi-coronet of shaded red roses.

Flowers are beginning to be used quite freely again, but the kinds chosen are so far restricted to roses, asters, dahlias, chrysanthemums and violets. All except the violets are mostly used in serried rows of three, five or seven, and are not mounted with foliage. Violets are generally made up into small bunches, and will frequently be combined with wreaths of their own leaves in stamped velvet, seldom of pure green, but with dull-green veinings on gray and mauve grounds. The semicircle of flowers beneath the side of the brim and the cluster of three blossoms, almost at the back, resting on the hair, is once more in high favor. It is in this form that flowers are generally applied to velvet and other fancy hats and toques, their outside decorations seldom including them.

#### LACE CURTAINS IN THE STATES.

The United States lace curtain industry was founded about 15 years ago, the commencement being made at Fordham, N. Y. Nottingham had up to that time protected her industry very carefully, and as the home of lacemaking naturally was guarded about the various modes of manufacture. She practically had the industry all to herself; her people had grown rich by it. The machinery for producing the laces as well as curtains was all made there. The patterns for weaving the designs; in fact, everything necessary for the manufacture of these goods, could be had there and there alone.

It can, therefore, be very readily surmised that the starting of the industry in this country was not child's play. It has flourished, however, and to-day we have a number of very successful plants whose production exceeds 3,000,000 pair per year.

The manufacturing process is very interesting and intricate. The first outlay is considerable, no other machine being so daintily constructed. The greatest care imaginable must be taken of its delicate parts, any slight accident throwing the entire mechanism out of order. Considerable time is required to initiate a workman and make him skilful in his labor.

The making of the patterns is also an important feature in the manufacture of these goods. When the curtains leave the loom they go to the trimming and examining rooms, where they are cut into pairs, folded and made ready for the market.

This industry has afforded up to the present time employment to a large number of people, and it represents an invested capital of over \$2,500,000.—D.G. Economist.

#### AN ENGLISH OPINION.

Referring to the retirement from general business of the well-known Toronto wholesale firm of Caldecott, Burton & Spence and the reconstruction of the firm under the style of the Merchants Dyeing and Finishing Company of Toronto, Limited, The London (Eng.) Drapers' Record says: "Mr. Burton, who is well known on this side as a clever and honorable business man, will continue to do the buying in Europe, as he has done for the past thirty years. In his new departure he will have the best wishes of a large circle of friends."

#### THE STORE ADVERTISING.

Some of the specimens of country advertising which come to the attention of the writer are bad in all respects—poor ink, poor paper, poor presswork, and poor taste in setting up, while others are bad in only one of these respects. Least often is it the fault of the writing of the matter. As regards the display of advertisements, that is a good deal a matter of taste and judgment, and if the printer has not these qualifications he will need to be taught by precept and example.—D.G. Reporter.

## THE ERA OF THE SLEEPING BAG.

OUTFITTERS FOR THE MINING REGIONS DOING A LARGE BUSINESS  
IN THIS ARTICLE—ITS USEFULNESS TO THE EXPLORER  
AND MINER—NEW KINDS IN THE MARKET.

THE sleeping bag is a hero of the hour. The rush to Klondike and other Canadian mining regions is causing a great demand for this article. British Columbian and other western outfitters are selling them rapidly, and the spring will certainly see an enormous sale of these in Canada.

For travel in cold regions nothing ensures health and comfort so perfectly. Nansen, in his journey, used the sleeping bag. When he and his companion Johansen left the Fram to go alone toward the North Pole they used sleeping bags. These were made from reindeer skin on board the Fram by one of the crew. They were imperfectly made, and Nansen records that he had to abandon the one-man sleeping bag for a kind that would contain the two men. But it is evident from the narrative that the bags were not satisfactory, because they were hastily constructed without much choice of material.

The Canadian sleeping bags are avoiding all these mistakes, and the greatest care has been taken to meet all the conditions of weather that may arise. The sleeping bags being made by Millichamp, Coyle & Co. are meeting with great success. They are strong, well made, waterproof, and roll up in small space. When not employed for sleeping purposes they can be used for putting extra clothing into. They are made of different materials and at various prices. The outfitter who wants to suit various demands may get fuller information from Millichamp, Coyle & Co.

A sleeping bag which A. A. Allan & Co. have made is of fur. The flap buttons over and the opening is laced up by the occupant after he gets inside, thus insuring a complete covering.

#### STYLES IN ENGLISH CARPETING.

The Shuttle, of Kidderminster, England, refers to trade matters as follows: The tone of the home market is healthy. With the continued hardening of the raw material, buyers are beginning to realize the necessity of placing their orders, and manufacturers are in some instances receiving larger commissions from their representatives on the road than was the case this time last year. Self-colors are rather more in demand, but there is no special run on any particular style. The prevailing tendency towards the Chippendale and Louis Seize styles leads to many more enquiries among dealers for harmonizing carpets. Of course this applies more to the larger upholstering houses doing the leading business than to the drapery establishments. There can be no doubt that patterns of the Arts and Crafts School are in demand among a certain number of cultivated people, but it is not with this class that the bulk of the trade is done. The artistic tone of the carpet trade has been distinctly raised of late. All the reports received at home make reference to this fact. Carpet makers have risen to the occasion, and the patterns now "on circuit" are, for the most part, novel, striking and superb both in tone and finish.

#### THE PASSION FOR THE BARGAIN COUNTER.

"Did you hear what Whimpton's little boy said when they showed him the twins?"

"No; what was it?"

"He said: 'There! Mamma's been gettin' bargains again.'"

Miss Sadie Ryan, who has had charge of the corset department for Smallman & Ingram, London, has secured a position with Robertson, Lindsay & Wilcox, St. Thomas.

## TO MEET BIG STORE PRICES.

SMALL RETAIL STORES OF CHICAGO WILL BUY JOINTLY AND HOLD BARGAIN DAY SALES SAME AS DEPARTMENT STORES.

THE small retail dealers who comprise the membership of the Cook County Business Men's Association are going to fight the department store with department store weapons, viz., low prices, bargain days, and sales in the different branches of trade.

The fight against the big stores has been carried on more or less vigorously now for nearly two years, and, although something has been accomplished, it has not been enough to disturb the department store people to any extent, and the small dealers have been planning and scheming for new and more effective ways of carrying on the struggle. This latest result of their planning has been made public this week, and certainly appeals to the people in a more practical way than anything that has heretofore been suggested. The leaders in the anti-department store crusade have learned that as long as the big stores sell goods a few cents cheaper than the smaller concerns they will have the support of the people, and all that can be said about grasping capitalists, unfair competition, fake advertising, etc., has little weight. The small dealers who are members of the Cook County Business Men's Association have decided, therefore, to meet the department stores on their own grounds, and commencing very soon will, by combining their interests, place full page advertisements in the daily papers, and sell goods at prices which the big stores cannot cut under. The plan is believed to be a feasible one. The officers of the association are working enthusiastically to perfect it, and believe it will go a long way towards the solution of the vexed problem. Heretofore they have been trying to work largely on the sympathy of the public; now they are going to appeal to its pocketbook.

The association is thoroughly organized for political work in all the wards of the city and throughout the state, and their plans for legal remedy will by no means be abandoned. By this new departure it is expected that the opposition to the movement from the people will be removed. The association will have buyers, just as the department stores do, who will be on the lookout for bankrupt stocks and any bargains that will help make the "bargain days" attractive. Goods will thus be bought, distributed among the different stores, and preceding the day set for the sale extensively advertised in the papers.

C. F. Gelmann, president of the association, said: "It is true that we have a plan to undersell the department stores, and that it will be put into execution very soon. It will be announced in an advertising way before the first bargain day, so that the people will thoroughly understand it. The measure will be a startling innovation, and I am sure it will be a great boon to the retail store trade. Besides that, it will induce every retail dealer in the city to join the association, and the more members we have the cheaper our buyers can purchase, and the cheaper we can sell. The association also intends to advertise its sale days as extensively as the department stores have been doing, and the first list of articles and prices which we shall give will show that we mean business. The plan is certainly practicable, and will remove the last argument in favor of the department store plan."—Chicago D.G. Reporter.

### HILTON, HUGHES & CO. WILL PAY.

The dry goods firm of Hilton, Hughes & Co., New York, which failed in 1893, notified its smaller creditors Nov. 30 that their claims will be paid in full on presentation. The larger claims, it is said, have almost all been bought up by Judge Henry Hilton, on a basis of 90 per cent. cash. Liabilities were \$2,200,000.

# TO BUY RIGHT

Buy from the Largest and Best Manufacturers . . . . .

## School Books

We are the Publishers of School Books, and keep in stock the publications of all other publishers. We supply all School Books at the publishers' best prices and discounts.

## School Blanks

Our series of Exercises, Composition, Note, Scribbling and Practice Books is the handsomest and greatest range of such books produced by any house in America. The values are absolutely unequalled.

## Blank Books

We make every kind, from the cheapest Memo. or Pass Books to Fine Leather Pocket Books, and from the lowest grade Counter Blotters to full bound Bank Ledgers.

## Envelopes

We manufacture all sizes and qualities of Envelopes, from the cheapest Circular to the largest Official Envelopes, and make any special size required.

## Writing Tablets

Our line of Pads and Tablets is the largest and most varied turned out by any house in Canada. Our enormous sales prove this.

## Writing Papers

We rule and put up our own Note, Letter and Foolscap Papers, and as we handle the output of one of the largest paper mills in the country we sell them at mill prices.

## Stationers' Sundries

Our stock of Stationers' Sundries of all kinds is well assorted and very complete.

## Mail Orders

Orders sent us by mail receive special attention. Goods are carefully selected by competent salesmen and charged at the lowest market prices. We execute them as satisfactorily as if you personally selected the goods.

Samples, Catalogues or Quotations promptly sent on application.

THE **W. J. GAGE CO.** LIMITED

Publishers, Wholesale and Manufacturing Stationers,

52 and 54 Front St. West,

✻ ✻ TORONTO, ONT.



**The Merchants Counter Check Book Co., LIMITED**

Manufacturers of

**COUNTER CHECK BOOKS**

and Cash Sales Slips

27 Wellington St. West, TORONTO



**OUR BEAVER BRAND MACKINTOSHES**

are the best and cheapest in the market. If your jobber cannot supply you with them, write us for samples and prices.

**TAKE NO OTHER**

The **Beaver Rubber Clothing Co.**  
Wholesale Manufacturers  
1490 Notre Dame St. - MONTREAL

1897 : Winter Sailings : 1898

**BEAVER LINE STEAMSHIPS** Royal Mail

Sailing Weekly between St. John, N.B., and Liverpool.  
CALLING AT HALIFAX AND MOVILLE, IRELAND, EACH WAY.

From Liverpool	Steamers	From St. John	From Halifax
Sat., Nov. 30	Gallia	Wed., Dec 8	Thurs., Dec 9
" " 27	Lake Winnipeg	" " 15	" " 16
" Dec. 4	Lake Ontario	" " 22	" " 23
" " 11	Lake Huron	" " 29	" " 30
" " 18	Lake Superior	" Jan 5	" Jan 6
" " 25	Gallia	" " 12	" " 13
" Jan. 1	Lake Winnipeg	" " 19	" " 20
" " 8	Lake Ontario	" " 26	" " 27

First Cabin, single, \$50 to \$60, return, \$100 to \$114. Second Cabin, single, \$34; prepaid, \$30.25. return, \$66.75. Steerage to Liverpool, London, Glasgow and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—

**D. & O. MACIVER,**  
Tower Buildings, 21 Water St.,  
Liverpool

**D. W. CAMPBELL,**  
General Manager,  
18 Hospital St., Montreal  
and St. John, N.B.

**T. A. S. DeWOLF & SON,** Halifax

**COVENTRY RIBBON INDUSTRY DECLINING.**

Is the Coventry ribbon industry dying out? According to the annual report of the chief inspector of English factories and workshops it is. It is stated that fashion changes have greatly injured the industry, that many weavers have been for months without employment, and the inspector seldom finds any of the rising generation are trained to weaving. Young persons, he says, are leaving both the watch and ribbon trades and going into the cycle trade. We cannot pretend to be surprised at this statement; it only confirms what we have heard many times before, and are only glad to know that there is an alternative industry to which the residents can turn their attention. We do regret, however, that the watch trade is not prosperous, as we have looked for a large development of the manufacture. It is very curious, however, to find how history "repeats itself." In an old volume, published in 1581, we read as follows: "I have heard say that the chief trade of Couentry was heretofore in making of blew threde, and then the towne was riche even vpon that trade in manner only; and now our thredde comes all from beyond sea. Wherefore that trade of Couentry is decayed, and thereby the towne likewise. So Bristow [Bristol] had a great trade in making of poyntes, and was the chiefe misterie that was exercised in the towne. And albeit these be but two of the lightest faculties that are, yet were these two great townes chyffey maintained by these two faculties above rehearsed." Is there anything new under the sun? From the same volume we learn that the common complaint that people do not shop in their own immediate neighborhood, but go to London, or some of the largest towns, for their purchases, was then as now. "While men were contented with such as were made in the market townes next vnto them then were they of our townes and cities well set a worke; as I knew the time when men were contented with cappes, hattes, and poyntes, and all manner of garmentes made in the townes next adjoyning; whereby the townes were then well occupied and set a worke, and yet the money payd for the same stuff remayned in the country. Now, the poorest younge man in a country cannot be content with a lether gyrdle, or lether poyntes, knives, or daggers made nigh home, and specially no gentleman can be content to have cyther cappe, cote, dublet, hose, or shyrt in his country, but they must have this geare come from London; and yet many thinges hereof are not there made, but beyond the sea; whereby the artificers of our good townes are idle, and the occupations in London, and especially of the townes beyond the seas, are well set a worke even vpon our costes." This was in the reign of Queen Elizabeth.—British Warehouseman.

**NEW GOODS.**

**M**USLINS and lawns are the coming thing for next summer. Brophy, Cains & Co. are now showing a special range of Swiss spot and figured muslins in solid white, white on black, black on white, solid black and colored spots, and figures on contrasting grounds, that would make happy the ladies of an eastern harem. They also are showing an immense range of English and Scotch muslins in spots, checks, figures, and some new effects never before shown.

S. F. McKinnon & Co. passed into stock on Tuesday last a large shipment of their popular brand silk velvets, including blacks, hunter's greens, purples, navies and carnivals.

The D. McCall Co., Limited, have had a big chiffon trade this season. They have still full range. They state their popular and special line, "Brilliant," is in great demand. They have also black, white and cream in this brand. No delay experienced in filling letter orders.

World Wide Popularity

The Delicious Perfume.



**Crab Apple Blossoms**

EXTRA CONCENTRATED  
Put up in 1, 2, 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.



# DOWN COMFORTERS

Satin, Silk and Sateen Coverings

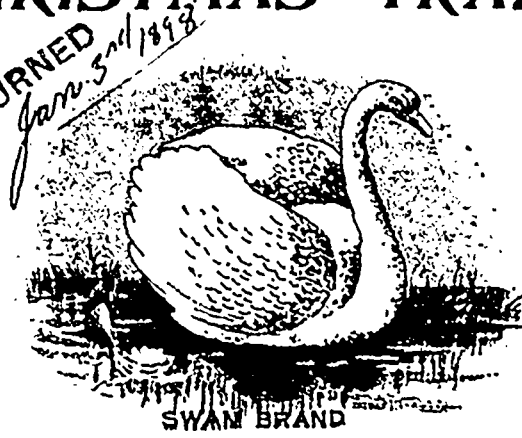
HANDSOME DESIGNS FOR

## .. CHRISTMAS TRADE ..

Art . . .  
Silk Cushions.

Art . . .  
Silk Chair Backs.

Fancy  
Chair Cushions.



Fancy  
Velvet Cushions.

Fancy  
Satin Cushions.  
Fancy Embroidered  
Silk Cushions.

Fancy  
Sateen Cushions.

Novelties in every department.

**Boulter & Stewart**

Selling Agents  
No. 30 WELLINGTON ST. EAST.

Send for samples . . .

# The Toronto Feather & Down Co. Limited Toronto

## SPRING 1898

Good times are  
coming with  
1898.

Be prepared for this welcome change. See our samples and order early.

Our travellers will now show complete lines of domestic goods.

In Design, Finish and Quality, next season's goods will be found superior to any yet shown.

Time is money! and the time spent looking over our samples will surely bring money.

## P. GARNEAU, SONS & Co.

SAMPLE ROOM . . .  
89 Temple Building, Montreal.

Wholesale Dry Goods, **Quebec.**

## BRITISH MERCHANTS SPEAK OUT.

## A DEPUTATION CONFER WITH THE CANADIAN FINANCE MINISTER IN LONDON.

MANY PROMINENT FIRMS REPRESENTED BY A STRONG DELEGATION  
—WHAT WAS SAID TO THE MINISTER—ARGUMENTS AGAINST  
PREFERENTIAL ASSIGNMENTS AND A UNIFORM LAW  
FOR CANADA FAVORED—MR. FIELDING'S  
DIPLOMATIC REPLY.

THE Finance Minister, Hon. Mr. Fielding, sailed for Canada from England on Saturday, Nov. 27, and will be home in a few days. One of the important incidents of his sojourn in London was a conference with a deputation representing the leading British houses interested in the export trade with Canada, who desired to lay before him their views regarding the present unsatisfactory condition of the Canadian insolvency laws, and their desire to see some equitable measure introduced in the Canadian Parliament, which shall afford them greater security than they possess under existing Acts. The following firms were represented: Dent & Co.; Hitchcock, Williams & Co.; Rylands & Sons, Limited; Pawsons & Leafs, Limited; Fore Street Warehouse Co., Limited; Cook, Sons & Co.; Thomas Tapling & Co., Limited; Higgins, Eagle & Co.; Munt, Brown & Co.; J. & C. Boyd & Co.; Hayes, Candy & Co.; Lloyd, Attree & Smith; Joseph Travers & Sons, Limited, London; Rylands & Sons, Limited, Manchester; J. & N. Philips & Co., Manchester; S. & J. Watts & Co., Manchester; Tootal, Broadhurst, Lee & Co., Limited, Manchester; A. H. Midwood & Co., Manchester; Hollins Mill Co., Limited, Manchester; Samson & Leppoc, Manchester; Fallows & Keynes, Manchester; John Hope & Co., Manchester; the Hat & Cap Manufacturers' Association, Manchester; John Crossley, jun., Limited, Halifax. Besides the Hon. Mr. Fielding, there were also present the Hon. R. R. Dobell, a member of the Canadian Government, and Lord Strathcona.

The deputation was introduced by Mr. Edward Still, managing director of the European Exporters' Association, who, according to the report in *The Drapery World*, stated that letters expressing sympathy with the objects of the deputation, and regretting inability to be present, had been received from the following firms: Copes-take, Lindsay, Crampton & Co., London; Hudson, Sykes & Bousfield, Leeds; J. & W. Campbell & Co., Glasgow; The Northern Linen Co., Belfast; W. Ewart & Co., Limited, Belfast; Thomas Adams & Co., Nottingham; Heyman & Alexander, Nottingham; The Nottingham Manufacturing Co., Nottingham; M. Bottomley & Co., Bradford; Gillies, Garnett & Co., Bradford; Stansfield, Brown & Co., Bradford; G. R. Portway & Co., Leeds; Oliphant, Anderson & Ferrier, Edinburgh. Letters, with special suggestions regarding the necessity for a new and more satisfactory insolvent act, were also read from Arthur & Co., Glasgow; Law, Russell & Co., Bradford; Sir Titus Salt, Bart., Sons & Co., Limited, Bradford; Hanson, Son & Barter, London.

The first speaker was Mr. T. J. Phillips, of Dent, Allcroft & Co., a gentleman well known to have taken a very active interest in the subject under discussion for many years past. He eloquently voiced the grievances under which the trade had labored. Mr. Phillips was followed by Mr. Howard Williams, of Hitchcock, Williams & Co. Mr. Williams' strong points were that no bankruptcy legislation will be satisfactory to British creditors, that, firstly: Does not destroy the validity of preferential payments to favored creditors, and fraudulent settlements; secondly: That does not insist on the publication of preferential assignments, such assignments to have the effect of a bill of sale, and to be treated accordingly; thirdly: That no preferential payment or assignment be valid if made within four months of a receiving order; and fourthly: That all the different provinces in Canada shall be subject to one uniform insolvency law.

Mr. Powell, of Fore Street Warehouse Co., referred to the exten-

sive business his company had carried on with Canada for a series of years. He pointed out, however, that at the present moment the attitude of his company with regard to Canadian trade was to a great extent an apathetic one.

Arthur E. Piggot who was present on behalf of Ryland & Sons, Limited; J. & N. Phillips & Co.; S. & J. Watts & Co.; Tootal, Broadhurst, Lee & Co., Limited, and several other Manchester firms, expressed his complete accord with the views of the other speakers, and read a very interesting letter from Tootal, Broadhurst, Lee & Co., Limited, in which they referred to the necessity of just and equitable dealings all round between England and her colonies, and vice versa, if ever the scheme of Imperial Federation were to be an accomplished fact.

The Hon. Mr. Fielding in replying, expressed the pleasure it gave him to receive so important a deputation, but while assuring them of his great sympathy with what had been said, added that his position naturally precluded him from giving any definite promises. He stated, however, that he would lay their views very fully before his colleagues, and that the subject would undoubtedly receive the consideration that its importance deserved.

The proceedings closed with the thanks of the deputation to Mr. Fielding for his courtesy.

## COMBINATIONS IN TRADE.

One of the salient features of commercial life in the closing years of the century is the tendency of competing firms in the leading industries to combine and thus form comparatively great monopolies. In the textile industries we may instance the two great sewing combinations; in textile machinery making not long ago there was an amalgamation of three loom-making firms in Blackburn; and just recently four or five of the leading makers of card clothing have joined their fortunes. Another combination is this week announced from Scotland, the well-known Turkey-red dyers of the Vale of Leven, the firms of Messrs. Archibald Orr Ewing & Co., John Orr Ewing & Co. and William Stirling & Sons having amalgamated and made it known that from the 1st January next they will conduct the united business under the designation of "The United Turkey-Red Co." This system of combining firms is an importation from America, and has originated in, if it has not been compelled by, the severity of competition experienced in every industry. The principal advantage expected to be derived is, of course, a great reduction of competition, which will enable the combining firms to maintain prices that shall yield a profit. Another point is that economy of business expenses will result, but whether to as great an extent as is anticipated remains to be seen. The movement, however, shows signs of extending still further, and we shall not be surprised if other important developments take place at an early date.—Manchester Textile Mercury.

## JOKES FOR THE DINNER HOUR.

"There's a maiden,—she's a lady,  
Though her garb's a trifle shady,  
With her Tam O'Shanter perched above her curls,  
Gracefully she pedals, easy,  
With her skirts above her knees, she  
Seems to literally out-strip all other girls."

Jack—Say, old man, your silk hat looks deucedly shabby this morning. Tom—Yes, I was out all night, and it lost its nap.

"Here's some more of the horrible work of them blamed monopolists," said Farmer Hayricks, as he hung his coat over the foot of the bed.

"Goodness, where?" asked his wife.

"Here's a sign that says, 'Don't blow out the gas.' I s'pose they make these folks burn it all night, so's to run up their bills on 'em. Gosh, I don't know what this country's comin' to!"

## THE CORNWALL MFG. CO.

Cornwall, Ont.

### OUR SPECIALTIES

Friezes  
Box Cloths  
Canadian Homespun  
Extra Super White Blankets

The above lines are all guaranteed to give thorough satisfaction both to the retailer and consumer. . . . .

**GEO. S. PLOW - Agent**

Montreal and Toronto

## EBENEZER STOVEL.

Manchester Building

Toronto

Sole Agent for

**WM. LIEFKE**

Manufacturer of

**Mantle and Cloaking Cloths**

FORST, GERMANY

## Mr. Gibson's Special Offer.

**B**EFORE another issue of THE DRY GOODS REVIEW reaches its readers 1897 will have passed away, as thousands of other years have done before it. The question for each one of us to consider, as business men, is "What have I accomplished during 1897? Is my business in better condition than it was this time a year ago? Am I maintaining my position in respect to my competitors, or are some of them distancing me in the race for business supremacy? In other words, am I keeping in touch with the progressive business methods of the day? Those of us who are unable to answer these questions in the affirmative may well look forward with apprehension to what 1898 has in store for them.

**PLANS FOR 1898.** Perhaps you have plans for betterment for 1898. Maybe you have decided that you have been giving credit too freely and that you will be more careful in the selection of risks. Perhaps you have been too slow in collecting, and you have made up your mind to turn over a new leaf in this respect. Or possibly you have concluded that the credit system is all wrong, and that you will abolish it altogether so far as your business is concerned. Then, again, it may be your advertising which you are dissatisfied with. It may not pull as it ought to. Maybe it is dull and commonplace. Perhaps it is not so good as is your competitors'. These faults may arise from the fact that you are a very busy man and have't time to properly attend to it. Or maybe you feel that advertisement making is not exactly in your line of things, and you approach the writing of an advertisement with diffidence and distaste.

**I OFFER MY SERVICES.** This is where I come in. I am in the business of preparing advertising matter for other people. I have been in this business for years. It is one of the most useful businesses in the whole world! I don't know as much about your business as you do yourself, and you probably don't know as much as I do about mine. But we can perhaps be of service to one another. You want to do better advertising and I want more clients. Not many—only a few more. The thing for us to do is to get together.

If you will send me one to three of your recent advertisements I will look over them carefully and write you a letter of criticism and advice for the nominal fee of one dollar. In my reply I may be able to give you advice worth thousands of dollars to you. In sending these specimens of advertising it will materially help things along if you also send me some samples of your chief competitors' advertising. I would also like to be in possession of the chief facts about your business—how long it has been established, exactly what lines of goods you handle, whether it is a cash or credit business and so on. Don't be afraid to write me fully. The more information I get from you the more service I can be to you.

This offer is only for Canadian merchants. It only holds good for this month and next (December and January.) Address

**F. JAMES GIBSON**

134 East 16th Street - - NEW YORK.

## PREFERENTIAL TRADE.

THE ORGAN OF THE BRITISH TEXTILE TRADE THINKS CANADA COULD NOT TRY DIRECT TAXATION.

Manchester Textile Mercury, Nov. 29, 1897.

THE Times' correspondent telegraphs from Toronto an extract from The Globe, the official journal of the Dominion Government, stating that: "During the visit of the Colonial Premiers to Great Britain, Mr. Chamberlain made a proposition that there should be absolute free trade between Great Britain and her colonies, on condition that the former placed a small Customs tax on commodities from foreign countries. Sir W. Laurier, speaking for Canada, said that he could not accept such an offer. The Canadian Government had already arranged for an abatement of duties on British goods to the extent of 25 per cent., and, as the whole fabric of Canadian finance as well as of Canadian industry was founded on Customs duties, he could not for a moment consider a proposition to remove them at a blow." This was certainly a wise answer of Sir Wilfrid Laurier, and conversely an unwise proposition to come from Mr. Chamberlain. The latter must have quite forgotten the difference between a wide, sparsely-populated country and one of small area and dense population like the Mother Country. In the former, it is almost an absolute necessity that the revenue should be obtained from Customs duties, because of the enormous cost that must attend the collection of any kind of direct taxation outside the towns. It is unfortunate that under such a system there should always be a strong tendency to develop protection for the local industries. But, bad though this may be, it is a less evil than would be a system of direct taxation, owing to the enormous expense of the latter. Mr. Chamberlain's accustomed quickness of perception must have failed him in this instance. We are left to infer what Sir Wilfrid Laurier's proposition was: it seems to have been to put some form of duties upon foreign productions while admitting those from our colonies and dependencies free. Mr. Chamberlain is said to have replied, however, "that he would not touch with the tongs the subject of preferential tariff on any other basis than that of absolute free trade between Great Britain and the colonies." Here again Mr. Chamberlain's wisdom lacks brilliance. Evidently he has sacrificed the practical to the theoretical. We are sorry for it.

## STEAMER ROUTE TO CHANGE.

The Owen Sound Times last week said that information had been received to the effect that next season the steamers of the Ogdensburg Transportation Co., eight in number, would run between Chicago, Duluth and Parry Sound, Ont., instead of between Chicago, Duluth and Ogdensburg, N.Y., as formerly. The Times says this and the improved facilities for the transportation of freight in Parry Sound will make that place Owen Sound's only rival for the commercial metropolis of the Georgian Bay, and that next season there will be a larger fleet of vessels on Georgian Bay than ever before.

## STEAMING WINDOWS.

Steaming windows result from the condensation of moisture in warm air upon cold glass. Considered in the abstract, it is clear that there are several ways of preventing the phenomenon in question. One is to keep the air in the windows cool, another is to make the glass warm. Practical men, however, see difficulties in both cases, especially in the latter. No feasible method of warming and keeping warm panes of glass without at the same time making even warmer the circumbient air has yet been devised. Moreover, it is obvious that to warm the outside of windows it would be necessary to warm the street—a somewhat large order. Accordingly, we have to fall back upon the plan of keeping the atmos-

phere inside the windows as cool as possible. This can only be done by abundant ventilation, sufficient to keep the air practically as cool as the inside of the glass. Of course, the use of lights which, like electric lamps, give out but little heat, simplifies the procedure. It is desirable to light up windows early, beginning with the lights low, so that the air may be gradually heated. It is said that the application of glycerine to the glass has a good effect, and we see no reason why this should not be the case. But the main question must always be one of ventilation. You can no more make hot damp air abstain from condensing on a cold surface than you can make water run up hill.—London Drapers' Record.

## THE CYLINDRICAL COTTON BALE.

A SIMPLE bale of cotton, which was recently placed on exhibition in a New Orleans office, has created a sensation in many southern states. There was a stream of cotton factors, merchants, steamship men, cotton press men, cotton mill men, screwmen, stevedores, and many others interested in cotton, to see it, and not one had a good word to say for it. The trouble was that the cotton was baled cylindrically instead of square-shaped, and it is the proposal that cotton shall in future be baled in the new shape that has upset so many branches of the cotton community. One of the Louisiana cotton men avows that if it ever becomes the style in that section of the country, it will not only do away with local factories, local buyers, local compresses, and screwmen, but will close up all the country compresses, obviate the necessity of having country buyers, and, in fact, revolutionize the whole cotton business. A further contingency looked for is that the new system would eventually result in the trust people dictating terms to the producer of cotton. They might give probably a better price than anyone else for a year or two, but as soon as they got control of the staple they would dictate prices and terms to the farmer. A large southern cotton producer states that the adoption of the new shape would throw out of business all of the two hundred compresses of the south, and might create a social as well as an industrial revolution.

## NEW GOODS.

THE D. McCall Co., Limited, have a good supply of black and colored velvet ribbon No. 6. Letter orders are always shipped promptly.

"We are showing a good assortment in accordion pleatings," write the D. McCall Co., Limited. "We have ample to supply the trade for some time."

S. F. McKinnon & Co. wish to inform the trade that they have all popular colors in chiffons; have just received a shipment of black, cream and white.

The D. McCall Co., Limited, write: "In ribbons for the spring trade we have no hesitancy in stating that we have the very best value in the market, and we are confident of more than upholding our reputation in this department."

In cotton hose, Brophy, Cains & Co. are showing a most complete range, and have their usual large range of Canadian make, with one or two side lines extra, and a very large range of German goods from the lowest up. Don't forget how the "Cedo Nulli" brand sold last year. You can get your old favorites, or some new lines, at the same prices, and in some cases lower.

The D. McCall Co., Limited, say they are determined to maintain the lead in the hat department. Their travelers are out with the largest range they have ever placed before the trade, including ladies' and misses' sailors, ladies' hats, bonnets, and toques, and misses' and children's hats, also leghorns. They state they have already booked many large orders and anticipate a greatly increased trade in this department.

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

See our Spring Styles

IN  
**KID GLOVES**



Ask for samples of fancy lines to retail for \$1.00, for immediate. . . . .

**Fitzgibbon, Schafheitlin & Co.**  
MONTREAL

**Wreyford**

& Co.

MNFRS' AGENTS

McKinnon Building

**TORONTO**

Merchants invited to call if in city, or make appointment for visit on our next journey.

Sole Agents in Canada for following English Manufacturers :

**YOUNG & ROCHESTER**

Shirts, Collars, Neckwear, Dressing Gowns, etc.

**TRESS & CO.**

High-Class Hats and Caps.

**DR. JAEGER'S**

Sanitary Woollen Underwear

**ALL-WOOL AND CAMEL-HAIR SPECIALTIES**

**Read this Advertisement**

and it will remind you that the Tweed, Serge, President, Beaver, and Chinchilla Cloths manufactured at the **BRODIE MILLS, HESPELER**, are the best value offered in the Canadian market to-day. If you require a few pieces for sorting up orders, we shall be glad to have you send in at once, as we go off Fall 1897 goods this month. Watch for our samples for Spring, 1898. We are preparing a fine range of patterns. They will be interesting. Ask your wholesale dealer about them.

WHOLESALE TRADE ONLY.

**MILLICHAMP, COYLE & CO.**

Selling Agents

Halifax, Montreal, Toronto, Victoria.

## IN A SERIOUS CONDITION.

## THE LANCASHIRE COTTON INDUSTRY SUFFERING FROM COMPETITION.

THE OPERATIVES OBJECT TO A REDUCTION IN WAGES—NEGOTIATIONS STILL PROCEEDING—THE CASE FOR THE EMPLOYERS AND THE EXTENT OF FOREIGN COMPETITION.

LONDON, Nov. 27.

FOR some time the cotton industry has been in a critical condition, and many of the mill owners declared themselves unable to maintain the present rate of wages. The operatives' organization have practically declined arbitration and will not accept a cut of 10 per cent. in wages.

The critical condition of the English cotton trade has thus far not attracted the attention in Canada that the facts warrant. The Textile Mercury recently gave an outline of the position of affairs, both in respect to the non-paying basis of business during the past five years, and the inroads made by foreign industries: "During twenty years there have been several fluctuations of wages, the net result of which has been a reduction of only 7.91 per cent. from the standard then prevailing. During this time very great improvements have been made in machinery, which have more than compensated the workers for the reduction mentioned, while in addition they have enormously benefited from the decline in the cost of food and clothing. The employers had to pay for all the improvements, and the only benefit that has accrued to them is that they have been enabled just to drag on an existence in the face of increasing competition. A few brief terms have occurred in which a little profit has been made, but for more than four-fifths of the time it has taken all their efforts to keep their capital together; and in many cases even this has not been done. The Oldham Chronicle recently summarized the balance sheets of 93 of the leading companies of Oldham, and the result showed that during the six years 1891-96 inclusive these companies made a total profit of £120,866, while the total losses during the same period amounted to £190,039, leaving a net loss on the six years' trading operations of £69,173. These companies represent an investment of at least £5,500,000. Let the operatives put themselves in the places of the owners of these mills, and then ask whether they would be content with such a return upon their money? But this is far from representing the extent of the adversity. Will anyone say that the buildings and plant of the mills, during these years of terrible struggle, have been fully depreciated? Is it not likely that this item has been clipped as much as possible in order to make the losses apparently less? But it is certain that whatever may have been the case in this respect no cognizance has been taken of the reduction in commercial value. A short time ago a well-equipped mill was submitted for sale by auction, and only 6s. per spindle was offered, showing a loss of over 70 per cent. upon cost. What would be the proportion of loss upon the \$5,500,000 indicated by this? We forbear to follow this argument; it is too painful and dangerous. There is no reason to suppose that private concerns have fared any better. A well-known and highly-esteemed spinner and manufacturer said to the present writer a few days ago, that had he retired from the trade 20 years ago he would have been far better off. Let the 'minders,' who are the strongest opponents of the proposed reduction, carefully contrast these experiences with their own during the same time, and give a reasonable, not a fighting, answer.

"Let us now glance at foreign competition. It is not necessary to go into details; a few salient facts will suffice. One mercantile firm in Manchester at the present moment holds orders for the equipment of six new Indian mills; and those in the hands of others bring these up to more than double. Outside these, some very considerable orders are held for Japanese and Indian mills. Thus there is

no cessation of competitive activity in the markets that hitherto we have supposed were exclusively our own. But another formidable competitor is preparing to enter the field against us—the United States. The development of cotton manufacturing in the cotton states has seriously disorganized the New England industry, and at a recent meeting of the manufacturers of that section the prospects attending the opening of a foreign trade were carefully examined, and great encouragement was derived from them. One of these, brought out in a paper read by Mr. Arthur Parkinson, of Rhode Island, was that 'wages in the English cotton industry were 30 per cent. higher than in that of Germany, and that the cotton weavers of Lancashire are paid the highest wages in the world for the work they produce.' We have very recently shown the wages of the eastern workers. Another point made by the same speaker was that goods can be sent from New York to Shanghai by way of Liverpool at 25s. 6d. a ton, while those of Lancashire are charged 40s. to the same place. These are difficulties English spinners and manufacturers have to contend with. Is it too much to ask their operatives to bring their reason and common sense to bear upon the problem, and to give their co-operation in overcoming them? If they refuse to do this, let them at once propound a better plan than that offered by their employers."

## THE PANAMA HAT.

THE manufacture of the so-called Panama straw hats from straw made of palm leaves is very interesting, and although Central America is furnishing a great many of these expensive hats, the great majority of them are made elsewhere, principally at Malaga, Spain. Throughout Andalusia a palm grows almost wild, and furnishes a great deal of wealth to this country. The fruit and the root serve for nourishment; the kernel of the fruit, which is extremely hard, furnishes buttons, and the leaf is also very valuable in many respects. Roofs are thatched with these leaves, the fibre which is extracted from them serves as stuffing for furniture and mattresses; the stems are peeled and employed in basket making, and the fibre is also used for brooms and ropes, and finally for the imitation Panama hats mentioned above. This last-named industry is of much importance, since not less than 5,000,000 hats are exported from the Malaga district, most of the number going to New York city. Still their manufacture is entirely carried on by hand. For centuries past these hats have been made in the same way, the qualities varying from the ordinary hats worn by the Spanish peasants and costing but a few cents up to the finest qualities, which come high even there. More than 10,000 persons live exclusively by braiding hats. They are mainly women and children, the men helping only when they have no other occupation. A clever girl can make from five to six large hats a day, and for the braiding of ordinary hats 25 to 30 cents are the wages usually paid. The finely-woven Panamas can be made only by skilled hands, who at the best can turn out two per week. They receive on an average \$3 and \$4 for each hat, according to size—Philadelphia Record.

## GERMAN LAW PROTECTS LEGITIMATE TRADE.

Very curious cases are constantly cropping up under the recent German law against "unfair competition." In a case lately reported from Dresden a ladies' mantle had been exposed in a shop window, marked 3s. 6d., but when a lady wanted it the shopkeeper declined to take it out of the window for less than 12s. 6d. The law was duly set in motion, when not only was the seller ordered to supply it at the 3s. 6d., as stated, to that particular lady, but also to others who asked for it when they got wind of a good bargain going. There is, perhaps, no chance of our obtaining a similar Act in this country; but if we did, what a number of shams could be scotched, to be sure.—Minister's London Gazette.

# George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

COTTON SATINS,  
COTTON ALBERTS and  
all COTTON GOODS Dyed by  
the Fast Black Process  
(NOIR INALTERABLE)  
of G. A., Limited, are  
rendered unchangeable  
by acid, atmospheric influences  
or sea water, and the handle of  
the goods is equal to half-  
woolen goods.

ARE

## Dyers,

Stovers, Bleachers  
and Finishers of

HALF-WOOLEN GOODS,  
SATEENS and  
MOHAIR LININGS  
should all bear  
the undermentioned  
stamp:



SATIN-DE-CHINES  
ITALIAN CLOTHS  
MOHAIR and ALPACA LININGS  
WORSTED COATINGS  
WOOL SERGES  
IMPERIAL CLOTHS  
COTTON GOODS and  
DRESS GOODS  
of all descriptions.



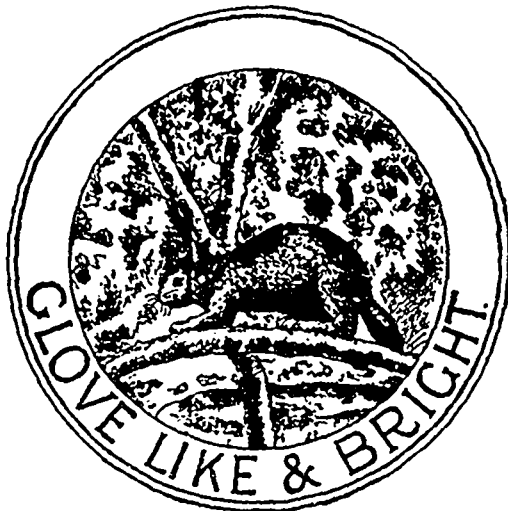
## Caution and Warning

### TO ALL WHOM IT MAY CONCERN:

It has come to the knowledge of **GEORGE ARMITAGE, LIMITED**, of BRADFORD, ENGLAND, that certain fabrics of inferior dye and finish are being shipped to America which are **FALSELY** represented as having been dyed and finished by **GEORGE ARMITAGE, LIMITED**. In some cases the persons guilty of this fraudulent practice have not hesitated to insert in the lappets "tissues" printed in gold and bearing the words "Dyed and Finished by George Armitage, Limited."

**THIS WARNING** is given that all users and sellers of **LININGS** may satisfy themselves that they are handling the genuine Dye and Finish of **GEORGE ARMITAGE, LIMITED**—the well-known merits of which have led to these unscrupulous deceptions—by seeing that **THE CLOTH ITSELF** bears one or other of the trademarks of **GEORGE ARMITAGE, LIMITED**, as set forth above or below.

**FURTHER NOTICE** IS HEREBY GIVEN that drastic legal proceedings will be instituted against any one falsely representing cloth to be of the Dye and Finish of **GEORGE ARMITAGE, LIMITED**.

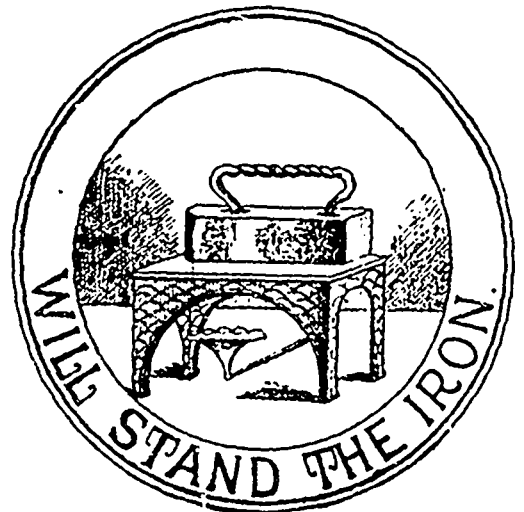


**BEAVER**  
Permanent  
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpaca, Worsted and Cotton Italians, Etc.)

Will not mark with the tailor's damp cloth and hot iron. Will not wear greasy. The dye is also made faster by this process.





# WANTED--AN INSOLVENCY LAW FOR CANADA.

THE RETAIL POSITION AGAIN PUT FORWARD--AN ENGLISH VIEW OF INSOLVENCY--  
HOW THE PRESENT SYSTEM WORKS IN CANADA.

## THE RETAILER'S INTEREST IN A NEW LAW.

**M**R. W. J. Thompson, Sault Ste. Marie, Ont., writes: "A good deal of opinion is being expressed through the columns of your very desirable paper by both wholesalers and retailers re an insolvency law. The intention of an insolvency law is to prevent insolvent traders defrauding their creditors. That is apparently the idea from the wholesalers' standpoint.

"We must take a wider view of it, and the Government should be given to understand that the debtor is entitled to as much consideration as the creditor. The insolvent debtor's competitor is a very much interested party too, because the moment his insolvent rival's stock is sold at a rate in the dollar, his property has correspondingly depreciated in value; he must also be considered. Mr. W. R. Brock's suggestion is that the moment the retailer fails to meet his bills, he then be declared an insolvent; for he says 'that would make him careful to meet his paper, and make the jobbers careful to whom they were selling.' A law of this nature would certainly make a man anxious to meet his paper, but it would not make wholesalers more careful in giving credit. The chance of a loss to them would be minimized to a fraction, while the chances of loss to the unfortunate retailer would be at its maximum. He might have \$10,000 worth of goods in his shelves and owe for \$5,000, through local causes, shutting down of manufactories, etc., trade would have fallen off, so he could not meet his paper at maturity, he would be declared an insolvent, his stock would be sold at, say 60c. on the dollar, and with the attendant legal expenses his actual capital of \$5,000 would be wiped out.

"If an insolvency law is going to be enacted, it should provide that a portion of the expenses of an insolvent estate be borne by the creditors, that the debtor be entitled to a certain percentage of the amount of the insolvent estate, based on the amount of capital kept continuously invested in the business. This is only fair. It would raise the price of credit. Wholesalers would think twice before giving merchandise on a prospect. If something like this cannot be arranged, then I think, with Mr. Kirkwood; let the wholesalers combine and sell for cash. We would then wipe out the defrauders and give the men a chance who have paid and intend to pay 100 cents in the dollar."

## AN ENGLISH VIEW OF THE QUESTION.

Says The Warehouseman and Draper: Bankruptcy legislation has always been a perplexing subject, beset with practical difficulties which have never yet been entirely overcome. We believe that the existing law in this country is the best that has yet been devised, but it would be a daring thing to say that it is not capable of improvement. We should like to see it amended on several points, and some day, when the arrears of commercial legislation have been overtaken, and time can be found for giving the matter the attention it deserves, we hope this will be done. In the meantime it works in a fairly satisfactory manner, and as there is always the alternative of a private arrangement, there is really very little to complain of. At all events, it is a great improvement on the system which it superseded, and facts and figures show that it has been found sufficiently severe to check a good many abuses which formerly existed, and has greatly reduced the total number of failures. There is, of course, the old question, which is still sometimes discussed, whether a bankruptcy law is not altogether a mistake. The late Lord Sherbrook used to contend

that all debtors and creditors should be left to settle their affairs by ordinary legal processes, and that special legislation encouraged reckless trading. We think that experience is against this contention, and the bankruptcy law has justified itself, in the United Kingdom at all events, and there are comparatively few people in England who desire the abolition of the Court of Bankruptcy. The question, however, is exciting a good deal of interest in Canada just now. There is no uniform law on the subject throughout the Dominion. Provincial Acts are in force in Ontario, Quebec, New Brunswick and Manitoba, but it is seventeen years since the general law of 1875 was repealed. The agitation for the re-enactment of such a measure appears to be growing in strength, but public opinion in its favour is by no means unanimous, and all the old arguments for and against—familiar to most of us—are being employed in the controversy; but it seems to be conceded on all hands that the existing condition of things is not satisfactory.

This extract sufficiently explains the motive of the deputation which recently waited upon the Hon. W. S. Fielding, the Canadian Minister of Finance. It represented the leading British houses interested in the export trade with the Dominion of Canada, and its object was to lay before him "their views regarding the present unsatisfactory condition of the Canadian Insolvency Laws, and their desire to see some equitable measure introduced in the Canadian Legislature which shall afford them greater security than they at present possess under existing Acts." As reporters were not admitted the details of the proceedings cannot be given. It is, however, sufficient to say that it was pointed out that no legislation would be satisfactory to British creditors that did not destroy the validity of preferential payments to favored creditors and fraudulent settlements; that did not insist on the publication of preferential assignments, such assignments to have the effect of a bill of sale, and to be treated accordingly; that did not enact that no preferential payment or assignment should be valid if made within four months of a receiving order; and, finally, that did not bring all the different provinces of Canada under the operation of one uniform insolvency law. Of course, Mr. Fielding could only promise that the representations of the deputation should receive the consideration which they certainly deserve, and they cannot fail to have some effect on the settlement of the question. The Canadians have the matter in their own hands. If they think that the enactment of an insolvency law "would encourage rather than deter business immorality," as some people do, they will leave things as they are; if they think otherwise they will take the necessary steps to promote a suitable measure. If they wish to develop trade they will adopt the latter course.

## UNIFORM BANKRUPTCY LAWS.

Says The N.Y. Dry Goods Economist: "Agitation in behalf of a national bankruptcy law is now going on in Canada. Like the United States, the Dominion has had one bankruptcy law, but it failed, and the workings of this old law are held up as a reason why a national law cannot be satisfactory. But some earnest men in Canada, as in the United States, feel that a uniform law, which shall give equal protection to all creditors and shall prevent dishonest merchants from continuing in business, while giving a fair opportunity to the man who is merely unfortunate, is not only possible but a necessity.

"What the dry goods trade of Canada thinks on the subject is set forth at some length by THE DRY GOODS REVIEW, which pub-

# A. A. Allan & Co.

Ladies' and  
Gent's **Fine Furs**

**EXCLUSIVE  
NOVELTIES**

Jackets	Electric Seal
Capes	Grey Lamb
Neckwear	Persian Lamb
Fancy Ruffle Muffs	Mink
	Stone Marten
	Russia Sable

To complete a line of Furs made in

**ATTRACTIVE AND NOVEL STYLES**

Every Buyer should inspect our lines. We carry a full assortment of everything required by the Fur-Buying Community.

## Hat Department

English and American. Styles the choicest.

**CLOTH CAP DEPARTMENT.** Our own manufacture. Quality and value unsurpassed.

**A. A. Allan & Co.,** Wholesale Dealers and Furriers.

**LETTER ORDERS** Receive Careful Attention  
51 Bay Street, **TORONTO**

# Irving Umbrella Co.

LIMITED



MANUFACTURERS

**Parasols  
Sunshades  
and . . . .  
Umbrellas**

20 FRONT STREET W., **TORONTO**

# Axminster Carpets

The immense increase in our sales of our Axminster Carpets is the very best evidence of their continued and growing favor. There is no carpet in the trade that offers the

**Richness in Effect, Durability in Wear  
and Value at Popular Retail-selling Prices,**

at the same time yielding a better profit than can be had on imported Brussels or Wiltons selling at same prices. \* \* \* \* \*

**THE TORONTO CARPET MFG. CO., LIMITED**

**TORONTO**

## Parsons' Practical Revolving Counter Fixture.

No Lifting or  
Tipping Over!

KEEPS STOCK UP.  
EVERY PIECE IN SIGHT.  
HOLDS 40 PIECES IN  
20-INCH SPACE.

Each bolt easily removed and  
replaced without disturbing the  
others.

Each shelf is adjustable to the  
thickness of any bolt.

"Show me that  
bottom piece!"

### Practical Ribbon Cabinet

Size to suit the trade.  
Oak Finish.

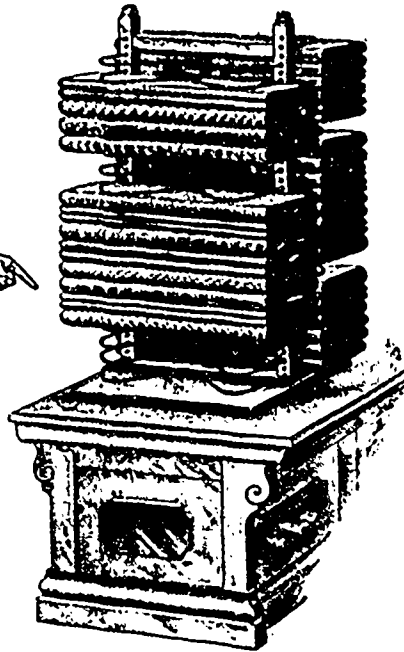
### THE .. Practical Kid Glove Cabinet

Covers all necessary require-  
ments.

We manufacture practical and indispensable articles for the Preservation  
and Display of Dry Goods Merchandise.

**A. N. Russell & Sons, Ilion, N.Y., U.S.A.**

We sell through jobber only. For information, price lists, etc., write your jobber.



## RECOGNIZED . . .

THE BEST FINISHED

# Kid . . . Gloves

of the day are manufactured by

**Emil Pewny & Co.**

GRENOBLE, FRANCE.



This celebrated make of Kid Gloves  
may be found in all the best Retail  
Houses the world over.



**S. GREENSHIELDS, SON & CO.**

Solo Agents for Canada

lishes interviews with a number of prominent wholesale and retail firms, almost without exception in favor of the enactment of a uniform law. His expression of opinion by Canadian dry goods men in favor of national bankruptcy legislation should strengthen the hands of those who are working hard for the passage of such a law by Congress."

#### HOW OUR CREDIT SUFFERS NOW.

Says The Montreal Trade Bulletin: "New bankruptcy cases are transpiring every day which demonstrate the paramount importance of the Government adopting prompt legislative measures in order to remedy the many and increasing abuses arising from our loose bankruptcy laws. The longer the present system exists, the more accustomed do unscrupulous insolvents become to its lax provisions, and the more they take advantage thereof to the detriment of their creditors. A wise insolvency law should protect debtor and creditor alike, but the ones now existing in the different provinces are all framed more in the interests of debtors than creditors; so much so, in fact, that if the latter refuse to accede to the terms offered by the former they are bound to regret it, as nine times out of ten they get less than the original offer. British merchants may well refuse to open new accounts in Canada, and become anxious to close the ones they have, as long as the present objectionable laws remain upon our statute books. For instance, a firm in the Maritime Provinces failed some time ago, and when its Canadian and English creditors were notified of its suspension the biggest portion of the estate had previously been handed over to its local creditors by legal preferential deeds, and the creditors were informed that they could take about 15c. on the dollar or leave it. The result was that one of the English houses, interested to a considerable extent, not only withdrew from doing business in the Lower Provinces, but closed a good account in Montreal. Now, the in-

solveny law in the province of Quebec is probably the best in the whole Dominion, although it needs revision, but the English house referred to was no doubt under the impression that the laws regarding preferences were as bad here as in the Maritime Provinces. It will therefore be seen how this province may suffer through the objectionable nature of the laws in other provinces. It can therefore be readily understood how desirable it is to have a uniform insolvency law for the whole of Canada, and how important it is in view of increasing our trade with the Mother Country that the proposed new Act should be framed as much after the English bankruptcy laws as possible, so that while the interests of insolvents will have proper protection it will not be such an easy thing to fail in business and go on again as if nothing had happened. It has been suggested that, in framing a new insolvency bill, the Government appoint a commission, to be held in this city or at Ottawa, to consist of a prominent representative business man, along with an experienced chartered accountant from each of the provinces, so that the subject could be discussed by the various delegates in order that the best and most acceptable measure to the different provinces might be drawn up. It seems that if some such plan were adopted, along with the additional support of the Boards of Trade, the Government would find their hands considerably strengthened in bringing in a bill that would be acceptable to the whole country."

#### TO ARRIVE SOME TIME DURING THIS MONTH.

We are told that W. R. Brock & Co. have secured two special lines in black cashmeres (in both jet and blue-black), and a magnificent line of silk and wool tartan dress goods from a manufacturer in Germany who had the goods on order for a large New York firm and did not get the order finished before the introduction of the Dingley bill and consequently had the goods on his hands. W. R. Brock & Co. purchased the whole lot at a very great reduction.

# THE PENMAN MFG. CO.

Limited

HEAD OFFICE:

PARIS = = ONTARIO



Full lines of . . .

Summer Weight  
Half-Hose and  
Underwear *at at at*

of all kinds.



OUR SAMPLES OF . . .

# Spring Goods

Are now in the  
hands of  
the wholesale trade.       

. . . ASK FOR OUR . . .

# Balbriggan Underwear

and take no inferior substitutes.



SELLING AGENTS

# D. Morrice, Sons & Co.

       MONTREAL AND TORONTO

**THE DEATH OF PRINCESS MARY MOURNED.**

A POPULAR MEMBER OF THE ROYAL FAMILY WHO HELPED ENGLISH TRADE.

**PRINCESS MARY**, the Duchess of Teck, who died lately, took a direct personal interest in English trade by encouraging home fabrics. Says *The Drapery World* :

Long before the organized movements in which the ladies of the "upper ten" now express their devotion to the development of British fabric industries, Princess Mary was a pioneer in that direction. Her taste in dress was superb, but she was not in the habit of searching for costumed ideas in Paris or Vienna, or any other continental centre. The best dressed woman of her time, well dressed because she adopted conscientiously the simplest as the most graceful modes, she was content always to appear in purely English raiment. When, many years ago, the fashion was set in society in favor of Yorkshire fabrics for women's costumes, the Princess of Wales was the public patroness of the movement. But the Princess Mary educated her into sympathy with it. More recently the Princess Mary was conspicuous in her advocacy of the English silk revival. In Macclesfield, Coventry and Spitalfields her name was a household word—in fact, her interest in the development of English fabric industries was with her a patriotic passion. She was a leader of society, and to her leading was chiefly due the restoration of English fabrics and fashions in the court and what are called "court circles."

The trade cynics do not, as a rule, appreciate the subtle influence which a royal personage can exercise in the development of trade and the fashions of trade. They nurse the idea that, after all, the costume designer originates the modes. In France, where the fashionable couturiere can pay fabulous prices for dress ideas invented by artists of celebrity, men who amongst us would be Royal Academicians, Royalties do not count as fashion leaders. Just now, of course, French "Royalties" are tabooed by the *creme de la creme* of Parisian society. In England we have our own and the better way. When Princess Mary was in her 'teens we were merely imitators of the Parisian modes. We had few ideas of our own, and, at all events, we were somewhat destitute in tasteful or picturesque ideas. Princess Mary was, as a girl, intensely artistic. She invented dress ideas and, as a little maiden, showed a capacity for dainty excellence in dress design which might be reasonably envied by the most resourceful court dressmaker. The taste of her girlhood followed her all through her life, and unconsciously she educated society into the adoption of English fashions and English fabrics. At stately court functions no lady was ever better or more appropriately costumed than Princess Mary. In everyday life no lady in the land was more modestly and quietly apparelled. With her originated in the Royal Family the custom of the royal ladies becoming their own dressmakers and milliners—at least, so far as designing their dresses was concerned. The new ideas of the court dressmakers came more frequently from the White Lodge, or from Sandringham, than from the inventive resources of the dress artist. Princess Mary had her own little Royal Dorcas Clubs, in which the young Princesses, her relatives, were trained in the mysteries of dress making and millinery. It so happens, therefore, that whenever any of them patronizes the court dressmaker, she gives the design for the costume required. The habit of fashioning their own dresses is more common than is generally supposed among the ladies of the "upper ten." They follow the lead initiated by the dead Princess, and adopted by almost everyone of the royal ladies of the British court. It thus happens that nowadays Englishwomen have the reputation of being the best dressed women of the world. Fifty years ago they were the most dowdily-attired of their sex. The delectable change for the better has not

been due to the professional costumieres so much as to the educated taste and inventive readiness of the society ladies, who regarded Princess Mary as a leader.

The royal lady who has been so suddenly taken from our midst will, therefore, be missed as an influence making for good taste and artistic excellence in the world of fashion. But the impress which she made during her useful and beautiful life is likely to remain indelible. It is to be sincerely hoped that the generation which she has educated in the art of dressing well, and the patriotism of dressing in English fabrics, will not readily forget the useful lessons of her life. They are examples to be treasured, and, as imitation is the sincerest form of flattery, to be faithfully followed. Indeed, every quality in the character of the Princess is worth treasuring by those who will take up her heritage, but may not ever hope to exercise her influence.

**NEW GOODS.**

**THE D. McCall Co., Limited**, have a full range in black velvets and all the scarce shades, emeralds, purples, myrtle. Letter orders are promptly filled.

The cut jet and enamelled belt buckles brought out early by Brophy, Cains & Co. specially for Christmas trade are something really tasty and are selling fast.

The D. McCall Co., Limited, are showing a very extensive range of flowers for spring. They state it is the largest they ever put on the road, and as to value, they claim will not be equalled by any house in the trade.

The D. McCall Co., Limited, state their ribbon department was never in better shape to meet the demand in black and satin and failles, also colored satins. They have also a large assortment in plaids in 16 and 22 widths. Orders are shipped without delay.

The D. McCall Co., Limited, state that valenciennes laces are still in good demand, particularly white, in which they have large supply and are able to meet the demand. All orders shipped promptly. They say their letter order system gives every satisfaction.

**DRESS GOODS.**

John Macdonald & Co.'s range of spring dress goods samples, now in the hands of their travelers, is the largest and best collection they have ever shown, comprising all the newest and most fashionable weaves in both plain and fancy lines, and from the best manufacturers in Great Britain, Germany and France.

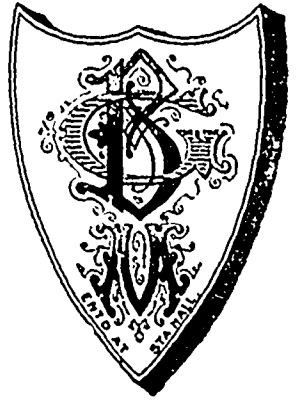
James Johnston & Co. call the attention of the trade to their range of new dress goods. This is the most extensive they have yet shown and comprises all the newest goods to be found in the British and continental markets. Purchasers of high-class dress goods should see the range of samples shown by this firm before placing their orders. The full range of samples is now in the hands of their travelers.

Wyld, Grasett & Darling find the demand for dress goods continuing active, especially in serges, cashmeres, covert cloths, tweed effects and low-priced fancies. Plaids are in demand for waists and children's wear. In black goods, some favorites are armures, figured soleils, matelasses, knickers, brocaded satinets, etc. The demand for these latter goods is increasing, and they promise to have a heavy sale for spring wear. Velvetens are good property, and are called for in fair quantities in black and colors.

**RANGES 857 AND 219**

Are two of Brock's drives on the first floor; 857 is a line of soft-finished dress tartans and 219 a dark checked fette. Both lines are sellers, with a vengeance, and we recommend all repeat orders being sent in at once.

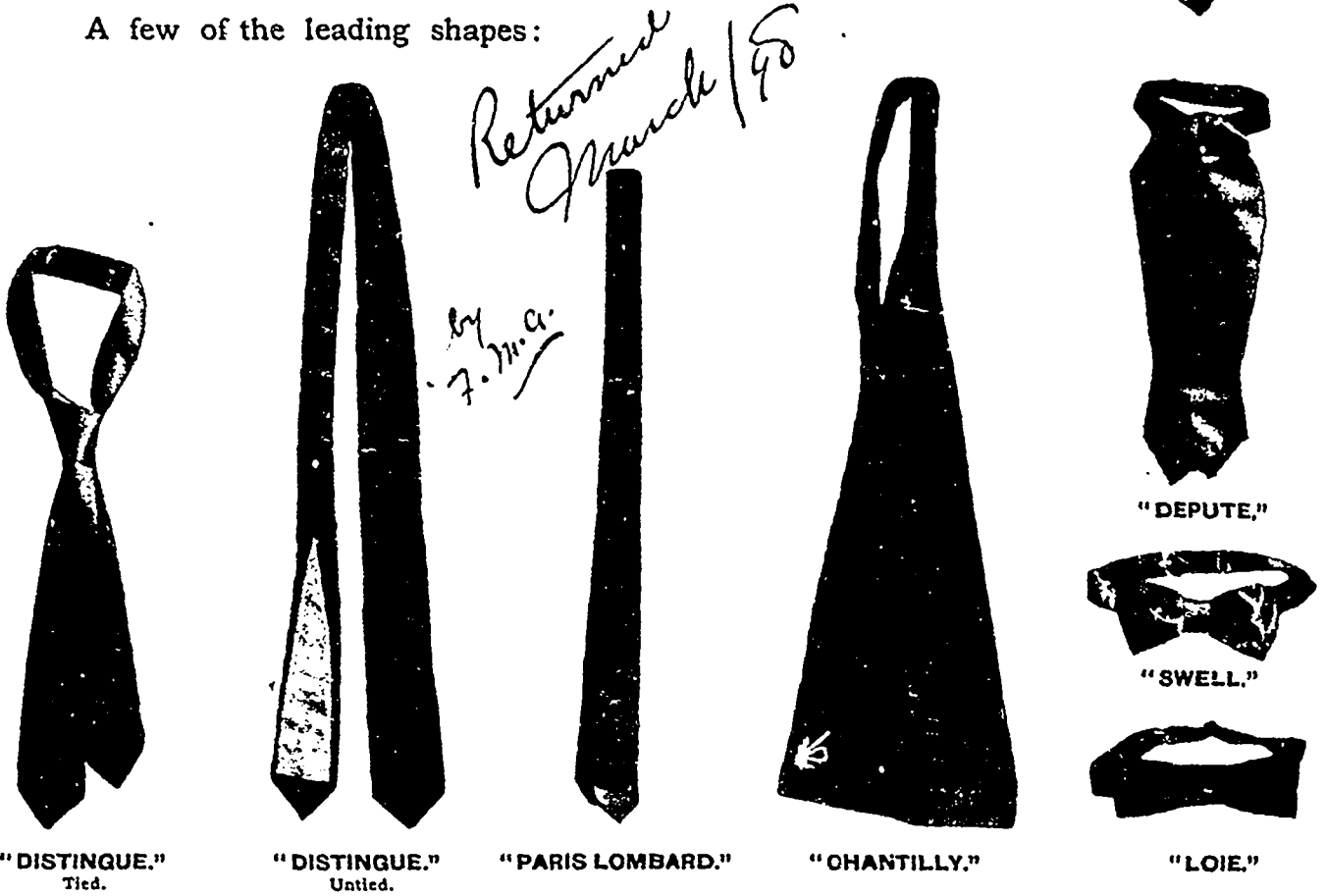
# Neckwear . .



.....brought to an

## ARTISTIC POINT

A few of the leading shapes:



# ❖ UNDERWEAR ❖

Balbriggan, French, German and Canadian, Colored and Fancy, natural shades and natural wove ; Blacks, Self Colors. White, endless designs and fancies ; White Merino, Netted Underwear.

**HALF-HOSE** --- Cotton, Cashmere and Silk ; Blacks, Tans, Natural ; Printed, Embroidered, and Silk Splice.

# Glover & Brais, Montreal, Que.

## FASHIONS AT THE FRENCH CAPITAL.

## NEW IDEAS IN DRESSES, MATERIALS, HATS AND OTHER STYLES.

THE LENGTH OF SKIRTS — THE CLOTH OR VELVET COLLAR INDISPENSABLE—A NEW MANTLE—ORNAMENTS FOR THE HAIR—THE POPULARITY OF LACE— A NEW SILKY TISSUE—MATERIALS NOW IN USE.

PARIS, Nov. 20, 1897.

DRESSES continue to grow longer for "dress" purposes, but there are plenty of pretty morning dresses practical enough for anyone, with long boleros or vest with short basques, with revers opening over a chemisette of silk cashmere or velvet, according to the weather. A pretty model is a costume in plaid, thick in appearance, but very light. The long bolero crosses in the front with turn-down collar and revers in kid glaze wood color, bordered with baguettes of pique cloth. The tight-fitting sleeves, with square epaulettes, are trimmed like the revers, that is, with piqueres, and there are large horn buttons. The chemisette is in capucine-colored satin merveilleux, made with linon pleats and ruche of white silk muslin round the neck. Another walking dress, which would also make a nice bicycling costume, is in thick vigogne navy blue. The vest has short basques and large revers, with turn-down collar in reindeer, which is a very pretty shade. Large buttons are covered with reindeer. The chemisette, in navy blue taffetas, is made up of tiny pleats, separated by a featherstitch. A charming costume is a skirt and long bolero in caracul. The large revers and high collar are in zibeline, chemisette in brown taffetas, to match the zibeline. The caracul is not at all heavy; in fact, it is much lighter than cloth. It is lined with satin. As I have said above, dresses have grown much longer, but it is hoped that they will not grow into trains. At present they fall an inch on the ground at the back, and touch the ground all round. But they are not lined any more, that is to say, they fall over an underskirt of taffetas almost as long as the skirt, but narrower. The skirts, which are untrimmed, have a silk balayeuse, which causes them to stand out well. Fashions tend not so much to style as to perfection in execution.

All the new corsages are flat and tight-fitting, showing princess dresses, without any trimming, showing off the figure to the best possible advantage. Redingotes are coming in. These are also tight-fitting. With the skirts somewhat long, a soupcou of crinoline is all that is required to give the cachet of the Empire styles.

The large medicis collar in cloth or velvet or fur ornaments on every style of vest and mantle is de rigueur. The large ruche round the neck has quite gone out of fashion. For evening mantles, the medicis has the inside lined with a bouillonne of silk muslin or a feather boa—always pretty and still in favor in white and black or beige. A novelty is an immense ruche of fur, like a large pierrot made with wide satin ribbon, bordered with fur and ruche, with thick picats double and triple, and made in such a way that only the fur is seen. In grey satin, bordered with chinchilla, the effect is most charming.

Here is a novelty in ball costumes in pale blue satin, the front forming panels over blue tulle. Lambrequins and bows of ribbon in narrow blue satin fall down the front. There are also two bows on the corsage, and one round to the decollete, tight-fitting wrinkled sleeves to the elbow, and epaulettes of satin on the shoulders.

Here is quite a new style in mantles, called *bonne femme*, which really signifies comfortable; it is in miroir velvet, gooseberry color, lined with sky-blue Indian damask, and trimmed round the bottom and up the front with pleated bouillonnes of mousseline de soie, gooseberry color. The large hood is turned up with a deep

hem, edged with a ruche; very high collar with ruche. The cloak, which is very full, almost touches the ground all round. There are no sleeves, but the hands pass through arm-holes.

Nearly all the hats turn up on the side, with large velvet bows or tufts of flowers placed between the passe and the hair. They are more or less adorned with strass buckles and jewel motifs.

For the hair, pretty little combs and ornaments are still used, but the grand chic is a flat comb in light tortoiseshell; placed under the chignon it forms a long flat band.

Here is a charming morning costume in grey cloth: It is tailor-made, the pleats of the skirts falling on each side, and the whole touching the ground all round. The vest-jacket crosses on the side, and fastens on the side with one handsome button. The small medicis collar and the whole coat is lined with ermine. Bands of ermine form braces on each shoulder. There is a pretty steel ceinture, and a large ermine muff. The hat is in draped blue velvet, with tiny bordering of ermine; wavy contoux feathers are placed on the side.

A new departure in visiting dresses is a dress in frise velvet, bois color. The skirt is very flat at the top, going out wide at the bottom, with a large volant. From the top of the flounce to three inches from the waist the skirt is coulisse. The sleeves are also coulisse, and quite flat all the way. There is a deep ceinture and buckle. The collet is in plain velvet, encircled with two rows of zibeline tails. The Medicis collar is lined with fur, and large lace cravat, and the large felt hat is trimmed with dahlias in shades of violine.

For the theatre is a corsage in Chantilly lace, crossed over one side, very much decollete and tight-fitting. Long, tight-fitting sleeves are in Chantilly. A very deep ceinture is in embroidered gold. The skirt pleated soleil is in black silk muslin. A charming little collet is in black satin lamp-shade shape, made with small volants one above another, each volant edged with zibeline, lined with white satin. The high collar of zibeline has a bunch of tails at the neck.

In the way of materials, brocat, moire, and satin are much used, veiled with tulle and brilliant with applications of lace. So also are Chantilly, Flemish lace, Bruges, Brussels, Malines, English point Alencon, and Duchess lace, and also every variety of guipure, from old Venetian to the finest Binches. For a morning dress I have seen a toilette in cream Indian damask, with small train, made up with a tablier, recovered with two deep flounces of Chantilly lace. The train which is thrown much at the back, has on each side a volant of coquille of the same lace, the heading of which disappeared under a plisse of black silk muslin. The corsage of damask is veiled with a fichu Marie Antoinette in Chantilly lace, forming jockey on the sleeves. The capote of white lace is draped with black velvet, with panaches of white marabouts.

Another toilette is in a new tissue known as *fleur de velours*. This tissue is very bright and silky-looking. The skirt, which has a slight train, is covered on one side with a narrow quille in grey coulisse velvet. On each side of the opening of the skirt are groups of three pattes of embroidery in brown and steel chenille. Tiny steel buttons are placed at the extremity of each patte. The corsage is tight-fitting at the back, and blouses at the front, demi-decollete over a velvet gilet.—Jeanne, in *The Drapers' Record*.

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"A NOD IS AS GOOD AS A WINK," ETC.

This month will see the arrival of the advance guard of prints, muslins, and cotton washing fabrics for spring, 1898, in W. R. Brock & Co.'s warehouse. Amongst them will be some of the newest and most beautiful goods ever seen in Canada. Most of the lines cannot be repeated and orders are tumbling in.

The Wholesale House that  
supplies you with . . .

## North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

### NOTHING DECEPTIVE

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

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

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

# "Clapperton's"

THE STANDARD THREAD



WRITE FOR SAMPLES

**Wm. Clapperton & Co.**

185 St. James St.

**MONTREAL**

**Remember**---that we have unequalled facilities for supplying the trade with Fur Goods specially adapted for the Yukon.

---that a postal card addressed to us will bring you anything you may require from our well-assorted stock of high-grade Furs.

---that our prices are right and values unexcelled. . . .

## James Coristine & Co.

FUR MANUFACTURERS

469 to 477 St. Paul St.

**MONTREAL**



## WONDERING WHERE THEY ARE AT.

THE U.S. TARIFF CAUSES SOME UNCERTAINTY—DECREASE IN IMPORTATIONS—NOT ENOUGH REVENUE TO MEET EXPENSES—CONSUMERS READY TO PAY THE DUTY IF PROPERLY HANDLED.

N. Y. Dry Goods Economist.

WHILE the imports of foreign merchandise into the United States during September showed a gain over those of the same month of the preceding year, like August, October shows a decline. The loss for the last month is a small one, only \$500,000, while that of August amounted to over \$9,500,000, this important decrease being doubtless attributable to the larger importations induced by anticipation of the enactment of a new tariff. The total importations for the three months during which the present tariff has been in force are valued at \$140,674,115, against \$142,342,259 during the corresponding period of a year ago. This is not a very heavy decrease in view of the higher tariff now prevailing, yet it must be borne in mind that the imports during the period from Aug. 1 to Oct. 31, 1895, reached a value of \$197,048,277.

Figures which vary so widely cannot be accounted of much service in an attempt to arrive at the effect of the new tariff in point of discouraging importations, and some time must elapse before a just comparison on such a basis can be made. Nor can much be learned at present from abroad. The foreign manufacturers interested are not yet sure how far the new tariff will prove a barrier to the entrance of their products into the United States. The fierce outcry with which the passage of the Dingley Act was greeted in Europe seems to have died out, the German clamor for retaliation is reduced to insignificance and the manufacturers of that country, as a rule, are comforting themselves with the reflection that, after all, America must have their goods and that the American consumer will pay the increased duty. And that they are not far out in this calculation may be argued from the continued imports of Japanese silks into the United States in spite of the excessive duties recently adopted.

The revenue-yielding properties of the new tariff are what ought to interest Americans most, especially in view of the strong probability that the Congress which meets next month will prove fully as lavish in the matter of expenditures as its immediate predecessors. It is extremely unlikely that any effort will be made to apply economy to the reduction of the deficit, and hence the question of how sufficient income for the Government is to be obtained becomes of vital importance. It may be noted here as an encouraging feature that, in view of the growing demand for better goods on the part of American consumers, prominent importers look for a considerable increase in the value of textile importations from this out.

It seems to be made more and more clear by recent developments that the American consumer can always be induced to pay the increased price on goods necessitated by the introduction of a higher tariff. Just as the excessive rates on Japanese silks have failed to keep these goods out of the market, so it now appears that consumers of linens will prefer the regular-weight fabrics at higher prices to a light and papery material at the old figures. A prominent buyer—doubtless an excellent judge of the sentiments and inclinations of the consumer—declined to purchase the cheaper stuff made to sell at old prices under the new tariff. Here is a pointer for the retail salesperson, the facts tending strongly to show that no difficulty need be met with in selling good goods at better prices if trouble be taken in presenting them.

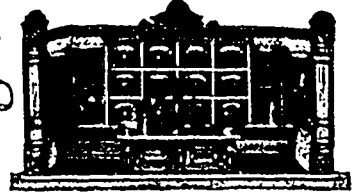
## CLOTH CHART FOR EVERY MERCHANT.

A novelty for merchants is Putnam's cloth chart. This new invention gives an absolutely accurate measurement of dress materials, ribbons, etc., in a piece, without unrolling the goods. The chart is finely made and neatly packed for keeping in good

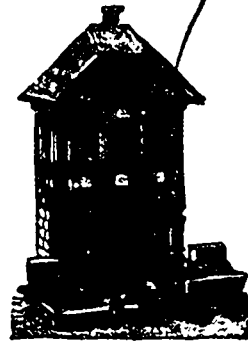
order when not in use. The manufacturer is represented in Canada by E. J. Joselin, Manchester Buildings, Toronto, who will send price and illustrated circular to enquiring merchants.

## DOLLS.

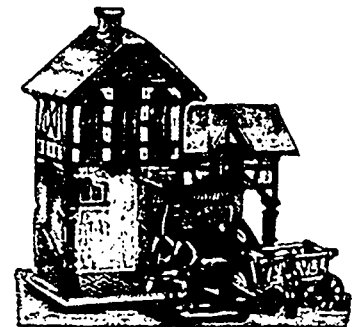
In another page will be found Nerlich & Co.'s interesting announcement regarding dolls. This firm also find that there is a specially big demand for doll houses. The new doll houses are constructed after the most modern style with a veranda and porch and the front on hinges. Thus the children can open out the house and find papered and carpeted rooms to furnish. Besides these toy doll houses must be mentioned the kitchens, stables, butcher shops, etc., in all sizes to suit any purse. Of a few of these we give illustrations in this issue. No. 315-5 is a three-horse stable, each 17 inches wide and 18 inches high, and



No. 315-15—Nerlich & Co.



315-30—Nerlich & Co.



315-5—Nerlich & Co.

the price is \$24 per dozen. No. 315-15 is a grocery store, in size 18 inches long and 10 inches high, and the price \$12 per dozen. No. 315-30 is a warehouse 8½ inches long and 15 inches high, at \$13.20 per dozen.

## CHRISTMAS IN THE CARPET DEPARTMENT.

OWING to brisk trade, some spring goods in carpets, etc., have been brought forward for holiday sales. John Macdonald & Co. are in this way showing a big line of muslin curtains, white and colored, also Swiss and Irish points, which are very attractive. Also a line of mats and rugs. A new line of moquette mats is especially noticeable, to retail at 75c.

The firm has also just received a direct shipment of Chinese and Japanese mattings. A full stock of 8-4 and 16-4 floor oils and linoleums, from the cheapest to the best grade, is now to be seen.

## A BOOKLET FOR THE CUSTOMER.

A valuable souvenir has been prepared by the Toronto Carpet Manufacturing Co., Limited. It consists of a very handsome booklet, beautifully printed and giving particulars of the various grades of carpets now popular in the market. As no prices are mentioned, the booklet is quite suited for giving away to customers by the retail merchant, and almost any lady thinking of buying carpets would read the book. A copy will be sent to any who desire one.

## EATON MAY HAVE AN OTTAWA BRANCH.

The Ottawa Journal states that the T. Eaton Co., of Toronto, is negotiating for a property on Sparks street, for the purpose of erecting a large departmental store there. The price asked for the site of the proposed store is said to be \$60,000, and the Eaton Co. is said to have offered \$55,000.

# Wm. Taylor Bailey

... SUCCESSOR TO ...

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

..... MONTREAL.

Upholstery and  
..... Drapery Goods

Selling Agents for STEAD & MILLER, Philadelphia.

MANUFACTURERS OF ...

Cotton Derby and Tapestry Curtains

Cotton Tapestries, Silk Tapestries

Fine Silk Draperies, Brocatelles

## SOMETHING NEW

MADE IN ENGLAND  
No connection with any American Corset House.



MADE IN ENGLAND  
No connection with any American Corset House.

### Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your New 'GLOVE-FITTING.' I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

DO YOU WANT A

# KLONDYKE OUTFIT ?

If so—

Make  
No  
Mistake

Buy your outfit at your last stopping place (EDMONTON), and from us. We make a business of outfitting fur traders and miners for the far North, and can tell you just what you want, and sell it to you much cheaper than you can get the same goods from a novice.

## McDougall & Secord

MINERS' OUTFITTERS

EDMONTON, ALTA.

## THE POSITION OF THE MIDDLEMAN.

A DEFENCE OF THE DISTRIBUTOR OF GOODS—AN ENGLISH  
OPINION OF THE VALUE AND USEFULNESS OF THE  
WHOLESALE TRADE—WHY THERE IS ROOM  
FOR BOTH CLASSES OF MERCHANTS.

From The London Drapers' Record.

It is customary with some people to speak of middlemen, which is practically another name for traders, with some contempt, as a class which confers but little benefit on the community. It is pointed out that agriculturists enrich the world because their labors add to its fruitfulness. In the same way manufacturers confer benefits on mankind, for they turn crude materials into finished articles that are eminently calculated to make life more enjoyable. But middlemen, who render no services except that of being a medium of communication between producers and consumers, which part they play solely for their own profit, of what good are they in the world? Why should not producers and consumers be brought together, and thus eliminate the go-between who robs both, the former of some of the gain which should have been the proper reward of his industry, the latter of some of his earnings by making him pay more for the wares he requires than the producer is willing to take for them? Such is the language occasionally used by theorists who think they are only talking an advanced kind of political economy. In reality they are talking unmitigated rubbish. Middlemen are an essential product of civilization, and since its very dawn they have played a useful, indeed an indispensable, part. The moment that individuals ceased to supply themselves directly with the various articles and accommodations they made use of, that moment must a commercial intercourse have begun to grow up among them. For it is only by exchanging that portion of the produce raised by ourselves that exceeds our own consumption, for portions of the surplus produce raised by others, that the division of employments can be introduced, or that different individuals can apply themselves in preference to different pursuits. And not only does commerce enable the inhabitants of the same village or parish to combine their separate efforts to accomplish some common object, but it also enables those of different provinces and kingdoms to apply themselves in an especial manner to those callings for the successful prosecution of which the district or country which they occupy gives them some peculiar advantage. As M'Culloch has accurately pointed out, this territorial division of labor has contributed more, perhaps, than anything else to increase the wealth and accelerate the civilization of mankind. And such a result would not have been possible but for the middleman.

Let us prove this. While the exchange of different products is carried on by the producers themselves, they must unavoidably lose a great deal of time and experience many inconveniences. Were there no merchants, a manufacturer desirous of selling his produce would be obliged, in the first place, to seek for customers and to dispose of his wares as nearly as possible in such quantities as might suit the demands of the various individuals inclined to buy them, and after getting his money he would next be obliged to send to a score or so places for the different commodities he required for his own use, so that, besides being exposed to vast trouble and inconvenience, his attention would be continually diverted from the labors of his manufactory. Under such a state of things the work of production in every different employment would be meeting with perpetual interruptions, and many branches of industry which are successfully carried on in a commercial country would not be undertaken. This provides the opportunity of which the middleman has ever been quick to take advantage. The establishment of a distinct mercantile class effectually obviates the inconveniences outlined above. When a set of dealers erect warehouses and shops for the purchase and sale

of all descriptions of commodities, every producer, relieved from the necessity of seeking customers, and knowing beforehand where he may at all times be supplied with such products as he requires, devotes his whole time and energies to his proper business. The intervention of the merchant gives a continuous and uninterrupted motion to the plough and the loom. A great authority on the subject has declared that "were the class of traders annihilated, all the springs of industry would be paralyzed." The numberless difficulties that would then occur in effecting exchanges would lead each particular family to endeavor to produce all the articles they had occasion for; society would thus be thrown back into primeval barbarism and ignorance, the divisions of labor would be relinquished, and the desire to rise in the world and improve our condition would decline according as it became more difficult to gratify. Obviously this would be a change for the worse, as far as all the best interests of mankind are concerned; and that there is no fear of it taking place is due to the energy and capacity of the misunderstood middleman.

The mercantile class has always been divided into two subordinate classes—the wholesale dealers and the retail dealers. That each is indispensable, and the necessary complement of each other, a little consideration will show. The former purchase the various products of art and industry in the places where they are produced or are least valuable, and carry them to those where they are more valuable or where they are more in demand; and the latter, having purchased the commodities of the wholesale dealers under conditions more favorable than those of buying direct from the producers, even allowing for an increase of price, collect them in shops and sell them in such quantities and at such times as may best suit the public demand. Obviously the two classes of dealers are alike useful; and the separation that has been effected between their employments is one of the most advantageous divisions of labor. The operations of the wholesale dealer are analogous to those of the miner. Neither the one nor the other makes any change on the bodies which he carries from place to place. All the difference between them consists in this—that the miner carries them from below ground to the surface of the earth, while the merchant carries them from one point to another on its surface. Hence it follows that the value given to commodities by the operations of the wholesale merchant may frequently exceed that given to them by the producers. Nor are the services of the retailer less useful to the community. If the wholesale merchant were himself to retail the goods he has brought from different places, he would require a proportionate increase of capital; and it would be impossible for him to give that exclusive attention to any department of his business which is indispensable to its being carried on in the best manner. Accordingly, the services of the retail dealer are requisitioned; and the adequate discharge of his duties confers an enormous benefit on the community. Traders, therefore, can well afford to smile when they hear ignorant people talking disparagingly of middlemen.

S. F. McKinnon & Co. remind jacket buyers that their stock is well assorted in their best selling numbers, large orders, which were repeated by cable, having been passed into stock within the past ten days. Big reductions in prices have been made in order to clear out the balance of this stock within the next two weeks.

"We have been disappointed in the delivery of our glove samples," say Brophy, Cains & Co., "but they are at last to hand and make a splendid showing. Except for the staple lines at staple prices, we have endeavored to get out of the beaten track to show something that would catch the eye (not forgetting the pocket). We do not care to describe them too freely, but ask our friends to make a point of seeing them. They are all right."

# NEW IDEAS

—AND—

# NOVELTIES

—IN—

- BICYCLE SUITS . . . .
- GOLF SUITS . . . .
- CHILD'S VESTEE SUITS
- CHILD'S REEFER SUITS
- CHILD'S BLOUSE SUITS
- CHILD'S WASHABLE SUITS

# Clothing

— FOR SPRING 1898

Our line will as usual stand pre-eminent for Novelties and Exclusive Fabrics, correctness and excellence of workmanship. . . . .

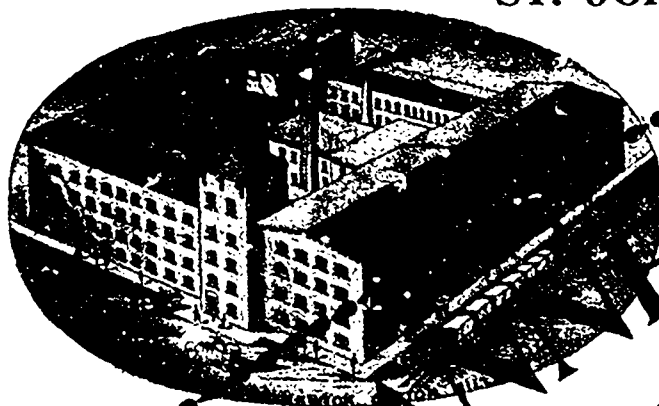
## CHALCRAFT, SIMPSON & CO.

Makers of Fine Clothing

**TORONTO**

# W.M. PARKS & SON, Limited

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.

Agents . . . . THE ONLY "WATER TWIST" YARN MADE IN CANADA  
J. SPROUL SMITH, 24 Wellington Street West, Toronto  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALL, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS  
ST. JOHN, N.B.

**PEOPLE WHO KNOW EVERYTHING.**

**T**HERE are persons in business (not in dry goods, of course, but in some other line) who think they cannot learn anything. They know it all. They are even troubled with a suspicion that if they had been present at the creation of the world they could have improved on the plan.

To such persons a trade journal is unnecessary. What can it tell them that they did not know before? As for news, they don't want news; they make news.

Now, let us modestly remind these great and wise men that a trade journal is a new thing in business. A few years ago there were no trade journals. Neither were there any coal stoves, or electric lights or plate glass windows. But these came, and so did the trade paper. It has come to stay, and so many merchants appreciate it and use it that we can afford to let the persons who know everything go on hugging the delusion that they require no hints, no news, no pointers. We know what their ultimate fate will be, and shall be glad to add a small sum to the relief fund at the proper time.

**GOLDEN DRAPERIES.**

To brighten up the homes of Canada for Christmas W. R. Brock & Co. are showing a nice assortment of golden draperies. It is astonishing how well considered application of these goods transforms the most dingy room into a fairy palace.

**FROM WINNIPEG TO THE KLONDIKE.**

"How long do you suppose it will take to reach Dawson City from Winnipeg next spring?" inquired a Winnipeg Free Press representative of a well-known railway man. "Less than three weeks," was the reply. "The fast train service of the C.P.R. will then be running, the refitted Cunarders will be on the route to

Wrangell, with the railway built to Teslin lake connecting with the flat-bottomed service on the Stickine River. I do not think it will take more than 10 days to float down to the Yukon metropolis. There are already six lines of railway projected across the passes or to Teslin lake. So people should wait until the winter is over, otherwise starvation will not be the only trouble the ardent Klondike traveler has to fear."

**A GOLD PRODUCER.**

W. R. Brock & Co.'s ladies' ribbed vest, called the "Yukon," still sells well on account of it being 25 per cent. below good value price, and the best vest in the market to retail at the popular price of 50c. each.

**A CURTAIN DISPLAY.**

The curtain department at the Gault Bros. Co., Limited, is just now very busy with new arrivals of all classes of lace curtains, from the cheapest Nottingham makes to the expensive Brussels and Irish point. Also curtain and sash nets, blind nets, vitrage nets, drapery nets and muslins, curtain and sash muslins in great variety. Chenille, Derby and other makes in all the newest styles and colorings.

We strongly recommend all buyers of curtains to make a note of this department, a visit to which at any time will well repay them.

**"WATNOW"**

This is the name of W. R. Brock & Co.'s "value tester" 3-pound, grey mixed-wool sock with ribbed top. They contend there is nothing to equal it for value and that it is a keynote of the good value to be found all through their hosiery department.



# Rug Fringes

Work off your Remnants in Brussels and Tapestry Carpets by using our

## DOUBLE-HEADED RUG FRINGE

Colors to match any Carpet. Samples mailed to any address.

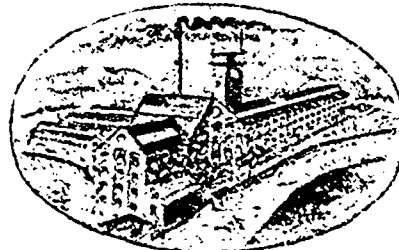
**Royal Carpet Co.**  
GUELPH, ONT.

# APPERLY, CURTIS & CO.

WEST OF ENGLAND

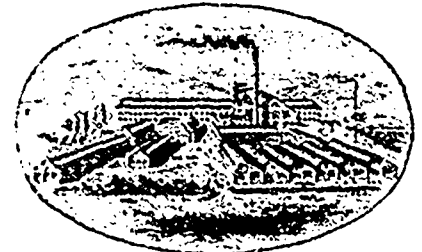
..... Limited.

## Woollen Manufacturers



Coatings  
Vicunas  
Saxonys  
Serges  
Trouserings

Coverts  
Suitings  
Evening  
Dress Goods  
Etc., Etc.



## DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

# Wyld, Grasett & Darling

Recently passed into stock

COMPLETE RANGE OF

## NEW LACES

including latest patterns in Valenciennes, Chantilly Oriental and Fancy Cotton in White, Cream, Butter and Black.

## VELVET RIBBONS

all numbers in Black from 6 to 80, wove edge, cotton back  
all numbers in Black from 3 to 16, wove edge, satin back

## COLORED VELVET RIBBONS

12 widths in Navy, Brown, Moss, Myrtle, Cardinal and Bluette.

## 4 DOME JOSEPHINE KID GLOVES

all sizes in Black and Tans.

Travellers' and Letter Orders Solicited.

WYLD, GRASETT & DARLING - TORONTO

## SILK HANDKERCHIEFS

## SILK MUFFLERS.

Our handkerchief department is ready for Christmas trade. We carry larger stock of these goods than any house in Canada.

WRITE FOR SAMPLES. . . .



K. ISHIKAWA & CO.

24 Wellington Street West. TORONTO.

# NOVELTIES

FOR



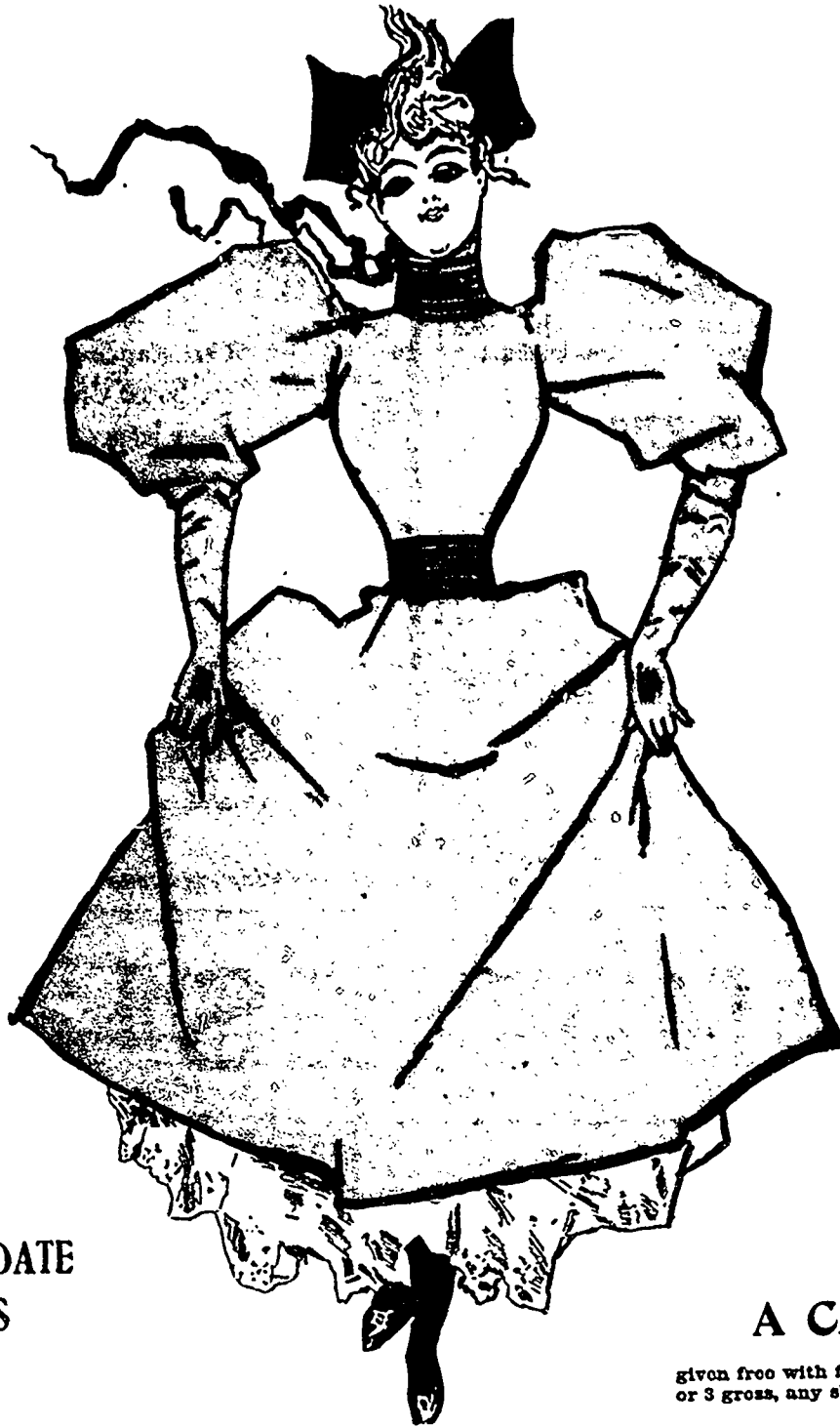
25c. Table  
50c. Table  
\$1.00 Table

We have an exceeding good line of Bisque Ornaments, China Goods, Vases, Ornamental Glass and Fancy Goods in general, suitable for Christmas trade.

Other Dry Goods houses handle them largely during the holiday season; why should not you?

They pay a good profit.

GOWANS, KENT & CO., Toronto



ONLY UP-TO-DATE  
RETAILERS  
HANDLE

A CABINET

given free with first purchase of 12 Spools  
or 3 gross, any shades desired.

## Stewart's Indestructible Skirt Protector.

The best article of its kind on the market. Will outwear the skirt and gives to it a finish that no other binding or protector can approach. If you want a dress protector that satisfies your customers and is profitable to you, sell "STEWART'S."

A full line of shades  
carried by

**BAKER & BROWN,** Sole Agents

Wholesale Trade Only Supplied

260 St. James St., MONTREAL

## NEW GOODS.

**I**N the carpet department of S. Greenshields, Son & Co. a quantity of lace and Swiss curtains, chenille curtains and table covers, tapestry curtains and table covers suitable for Christmas trade, are now on view. Seven-yard curtains, to retail at \$1 per pair, are extra special value.

S. Greenshields, Son & Co.'s travellers are showing for Christmas trade samples of men's ties, including puffs, knots, straight and graduated derbies, bows and lombards.

Henley dress serges and wool poplins are new things at the Gault Bros Co., Limited.

James Johnston & Co. show a new range of colored chiffons in 6-in. 40-in. and 46-in. widths—all the new shades.

Some very choice novelties in ladies' umbrellas have just been received by the Gault Bros. Co., Limited, for Christmas trade.

James Cristine & Co. report large sales of Norway seal capes and jackets. These goods have the appearance of real seal, at about one-third of the price.

For Christmas trade S. Greenshields, Son & Co. are opening a large shipment of silks, cashmeres for evening wear. They have a special line in black broche, to retail at \$1 per yard.

Several novelties in furs, suitable for Christmas, are being shown by James Cristine & Co.—pretty and inexpensive caperines, ruffs, etc., that are sure of a ready sale during the holidays.

W. R. Brock & Co.'s dress trimming department has just passed into stock a full assortment of tubular braids, fancy gimps, braid sets and other lines of dress trimmings that are now so much in demand.

James Johnston & Co. have received a very extensive line of lace curtains in all qualities and the latest designs, novelties in applique, Swiss and Nottingham makes, and the values are unsurpassed in the trade.

Mantle cloths, which are chiefly in demand in November, are going freely, notwithstanding the great sale of mantles this year. Caldecott, Burton & Spence report an active demand for curls and beavers and are well stocked in these goods in all fashionable colors and qualities.

James Johnston & Co. have made special preparation anticipating a largely increased trade in silks and ribbons from this on through the spring and summer. New lines in fancy silks are now in stock. A specialty in shot broche at 20c. per yard is a leader. The range of shades and prices in all staple lines in silk goods will be of interest to any buyers.

S. Greenshields, Son & Co. are showing for spring a large range of cotton and cashmere hosiery, lisle, taffeta and silk gloves and mitts, misses' and ladies' cotton and silk underwear, ladies' shirt

waists and ties. They have special values in all these lines, and as novelties they recommend the new cycling and sporting gloves and the tartan checks in cotton and cashmere hosiery for misses and ladies.

## A NEW SKIRT PATTERN FREE.

As a help to retailers who handle their goods, the Lip Dress Binding Co. give a new skirt pattern, entirely free, with every dress length of their bindings. They have just secured the very latest Parisian pattern, and are now issuing it something like two months ahead of any other spring skirt pattern. As it cannot be obtained except with the bindings, it is likely to be a big factor in increasing their sales.

The Lip Binding Co. will hereafter give a handsome polished oak stand with every five-gross order.

## CHRISTMAS HANDKERCHIEFS.

Amongst the large variety of handkerchiefs that W. R. Brock & Co. are showing for Christmas trade is one line called "Santa," which they expect in stock shortly, and is proving itself "a rapid seller," as it is assorted with three or four patterns of Christmas pictures that will catch the children, and can be retailed for 5c. each. In all of the designs Santa Claus and the Christmas stocking are very conspicuous.

## WAS PLEASSED WITH THE GOODS.

After detailing an order for goods, a merchant of Killaloe, Ont., concludes his letter to Robert C. Wilkins, of "Rooster Brand" fame: "If you keep a catalogue of your goods I would be pleased to receive one. I got some goods from you about a year ago and was pleased with them."

THE REVIEW man often sees letters of this kind on file at the "Rooster Brand" factory.

## BUY FEATHERS IN TRADE AND SELL FOR CASH.

During the months of December and January many country merchants will be offered poultry feathers for sale. They pay for these feathers in trade and can sell them for cash to the Alaska Feather & Down Co. Those interested, when writing for shipping instructions, will kindly mention THE DRY GOODS REVIEW. The address of the company is 290 Guy street, Montreal.

## RIBBON BELTS.

For common, everyday use the silk ribbon belt is the most satisfactory, and Boulter & Stewart report large sales of their special lines to retail at 25c. The manufacturing department have work ahead for some time on this line. They also show 150 styles, with fancy buckles, at prices from \$24 per gross to \$6.50 per doz.



**GOFF'S**  
*Angora*  
**BRAID**

will outwear any other Skirt Braid, Binding or Facing on the market.  
Try it and you will always buy it.

5-yard pieces, 1 dozen in a box.  
36-yard reels, 1 gross in a box.

IN BLACK AND  
STAPLE COLORS.

If your Jobber cannot supply you, ask us for Sample Card and Prices.

DYED IN THE  
WOOL.  
SHRUNK READY  
FOR USE.



**D. Goff & Sons, Pawtucket, R.I.**



## WOOLENS AND CLOTHING.

THE complaint is sometimes made against ready-made clothing that the thread used in making it is of inferior quality. This, however, cannot be said of the trousers manufactured by A. S. Campbell & Co. as they are sewn throughout with an extra heavy silk. The advantage that this gives them over inferior makes is obvious.

Finley, Smith & Co. call special attention to a large "stock lot" of trouserings, which they are offering for spring at less than makers' price.

A. S. Campbell & Co. have something special in clay twill morning coats and vests. These goods are in fashionable cuts and are exceedingly good value.

Chalcraft, Simpson & Co., of Toronto, maintain their reputation as makers of fine clothing, and at no time was it more thoroughly demonstrated than in the lines prepared for spring, 1898. They possess originality and novelty, while the workmanship is the best.

## KLONDIKE CLOTHING.

The market has been flooded with Klondike clothing specialties this fall, but A. S. Campbell & Co. claim that their mackinaw jacket, for the northern mining regions, beats anything that has been produced so far. It is strongly made of an extra good quality of cloth and is well finished throughout. Retailers who want an article of this sort will do well to write Campbell & Co.

## A LINE OF DRESS MATERIALS.

In addition to their large range of woollens, Finley, Smith & Co. are showing a special line of dress goods for direct importation, comprising all the latest novelties in black breches, crepons, covert coatings, illuminated whipcords and clan tartans. Exceptional advantages are offered in variety and value.

## IT IS ONLY A RUMOR.

But we believe the public were so well satisfied last year that they will continue to wear for next season Rigby waterproof bicycle suits and spring overcoats. The demand for these goods was so much in excess of the supply for the spring of 1897 that undoubtedly large orders will be placed for next spring's trade.

## MERIT WILL ALWAYS BE APPRECIATED.

As an evidence of this, H. Shorey & Co., of Montreal, the makers of the brand of goods so well known as "Shorey's ready-to-wear clothing," have been obliged to add 50 per cent. to their cutting staff to keep up with their orders for spring.

## THINGS ARE NOT AS THEY WERE.

The mad scramble to sell goods seems to be at an end as far as some of our wholesale clothiers are concerned. We hear that a Montreal house have refused orders for a month past for Rigby waterproofed frieze ulsters on account of their inability to either procure the goods or to turn them out fast enough to meet the demand. This looks healthy.

## PRESENT TRADE AND SPRING OFFERINGS.

John Macdonald & Co. report that the sorting woolen trade is good. They are showing a special job of 54-in. tweed ulsterings, a special line of three-quarter Canadian blue serge, a special line of blue and black clay twill worsted, a special line of black satin

worsted. They have an exceptional call for low-priced mantle heavers in black and blue. They have now in stock a full range of the celebrated Belwarj serges and coatings.

John Macdonald & Co. are showing a special line of blue and black serge for spring trade, notably one particularly confined line called Klondyke. Orders for spring goods have been coming in quite freely, and the outlook is very good.

## CANADA IS ALL RIGHT.

In our wanderings around the trade in search of information we took the liberty of asking H. Shorey & Co., of Montreal, what class or quality of their ready-to-wear-clothing was likely to be worn by our countrymen for the spring of 1898. In response Mr. Shorey sent for their order books for the past spring and also for next spring, and allowed us to make a comparison. What impressed us even more than the increased size of the orders was the almost startling change for the better in the quality of the goods sold. This confirms us in our opinion that Canada is all right, and that the Canadian people want nothing but the best.

## NEW GOODS.

JOHN MACDONALD & CO. state that, contrary to the usual fashion, leather belts are this year much used for winter wear. Engraved buckles have gone out, the demand turning toward harness buckles in a variety of forms. They have just received a large shipment of this line of goods.

John Macdonald & Co.'s Nos. 400, 401, 402, 203 and I Special cashmere hose are leaders at popular prices.

The Canada Fibre Co. are still taking numerous orders for their \$3 down quilt, size 5 x 6. This is special value, and the line merits the popularity it has obtained.

For the Christmas trade John Macdonald & Co. are showing some novelties in ladies' umbrellas in fancy handles, sterling silver mounts, etc.

In black lustres S. Greenshields, Son & Co. are showing the two special numbers they had last spring, which were so successful with all the merchants who took them up.

John Macdonald & Co.'s range of ladies' and misses' black cashmere hosiery is now complete, and they claim that their values at the popular prices are unsurpassed in the trade.

Handkerchief novelties in greater variety than ever, upon which very large sales are reported by the Gault Bros Co., Limited, should claim the attention of all buyers for holiday season.

The Canada Fibre Co. have a special line of cushions to offer for the holidays. These are filled with down and covered with handsome art silk and satin, frilled, and in sizes 18x18 and 24x24.

## WHITE GOODS.

Merchants stocking up for the customary January white goods sales should see John Macdonald & Co.'s stock of victoria lawns, nainsooks, India linens, coin spot muslins, Swiss spot and satin check muslins. They carry the largest stock of any house in the trade in these goods.

## LINEN FROM OREGON FLAX.

The Oregonian announces that arrangements have been made by which the manufacture of linen mesh underwear from Oregon grown flax is to be undertaken in Oregon by European capitalists. During the present year experiments with flax have been made which show that excellent fibre can be produced in the Willamette Valley. Information has been received that the capital for the establishment of a factory has been promised and all that remains is for pledges of sufficient acreage in flax to furnish the fibre.



**Our Demonstrators**

... Sell *Protector*  
TRADE MARK

**"LIP" AND "TUBE" BIAS DRESS BINDINGS**

at your store.

All YOU have to do is take the

**.. PROFITS ..**

We give the services of one of these demonstrators free of charge for a few days.

Our New Paris Skirt Pattern, 2 months ahead of publication, is now ready for free distribution to every purchaser of our bindings.

MR. RETAILER, this draws trade. WRITE US.

**THE LIP DRESS BINDING CO.**  
Montreal.

**A Permanent and Positive Good**

IS AN **Unconditional . . . Accumulative Policy**

IN THE

**Confederation Life Association**

These policies are Unconditional from date of issue and contain all benefits and privileges consistent with safety.

EXPENDED INSURANCE  
PAID-UP POLICIES  
CASH VALUES

**GUARANTEED**  
in the contract.

**PROMPT PAYMENT OF CLAIMS.**

Average time of payment after receipt of proofs during the last ten years—29.1 Hours.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's agents.

**Comforters and Cushions**

**SPECIAL LINES FOR CHRISTMAS**

Some very handsome Down Quilts in Silk and Sateen, also something New and Fancy in Cushions. We will be pleased to hear from you if you require any of the following lines:

- PURIFIED DOWN QUILTS**
- PURIFIED DOWN CUSHIONS**
- PURE WHITE COTTON FILLED COMFORTERS**
- PURE WHITE COTTON FILLED CUSHIONS**
- WOOL FILLED COMFORTERS**

Write for Samples of our Special Klondyke Quilts.

**The Canada Fibre Co., Limited**

582 William Street

**...Montreal**

# SPRING, 1898

Our Travellers are now out with the following lines for Spring and Spring trade.  
Buy early and secure the best patterns and prompt delivery.

## Regatta and Outing Shirts

Collar attached, to sell at 50c, 75c, and \$1.00.

Open back, two collars, to sell at 75c, \$1.00, \$1.25 and \$1.50.

White body, with colored open fronts, to sell at 75c, \$1.00 and \$1.25.

Self body, open front, cuffs attached, at 75c, \$1.00 and \$1.25.

Self body, white neck and wrist bands, open front, to sell at 75c, \$1.00 and \$1.25.

## White Shirts--OUR OWN MAKE

Will be found exceptionally good. We make the celebrated "Anti Swearing" Shirt which should be worn by every good citizen.

## Wolf & Glaserfeld's German Shirts

- Shirts No. 1. Open Back, with Bands.  
" No. 2. Open Front, with Bands.  
" No. 3. Open Front, with Cuffs.  
" No. 4. Open Front "Pique"

The LATEST FAD.

## English Collars--

Strand, turned points,  $2\frac{1}{4}$ ,  $2\frac{1}{2}$ ,  $2\frac{3}{4}$ ,  $3\frac{1}{4}$  in., to sell at 15 cents. Preston, turned points,  $2\frac{1}{4}$ ,  $2\frac{3}{4}$ ,  $3\frac{1}{4}$  in., to sell at 20 cents. Waterloo, roll points,  $2\frac{1}{4}$ ,  $2\frac{3}{4}$ ,  $3\frac{1}{4}$  in., to sell at 15 cents. Grafton, roll points,  $2\frac{1}{4}$ ,  $2\frac{3}{4}$ ,  $3\frac{1}{4}$  in., to sell at 20 cents. The Colonel (Military),  $2\frac{3}{4}$  in., to sell at 20 cents.

## Wolf & Glaserfeld's--First Quality Collars

Canadian, turned points,  $2\frac{1}{4}$  and  $2\frac{3}{4}$  in.  
Queenstown, turned points,  $2\frac{1}{4}$  and  $2\frac{3}{4}$  in.  
Amalfi, roll points,  $2\frac{1}{4}$  and  $2\frac{3}{4}$  in.  
Chico, Military,  $2\frac{1}{2}$  in.  
Electric, turned down, all sizes.

## English Cuffs--

The Portland (Studs) The Rival (Studs)  
The Premier (Links) The Rideau (Links)  
To sell at 25c.

## Hosiery Department--

Absolutely stainless and Hermsdorf Dye, from \$1 per doz. up.

Black Cashmere,	3758, at	\$2.00
"	3759, at	3.00
"	3760, at	3.50
"	3765, silk foot,	4.00

## Rubber Coats--

The Paddock.  
The Ascot (leather piped).  
3987 Black-Paramatta, with cape, woven check lining, is UNSURPASSED.

Men's and Boys' Bicycle Goods. New shades in Sweaters, Long Hose, Footless Hose, Caps, etc.

## Cravats--

A varied and beautiful assortment of the newest things for Xmas trade.

## Regis Bow

Victoria Bow

Paris Ties

Harvard Knots

Derby and Graduated Ties

The Finchley Imperial

# Matthews, Towers & Co.

BOARD OF TRADE BUILDING,

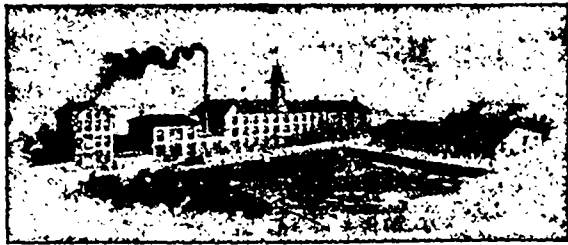
73 St. Peter St., MONTREAL

EXCLUSIVELY  
Men's Furnishings.

# The Galt Knitting Co.

LIMITED.

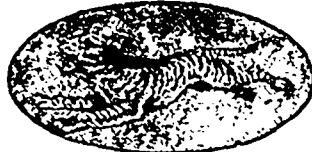
GALT, ONT.



## Underwear Top Shirts Eiderdowns



LIVE RETAILERS consult their own interests by handling the "TIGER BRAND," which is meeting with such favor from the retail trade of Canada. All sizes always on hand, enabling the trade to assort their stock at all times.



Trade Mark, Registered.

N. B.—Our goods cannot be obtained through any wholesale house.

SOME OF YOUR CUSTOMERS  
WILL WANT A . . . . .

# Klondyke Outfit

OF VERY WARM AND STRONG

## UNDERWEAR

*Warranted  
Turnbull's*

We are making a Special Line of Men's Woolen Underwear in Shirts, Drawers and Sweaters, in weight from 1 1/4 lbs. to 2 lbs. each garment. Full Fashioned, and of Fine, Soft Wool.

WRITE FOR PRICES AND SAMPLES

GOULDING & CO.

27 Wellington St East

TORONTO

JOS. W. WEY

6 Bastion Square

VICTORIA, B.C.

## THE G. TURNBULL CO. OF GALT

LIMITED

## What is known and sold as **READY-MADE CLOTHING**



TWO KINDS

"Ready-Made" and "Ready-to-Wear"

is clothing cut out by machinery, put together by machinery, and with the aid of starving female labor. Such a garment stamps the wearer on sight as dressed in *slops*. He not only looks it but as a consequence feels it. Men are learning that they cannot afford to be ill-dressed. *Slops* have had their day.

# SHOREY'S Ready-to-Wear Clothing . . .

expresses exactly what the name would imply

## Quite Ready-to-Wear.

Made by tailors, designed by an artist, sewn with the best linen and silk, cut to fit the form of man, be he tall, short, stout, or thin. Any man not a positive malformation can be fitted by Shorey's Ready-to-Wear Clothing.

By fitted we mean dressed so that he looks a Gentleman, and possesses that feeling of comfort and air of ease that always marks the well dressed man.

See that Shorey's Guarantee Card is in the pocket of every garment.

## NEW GOODS.

FOR Christmas trade S. Greenshields, Son & Co. are showing a wide range of novelties in metal goods, hand painted opal goods, perfumes, fans, purses, brooches, etc.

The Gault Bros. Co. are offering for spring several special lines in black and colored wool henriettas.

S. Greenshields, Son & Co. have a full assortment of velveteens in black and colors, including greens and violets, just to hand.

The Gault Bros. Co. are showing a magnificent range of black goods, including crepons, jacquards, figured lustres and sicilians.

Men's mufflers, in cashmere, cashmere and silk, and all silk, may be had from S. Greenshields, Son & Co. in all the latest shades.

New laces, chiffons, ribbons and a variety of novelties suitable for Christmas holiday trade are now being shown by the Gault Bros. Co., Limited.

S. Greenshields, Son & Co. range of summer underwear embraces all the best productions of the English, German, American and Canadian manufacturers at remarkably low prices.

A large staff of hands are now engaged in James Coristine & Co.'s felt hat factory, manufacturing spring goods. They report sales far in excess of previous years and the demand continually increasing.

S. Greenshields, Son & Co.'s stock of ribbons is complete in all lines, including the narrow widths in black and colored velvet ribbons; they also show several novelties in fancy baby ribbons, suitable for holiday trade.

Caldecott, Burton & Spence have just opened up a fine range of Japanese silk handkerchiefs, including a fine lot of embroidered initials. These goods are in great demand for the holiday season and Christmas, as they are so suitable for Christmas gifts.

S. Greenshields, Son & Co. have received large consignments of the following goods for Christmas trade, viz: Chiffons in all widths and shades, tulles, mechlins, Brussels nets, and novelties in laces, frillings and ruchings, lace collars and fichus, and opera silk gloves.

Caldecott, Burton & Spence report ribbon sales as being very much better than in fall of 1896. They have kept the stock well assorted in double-faced satin ribbons and in all pure silk failles and are now offering a fine range of these goods in all colors and in all widths at clearing quotations.

## GOOD VALUE—B33—LEADS.

This number of black cashmere gloves (B33), known from ocean to ocean as the best value to retail at 25c., is in stock again at W. R. Brock & Co.'s. During the Exhibition they cleared out their enormous purchase of this well-known fleeced glove, and the present shipment is the second repeat received since then.

## THE SEWING COTTON SITUATION.

The recently formed syndicate of English sewing cotton companies has, so far, had no effect whatever on the Canadian market. Only two of the companies interested have any amount of Canadian business and their representatives here do not anticipate a change in prices.

It is rumored, however, that January 1 will see an advance. The last statement of the Coats concern was not as satisfactory as its predecessors, and it is believed that the directors are anxious to place prices on a more profitable basis. It will be easier to arrange this now that the English companies are under one management. In fact the principals of two concerns have already had a conference on this subject, though what the result was is not known.

The trade usually wait until January before placing their order, so as to get the benefit of spring dating, and if any advance is con-

templated, it will be made then. It is not likely that prices will go up to anything like their former figure. German and Belgian competition will prevent that, but an advance of from ten to fifteen per cent. may be looked for.

## NEW GOODS FOR SPRING.

Mr. H. C. Boulter, of Boulter & Stewart, has just returned from New York, and reports business brisk there. The selections of novelties in blouse waists for spring are especially fine. He has been selecting the latest for this market, which contains some lovely creations.

Their travelers will cover all the large centres before Christmas, showing these with their other special lines. Keep in the front rank and buy the newest up-to-date goods.

Remember the tariff changes make American waists more interesting.

## THE MAPLE.

(The Canadian National Tree.)

O maple, tall and slender,  
Filled with the sun's rich wine,  
Whether on open hillside  
Or on the forest line,  
You brim with your glad splendor  
The June-world's cup divine.

With warm light overflowing,  
O strong and stately tree,  
You spread your bounteous branches  
To all glad airs that be  
O tree, of all trees growing  
The dearest one to me.

All through the golden summer  
Your leafy tents you spread,  
When out by field and highway  
The noon lies parched and red;  
And out in the fields the cattle  
Doze by the brook's dried bed.

When late in ripe September  
Earth's fruits are gathered in,  
And wealth of glowing plenty  
O'erflows each brimming bin,  
You with your flaming splendor  
The autumn's triumphs win.

And when in bleak October  
The frosty nuts do rain  
And earth, more grave and sober,  
Hath wrapped her pall again;  
Through your great boughs the storm-wind  
Goes roaring like the main.

O tree of mine own country,  
I love your stately green;  
Old memories of my childhood  
Blow your warm leaves between,  
And past your leafy radiance  
Haunts each familiar scene.

Like you upon your hillside,  
Filled with earth's golden glow,  
Strong, towering proud to heaven  
When happy June winds blow,  
O tree, may my young country  
In days to come outgrow.

Like you amid the forest  
May she 'mid nations tower,  
A Titan proud and mighty,  
Filled with earth's gladdest dower,  
While neath her widening branches  
A people's hopes embower.

—Pall Mall Gazette.

## WRAPPERS.

Greater is the demand for spring 1898 than ever. The many pretty stylish designs shown in American wrappers make them deservedly popular. Boulter & Stewart have a large range of nobby perfect-fitting goods. A complete line shown at their sample rooms, 30 Wellington street east.

## SILCOTTON.

What is it? Look at R. Henderson & Co.'s ad. in this issue of THE REVIEW, and write them for further particulars.

# BELGIAN

SEWING COTTON.



Grand Prize: Paris and Antwerp

## BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada :

Jno. A. Robertson

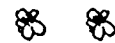
Write direct for Samples,  
and ask leading Wholesale  
Houses for Quotations.

Board of Trade Building,  
... MONTREAL

# Finley, Smith & Co.

Importers of . . .

## WOOLLENS and TAILORS' ... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

# MONTREAL

Solo Agents for  
TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

# Thibaudreau 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**

# TAILORS

requiring stylish goods will find that we  
are showing a fine assortment of

## WINTER

# Coatings AND Suitings

Our travellers are also showing a full line  
of samples for . . .

✻ SPRING, 1898 ✻

# John Fisher, Son & Co.

Woollens and  
Tailors' Trimmings.

442 and 444 St. James Street

MONTREAL

FABRICS AND FASHIONS IN LONDON.

RUSSIAN BODICE STILL IN VOGUE—VELVET RIBBON FOR TRIMMING—BRAIDED CLOTH SKIRTS—CAPES BOOMING AGAIN.

A PARTICULARLY handsome model, which has been the subject of many admiring remarks in a leading showroom this week, says the lady writer of The Drapers' Record, is an afternoon gown of black double cashmere. Round the hem of the skirt is some lovely embroidery, silk violet convolvuli with white velvet tendrils, charmingly reproduced. A smaller and similar design ornaments the back of the bodice, which is of the inevitable Russian type in front, also running down the edge of the front, being outlined with chinchilla, this fur trimming the purple velvet collar.

Velvet ribbon is very generally adorning our smartest frocks. The scroll and Grecian and key designs are the favorite ones employed. On a purple repp dress, for instance, the key pattern in purple velvet ribbon is decorating the skirt round the hips, as well as the basques and revers, while on a red cloth walking toilette black velvet ribbon is most successfully employed. In three rows it runs up the side seams of the front width, terminating in a scroll design two inches from the hem. The coat has a slightly full basque, edged with black fox, epaulettes, and collar likewise finished, while the back is effectively trimmed and the ribbon velvet in a lattice design. A belt of black velvet, with steel buckle, encircles the waist, above which is disclosed a white satin waistcoat, trimmed with cut jet buttons, with black silk passementerie. Completing this stylish gown is a pretty red velvet muff, trimmed with fox fur and a bunch of white chrysanthemums, while the toque is en suite, only having a single uncurled white ostrich mount.

I was at a pretty wedding yesterday, and the bride's costume de voyage was a pale grey cashmere, with turquoise accordion-pleated

Russian bodice, and grey bolero trimmed with very handsome steel and grey bead passementerie. She also wore a smartly grey cape, cut double-breasted, lined with blue silk, and having collar and revers of chinchilla. The hat was a graceful grey chenille lifted at the left side, and trimmed with blue velvet and grey plumes.

Among the trousseau gowns was a tailor-made of smoke-blue cloth, handsomely braided in black, and having astrachan collar and cuffs. To wear with this was a brown velvet toque, with brown velvet and bird, and drooping white shower osprey. A simple but lovely evening gown of yellow satin, with Empire bodice and bolero of blue velvet, richly embroidered, was another enviable possession. The sleeves consisted of small puffs, with very long-shaped sleeves of lace. Altogether a most picturesque gown.

Long, black velvet paletots, with sable and mink revers collar and cuffs, are shown. So are those of cloth, braided, some being lined with fur.

Festive little evening bodices haunt every shop window of importance, and among the prettiest are first those made of silk and covered with foamy frills of chiffon, smartly finished with a sash of black moire antique.

A simple cashmere gown, just made, is in Neapolitan violet shade, cut in en Princesse, with yoke of white silk poplin, trimmed with a lovely mauve and white embroidery, and edged with chinchilla. Down the front of the skirt is a gariture of the same embroidery, coming to a point at the edge of the skirt, and it further trims the white silk cuffs. Capes are likely to boom again this season. I find that there is still a growing demand for those of broadtail and electric seal. Another garment asked for is the boxcloth paletot, with fur collar; one in dark green has black braiding and astrachan collar and cuffs.

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

THANKSGIVING CARD.

We gratefully acknowledge the liberal patronage received throughout the Dominion during the season now closing, and only regret that our producing capacity was not equal to the demand for our goods.

We are now preparing samples for the Spring trade in Dress and Mantle Trimmings, Braids, Cords, Gimps, Barrel Buttons, etc., and our motto will be, as usual,

"Honest goods at honest prices."

Moulton & Co., 11 St. Peter Street, Montreal  
Nov. 25th, 1897.

B. & C. Corsets

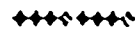
Peerless Dress Stays  
Rubber Tipped Dress Stays  
Braided Wire Hip Pads  
Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO

If you are asked

for Shorey's Ready to Wear Clothing, you will know it is because your customer feels that it is Quite Ready to Wear, and has confidence in the little Guarantee Card in the pocket.



H. SHOREY & CO.  
MONTREAL.

# Homespun

## Dress Goods

have many strong points in their favor, whether for . . . . .

### CYCLING TRAVELLING OR STREET WEAR

They look well through usage that would ruin an ordinary dress. We are making some nice lines at low prices, and we will be glad to send samples.

## EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

# Canada Featherbone Co.

MANUFACTURERS OF . . .

Featherbone Corsets in a variety of Styles

Featherbone Waist, Skirt and Bustle Bone, Tapes, Piping Cord, Etc.

The most modern and perfect article used in the Dress-making Art of to-day.

DEMONSTRATING PARLORS... 113 King St. W. Toronto.

## Canada Featherbone Co.

Sole Manufacturers and Patentees in Canada . . .

### LONDON, ONT.

We will be pleased to furnish information. Write for particulars.

A pleasing recognition of the value of the . . .

# "PIRLE" Finish



is shown by the fact that the leading French and German Manufacturers, in addition to the British, are sending Goods to Ripley's to be "*PIRLE*" Finished. Goods do *not* spot and do *not* cockle. If you have not tried this Finish, particularly suitable for the Canadian market, *Why Don't You?*

## EDWARD RIPLEY & SON,

Bowling Dye Works

BRADFORD, ENG.



## Wardlaw Yarn Mills

**YARNS YARNS YARNS**

**WORSTED YARNS  
WOOLLEN YARNS  
KNITTING YARNS**

Thos. D. Wardlaw - DUNDAS, ONT.

**D**OMINION  
COTTON  
MILLS COMPANY **1898**  
**SPRING**  
**1898**

Whites, Greys, Ducks, Cantons,  
Drills, Bags, Grey Sheetings,  
Bleached Sheetings, Pillows,  
Towels, Piques, Yarns, Prints,  
Etc. . . . .

Wholesale trade only supplied.

**Oxford** Homespuns and  
Tweeds for Spring, '98

are out in entirely NEW STYLES.

Best wholesale houses carry them.

HONEST GOODS. . . . . STYLISH EFFECTS.

**OXFORD MFG. CO.** Limited

W. P. Rodger, Toronto Agent. Oxford, Nova Scotia

**THOMAS MEALEY & CO.**

MANUFACTURERS OF

**Wadded Carpet Lining**

MEALEY STAIR PAD.

AND

**STAIR PADS**

HAMILTON,  
ONT.

OFFICE.—  
24 Catharine St. North.



### BUSINESS MEN DOWN ON POLITICAL HUMBUG.

Chicago Dry Goods Reporter.

Nothing is desired at the present time by the United States more than peace and the opportunity to pursue business unobscured. It is profoundly hoped the approaching session of Congress will give heed to this sentiment, and the country will not be harassed by rumors of war, which unsettle confidence.

Politicians who think to curry popular favor with oratorical challenges to war are misjudging the real sentiment of the people. They may win some applause from shiftless hangers-on for their inflated utterances, but the industrious business man, the farmer and the mechanic will, if given an opportunity to express themselves, manifest a deep disgust with congressmen who are constantly flaunting the battle-flag.

### NEW STYLES APPROACHING.

Buyers who have just returned from visiting the Old Country markets prophesy an even greater demand for braids and braid trimmings next spring than there has been during the past season. In fact, trimmings of all kinds will be in vogue, and the range of these that will be offered to the trade is immense. Ribbons also will continue to be popular. All shades will be worn, though check patterns will, to a certain extent, supersede plain colors.

As noted last month, laces are being tremendously sought after, and the sales during the past few weeks are the largest for years. They will be used largely in new dress patterns, and the retailer will do well to supply himself with a full range.

But little change in gloves is reported, though clasps are taking the place of buttons in ladies' gloves. Greens and purples are the most popular colors, while heliotropes are in moderate demand.

### A HANDSOME BOOKLET.

Messrs. Miller Bros. & Co. have issued an extremely handsome little booklet descriptive of their celluloid goods and giving full information as to qualities, styles and sizes of collars, cuffs and shirt bosoms. It contains numerous illustrations and should be in the hands of everyone who handles these goods. Readers of THE DRY GOODS REVIEW may obtain a copy by dropping a post card to the firm at 30 Dowd street, Montreal.

### STOCK-TAKING IS OVER.

This annual rooting out not only benefits the merchant, but his customers, as odd lines, broken ranges, etc., are brought to the surface and instructions given to "clear them out." W. R. Brock & Co. are offering a number of these lots in all departments, and it will pay merchants in search of "trade stimulators" to call at Brock's warehouse and pick up a number of lines that will help considerably their December trade and increase profits.

### HOSIERY AND GLOVES.

James Johnston & Co. have an unequalled range of hosiery and gloves for the coming season. In cotton hosiery they show special values in all staple lines and an assortment of novelties. In lisle, taffeta and silk gloves the assortment surpasses any they have hitherto shown. In ladies' and gents' underwear they also show a large range, besides children's sizes in great variety.

### NOVELTIES IN BLOUSE WAISTS.

Messrs. Boulter & Stewart, sole Canadian agents for the Stanley waist, of New York, inform us that samples of the new things in waists are now to hand. A complete line of samples shown at their warerooms, 30 Wellington street east. Novelties only.



# Boom Business

**NO. 2 SECRETARY BOOKCASE**  
**\$50 PREMIUM** \* \* \*

Fine Antique Oak Finish; 2 Brass Chains; Curtain Rod only; Lock and Key; 60 inches high, 27 wide, 12 deep.

Two in crate, 100 lbs.

**Trade Winners. Quality High. Price Low.**

Drop post card for quantity quotations.  
 Order sample crate of two.

Others are making money handling these goods.  
 Why should not you?

We have other lines

**BUY DIRECT FROM FACTORY BY MAIL**

**HOURD & COMPANY**

Wholesale Furniture Manufacturers **London, Can.**

### LARGE DEMAND FOR KLONDIKE OUTFITS.

The C. Turnbull Co., of Galt, Limited, report business as being the best they have had since the company was organized. They are at present engaged in filling some large orders for very heavy men's shirts, drawers and sweaters for the Klondike and British Columbia outfitters, who are preparing for the great rush into the mining regions next spring. The demand for the goods manufactured by this firm has increased so rapidly that they find their present premises too small, and, in order to concentrate their works, have purchased from M. S. McKay the property next to theirs, on which they purpose building next spring and adding some of the latest machinery required in their work.

### LONDON HATS WIN MEDALS.

Since Messrs. Wreyford & Co., manufacturers' agents, McKinnon Building, Toronto, have taken agency for Messrs. Tress & Co., hat manufacturers, London, Eng., these well-known makers of high-class hats, etc., are getting the full patronage the style and value of their goods entitle them to. Merchants will have noticed

their exhibit in the late Toronto Exhibition. Messrs. Wreyford & Co. are just advised that Messrs. Tress are awarded gold medal at the Victorian Era Exhibition just held in London.

### PRESENTATION UMBRELLAS.

It has been the custom of W. R. Brock & Co. for many years to import specially for the Christmas and holiday trade sensible lines of legitimate dry goods. This year is no exception and amongst the assortment can be found a choice selection of ladies' and gent's umbrellas, suitable for presentation purposes and holiday gifts.

### NEW PIGSKIN POKKETING.

Anyone who doubts the excellence of Canadian goods should examine the pigskin pokketing, which is among the latest novelties from the Montreal Cotton Co.'s mill at Valleyfield. These goods are of excellent quality, are made in three colors—light slate, cream, pink—and in appearance and finish compare favorably with the best imported stuff.

# Woven Labels.

Shirt Labels & Hangers  
 UNDERWEAR LABELS  
 INITIAL LETTERS  
 INDIVIDUAL NAMES.

KLUGE BROS. Proprietors  
*German Artistic Weaving Co.*  
 274 & 276 Church St.  
**NEW YORK.**  
 CREFELD LONDON PARIS

Silk Labels & Hangers  
 NECKWEAR LABELS  
 DRESS BELTS  
 SHOE LABELS.

# Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 MCKINNON BUILDING.

## STORE SENSE.

Every man is entitled to consideration. We are all of the same flesh, blood, and species.

Because you are a merchant and another man is not,  
That does not make you the other man's superior.  
Not socially.

You cannot stand on your dignity if he speaks to you.  
You have no right to give him the cold shoulder.

I have been led into these remarks by the occurrences of a common incident.

I saw a salesman "frozen out" of a store.  
That salesman carried neckwear,

A line that had no superior,  
A line that every merchant ought to see,

Yet I saw a successful store-keeper absolutely refuse to look at the goods.

I asked him why.

He said the salesman was a boy, and he hadn't time to fool with kids.

What on earth has that to do with goods?

Let me tell you something.

Never shut yourself up within yourself.

See everything,

No matter who shows it,

Or who makes it.

There's something good in everything that's offered for sale,  
Or it wouldn't be on the market.

Your shop is best if it represents the market.

If it merely represents your ideas it's a poor shop.

Your time is valuable.

You cannot buy everything that is offered.

You know what your trade wants.

You know pretty well what will sell and what will not.

But you do not know

What is in a line you have never seen,

Or that you refuse to see because you do not like the house.

Personal feelings have no place in business.

You devote your time to business in order to make money.

You should look upon every man who approaches you with samples as a means to an end.

Your shop will pay best if it is stocked properly.

If the stock represents the market as it is,

Not as it was when you went into business.

Some men buy now as they bought years ago.

They have sunk into a rut.

They will not depart from the lines that they started on.

They disregard fashions.

They detest departures.

They are old-fashioned,

Worn-out,

Trade hacks.

The best thing an old man can have in business is a young man.

Let the young man's ideas have some weight.

He is interested in dress.

He knows what young men want.

He is not wrapped up in a lot of old precedents.—Haberdasher.

## HOLIDAY PRESENTS.

Fancy cushions, suitable for Christmas trade, are offered by the Alaska Feather & Down Co. in assorted cases at a reduced price. The cases are \$20 and upwards, and contain from thirty to eighty different cushions, which retail from 30c. up to \$5 each. When writing this company at their head office, 290 Guy street, Montreal, for particulars, please to mention THE DRY GOODS REVIEW.

## DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS  
and GAUNTLETS

Fine Ktd, Suede and Para Buck GLOVES and MITTS.  
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

## Manufacturer's Agents Wanted.

In view of the constant inquiries from manufacturers and merchants for names of good representatives in leading centres in Canada we are preparing a typewritten list of all the firms open for agencies.

This will be held at our offices for use of such inquirers.

It is important that the list be as complete as possible, and we will be glad to include everyone interested.

There will of course be no charge.

The following information is necessary:

Name.

Address.

List of agencies now held.

References.

Address replies to . . .

THE DRY GOODS REVIEW

Montreal or Toronto.

**WESTERN** Incorporated 1851  
ASSURANCE  
COMPANY.

**FIRE  
AND  
MARINE**

Head Office	Capital Subscribed	- \$2,000,000.00
Toronto,	Capital Paid Up	- 1,000,000.00
Ont.	Assets, over	- 2,320,000.00
	Annual Income	- 2,300,000.00

HON. GEO. A. COX, President.

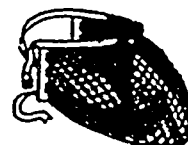
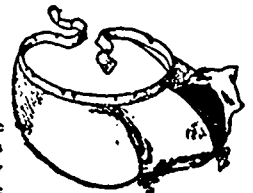
J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE BUSTLE  
IS HERE

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

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



**BRUSH & CO.**

Toronto.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

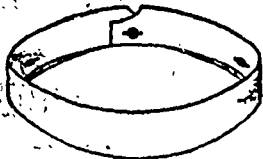
"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

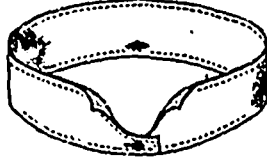
Absolutely No



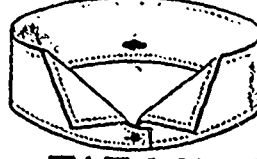
Others Genuine



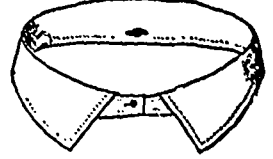
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



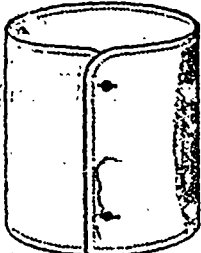
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



**TITAN.**  
Sizes 13 1/2 to 20 in.  
Front 2 1/2 in.  
Back 2 1/4 in.



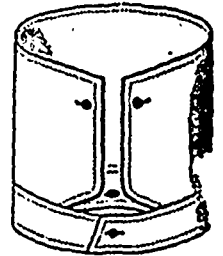
**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/4 in.



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

Roman, Cardinal and Bishop Collars may be had plain  
or with either three or five button-holes.

**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 manufactur-  
ers but also all dealers handling any goods, other than our make, under the  
name of "Celluloid."



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

Sole Agent for Canada

**B. ALLEN**

3153 Melinda St., TORONTO

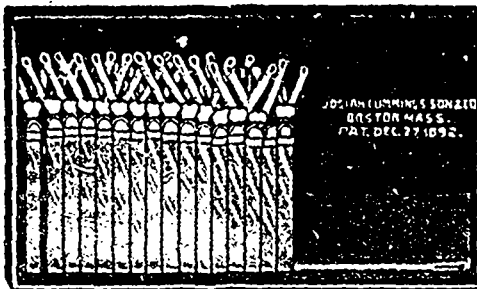
The Celluloid Company

## Sample Trunks and Sample Cases

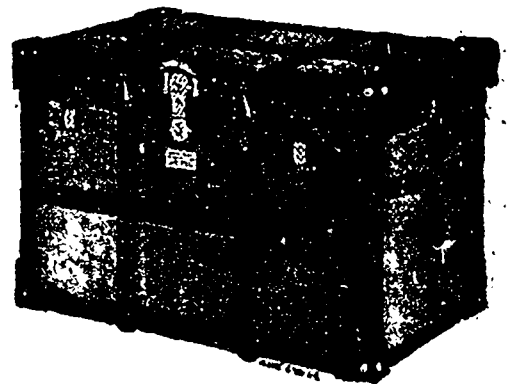
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business.



Cummings' Pat. Suspender Trays.  
Patented Dec. 22, 1892. Patented in Canada.

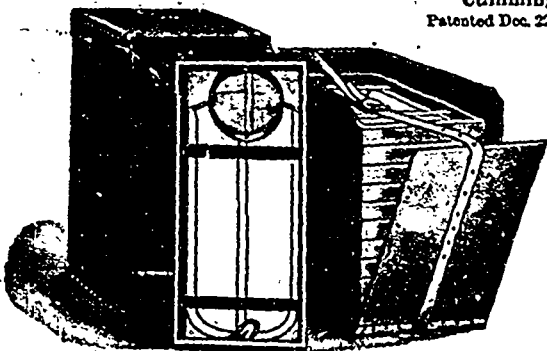


Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

"All Rawhide" and  
"Hub Fibre" Trunks  
and Sample Cases

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



Bosom Shirt Box and Trays.

**JOSIAH CUMMINGS, SON & CO.**

63, 65, 67, 69 Kingston Street

**BOSTON.**

... TO THE TRADE ...

# Hosiery Department



SPRING SEASON, 1898

**I**N VIEW of an enormous increase in our sales of Hosiery, we have decided upon a thorough re-organization in this section of our business. We have already placed large orders for Spring Season with leading manufacturers of the world, and having bought for cash through thoroughly experienced buyers in such large quantities insures the best value possible. Merchants carrying our lines of Hosiery in future can always rely upon having their repeat orders filled promptly, as we purpose making this a special feature. We have allotted more than double the space hitherto occupied by this department, and every improvement possible will be made for the convenience and comfort of customers. No firm in Canada is offering such facilities to the trade for buying Hosiery, and we hope it will be appreciated by an examination of our samples before placing their orders. At present it is impossible to give a list of the extensive range we will show, but herewith submit a few numbers which we think are among our best, and which we ask you to note carefully. In addition to our regular lines we will from time to time have special lines, such as mill clearings, over-makes, etc., etc.

"Special" Plain Black Cashmere, heavy weight, seamless foot, spliced toe and heel.

401. Plain Black Cashmere, heavy weight, seamless foot.

402. Plain Black Cashmere, heavy weight, fashioned leg, seamless foot.

We show a variety of lines such as Extra Heavy, Fine Indiana, extra spliced sole, seamless foot, etc., etc.

Special value in Ladies' Ribbed Hose, seamless foot.

208. 2/1 Rib Heavy Cashmere, spliced knee.

209. 1/1 Rib Extra spliced knee.

409. Children's Plain Cashmere, seamless foot.

Special value in German Cotton Hose, full-fashioned high spliced heel and toe.

Lisle Thread.

A large variety of other lines in Cashmere and Cotton in extra wide leg, opera length. Tartans, pure Silk, in Nile, Pink, Helio. and Gold.

Child's Socks and  $\frac{3}{4}$  length, in Black, Tans, and White.

## John Macdonald & Co.

Wellington and  
Front Streets East

TORONTO