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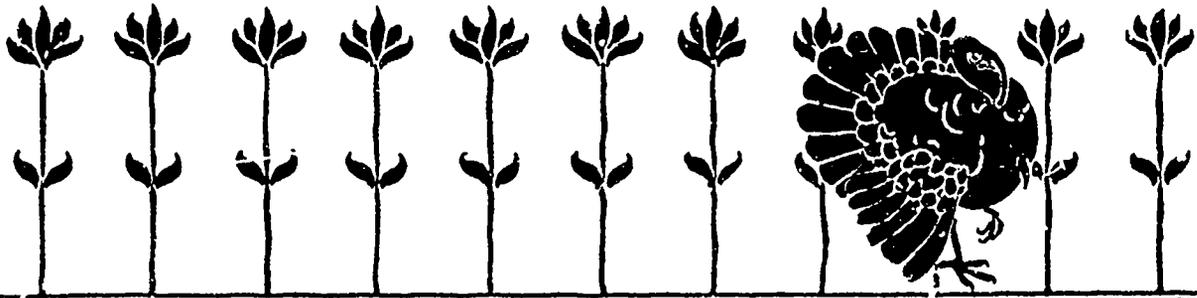
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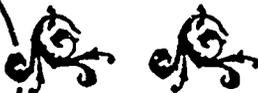
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THE DRY GOODS REVIEW

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



JULY
1895



Canadian Ladies are
in love with



“The Health Brand”

OF UNDERWEAR

It forms the best foundation for any costume, being perfect in fit, and extremely comfortable. Besides, satisfaction is guaranteed.

Your customers will ask you for
“Health Brand” next Fall, and will take
no substitute.

THE
MONTREAL SILK MILLS Co.
Limited

MONTREAL

Established 1792

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Tailors' Linen Threads

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FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** **AND TAKE**
NO OTHER

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If you do you ought
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THE "PIONEER" SHIPPING AGENTS
FOR

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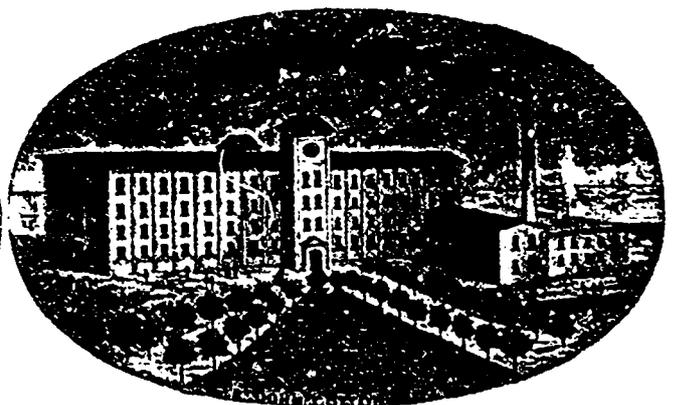
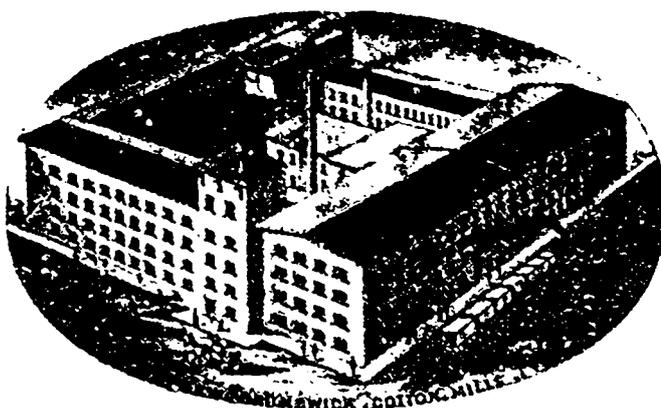
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Cotton Spinners, Bleachers, Dyers and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

AGENTS

WM. HEWLETT & CO. - 100 West Street, Toronto
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Scarce Goods

WHITE SWISS SPOT MUSLINS
BLACK and COLORED SATIN RIBBONS

Just to hand. Full assortment.

Large clearing lines in Canadian Cotton Goods :

Prints, Small Check Gingham
Flannelette Skirtings
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Full stock of —

Priestley's Serges and Cravenettes

JUST OPENED.

Our travellers are now shewing complete ranges of Fall Samples in Imported and Canadian Goods.



Announcement

AS TO FALL AND WINTER

DRY GOODS AND WOOLLENS

The preparations made by W. R. Brock & Co. have been based upon improving times and prospects, and their stock generally throughout their place of business will be found to be much more extensive than during the past two years of depression.

On or before the 15th of July they expect to have a complete stock on hand in every department.

We again urge upon the traders of Ontario the benefit to them of visiting personally this market, knowing by the experience of this Spring and Summer business that great advantage has resulted to those who have acted upon the suggestion in our Spring circular.

Samples of our stock are now in the hands of our representatives.



W. R. BROCK & CO.

Toronto.

CALDECOTT, BURTON & SPENCE

Have made great preparations for fall trade, 1895. We have made extensive alterations in various departments and will offer to the trade an enormous range of goods in the following lines:

Dress Materials

Our standard makes of Henriettas, Serges, Cashmeres, etc., etc.

Mantlings, Golf Cloths,
Beavers, Sealettes, etc.

Hosiery, Gloves, Underwear

From all the best manufacturers of Germany, France, Great Britain and Canada.

Silks, Velveteens,
Ribbons, Trimmings,
Embroideries, Laces,
Muslins, Lace Curtains.

And a complete and constantly
assorted stock of

Smallwares, Haberdashery
and Notions.

Orders to our Representatives carefully filled. Buyers cordially welcomed.

Caldecott, Burton & Spence - Toronto

The Standard and only Paper that Reaches your
Possible Buyer Direct.



Circulating throughout every Province of the Dominion.

Vol. V.

MONTREAL AND TORONTO, JULY, 1895.

No. 7.

THE MacLEAN PUBLISHING CO., LTD.
Trade Journal Publishers.
and
Fine Magazine Printers.

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TORONTO, - - - - 26 Front St. West.
LONDON, ENG., - - - Canadian Government Offices,
R. Hargreaves. 17 Victoria St., London, S.W.

JOHN CAMERON, General Subscription Agent.

J. B. MacLEAN,
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HUGH C. MacLEAN,
Sec.-Treas.

Subscription, \$2.00.

Published the
First of Each Month

ADVANCE IN SUBSCRIPTION PRICES.

In future the annual subscription price of this paper, mailed to British and other European places, and to China, Japan, South America and Africa, will be \$3 a year.

EVERY PROVINCE OF THE DOMINION.

THIS journal has a very large circulation in every province of the Dominion. When we say circulation, we mean that 100 per cent. of the best and up-to-date retailers and the most responsible buyers subscribe for THE REVIEW, pay for it and therefore read it. It is the only journal in Canada representing the dry goods and kindred trades.

We do not sell cheap advertising. To do so we would require to exchange our present experienced staff for a paste pot and scissors; we would require to sell our fine presses and type and buy old worn-out material used in the Ark; good paper and ink would be replaced by inferior stuff. What would be the result? First, we would make money; second, we would lose our present advertisers and get those who now buy cheap advertising; those who say advertising does not pay, those who are dead—dead as a door nail, in fact, they are buried. Thanks, gentlemen, we pass. At the present moment THE DRY GOODS REVIEW is trump and we hold all the cards, viz., the brightest, the pushing and the up-to-date advertisers, who insist on a good thing and are willing to pay for it. Good advertising is cheap advertising every time.

But we started out to say something about our Fall Trade Number, which will be published Sept. 2. You know we always

keep our promises. Well, the coming special number will be equal to, if not ahead of, anything we have ever turned out. Many new features of great interest and value will be introduced. We want our advertisers to prepare bright, sparkling advertisements for this issue. We will do our share by providing new designs in type and border, and good paper and ink. Send in your copy early.

RETROSPECTIVE.

This year's wholesale dry goods trade opened up very poorly, and January, February and March were months in which nobody did very much blowing about the volume of business. Inquiries for all lines, except a few specialties, were very slow and colorless. March, April and May were much better, and by the end of that month considerable confidence had been infused into the trade. The business done was larger than last year, and nearly equal to the business of 1893. Moreover, it was larger than people expected, and hence all the more exhilarating. The first three weeks in June were productive of still further surprises. The sorting trade seemed to have been unduly prolonged, and instead of turning their attention to the ordering of Fall goods, retailers maintained their attempts to sell Spring and Summer goods. This was a splendid thing for those wholesale houses who aim to do a sorting trade, and they have done exceedingly well.

The sorting trade is still on, and light-weight goods are yet in demand, while orders for Fall are most encouraging.

THE PATRONS AND BINDER-TWINE.

We don't love them. We never said we did.

They aimed to break up existing methods of distribution and establish "Patron" ways. Being conservative in our tendencies we could not enjoy the sight of these innovations.

Hence we laughed. Yes, laughed at the Patrons.

It was enough to make anyone smile audibly when that story leaked out about the Patron binder-twine factory at Brantford trying to combine with the Consumers' Cordage Co. and the Dominion Government factory at Kingston to keep up prices. The mill established to break down the "robbery" of a great company finds business is not very profitable and hence is anxious to form a "combine." Farmers combining to make the farmers pay a higher price.

It's decidedly funny.

The farmer outdoes the monopolist in his monopolizing.

INSURANCE AND RATES.

JUST because the insurance companies got done up for a couple of millions by two big fires in Toronto, they have gone to work to twist the thumb-screws. Rates have gone up in Toronto 25 per cent., and all regulations are being rigidly enforced. The companies have sent out various letters of demand to the towns and villages, stipulating for extra watchmen, new hose-reels, etc., until the townspeople have stood aghast and the citizens have become angry.

But out in Winnipeg they seem to have considerable snap. The merchants there concluded rates were too high and began to form a company. They have \$200,000 subscribed and are buying the charter of a weak company. They will confine themselves at first to Manitoba, but later will extend their business through the Northwest to the Coast.

Should other cities adopt mutual protection or municipal insurance, the companies may be sorry that they, like Cromwell, became ambitious.

MAY TRADE RETURNS.

APRIL trade, it will be remembered, according to the Governmental returns, showed an increase of nearly 25 per cent. over April, 1894, and a slight increase about 6 per cent. - over April, 1893.

May Custom house returns are to hand. During May, 1895, goods to the value of \$9,439,957 were imported, as compared with \$9,161,161, an increase of 3 per cent. The exports were \$8,898,932, as compared with \$7,863,960 in May, 1894, an increase of over 12 per cent. Unfortunately, this increase was all in the products of other countries, and thus was not so profitable as it might otherwise be.

One of the most noticeable features of the import schedule is the great increase in the value of cottons, showing that the Canadian manufacturers of these classes of goods are not holding their own. The following is a comparison:

	1894.	1895.
Cottons, bleached, or unbleached, not dyed, colored, etc.	\$ 30,313	\$ 54,999
Cottons, bleached, dyed, colored, etc.	111,558	166,861
" clothing	31,918	40,917
Cotton thread, not on spools	17,510	20,342
" on spools	17,029	31,315
Cottons, all other classes	35,693	48,069
	<u>\$244,021</u>	<u>\$362,503</u>

The increase is thus \$118,482, or 48 per cent. The whole of this increase cannot be attributed to increased trade, and part must be necessarily attributed to the failure of Canadian manufacturers to supply exactly what consumers are demanding.

Woolens show a small increase, amounting to 5½ per cent. The main increase is in dress goods, \$118,730 being the value of this class of goods in May, 1895, and \$94,716 the value in 1894.

Laces, collars, netting, braid fringes and other fringes declined in value from \$117,578 last year to \$85,878 this year. Few laces were imported in May, as stocks were very heavy and the demand fell off.

Furs in a manufactured state were imported to the value of \$86,255 in 1894, and in 1895 they only totalled \$56,088.

The value of the hats, caps and bonnets increased from

\$66,966 to \$71,470, while manufactures of silk increased from \$148,005 to \$153,997.

In free goods the value of raw cottons varied only a few dollars from last year, \$254,515 being the value. Jute cloth and yarn increased from \$19,767 to \$33,417. Raw silk declined from \$16,696 to \$11,081, while the imports of wool increased from \$58,755 to \$119,667.

In exports there were increases in the produce of the mine, produce of the fisheries, animals and their produce, manufactures and miscellaneous. Produce of the forest declined slightly, but the greatest decline was in agricultural products, which were valued at \$1,562,794 in May, 1894, and at \$1,013,574 this year, a decline of over one-third.

On the whole, trade may be said to be very encouraging, and prospects for a good Fall trade are very bright.

A VIEW OF OURSELVES.

CANADA employs 300 members of Parliament, a dozen Cabinet Ministers and about 100,000 noisy politicians to keep up a continuous squabble concerning her trade policy. And yet all they can say and all they can do is of very little moment.

To explain. If the National Policy were the best thing in the world, Canada's trade would be always on the up grade. If this self-same National Policy were the worst thing Canada could have, her trade would be growing beautifully less. But, in fact, trade is neither steadily growing nor steadily diminishing. Last year it went down month after month, and the merchants of this country became beautifully disgusted. Since January, 1st, 1895, trade has shown a tendency to expand, and April imports increased three-quarters of a million over April, 1894, while the exports increased a million. May imports showed a small increase and May exports added another million. The April circulation also showed a substantial increase, which was accentuated in May.

Canada's prosperity depends on the world's markets and the feelings of her citizens. Wheat has advanced in price, floated past the dollar mark in Montreal and Toronto, and Canadian holders have been enriched by a couple of millions of dollars. The National Policy neither caused it nor prevented it. Horses bring from \$50 to \$75 each more than they did a year ago. The National Policy neither caused it nor prevented it. The farmer is getting three cents a pound more for his wool than at this time last year. The National Policy neither caused it nor prevented it. And so one could go on enumerating the rises, and showing that Canada's trade policy is not the prime factor in determining the prices received for her productions, or in determining whether or not she shall be prosperous.

Just now prices in the world's markets are on the upward turn. Wheat is advancing. Cotton and wool are doing likewise. European manufacturing centres are filled with orders at good prices. Bradstreet's of June 8 says: "The feature of the week, as heretofore, is the continued long list of advances in prices, notably those for iron and steel, and the upward movement of bank clearings." Canada is sharing in the general firmer and more confident feeling.

What deduction must be drawn from this statement of circumstances? The deduction is that Canadian merchants must not look so much to Governmental free trade and protective

polices for prosperity, but more to the world's markets and themselves. By studying the prices in primary markets they will know when and where to buy, and when and where to unload. They will recognize when trading at present prices is dangerous and when safe. In the second place, as we have said, they must look to themselves. They must be cheery and confident, full of buoyancy and hope. A nation of dyspeptic growlers would be a sorry place to live in, for the few years it would exist. Canada's lands are broad and fertile, her sons are true and strong. Why then should confidence not always exist?

In conclusion, it may be said that present prospects should beget every confidence in a prosperous year. Money is moving freely, and all agricultural products are at a much higher price than at this time last year. Moreover, an abundant crop is assured and improved prospects are expected from every province in the Dominion.

NEW ZEALAND.

A VISIT by the Hon. J. G. Ward, Treasurer and Postmaster-General of New Zealand, to this country, has enabled Canada to learn much concerning her distant sister colony. Mr. Ward had a conference with the Canadian Government as to the possibility of a commercial treaty which would develop an intercolonial trade.

New Zealand has a population of 678,000 whites and about 50,000 aboriginal natives. The geographical area is a little less than that of the British Isles, with 4,300 miles of sea coast. It is a most healthy climate, with many famous health resorts and hot springs. It is warmer than Canada, but produces cereals and vegetables somewhat similar, and is also rich in coal, gold, etc.

New Zealand has suffered little from the depression in Australia, and was untouched by the banking crisis in the neighboring colonies. When the latter event happened the New Zealand Government immediately guaranteed to help its leading banking institutions to the extent of \$10,000,000. This at once allayed all public anxiety.

The gross public debt is \$199,130,000, or an average of \$284 per head of its population, whereas Canada's public debt is less than \$50 per head. This shows that New Zealand's legislators have gone wild in their expenditures, and the capitalists of Europe have only been too willing to lend. They stipulate always that their interest and their bonds be payable in gold, which has during the past few years been steadily increasing in price, as compared with other commodities.

In New Zealand the wealth per head of the population is said to be \$1,160. In Great Britain it is \$1,235; in France, \$1,110; in Germany, \$665; United States, \$1,025; Canada, \$980; Italy, \$460; Russia, \$275. Should this be correct, New Zealand is, privately, very wealthy.

The imports in 1894 were valued at \$33,934,135, while the exports reached \$46,196,385. In that year the exports of wool were valued at \$16,250,000; frozen meat, \$5,972,725; butter and cheese, \$1,682,199; Kauri gum, \$2,500,000. The production of gold last year amounted to \$4,500,000.

The manufacturing interests are rapidly growing. In 1893 there were 29,000 people directly employed in manufacturing industries, who received upwards of \$11,000,000 in wages, the

materials operated upon were valued at \$17,355,000, while the goods turned out were worth \$37,200,000.

New Zealand is blessed with many and valuable natural resources, and should have a bright future before her. During the past five years her national debt has been reduced 7 per cent., while at the same time a vigorous immigration policy has been carried on as well as the settling of the pauper population on the waste lands.

We wish our sister colony nothing but the greatest success to which she can attain.

THE INSOLVENCY BILL.

A leading wholesale merchant was this week asked what he thought about the failure of Parliament to pass the Insolvency Bill.

He replied that so far as the members of Parliament were concerned his opinion of them had not improved. "They are a selfish crowd," said he, "and have not the true interests of the country at heart."

He blamed the bankers also. They had stuck out for a double ranking in the case of commercial paper. In Ontario, when a bank holds commercial paper, it must value these securities and then rank only for the balance of its claim. The bankers wanted the opposite to this in the Insolvency Bill, and the merchants wouldn't agree.

"If Nova Scotia passes a bill for the proper distribution of an assignee's estate and for the abolition of preferences—and such a bill is promised at the next session—we can snap our fingers at the Government and at the bankers. We will work steadily along at having the provinces improve their laws of this character, and thus obtain from the provinces what the Dominion will not give us, although it is their place to do so. One law for the whole Dominion would be more easily studied and complied with, but seven good provincial laws would not be really objectionable."

In conclusion, he remarked that some day the bankers might want the aid of the Boards of Trade, and then their present action would not be forgotten.

ARE THEY INCOMPETENT?

An Insolvency Law.

A Fast Atlantic Steamboat Service.

A Pacific Cable.

Canada wants these three things and wants them badly. They would do more for this country in one year than the braggadocio of a hundred politicians in a thousand years.

When the merchants have asked bread of Parliament they have given them a stone. The country wants trade encouragement and what does it get? It gets canals that are worth one-third of what they cost; bridges that are very valuable—to the people who built them; an immigration policy that does not bring immigrants; talk and promises, and numerous other things just as valuable. They have refused them an insolvency law; they have done nothing to make Halifax and St. John the shipping ports of Canada instead of Portland and New York; they are slow, dead slow. They have done something, but that something is as nothing compared with what they might have done.

Yet why blame Parliament? They are our agents, the product of our actions, the result of our votes. As soon as the

people realize that they themselves are responsible for the class of men who fill the Houses of Parliament, so soon will they commence to support men who have good business ideas and have the welfare of the country foremost in their minds rather than politicians whose only desire is to help their friends and fatten their purses.

WHERE IS THE GOLD?

PERHAPS the greatest problem before the world to-day is what shall be the medium of exchange. Shall it be gold, or silver, or both?

The silver men, so called, claim that there is not sufficient gold to enable business transactions to be fully and freely carried on, and that this makes gold dear. When gold is dear, under our present monetary situation, other goods are cheap. That is, with gold as the most universal standard, the situation is like a teetering board. Gold is on one end of the board and all other products, such as silver, wheat, cotton and wool, at the other end. When gold goes up (in price), all the other products go down (in price). If gold is scarce, more silver, or cotton, or more wheat, must be given in exchange for the same amount of gold.

Is there then enough gold to do the work and prevent it reaching an enormous price? Or, in other words, where is the gold?

There is a tendency at present, often remarked by the financial journals, for gold to accumulate in Europe. During the past few years all reading merchants will have noticed the steady efflux of gold in the European direction. In that continent it is being absorbed by the great national banks and the monarchical Governments of the different countries.

In the table below are given the specie reserves of the great European banks at the present time.—

	Gold.	Silver.	Total.
Bank of England...	\$187,500,000	\$187,500,000
Bank of France	410,445,000	\$249,910,000	679,355,000
Imperial Bank of Germany	272,730,000
Austro-Hungarian Bank...	96,450,000	67,591,000	164,041,000
Netherlands Bank	81,261,000	35,235,000	56,026,000
Belgian National Bank	72,070,000
Bank of Spain	40,021,000	62,119,000	102,140,000
Bank of Italy...	59,840,000	11,250,000	70,100,000
Imperial Bank of Russia	274,075,000	55,005,000	329,080,000
Total	\$1,289,001,000	\$480,000,000	\$1,869,001,000

The above table is taken from an article on the subject in The Engineering and Mining Journal. The same journal points out that in addition to these sums, held to secure currency issues and for other emergencies, there are other hoards. The German Government has a war treasure of \$30,000,000 carefully guarded at Spandau. The Austro-Hungary treasuries contain \$90,000,000 in gold for Governmental use. Russia is said to hold another lump of over \$50,000,000.

The sum total of the gold thus taken out of circulation amounts to at least \$1,175,000,000—an almost fabulous sum. That such a sum can have been withdrawn from active circulation and put into strong boxes without affecting prices and values is a statement we would not like to make.

If the world's stock of wheat were hoarded up in that style, prices would be expected to advance. Similarly, when gold is withdrawn from circulation, the part left in circulation must be more valuable. The result is that it takes more wheat, or more wool, or more cotton, to buy the same amount of gold than be-

fore the hoarding began. This hoarding of gold has been very marked during the past five years, and during the same period prices have gone down very much. This gives considerable color to the argument that one state of facts is the result of the other.

This hoarding is due mainly to a fear of war in "the armed camp of Europe." Each nation is a rival of all other nations, and each one is afraid of being caught napping. Like the Warriors-Kings of old, they hope to have victory by having plenty of "war-treasure."

Bi-metallists claim that silver should be put on a fixed ratio of value with gold. Then gold would be no more valuable for hoarding than silver, and hence they would be stowed away more equally, leaving more gold in circulation and ensuring better prices. Whether this is true or false, is one of the great questions before the financial world of to-day.

ENCOURAGE DAIRYING.

MERCHANTS must necessarily exercise a considerable influence over their farmer customers. They meet them once or twice a week, and a certain amount of conversation ensues. Merchants also meet them in many other ways. This gives the merchants an influence which may be exercised for good.

For example, what Canada needs most to develop and strengthen her agriculture is more scientific farming. Perhaps there is nothing which has been more beneficial to the agricultural community of Canada than the introduction of dairying and cheese-making. Governments and newspapers have encouraged the building of butter and cheese factories, but much remains to be done. Merchants, through their conversation and by writing letters to their local papers, can carry on this good work. They can encourage the farmer to elevate himself and help him to double the value of his farm produce. By their influence they can aid materially in making the Canadian farmers a prosperous body.

It is gratifying to see that twenty new cheese or butter factories are building in Manitoba this season. These will be a grand help to the farmers of that province.

Merchants need not be unselfish to do this work. On the prosperity of their customers depends the volume of their business. Increase the farmer's revenue, and you increase his buying power. Thus, while merchants are helping the farmer and the country, they will be benefitting themselves.

IS THIS NOT A FRAUD?

Complaint is made of a practice pursued by some of the wholesale houses in the province of Quebec selling yarns at 8 and 10 ounces to the pound. One firm declines to sell under 12 ounces to the pound. In the cases complained of, a package of yarn marked 6 pounds will contain hardly more than 3 pounds actual weight.

GOLF BLOUSES.

The firms that have a supply of golf blouses ought to do well with them, as they are in good demand, both German and English makes, and the stock is scarce. There is expected to be a big import for next season.

A SILENT WAR.

THE WHOLESALERS AND THE BIG COTTON AND WOOLEN COMPANIES ARE FIGHTING.

WAR has been declared by some of the wholesalers, which, if kept up, will very materially affect the domestic cotton and woollen industries, by limiting the consumption of Canadian goods. The effect is already seen in the fact that the domestic manufacturers are not doing the volume of business which the state of trade would warrant.

Imports of cotton goods increased \$103,000 in April and \$120,000 in May. The increase over April, 1894, was 25 per cent. The increase in May was 50 per cent. The natural question then is: Why this increase?

THE REVIEW has sought an answer to this question, and only one can be found. The answer is, that the big cotton companies have lost the sympathy of some of the wholesalers, and the latter have begun to fight. Buyers who crossed to England this year have made heavy purchases for Fall. Wherever they could secure a competing line to a domestic line at the same price, they bought. They would even pay a shade higher in order to displace the domestic goods. One buyer declared to the writer that he was making preparations to import more cottons than ever for next Spring, and that he could do it to advantage. In fact, the wholesalers, in many cases, will buy domestic goods only when forced to by lower quotations.

There is a sad lack of sympathy between the jobbers and the manufacturers, which has been intensified by a feeling among the former that they are not treated well in many ways.

An example of this is seen in the price of Campbellford flannels this spring. On or about April 1st, when wholesalers began first to send out travelers to look for Fall orders, this well-known brand of flannels were quoted at a certain price, which was supposed to be the ruling price, for the season. The price of wool kept going up and everybody bought flannels with the feeling that there could possibly be no drop. Traveler after traveler said to his customers: "You are safe in ordering these flannels. The price of wool as you know is three to four cents higher than last year, and woollens are bound to remain firm. Trade is reviving and inquiry increasing. There is no possibility of a drop. An advance is much more likely."

Yet, what happened? Certain wholesale houses in Toronto have been quoted the best Campbellford flannels, since that time, at one cent less per yard than the price ruling on April 1st. The demoralizing effect of this drop is apparent to all merchants. It shakes all confidence in the stability of the prices of every line of flannels from the lowest grade of domestic to the highest price of foreign make. It destroys the faith of the buyer just at a moment when trade was on the mend. By such actions buying is restricted and the output of the mills piles up until prices are again forced down all around.

Such action places a wholesale house that has sold at the mercy of the house that has not sold. Say that Smith & Co. have bought C. flannels from L. & Co.'s traveler. Six weeks after R. & Co.'s traveler calls on Smith & Co., and during his visit he remarks, "By the way, have you bought your C. flannels yet?"

"Yes, I have."

"You should have waited for me," says R. & Co.'s bright salesman.

"Oh, I bought them right enough," says the unsuspecting merchant.

"Well, we are doing C. flannels at — cents, and others similarly."

The merchant is dumbfounded and loses faith in his own judgment and begins to mistrust the wholesale house from which he had bought. He applies for a rebate, gets it, but does not forget the incident.

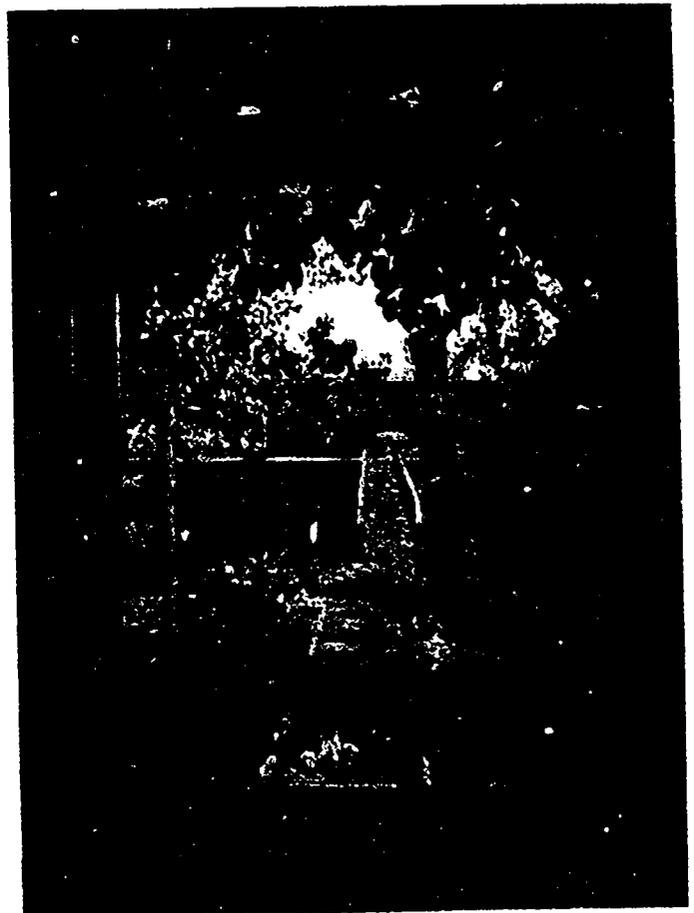
Such things are bound to work to the disadvantage of the manufacturer, who should hold the full sympathy of the wholesaler. Perhaps in this case, the selling agents were forced to their action by other mills cutting, but in any case the result is regrettable.

WHO BEATS THE RECORD?

There must be some veterans on the road to-day whose engagements with one firm are older than the Dominion, which is now 28 years old. W. I. Barnhart and Alex. McLeod, who travel for H. Shorey & Co. in Nova Scotia, have been with the firm for 22 and 23 years respectively. This is a good record of continuous engagements, but who knows of cases which go better?

ONLY FOUR WEEKS.

That Window Dressing Competition closes on August 1st. One window a week for three weeks and a week to spare fills up the time. First Prize, \$20; Second Prize, \$10.



This is the birthplace of **IGONS** which are going to make the '95 Fall Number of THE REVIEW of value to the buyer and seller.

THE FAULT BROUGHT HOME.

EVERYBODY—retailer, traveler, wholesaler, manufacturer—is agreed that this overlapping of seasons is a menace to proper trade relations. That is, that selling goods in June for immediate delivery with October and November dating, is wrong. That all goods sold in June should be sold on regular terms, and not dated as if they were Fall goods.

In proof that this is not yet a necessity, an example may be given. During all June a certain traveler for a Toronto wholesale house decided to carry only Summer goods, and leave his Fall samples in the city. It was a new departure for him, but he did not believe in this overlapping of seasons, and resolved to see if, so far as he and his house were concerned, it would not be possible to stop it. The result was gratifying. He hustled for sorting orders right along through the month, and got them. Yes, he secured them, and sold a large quantity of goods without dating a bill ahead.

This instance proves several things. It proves that the pernicious overlapping of seasons can be done away with by combined action. And it proves that the wholesale merchant can only overcome the evil by being well supported by strong-minded, intelligent travelers.

The traveler may not realize it, but he is the man who is primarily responsible for the present state of affairs. He is anxious for business, and too willingly gives long terms to men who are not justly entitled to them. Therefore, he is the man who should help to prevent it.

The strong merchants are interested, because this practice enables weak men to get a fictitious credit. For example, a weak man with a credit limit of \$2,000 buys \$2,000 worth of goods in February or March. The dating is April 1st, four months. The bill falls due on August 4th. In June and July he secures \$2,000 more goods with dating October 1st, four months. That is, he owes the wholesaler \$4,000, whereas he should only owe him \$2,000. He sells some of the Fall goods in July, and on August 4th pays \$1,000 and renews \$1,000 for a month. On September 4th he pays \$500 more and renews \$500. On October 4th he pays the \$500. That is, over half the Fall goods are sold before he has paid all his Spring account.

Strong merchants should not allow this. What they should do is to say, when buying goods in June and July. "Here, I'll give you an order, but I want no dating ahead. I want only the regular terms, 5 per cent. 30 days" (or net 60 days as case may be). "But I make one condition: You must not give October 1st dating to any other person in this town." If the merchants with money can get the co-operation of the travelers, this evil system would soon be stamped out.

DETECTIVE AND MERCANTILE AGENCIES.

DR. SPROULE, M.P., in his article in another column, makes out a good case for his bill for regulating detective corporations and mercantile agencies. He has eliminated some of the objectionable features which appeared in the bill he introduced in the House of Commons a year ago.

Business men occasionally have a just grievance against the mercantile agencies. They are a most valuable assistance to wholesale merchants and manufacturers. At the same time, as

they are sometimes used they work a great injustice to those about whom reports are furnished. The proprietors of the two big agencies in Canada, "Bradstreet's" and "R. G. Dun & Co.," we are quite sure, desire to do business on an honorable basis. But it is necessary for them to have correspondents in all the business centres, and these men frequently use their position to injure their local competitors. Not very long ago the Board of Trade had its attention drawn to a very disgraceful case of this sort. The correspondent of the agency was the manager of a branch of a Montreal bank in a certain town. In that town was a firm with an excellent reputation, who, for special reasons, applied for a large amount of insurance. Before granting it the company asked one of the agencies for a special report on this firm. It was most unfavorable, and differed so entirely from information received from private sources that the insurance company asked the agency if they were not in error. The agency after some time sent in a second report even more unfavorable than the first. The insurance company at once sent a man to the town to make careful inquiry. He found that the firm was strong financially, and possessed an enviable reputation for honesty and integrity, and that the mercantile agency correspondent had been trying hard to get them to transfer their account—the best in the town—to his bank. Because they refused to give him even a share of it he reported so unfavorably on their standing.

Dr. Sproule might go further and provide specially that anyone giving an agency information which he knows to be untrue should be treated as a criminal, to whom the most severe punishment may be meted out.

Notwithstanding that there are some dangers to be avoided by Dr. Sproule's bill, the Boards of Trade have reported unfavorably, so far as the clauses relating to the mercantile agencies are concerned. London, Hamilton and Toronto have done this on the ground that "any unnecessary interference will react injuriously on trade and commerce."

CARPETS AND CURTAINS.

A leading carpet buyer predicts that imports of carpets for Fall will be much less this season than at any corresponding season during the last ten years. Stocks in both wholesale and retail hands have been accumulating during the past eighteen months, and very little importation will be noticed during this and next month. Fall carpets are usually imported in June and July, and he predicts that the imports will be almost nil.

It is exceedingly regrettable that stocks are heavy, as it shows what a poor trade we have been having recently. But the fact that dealers have decided to unload rather than import fresh goods shows that mercantile wisdom of a superior degree still exists among those who trade in this class of goods.

Trade is fairly good in carpets. One Toronto wholesale house reports that its orders are fully equal to last year. It may be surmised, however, that last year's orders were not up to the average, and that neither are this year's.

The curtain trade is nearly over for the season, as the demand during the Fall months is very meagre compared with Spring trade. The past season has been an especially good one, and wholesalers are very much gratified by their turnover. The regular enquiry has been well sustained right up to the present moment.

CLOSES AUGUST 1.**WINDOW-DRESSING COMPETITION NO. 2.**

ANOTHER competition for window dressers will be held, and under much the same regulations as the last. There will be two cash prizes:

FIRST PRIZE - - - - \$20 CASH.
SECOND PRIZE - - - - \$10 "

The competition will be held under the following conditions:

1. Each competitor must send in three photographs, each of different windows.
2. Each window must be dressed with millinery, dry goods or furnishings.
3. Each window must have been actually shown by some Canadian retailer of the above classes of goods.
4. Each photograph must not be less than 5 inches by 8 inches. The larger the photographs, the clearer the cuts.
5. Each competitor must be a subscriber to THE DRY GOODS REVIEW.
6. The competition shall close absolutely on August 1st. No extension of time will be made on any consideration.
7. Each photograph must be accompanied by a full and detailed word description. If possible, this should be accompanied by a rough sketch of the plan of the window.
8. All photographs entered for the competition will become the property of THE DRY GOODS REVIEW.
9. More than one set of three photographs may be entered by any one window dresser, but no person shall receive more than one prize.
10. All photographs to be posted not later than August 1st, and addressed thus:

**THE DRY GOODS REVIEW,
 26 FRONT W., TORONTO.**

11. The awards will be made by expert and disinterested persons.

CANADIANS AND GLOVES.

"Why, yes," said a member of the trade to THE DRY GOODS REVIEW, "the Canadian market for ladies' kid gloves continues to have its distinctive characteristics. There are a few conditions which affect it alone, as apart from the United States. For example, there is the fact that the tendency to buy better and finer goods is quite perceptible. Now, in New York, the cry for cheap lines, in German makes, is stronger than ever; but here we have, I am thankful to say, no general movement to the same extent. Whether it be that the purchasing power of our people is better, or from some other cause, the demand for a finer article is noticeable, and the trade do not quarrel with it. Then, the Canadian demand wants quick delivery, the market being limited, a dealer must satisfy a want quickly or it might change. Thus, Canada is, in some respects, the most difficult to supply of any market. No doubt the trade is centring more and more in a few hands here, and buying via New York is lessening. As to style and finish, of course, we naturally share the general American characteristics, which go in for a lighter

make in all respects. The English taste for heavier finish, with its different seam and larger welt, has, on the whole, no counterpart in America. America prefers the lighter glove, and gets it. For men's gloves, now, the English styles are not ousted, and there is no indication that they ever will be. But for ladies' gloves it is different, and the American standard is sufficiently clear to be remarked. Glove-buyers have their vagaries, like other people. Now look at this, (turning to the glove in dark and light colors, with Chinese effects), this is an eccentricity, but who knows when a glove like this, suitable for some special fete or season, may not become a common fashion? Anyway, Canada is sufficiently advanced to make it necessary for a glove house to keep it. Yet, as a rule, there is a timidity, one might say, in the Canadian dealer handling the most recent and pronounced fashions in color."

PUSHING TRADE.

THE DRY GOODS REVIEW inquired of a man in the trade the other day if Canadian firms were making all that was possible out of export markets. His reply was: "The manufacturers, such as of clothing, etc., are doubtless doing all they can, but the dry goods trade, as a body, are not noted for pushing into new territory with much speed. Of course, the ordinary importer confines himself to his home market, but even here he will advance very cautiously. Many leading firms in Montreal did not push into the Maritime Provinces at all in the early years of Confederation, and some of those which do an excellent business there to-day only began it in the '80's. The same was true of Manitoba and the Territories, where, in the early years of that country's expansion, the trade was in the hands of a few, comparatively speaking. The time was when British Columbia was regarded by some leading houses as too distant to warrant the trade being sought after. But our eastern houses do not say that to-day. I know of one case where a Montreal firm began operations in Nova Scotia just at the Union in 1867, when the Act had barely got into operation, so that the travelers had actually to bond their samples to enter the new province." In view of these experiences, it would be well for Canadian firms to be prepared to act differently when Newfoundland is added to the Union. The recent negotiations seem to have broken down, and business men are not too well pleased with the Government for failing to carry out an arrangement. But, according to the Premier's latest statement, the door is still open. If the chance presents itself again, our firms should take away, under free intercourse, the bulk of the business from outside firms.

CANADIAN QUILTS.

Quite a success has been scored during the last year or two by Canadian-made quilts. These quilts are being turned out in Canada now with a finish and quality which leave nothing to be desired. In addition to this the facilities for making them have been much extended, so that the trade has no difficulty in getting supplies. Not so long ago the imported article was altogether in vogue, but the home quilt is creating a constituency of its own and meets with favor both from the wholesale and retail houses. Several importing firms which used to deal in the imported grades only have placed orders this year for Canadian quilts, and find the demand brisker all round.

THE MERCHANTS MUST AGITATE.

If people want anything real badly, and it is within the bounds of possibility, they usually get it, if they are in earnest for a sufficient length of time.

The fast Atlantic steamboat service is wanted and a few of the Canadian papers are keeping up the agitation. Several of the Maritime Province papers have reproduced our last month's article on this subject. We are doing our best, but we can't do it all.

Let the merchants agitate. Write letters to the press—the daily press, the weekly press and the trade press. Talk it up as a thing that is wanted and wanted at once. Keep right at it. Be in earnest about it.

We must have it. Firstly, because it would help the up building of a Canadian national sentiment by enabling Canadian passengers to travel to and fro from Europe on Canadian boats and by making this country independent of nations with which we have no governmental or sentimental connection. Secondly, because it would help to develop Canada's Atlantic seaports. Thirdly, because it would be a great boon to Canadian railroads. Fourthly, because it would develop our commerce. Fifthly, because it would increase our trade with the Mother Country both in exports and imports. Sixthly, because it would put large sums of money in Canadian pockets that now go into the coffers of the foreigner.

MONTREAL RETAILERS.

The Montreal Retail Dry Goods Association considered, at its last monthly meeting, the question of holding a picnic, and decided to have one on the 31st inst. to Iberville. These picnics are quite a feature of the city's merchant associations. They bring the members together at a time of enjoyment, and induce a closer acquaintance and friendliness than attendance at business meetings can possibly effect. In this way co-operation on all trade interests is far easier to secure.

HOW OIL-CLOTH IS BEING MADE.

I never was an unreasoning admirer of Canadian-made goods in any line, and, as far as oil-cloth is concerned, was not well posted as to its manufacture in Canada. A visit to the factory of the Dominion Oil-cloth Company in Montreal has enlightened me a good deal. The extensive nature of the establishment surprises one. There is evidently the machinery for carrying on the manufacture on a large scale, and the facilities for supplying a full range of patterns are complete. The whole place in extent and equipment is far beyond what was anticipated. The processes by which the various kinds and grades of oil-cloth are made demand a skill that is evidently of the highest. No one who has not seen the processes, the infinite labor and care required in developing an intricate pattern, the manipulation of the materials, can realize the standard to which we have brought the manufacture. The trained men go on with their work unheeding the presence of a stranger, and, like all experts, impress the onlooker by their skill. After investigation of the way in which the oil cloth is made one appreciates better the excellence of the makes as seen in the manufactured article. It is not surprising that we have no superiors in table oil-cloths. The finish has no flaw, and the patterns are

well chosen. Of the floor cloths the same can be said, although individual taste and the old reputation of foreign grades account for the imports which still go on. I have no doubt that the growing tendency of the wholesale trade to handle Canadian cloths can be traced to their knowledge that the equipment and range of manufacture in Canada have reached high water mark.

I. P.

NEW GOODS FOR PRESENT DEMAND.

The new golf jerseys, which are so fashionable in England, and which are also capturing favor in Canada, will be in stock early this week at S. Greenshields, Son & Co.'s, Montreal. They will be in different shades and grades; in fact, a full line. The firm also report a supply of novelties in knitted shawls in new styles and light-colored and fancy effects—a very reasonable line for Summer and Autumn wear. The scarcity of Swiss spot muslins in colors and white is met by a good stock of these fabrics. Black satin ribbons, for which there is quite a call, and also colored ribbons, are on hand in quantities, a large shipment having been received. There seems also to have sprung up an active demand for tan, cashmere and cotton hosiery, children's sizes, the popularity of which is easily accounted for when one examines the appearance and texture. Messrs. Greenshields bought a lot of Swiss embroidered handkerchiefs before the recent advance in price, and intend offering them at the old figure for some time to come. They have also some job lots of Swiss embroideries in narrow widths, and likewise some 27 and 45-inch widths for skirts and dresses.

A feature of the warehouse last week was an immense pile of Canadian fabrics which were being rapidly moved out in response to orders. These were a job lot of stuffs, consisting of plain and fancy shakers, sateen scatterings, small check gingham, crinkles and plain crepons.

It repays one to take a glance at the handsome dress goods being shown for Autumn and Winter wear. Plaids are going freely. The dress goods in mohair effects, some with thorn surface, are exceedingly effective and tasteful. Black silks are in vogue again. Linings are reported firmer in price, and cottons, one is prepared to hear, are stiffer.

POINTERS.

There is a good demand for black and white prints, in stripes. Brophy, Cains & Co. have them in stock. They are new lines just received.

For undershirts or petty-coats, lustres, in black or colors, are good. They shed the dust quickly and cause the dress to drape gracefully and fashionably.

Nothing could be cooler, nicer or look better for men's summer coats and vests than plain lustres and with diagonal cord. Brophy, Cains & Co. have these goods.

A few of their new items in fancy goods: Oriental guipure collars, Tom O'Shanter hats, pirate caps, golf blouses, in wool colored bebe moire ribbons, swan trimmings, cream, pink, sky, white, fawn and grey lamb trimmings, feather trimmings, flanellette trimmings, velbinda for skirts.

ONE MONTH MORE.

Those three photos of your well-dressed windows must reach us by August 1st. It is better to have tried and lost than never to have tried at all.

WOOL MARKET ERRATIO.

PRICES on Canadian fleece vary just now very materially, and the real value of it is hard to ascertain. Consumers, such as domestic manufacturers, are very canny about buying at present prices. It is the same way in the United States. The Western holders are paying the growers good prices, but they cannot sell to advantage in Philadelphia, New York and Boston.

The other day the price in Toronto was 21 and 22 cents, and yet the price of Canadian washed combing and delaine in Philadelphia (June 18th), was 21½ to 22 cents. Where would the jobber's commission and the freight come in?

In the week ending June 22 wool weakened slightly in Toronto, and 21 cents was the maximum price for fleece. Last week, however, owing to greater activity in the United States market and the presence of a number of buyers from over the line, prices advanced a cent, the price now running from 21 to 22 cents. It is said that the quality of the fleece now being marketed here is very superior. Rejects are higher and quoted at 17 cents, while unwashed wools bring 13 cents, also an advance. Pulled wools are not very active.

The following from Dun's Review of June 22nd, shows that present prices will likely be maintained.

"Sales of wool at the chief markets, 3,113,700 lbs domestic and 3,844,400 foreign, are larger than in any previous year for the same week, and in three weeks of June have been 19,516,065 lbs., of which 10,631,700 were foreign, against 16,933,600 in 1892, of which 7,764,800 were foreign. Holding of stocks by growers for higher prices has caused an advance in the average of 104 qualities of domestic wool quoted by Coates Bros. from 13.09c. June 1 to 13.27c., but Australian is bought on a large scale at 36 to 38c. for combing and 34 to 36c. for cloth-

ing, both scoured, and want of domestic supplies is evidently causing heavy purchases of foreign wool in advance of needs."

The following are the maximum Toronto prices at the different periods indicated :

QUALITY.	Nov., 1893	Feb., 1894	April, 1894	June, 1894	July, 1894	Sept., 1894	Oct., 1894	Jan., 1895	March, 1895	April, 1895	May, 1895	June, 1895
Fleece, combing	18	18	18	16	17	17	18	18	19	19	19	21
Fleece, clothing	13	13	13	12	12	12	13	13	14	14	14	16
Pulled, combing	21	22	20	19	19	19	19	19	20	20	20	22
" super	21	22	20	19	19	19	19	19	20	20	20	22
" extra	26	26	24	22	22	22	22	22	22	22	22	22

From this table it will be seen that the price of fleece is now five cents higher than at this time last year, although clothing is not so valuable, comparatively speaking. Pulled wools are the same price as a year ago in extra grades, but higher in combings and supers. Viewing the general status of trade, prices are now as much higher than last year as can be reasonably expected. But the same information would lead to a belief that the present prices will be maintained.

A large wool washing establishment is about to commence working at Barracas al Sud, Brazil, with a capacity for treating forty tons of wool a day. This establishment, which will be the first of its class worked by steam in South America, covers a superficial area of 4,000,000 square metres, and has been erected at a cost of about \$500,000. It is thought that this new industry will cause a transformation in the wool market, as it will place Argentina in a position to export washed wool, and thus obtain better prices in European markets.—Textile Mercury.

Our representatives are now showing full range of

Domestic and Imported Fabrics

FOR FALL.

These goods have been bought at bottom figures. Many lines have already advanced, and, as stocks have been depleted, both at retail, wholesale, and in manufacturers' hands, we advise our friends to place their orders early. The goods cannot go lower, and early buyers will be sure of satisfactory delivery before market is bare.

All the indications are that Country Merchants will have a satisfactory trade during the balance of 1895.

KNOX, MORGAN & CO.

Dry Goods Importers

HAMILTON, ONT.

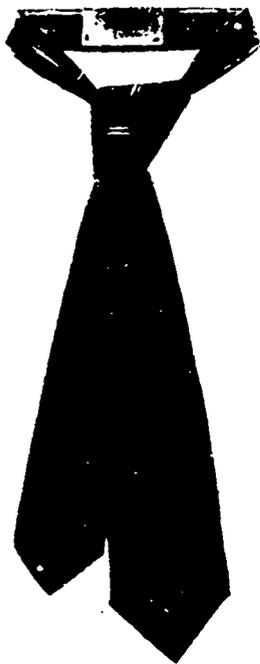
NECKWEAR SUGGESTIONS.

GLOVER & BRAIS are showing a special all-silk cloth in the popular jasper effects, satin-lined, in a $2\frac{1}{4}$ -inch Derby, in an adjustable bow, and in a knot scarf, at \$2.25 per dozen. This line has already created a sensation.

In the better grades they show an almost endless variety, comprising jaspers, broches, armures, neat lousines, tartans and foulards. They find their Regent Club or Grad. Derby the best selling shape this season; also a big demand for Lombards and bows, notably their Essex adjustable bow.

E. & S. Currie are showing a special graduated four-in-hand for ladies. It is 52 inches in length, with long, pointed ends. This great length enables it to be tied close to the throat, and yet reach down to the belt to be fastened there. It is made from all plain colors and black in corded silk, also in black and navy satins with white spots.

In Fall neckwear, E. & S. Currie are doing a splendid trade. Graduated Derbys, with large, pointed-end aprons, are taking very well. Bows are fair. Their natural-tied scarf, No. 2,064, as shown in last issue, has proved to be a taking shape, and large orders are being booked for it.



SCARF - NIAGARA NECKWEAR CO. a direct imitation in a made-up scarf. It is one of the few productions of the Niagara Neckwear Company, Ltd. (Dominion Suspender Co.)

Wyld, Grasett & Darling report a great demand for their Peyton bow, which is illustrated in their advertisement in this issue. It is an excellent piece of neckwear and should prove popular with the well-dressed public. Their stock of Glendowe and Grandee collars is again in complete shape, having been generously replenished by a large shipment.

The tie shown in the accompanying cut is not a four-in-hand tie, but

The Niagara Neckwear Company (Dominion Suspender Co.) are showing some beautiful shapes in ladies' Tecks, bows and four-in-hands—the latest American shapes for high-class trade. Samples on application.

AN ALPACA FAMINE.

FASHION has set the seal of her approval on alpacas in England. At the Derby lately alpaca frocks were seen in fifties. Some were of widely meshed material, others almost rough of surface, so thickly and coarsely were they woven, but all having that peculiar silkiness of aspect which is characteristic of the material.

The Drapers' Record, of June 5th, says: "Alpaca dresses are steadily coming into favor. A friend of mine has had this

fabric, in a pretty shade of blue, made with a plain skirt and draped bodice, trimmed with a deep beige crochet lace which droops over the shoulders, and each side a frilled pleat of the alpaca coming down the centre of the corsage front. * * * A black alpaca costume, with short coat, has white suede revers and belt, and is exceedingly smart."

The demand for it has reached Canada, and the trade are pretty well sold out. One leading house told THE REVIEW that their stock had been completely cleared out. When a customer had sent in an order a few days ago they had tried to fill it through the trade, but were unsuccessful. Next season the demand will be large.

SPECIALS AND CLEARANCES.

SOME noticeable specials and clearances are now being offered by John Macdonald & Co. Merchants who have low stocks and merchants who want goods for bargain days or special sales will find the following information valuable.

A clearance in two-piece bathing suits is offered at a low figure.

In furnishings, summer cashmere vests, sizes 34 to 44, nice neat checks, will be offered at a very low price so long as the stock lasts. A line of net underwear, in all men's sizes, and a big range of flannelette and negligé shirts are also quoted at prices to clear.

Special light-weight worsted suitings and worsted trouserings, suitable for warm weather suits, are in good variety and in lively movement.

Scotch Ceylon shirtings are a special just now, as are white ducks, with black stripe or black spot. The latter are popular for ladies' costumes. French canvas for stiffening purposes is receiving special attention.

In the silk department the specials are a line of glaces for underskirts with broad black stripes alternated with narrow colored ones, a line of narrow striped glaces for either blouses, skirts or underskirts, and a line of Royal cashmere satin. This latter is a most beautiful fabric, being of that French style known as gaufre or lightly crinkled. The patterns are akin to what are usually known as Paisleys, with somewhat brighter and richer colorings. Spot shots in the rich popular greens and other shades are prominent in their magnificently stocked silk department.

Midsummer prints and similar goods moved very freely last week.

NOVA SCOTIA ALL RIGHT.

"The outlook in Nova Scotia seems excellent," said Mr. Fraser, of S. Greenshields, Son & Co., to THE REVIEW. He has just returned from a trip to the Maritime Provinces, where he found matters in good shape, and the outlook for trade never better. In Yarmouth, business was active, and the export of fish was on a large scale. "I noticed that one day's outward consignment of lobsters and mackerel amounted to \$20,000."

MONEY FOR HOLIDAYS.

The window-dresser who wins one of the Prizes offered by this Journal for the three best dressed windows will have a nice little wad to spend on his holiday trip. First Prize, \$20; Second Prize, \$10.

Our Range of Samples is Complete

**NOT IN NEW IDEAS ONLY
BUT THE LATEST**

We were the last to leave the French and English Markets. We made good use of our time and wish you to profit by our labors. We cater for the requirements of sharp, keen, live business men.

Our Travelers are now on their respective routes. We ask our friends to wait for them, and to give us their confidence and commands.

P.S.--
Particularly Their Commands.

BROPHY, CAINS & CO.

196 McGill Street

MONTREAL

A FEW SPECIALS

DRESS GOODS

- Full ranges of Velveteens, blacks and colors.
- " " 32-inch Cape Velvets.
- " " Cream Serges and Crepons.
- " " Blouse and Fancy Silks.
- " " Lawns and Muslins.

Haberdashery and Smallwares

- Full ranges of Women's Hermsdorf Dye Cotton Hose
- " " Silk Gloves and Mitts.
- " " Umbrellas and Waterproofs.
- A few clearing lines of Flannelette Shirts.

WOOLENS

- Full ranges of Blue and Black Twills.
- " " Black and Fancy Worsteds.
- " " Venetians.

DRESS STIFFENINGS

- Linen Grass Cloth, 28 inch.
- Cotton Grass Cloth, 28 inch.
- Cotton Grass Cloth, 42 inch.
- Real Hair Cloth.
- Crinoline, in black and grey.
- Canvas, black, white, slate and natural.
- Canvasette, black, slate, cream and white.
- Collar Board Canvas.
- Imitation Hair Cloth.

IMPORTED STAPLES

- 27-in. Fast Black Sateens, spots and stripes.
- 29-in. Dimities, in black, blue, red, and green stripes.
- 32-inch Wine Red Cashmerettes.
- 20-inch x 40 inch all Linen Huck Towels, job.
- 34-inch Bunting for decoration purposes in all colors.

HOUSE FURNISHINGS.—Carpets—Fully assorted ranges in all makes.

Quilts—Honeycomb, Marseilles, Applique, Nottingham Lace, Swiss, and Irish Point, Chenille Covers and Curtains.

SPECIAL ATTENTION GIVEN TO LETTER ORDERS.

McMASTER & CO.

12 Front Street

TORONTO

TRADE NOTES.

THE Commercial Travelers' Association, of Winnipeg, has defeated the London Guarantee and Accident Company in its suit to recover insurance on the life of a member who was frozen to death in a blizzard. The company urged that the policy did not cover death by freezing.

D. McGillivray, general merchant, Chilliwack, B.C., has been succeeded by Joseph Farr.

S. K. Colquhoun, general merchant, is removing from Gainsboro', Man., to Hartney.

Mrs. M. Rioux, general store, Bic, Que., is dead. So is Wm. McCumber, of Bouchette.

The Sire, Richardson Carpet Co. are negotiating to start a carpet factory at Bowmanville, Ont.

C. & M. Mills, Iroquois, Ont., are general merchants, and they have compromised at 50c. cash.

L. McAlpine's general stock at Lockeport, N.S., was burned on the 15th inst. Insurance, \$2,000.

Bergan, Peter & Co., general merchants, Greta, Man., is the name and address of a brand new firm.

Burford, Ont., had a fire which did \$2,000 damage. Slater, the tailor, and Clement, baker, were the losers.

An electric railway, eight miles in length, connects Fort William and Port Arthur. The fare is five cents.

The reports of the recent annual meetings of bank share holders are interesting, and certainly are a good criterion of better trade conditions.

Thomas W. Watkins, manager for Thomas C. Watkins, dry goods merchant, Hamilton, sailed on the Majestic on Tuesday for England on his usual purchasing trip.

The British Board of Trade returns for May show that imports increased £620,000 and exports increased £860,000 as compared with the corresponding month last year.

The man who thinks he will advertise as soon as his business indicates that he can afford to spend money for that purpose very likely finds that it never reaches that stage.

The dry goods, gents' furnishings and clothing stock of J. E. Moore, of Ruthven, Ont., was sold for 68 cents on the dollar. It was valued at \$4,500.34, and was bought by Barrett & Co., of Tilsonburg.

Edward Papst, a tailor employed by Bartlet & Mardonald, Windsor, died Wednesday morning. Pneumonia was the cause of his death. Deceased was 29 years old and his home was in Aylmer.

The Council of the St. Thomas Board of Trade have decided to petition the Dominion Parliament to grant the L. E. & D. R. R. \$3,500 per mile for the proposed extension from Ridgetown to a point south of St. Thomas.

H. B. Bristol, of A. Bristol & Son, dry goods merchants, Picton, Ont., was married on June 15th. The wedding was quite a society event, and the happy couple have gone on an extended trip to Great Britain via New York. The lady's name was Miss Georgia Hart.

Among the present departures for European markets were: John Martin, of Gillespie, Ansley & Dixon, Toronto; G. F. Glasco, of G. F. Glasco & Co., Hamilton, G. S. Page, hats and furs, Montreal; J. B. Campbell, buyer for R. Simpson,

Toronto; W. R. Johnston, of W. R. Johnston & Co., Toronto, and E. J. Redmond, of Redmond, Greenleese & Co., wholesale hats and furs, Winnipeg.

A change has taken place in the Toronto branch of the Alaska Feather and Down Co., of Montreal, Mr. J. K. Sherard having been summoned to take charge of the Montreal factory, and the popular house of Messrs. Perry & Co., of Toronto, made selling agents. Messrs. Perry will carry a full line of samples.

One of the largest importing houses in Ontario has just given an order for 500 quilts to the Alaska Feather and Down Co., Montreal, the value of the goods aggregating \$2,500, and the firm claim that this is by far the largest order ever given for Canadian articles of this kind. The Alaska Company are showing some very handsome satin quilts, which for taste in combination and excellence of make are pronounced 15 per cent. better value than similar articles offered in times past.

At the recent Montreal Dog Show THE DRY GOODS REVIEW'S famous Irish terrier, "The Canadian Ambassador," added another to his many victories on the bench. This breed is rapidly coming into favor, for there were thirty two entered. "Pat," as he is called for short on other than state occasions, took the first prize. His companion, Biddy, was not shown. He is now spending a few days at home in the Montreal office, and after that will accompany one of the staff on a tour among the retail merchants in Quebec, for he understands French quite as well as English or Irish and Scotch Gaelic.

CLOTHING AND WOOLENS.

Who says Canadian fabrics won't sell in the States? H. Shorey & Co. have booked an order for Rigby from Amsterdam, N.Y., to the value of \$1,000. The material will be used in making uniforms for the band and fire company.

Reports from the Northwest and British Columbia are much more cheerful, especially the latter. The development of the Kootenay district is greatly increasing the demand for clothing.

As to future taste in ready-made clothing, E. A. Small & Co. expect that there will be no present tendency to revive ulsters in the better grades.

A new feature in ready-made clothing is the bicycle suit made up in the Rigby-treated cloth. A bicyclist generally runs all sorts of risks of a ducking, and rain-proof suits meet the case. Canadian cloths make up well for this purpose with coat buttoning to the neck, short pants buttoning at the knee and having re-inforced seats. Mr. Shorey says he finds it best to have a traveler who devotes his whole time to Rigby and covers the Northern States and Canada.

Canadian firms who have tried export markets for ready-made clothing are advised that Australia is a promising outlet for children's clothing. The English goods which sell there are limited in style to a few standard makes, and a range of American youths' clothing has a good chance of creating a good demand.

Mr. McDougall, of James McDougall & Co., Montreal, has gone to England to buy for his firm.

FIBRE CHAMOIS vs. FIBERINE

**PERPETUAL INJUNCTION GRANTED IN FAVOR OF THE
CANADIAN FIBRE CHAMOIS CO.**

This is of Interest to Every Dry Goods Merchant in Canada :

IN THE HIGH COURT OF JUSTICE—CHANCERY DIVISION.

BEFORE THE HONORABLE CHIEF JUSTICE MEREDITH.

This is to certify that by a judgment bearing date the eleventh day of June, 1895, and made by the said Court in a certain action therein pending, wherein John C. McLaughlin is plaintiff and The Ever Ready Dress Stay Company are defendants.

1. The said Court did declare that the plaintiff was entitled to the sole use of the words "Fibre Chamois" and all other similar words under the Trade Mark and Design Act, and that the defendants had been violating the rights of the plaintiff under the said Trade Mark and Design Act, and did order and adjudge the same accordingly.

2. And the said Court did further order and adjudge that the defendants, their agents, servants and attorneys, and each and every of them should be, and they and each and every of them were and was thereby perpetually restrained from imitating the registered trade mark "Fibre Chamois," and from violating and infringing the patents, or either of the patents of the plaintiff, in respect of "Fibre Chamois," and from manufacturing or selling or offering for sale any substance or material in violation or infringement of the patents, or either of the patents of the plaintiff, and from using the registered trade mark of the plaintiff or any imitation thereof, and from selling or offering for sale any article bearing such imitation thereof, and from manufacturing or selling or offering for sale as "Fibre Chamois," or under that name or title or under the name or title of "Fiberine," or under any other name or title similar to "Fibre Chamois" or "Fiberine," any goods, substance or materials which are not the goods, substance and materials manufactured by the plaintiff and known as "Fibre Chamois."

And at the request of the said plaintiff this certificate is given, for the purpose of registration, pursuant to the Statute in that behalf.

Given under my hand, and the seal of the Chancery Division of the said Court, this twenty-first day of June, A. D. 1895.

(Seal.)

(Sgd.) GEO. M. LEE, Clerk of Records and Writs.

COWEN, DICKERSON & BROWN,
ATTORNEYS AND COUNSELLORS AT LAW,
253 BROADWAY, POSTAL TELEGRAPH BUILDING.
New York, April 24, 1895.

MESSRS. J. W. GODDARD & SONS, Selling Agents of the American Fibre Chamois Company :

Gentlemen,—We have examined the Letters Patent belonging to the American Fibre Chamois Company, which you have submitted to us for our opinion, and are clearly of the opinion that they not only cover the process under which Fibre Chamois is produced, but also Fibre Chamois itself.

We are also of opinion that the trade mark "Fibre Chamois" is good and valid in law.

As the article Fibre Chamois itself is covered by Letters Patent all who deal in kindred articles, as well as all who make them, are liable to suit for injunction, profits and damages to the American Fibre Chamois Company; not only wholesale, but retail dealers are thus liable, and we may add that manufacturers of garments comprising the article of Fibre Chamois are liable.

We would advise that the American Fibre Chamois Company first issue a warning to dealers, but if they continue dealing in, or using imitations of Fibre Chamois, that suits should at once be brought against them. This course will save the delay incident to a recovery against them, after suing the manufacturers.

The Letters Patent of the American Fibre Company, which cover Fibre Chamois itself, are also broad enough to cover the articles submitted to us under the names "Fiberine," "Buckskin Fibre," "Fibre Interlining," "Fibre Fabric," and "Sponge Crepon."

Respectfully,
(Signed) COWEN, DICKERSON & BROWN.

Will you believe a plain statement like this, or do you prefer the word of people who, to your own knowledge, have the wrong side, and whose goods never were heard of till long after FIBRE CHAMOIS was an established success in all the leading stores in the United States and Canada?

STICK TO FIBRE CHAMOIS AND KEEP OUT OF COURT.



DR. SPROULE'S BILL.

Editor DRY GOODS REVIEW.

SIR, — The general purpose of the bill which I have introduced in the House of Commons is to place detective corporations and mercantile agencies under legislative restriction in the public interest. At present there is practically no control or supervision over these classes of business, which from their peculiar nature would seem to be almost the first calling for regulation. An individual, for instance, may set up as a private detective, assuming for the purposes of his business a pretentious and high-sounding title; he will be entrusted with important secrets, be employed in delicate missions, family matters of one kind and another will be communicated to him; and yet he may be not only incompetent in his line of work, but utterly without character. Such cases are not unknown in Canada. Then, think of the possibilities for blackmail which are opened for a worthless person who may set himself up as a private detective, and in that capacity learn sacred secrets, which he will afterwards use in extorting hush money. Of course, I am well aware that there are many most reputable and honorable persons following the profession of a detective, or I may say that the profession when faithfully followed has high and important functions, conducive even at times to the welfare of the state, and always promotive of the ends of justice. Such persons will not object, I am sure, to the provisions of the bill which I have introduced. Rather, on the contrary, they should assist in having it become the law of the land, since it will afford them protection against disreputable members of the profession, and will give the business the stamp of legal recognition and the advantage of adequate safeguards. The bill deals, first of all, with detective associations, and requires that any person or persons proposing to engage in the business shall file a certificate with the Secretary of State, setting forth the full name and residence of each, the name and style of the association, and where the principal office is located, the whole to be attested under oath. Within thirty days after the filing of this certificate a bond for \$10,000, signed by all the members of the association, is to be deposited with the Secretary of State, and two sureties for each member of the association are also to give bonds, aggregating \$10,000, for the faithful performance of the duties of the association. Moreover, every person proposing to act as a detective is required to make oath that he will faithfully and impartially discharge his duties as such. These conditions having been complied with, a charter of incorporation by letters patent will be issued by the Governor-in-Council, and thereafter the association may engage in the secret service or detective business. The liability clause, which is, of course, an important feature of the bill, reads as follows: —

"The members of every detective association incorporated under the provisions of this Act, and their sureties, shall be liable on the bond of the association in damages to the party injured for information, which is damaging, if incorrect, for loss of or damages to any money, property or thing of value which may come into their possession, or the possession of their employees in the course of their employment, if such loss or damage is caused by the negligence or misconduct of any member or employee of such association, which damages may be recovered in any court of competent jurisdiction: Provided that such association may have a lien on any stolen money or property recovered by them, for

the amount of the reward publicly offered or agreed in writing to be paid, and to refuse to deliver such money or property to the person offering such reward until payment of the same be made."

Penalties are prescribed in the case of persons who engage in the business of a detective, without having first complied with the requirements of the bill.

The provisions relating to mercantile agencies begin by setting forth that such agencies are to be held to mean establishments which make a business of collecting information relating to the credit, character, responsibility and reputation of merchants or others for the purpose of furnishing the information to subscribers. These agencies are to be required to give bonds and obtain incorporation by letters patent, precisely in the manner of Detective Associations, before engaging in business. Another provision is to the effect that "mercantile or commercial agencies shall not make collections of moneys for debts or goods due or owing to other persons or companies, but shall confine their operations strictly within the definition of the purposes for which they were incorporated; and shall not as incorporated agencies engage in any other profession, trade or vocation."

It is also provided that once a year schedules are to be prepared by the agencies, to be filled up, voluntarily of course, by the persons whose credit is to be reported upon, which schedules shall set forth particulars respecting the occupation, property, and property or annuity, or interest income of such persons.

The bill, of course, may undergo amendment in committee as regards some of its details, but the principles upon which it is founded I believe to be sound, and the necessity for some legislation to be indisputable.

Yours, etc.,

Ottawa, July 2.

T. S. SPROULE.

FIXED PRICES ON PRINTS.

The agents of the two large cotton manufacturing companies are considering a scheme whereby they can prevent cutting in prints and, if successful, in various other lines. On account of the close competition for trade, jobbers in every part of Canada cut to such a point that it is often unprofitable to handle Canadian lines.

Messrs. Morrice, Sons & Co. now propose to fix the prices at which the wholesale trade will sell to the retail. These prices will be such as will allow the jobbers a fair profit. At the end of the season all those jobbers who maintained prices will be given a rebate of from 12½ to 15 per cent. on their purchasing prices. This plan has been worked successfully in some branches of trade, and there seems to be no reason why it should not be satisfactorily worked here. Some such course has been urged on the manufacturers for years, but they feared to take any strong measures because the cry of "Combines" might be raised against them by the press.

The details of the scheme have not been arranged, but it is probable they will be considered by the trade and the manufacturers before orders are placed in August next.

If our readers will look up the issue of this journal of September, 1894, they will there find an account of some conferences between D. Morrice and the wholesale trade in Toronto and Montreal, at which this matter was discussed. No conclusion was reached at that time, because, if we remember correctly, one house refused to accede to the terms proposed by the others.



THE

TRADE

REVIVAL

The Trade Revival...



FROM the small and from the great centres of the world tidings come of increased activity in every branch of business. That the tide has at last turned, is fully recognized even by the most pessimistic. Doesn't a firmer market and higher wages indicate confidence?

Are you prepared to meet the increased demand? You have been cutting down your advertising expenses for the last five years, but you can surely now afford, with a bright outlook ahead, to gradually increase your advertising expenditure. How are probable buyers, in every corner of the Dominion, to know that you are just as ready to grapple with prosperity as with depression? Do you know of a concern on this bright green earth who you would call pushing and progressive who do not advertise?

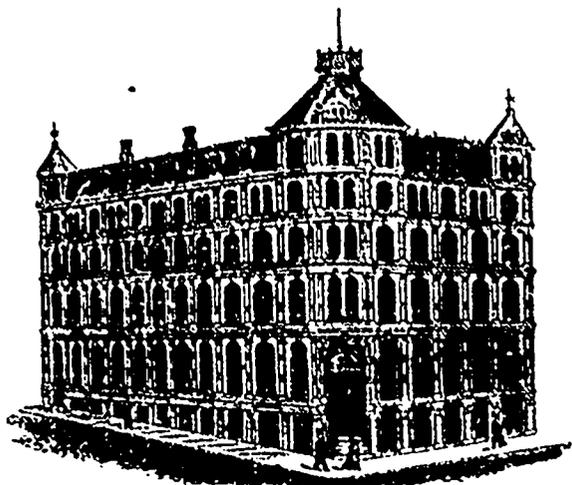
The Fall Trade Number of THE DRY GOODS REVIEW is in preparation. Wait for it. Don't invest money in advertising mediums that are of no value to you. THE REVIEW is the only journal in Canada that reaches the dry goods, millinery, hat and cap, and general store trade. What more do you want? We have the circulation and you can prove it. Ask your travelers if they see it; ask your customers if they take it. If you do this we will get your advertising. But to return; please arrange to have a full page for our Fall Number. It will be a most valuable and handsome edition, and it will pay you to use it. We will be pleased to furnish ideas for original and attractive advertisements. We will publish ten days in advance of the Fall Millinery Openings.

THE DRY GOODS REVIEW

MONTREAL AND TORONTO

We Have Removed

To these large and commodious premises,
situated on Victoria Square.



Our Travelers

are now on the way with

Samples for Fall and Winter, 1895

BEFORE PURCHASING SEE THEM. IT WILL PAY YOU.

E. A. SMALL & CO.

Manufacturers of Clothing

MONTREAL

James Johnston & Co.

26 St. Helen Street, MONTREAL

Importers of British and Foreign Dry Goods.
Dealers in Canadian and American Staples, Etc.



DEPARTMENTS

Silks, Ribbons, Trimmings, Dress Goods,
Velveteens, Hosiery, Gloves, Underwear (Gents',
Ladies' and Children's), Smallwares, Handkerchiefs in
Silk, Linen, Cotton, Muslin, Laces, Embroideries;
Cloths, Tweeds, and Gents' Haberdashery.

A Fine Assortment of Scotch Zephyrs in stock.

DOMESTIC COTTON GOODS
OF EVERY DESCRIPTION



SPECIAL . . .

Attention Given to Letter Orders

We invite all Merchants visiting the City to call.
They will be cordially welcomed.

Sole Agents

for the

Antiseptic
Sanitary
Diaper

Put up in 10 yd. lengths,
in the following widths:

18, 20, 22, 24, 27 in.

THE BEEFSTEAK CLUB.

ROUND the lunch tables in the Beefsteak Club, Montreal, some of the potent heads of the wholesale dry goods trade are accustomed to gather for mid-day refreshment. From their demeanors no hint of bygone pranks or side-splitting jokes can be gleaned. To-day they are the embodiment of dignity; their aspects are grave, their jests decorous. They live up to the proper standard of the Solons of Commerce, impressive, serene, lofty. Yet the Historiographer of the Club—and his identity is a profound secret—can draw you one or two vivid pictures of the brave old days of old, if you have earned the right to his confidence—days when the twin dragons of mercantile life, Dignity and Care, played second fiddle to Youth and Jollity, and a good joke was the zest of existence. Hear one of these tales, and, looking round the board, see if you can identify the chief actors: There was an exhibition of cats in town. Several of the merchants considered themselves cat connoisseurs—of the back fence variety. They determined to exhibit. X started the nucleus of a collection with his house cat; Y scored second with his milkman's one-eyed tortoiseshell; Z proudly escorted a Thomas with pumpkin cheeks and Dundergry whiskers. All contributed in some shape or form, and it was a great gathering! Newsboys had been chartered to scour the lanes and haunt the alleys. When the search was concluded many families slept in peace at night, boot-jacks reposing on the fence were restored to the cupboards, and there was a great calm, except at the Exhibition. Before the collection reached there, however, a conspicuous omission attracted notice. There was no Manxman—all the cats wore tails, some in shreds, some in need of patching, but still tails. Search was made for one resembling the Manx variety. One of the merchants had a neighbor, now a leading bank manager, whose cat had the Manx cast of countenance. He was promptly borrowed. But his strong point was a tail, a long one. But the exhibitors had reached that stage of success where ambition refuses to stick at trifles. The tail was docked and the animal wailed the Manx dialect forthwith. Then the exhibit went to the show in one large box. It filled a long felt want, the only drawback being lack of harmony among the component parts. They fought, bit, and scratched so that even the judges recoiled. No prize ticket adorned the cage, and the exhibitors rose in virtuous indignation. They waited on the management in a body. Was this what they deserved? they asked. Were their labors to get together the best and most varied selection of domestic cats to be ignored? The complainants looked distressed and their tones were plaintive. The committee relented and awarded \$2 for the "best collection." The connoisseurs retired triumphant. When the show was over, the box was taken out and the inmates liberated. The owners could never have recognized their pets, and to this day know not what became of them, so why go to the work of systematic distribution? An unceremonious dumping was, therefore, determined on, the animals fled to the nearest refuges leaving quantities of fur, tails and toes behind, the connoisseurs found that the \$2 just paid for the ice cream, and when the attendants swept up that particular corner of the hall they took up, of the fragments that remained, near two baskets full.

And to-day, if you put your head into the lunch room at the Beefsteak Club about one-thirty and called out "cats," the very connoisseurs who daily discuss beefsteak and beer would regard

you with a stony glare, while Williams (who knows the story too) threw you into St. James street.

H. is one of the merchant princes of St. Helen street; Y. has reformed and may be seen any Sunday taking up the coppers; Z. is now head of an extensive clothing manufactory, while another of the boys is the popular selling agent of a mill.

ANOTHER SUCCESSFUL CANADIAN.

The "Kantopen" hooks and eyes, which were advertised in these columns for some time, were invented by Alfred Wright now "A. A. Wright," whom some of our readers will remember as a schoolboy at Flesherston up in the county of Grey. His relatives still live there. He went to New York about fifteen years ago with a few dollars in his pocket. To-day he has made out of his patent hooks and eyes about \$500,000 and has a very fine residence in the suburbs of New York. The Canadian branch is now in liquidation, owing to the death of the manager.

HIS EXPERIENCE.

DUNCAN FERGUSON, of Stratford, is a dry goods merchant of no mean calibre, and a man whose big success is of his own making. A newspaper recently published the following interview with him:

"Now, when I first started business, thirteen years ago, I thought I would save money by doing without advertising, and for two or three years I did little or nothing through the papers. I managed to worry along, but it was hard work. Then the spirit moved me to advertise in the weekly local papers, and to do it systematically, with the result that I had to increase my staff of clerks considerably, and the business began to jump until it was up in front.

"When the Stratford papers started daily editions, I said to myself, 'Now, here is an additional expense. This is a scheme to make money out of us merchants, and I won't go into it,' and for a while I went shy of daily advertising. Afterwards I changed my mind and adopted a new policy. I took space in both weekly and daily editions of both papers; I looked for wrinkles in advertising whenever I could find them, and subscribed for THE DRY GOODS REVIEW, 'Printer's Ink' and 'Brains,' and other nineteenth-century aids to business.

"As a result you see these stores. Where I began with one clerk and myself, you see these sales-people in the different departments. The output of goods has multiplied over and over again, and now I confine myself personally to buying goods, dressing the windows and writing the advertisements for the papers.

"The clerks do all the selling, and I might say that the clerks in this store have an easier time selling goods than in any other store I know of.

"I announce regularly by advertisement the special lines that I want to dispose of. The public look for my regular ads., read them day by day, then come to the store and the clerks do the rest. In some stores they have high-salaried clerks who are looked upon as great salespeople, who can huckster and barter away with the people, and perhaps shove off on them something they don't want. I haven't any of that kind. The customers who come to our store know what they want, the

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

—: IMPORTERS OF NOVELTIES IN :—

*Dry Goods,
Trimmings,
Silks,
Braids,
Curtains,*

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

A fresh and attractive lot of Plain, Printed and Fancy Blouse Silks just received and put into stock. Our travelers are just starting out with a full line of Fall samples, which comprise the most complete selection we have ever shown. We hope to interest our many friends as usual.

WE CARRY THE CELEBRATED FIBRE CHAMOIS IN STOCK.

Kyle, Cheesbrough & Co.
MONTREAL.

There's money for you

IN HANDLING OUR
NECKWEAR . . .

We are catering for up-to-date Furnishing Trade. Don't fail to see our lines; our travelers are now on the road.

SPECIALTIES

French-made Lawn Dress Bows, hand-stitched,
put up two Bows in a box.

Satin-lined Neckwear, 200 designs at \$2.25 per
dozen.

Better grades in great variety: all the latest
shapes.

Black Neckwear always in stock in all shapes.

GLOVER & BRAIS

WHOLESALE MEN'S FURNISHINGS

184 McGill Street, MONTREAL

advertisements tell them we have the goods, and the clerks cut off all the yards they want, or supply them with the article needed.

"To illustrate: Some time before Easter I got in over 1,000 white waists, and on Tuesday and Wednesday I advertised that we had them in stock, and would begin to sell at 10 a.m. Friday. I put three of my best clerks behind that counter, and devoted the counter and shelving behind to white waists. By half-past eight Friday morning the ladies of Stratford and vicinity were thronging around the store, but I would not let one waist be sold until the clock struck ten, so that all would get a show. In the time that intervened the customers spent the time in buying other goods across the other counters in the stores.

"Well, to shorten up, I may say that the result proved a success. Between 10 a.m. and 2 p.m. over 900 white waists were sold, without interfering with the regular trade over the other counters. The advertising in the dailies did it, for under no other system could one-tenth of that number of white waists have been sold. In five years all the stores in Stratford could not sell as many without advertising."

ECONOMICS AND BUSINESS COLLEGES.

Political economy is not a new science, but it is only now that it is being given its proper place in the curriculum of practical studies. It is a subject of especial importance to business men, and those preparing to go into business should study it.

One Canadian college, the Central Business College, Toronto, offers a very practical yet elementary course. Its value to the young business man can best be understood by reference to an examination paper recently set for its students. The following were some of the questions asked:

- 1—What are the coal producing districts of Canada?
- 2—Why was it possible for German sugar refiners to pay a Customs duty and yet compete in Canada with domestic refiners?
- 3—Trace the history of the Canadian cotton goods industry.
- 4 (a)—Where is the original home of the tea plant?
(b)—"China must eventually lose her tea trade." Explain this statement.
- 5 (a)—Explain the terms: Political Economy, Monopoly.
(b)—Distinguish between value in use and value in exchange.
- 6—Enumerate some of the more ordinary causes of price fluctuations.
- 7—In what way has the building of the C. P. R. affected the markets of Winnipeg and Montreal?
- 8—Describe the difficulties of conducting trade without money—i.e., under a system of barter.

This is the kind of education young Canadians need, and it is to be hoped that every business college will place political economy on its course of studies.

A OHEERY REPLY.

Cycle, an English journal, thus addresses a subscriber who had said, "Stop my Paper": "After you get angry and stop your paper, just poke your finger into water, pull it out, and look at the hole. Then you will know how sadly you are missed. A man who thinks a paper cannot thrive without his

support, ought to go off and stay awhile. When he comes back, half his friends will not know he has gone and the other half will not care, while the world at large kept no account of his movements. You will find things you cannot endorse in every paper. The "Book of Books" is often very plain and hits some hard raps, but if you were to get mad and burn your Bible, the hundreds of presses would still go on printing it. So when you stop your paper and call the editor names, the paper will still be published, and what is more, you will read it on the sly."

HIS INCOME IS \$250,000.

Canadians may be surprised to know that there is one man in Canada whose income is \$250,000 a year. He is the owner of the specific known as "Dr. Williams' Pink Pills". A few years ago he bought the right to make this specific for \$250 from a Brockville medical man. By continuous, judicious and persistent advertising Mr. Fulford has made the business what it is. Last year he spent \$250,000 in advertising.

Every merchant may not be able to make \$250,000 a year out of advertising his wares, because he has not goods on which the profit is 900 per cent. But he can increase his business very materially by proper advertising.

NEWFOUNDLAND CONFEDERATION.

The articles in *The Canadian Grocer*, says that journal, on the subject of union with Newfoundland have received the consideration of the commercial authorities in different parts of Canada, and in no case has our advocacy of union been received with anything but favor. There may be disagreements as to details, but the general policy of union is approved of everywhere. At the last meeting of the Council of the Halifax Board of Trade our views were considered and a committee was appointed to deal with the matter. The secretary, Mr. Charles M. Creed, writes us this week as follows:

"I am instructed to say that the general consensus of opinion in the mercantile community here is distinctly favor, able to the admission of Newfoundland into the Canadian Confederation on the basis of satisfactory terms, which, it is earnestly hoped, will be arranged at no very distant date."

That the Halifax Board is sincere in this matter is further proved by the concluding paragraph in its last annual report which says:

"In spite of the errors and shortcomings of trusted financiers in our sister city of St. John's, Newfoundland, the sympathies of the merchants of Halifax can hardly fail to be extended towards the business community, and in fact the whole population of the adjoining colony, in the monetary crisis which has unfortunately eclipsed their progress. The curtailment of the resources of many of the mercantile establishments in that quarter will undoubtedly tend to an increase in the volume of trade between Halifax and the adjacent outports on the western coast of Newfoundland, which had already reached considerable proportions."

Most of the leading statesmen of Canada since 1867 have anxiously desired to add Newfoundland to the Dominion. Some have actively worked to accomplish it, such as Hon. George Brown, Sir Charles Tupper, Sir John Abbott, etc., but none had opportunities as favorable as the present. It is a great pity the present Ministers do not put themselves in closer touch with the business interests of Canada by carrying this policy out.

THE

Dominion Oil=Cloth Company

MONTREAL

BRANCH OFFICE :
Cor. Front and Yonge Streets
TORONTO

MANUFACTURERS OF

OIL=CLOTHS

OF EVERY DESCRIPTION

For Fall Season we offer a splendid line
of New Designs and Colorings.

Floor Oil-Cloth

We make in the following grades:

NO. 1 QUALITY

Our Standard Line, in widths of from 4-4 to 10-4 ;
beautiful patterns and varnished backs, finest color-
ings and best finished goods in the market.

NO. 2 QUALITY

The leading grade, also made in widths of 4-4 to
10-4. This line will give perfect satisfaction.

NO. 3 QUALITY

In widths of 4-4 to 8-4, are superior to any other
low-priced goods in the market, both in styles and
quality.

Table Oil-Cloth

Our new patterns for Fall excel anything
heretofore produced, both in quality and
finish.

WE ALSO MANUFACTURE

Floor Oil-Cloth in 4 yd. wide sheets, C quality.
Oil-Cloth Mats or Rugs.
Cotton, Canvas and Painted Back
Stair Oil-Cloth.
Carriage, Enamelled Leather Cloths,
and Shelf Oil-Cloths.

Our goods are handled by all the Wholesale Dry Goods Trade in the
Dominion, and our Fall patterns will be in their travelers' hands early
in June. Be sure and see our samples before placing your Fall orders,
as our goods and prices are **RIGHT.**

Office and Works : Corner St. Catherine and Parthenais Sts. **MONTREAL**

A PRIVATE LETTER ON SUSPENDER AND NECKWEAR GOSSIP

NECKWEAR



Trade Mark

Ten months ago we embarked in the manufacture of neckwear in conjunction with suspenders, with marvelous success, adhering strictly to the same high standard of honest goods and original conceptions which won for us a pronounced success in the art of suspender making.

Our complete and large line of silks and shapes for autumn are now with our travellers. They will cause surprise in the neckwear trade. In the past we have just been experimenting and our line has been very limited. (Manufacturing, as you are well aware, is different from jobbing), but what goods we have turned out have been highly praised for their style and finish. But now we have started, and our range of silk patterns surpasses in interest and importance anything that can be seen elsewhere. Our shapes are designed by the foremost designer in America, and are not to be compared with the old fashioned, poorly made, year-or-two-behind European shapes handled by jobbers. We are up and ahead of the time in shapes, changing them every month if necessary.

The time is past in Canada for retail merchants to place large import orders for neckwear far in advance of the seasons, and when they get them they are not the prevailing styles. You can order from us the latest styles in any pattern, and just as you require them, same as you are now doing with your suspenders.

In the matter of price we have given this serious consideration. The question was--were we to make our styles up in a cheap way at a low price, or put in the workmanship and material and establish two prices for our productions, viz.: \$2.25 and \$4.50 to retail at 25 cts. and 50 cts. We decided on the latter course. But you will say: You can buy neckwear at \$1.75 and \$2.00 to retail at 25 cts. So you can, but you cannot buy ours. If ours were not worth \$2.25 and \$4.50 we would not ask that price for them, and when we cannot sell you we will sell your next door neighbor. You will then wonder why he is doing all the trade in neckwear with our elegant styles and finish while you are sticking to the old way of low price goods, big profit and old stock. These times are in the past. No neckwear that is worth \$2.25 and \$4.50 is sold at \$2.00 and \$4.00. Only goods worth \$2.00 and \$4.00 are sold at that price. "The train that leaves at 2 o'clock is the 2 o'clock train, not the 2.25 train."

Just watch us within the next year or so build up the largest neckwear business in Canada. We have the youth, energy, ability and capital to do it, notwithstanding the combined opposition of all our rivals cutting prices and quality. Our prices will remain the same, but our quality and styles, leave that to us. Put a few dozens of our make in competition with others and if not better sellers and better value send them back at our expense. We can say no more.

SUSPENDERS

In this line we always stand at the head and have made extra exertions this season in both webbings and fixings. We have no hesitation in saying that our new Autumn line, for style, beauty and price, is the best on the continent.

Both lines are well worthy of your esteemed inspection.

DOMINION SUSPENDER CO., in conjunction with
NIAGARA NECKWEAR CO., Ltd., Niagara Falls.

Toronto Office--
46 Canada Life Building.

Montreal Office--
28 St. Sulpice St.

Spring 1895

A. A. ALLAN & CO.

Importers of Fine English and American

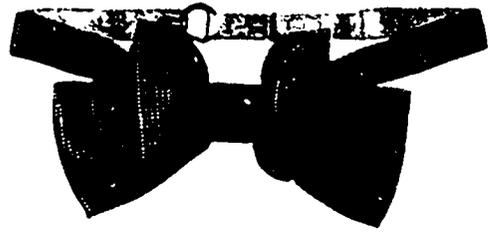
HATS, CAPS, STRAWS,
ETC.

- New English and American Stiffs
Black and Colors.
- New English and American Fedoras
Black and Colors.
- New English and American Softs
Black and Colors.
- New English and American Caps
Yachting, Outing, Boating.
- New Scotch Tams, Ladies' and Children's
Cardinal, Navy, Black, White and Fancy.
- New Austrian Fez for Girls and Boys
Cardinal, Navy, Crimson and Cream.

Letter Orders carefully attended to.

A. A. ALLAN & CO. 51 BAY STREET TORONTO

W. G. & D.'s PEYTON BOW



FULL LINE

Fall Neckwear

now in stock

- Black and Fancy Colors
- Bows, Club House, Derbys, Knots
- Newest Patterns, Latest Styles

WYLD, GRASSETT & DARLING
TORONTO.

D. Magee's Sons

HATS FURS
ROBES and GLOVES

St. John, N.B. —

We are showing exceptional values in

.. STIFF HATS

All the Newest Shapes and Colors.

Full Range of Fedoras

FROM \$7.00 PER DOZEN UP.

If you have not had goods from us, try a sample order, and you will be a customer always.

Greene & Sons Co.

MONTREAL

WHOLESALE MANUFACTURERS OF FINE FUR GOODS, JACKETS, CAPES, COATS, ETC.

HATS AND CAPS

Importers of

Gentlemen's Furnishings

LATEST STYLES.

LOWEST PRICES.

LETTER ORDERS CAREFULLY ATTENDED TO.

GREENE & SONS CO.

Warehouse 515 to 525 St. Paul Street.

Montreal

WHAT TO EXPECT IN FURS.

WHEN other people are existing by means of fans, the managers of fur houses keep cool by thinking of wintry blasts and how to withstand them. The probabilities for next season are now pretty well understood. A talk with Greene & Sons Co., Montreal, furnishes some interesting facts about coming gear for head and body. The season's capes will be in mink, Alaska sable and beaver, and, despite the tendency toward short capes, it is more than likely long ones will prevail. On account of the fashion in capes, which militates against the use of muffs, gauntlets for ladies are in high favor. These will come in the same furs as the cape—mink and Alaska sable, with seal ones also. The lesser grades can be had in the wool seal and Astrakhan. The wool seal increases in popularity, for in recent years new dyeing processes have much improved its appearance. In lower grade capes the electric seal will look well. Ruffs will be largely worn this year in sable, stone marten and mink. The Trilby boas are taking. Many ladies are now providing themselves with the luxury of a coon jacket, which saves their seals in bad weather, and is made very comfortable and stylish. In less expensive jackets the Astrakhan and Persian lamb look well. In men's caps, the seal continues a favorite, while sea otter furnishes a higher grade. Sea otter is becoming scarce and more expensive. It is much sought after in Russia for gear and trimmings, and high prices are paid. THE REVIEW has seen some magnificent skins, valued at about \$300 apiece, ready for those who wish to pay well for a fine fur. In men's caps, the wedge shape still rules. Trimmings for coats will consist of otter principally, natural and sea otter for the most costly, and for a lower grade a lusted otter. For robes, the musk ox continues to be greatly in demand, although some still stick to bear. The cheaper robes will be in goat and wombat. There will be some very nice coon and wombat coats on the market this season at a moderate figure.

MONTREAL PERSONALS.

S. H. Bethune, of Gault Bros. & Co., has gone to England.
L. A. Brais, of Glover & Brais, has gone to Europe for a couple of months.
H. Joseph, manager of the Montreal Silk Mills Co., left for England on the Parisian.
John Edgar, of Greene & Sons Co., has left for England in connection with the fur trade.
H. L. Smyth, of H. L. Smyth & Co., is in the Lower Provinces for his Spring of 1896 trip, and will be in Toronto early in July.

SIZES OF HOSIERY.

DRY GOODS REVIEW, Toronto.

DEAR SIR, Your interesting and valuable paper again received, and we would beg respectfully to call, through the medium of THE REVIEW'S pages, the attention of manufacturers and importers to the present unsatisfactory way some manufacturers have of using their children's hose.

Some still cling to the old way of numbering their hosiery. That would be all right, if all manufacturers had the same size for a number, but often we find a No. 4 will be nearly as large as a No. 4 in some other make. We strongly advocate using inches, then when 6 inches is spoken of we know exactly what to expect.

Yours sincerely,

A. ALLAN & Co.

Calgary, Alberta, June 11.

[There is point in this complaint of our correspondents. It is, to a certain extent, true of both imported and native hosiery,

and has been noticed to occur in German goods among the former. It seems fair to say that the Canadian makers are doing their best to counteract the difficulty, and that the use of inches, instead of numbers, as suggested by our correspondents, is probably the very best course that could be adopted. The variation in size in Canadian hosiery is sometimes due to shrinkage, but care in the manufacture can remedy this. If manufacturers would brand their best goods and feel that their reputation rested on them there would be fewer complaints.—
E. D. D. G. R.]

FEATURES IN DRESS GOODS.

A beautiful line of Scotch zephyrs in varied assortment is being offered by James Johnson & Co., Montreal. These and other dress goods for present use, and Autumn demand as well, have been chosen with taste and judgment, and ought to suit the Canadian market well. THE DRY GOODS REVIEW was shown samples last week of the new boucles for Fall styles in rich black mohair effects, and also in black and colored grounds with black mohair boucles. The firm has a good range of alpacas coming forward for next season's wear.

A NEW TRIMMING.

Something said to be really new in trimmings will soon be on the Canadian market. It is of German origin, and when taken to London a short time ago caught on wonderfully well, and large orders were given by the trade. In appearance it is said to resemble a stem of coral, is furnished in different patterns, and looks well both in black and colors. The material is a patent, so say Kyle, Cheesbrough & Co., Montreal, who will bring it on with their other new goods.

CREPON FABRICS.

London advices say that the rage for crepon is as great as ever. The latest styles in these fashionable goods are shown just now by Brophy, Cains & Co. They are in fancy stripes, fancy curls, black wool ground, with raised mohair stripes. Also a range of colors, brown on blue, black on navy, moss on green, grenat on navy, etc., etc. The all blacks are particularly rich and handsome.

QUEBEC RETAILERS HAPPY.

The representative of a leading Montreal wholesale house has just returned from the city of Quebec, and reports that the retail dry goods men are having a good season. There is plenty of business and money is coming in freely. The factories seem to be working full time, and there is a decided improvement manifested over last year.

WANT AN ADVANCE.

Some of the large mills evidently adhere firmly to the belief in higher prices for woollens. One mill has just refused a large order at a figure quoted by it ten days before, and declined to accept at less than a 5 per cent. advance.

According to Bradstreet's, the crop prospects and business outlook in Nova Scotia and New Brunswick are excellent.

Extravagance of Statement

Is never permitted in any of our announcements. When special lines are offered an early call is advised, as late comers may find the assortment broken.

CHURCH CARPETS

Is one of our "Specials." Handling several lines exclusively, we can at all times offer exceptional weaves, and will be pleased to send samples to parties requiring something out of the ordinary run.

CORRESPONDENCE INVITED.

John Kay, Son & Co.

34 King Street
West,

IMPORTERS

TORONTO

NOBODY who deals in **FIBRE CHAMOIS** runs any risk of being interfered with in any way, or of violating the rights of others.

If the makers and sellers of infringements could have their way, they would, for selfish reasons exclusively, try to force the trade at large to fight their battles for them, and this they are actually trying to do by offering guarantees that they will pay the damages that may be assessed against those handling their products. In other words, they explicitly notify the trade that legal entanglements result from the handling of their infringing products, and have the effrontery to ask the merchant to submit to this for their benefit and for no other purpose, as it is obvious that if the merchant won the suit he would personally gain absolutely nothing, but if he lost, it would be against him individually (even though they actually paid the damages), that the judgment would be entered, and it would be the merchant who would suffer all the annoyance and humiliation of having his books examined for the purpose of assessing the damages. Most merchants think that any such proposition lacks "reciprocity."

BEWARE OF IMITATIONS!

FROM THE
Amherst, N.S., "Daily Press,"

24th JUNE, 1895.

"The Taylor safe which was in the building of Rhodes, Curry & Co., which was burned in the fire of a year ago, was opened yesterday for the first time. The safe has been out, face upward, since the fire, and beyond the damage done by water, which worked in through the door, everything was in good condition. The woodwork and carpeting was unhurt by the fire. Considering the fact that this safe passed through the hottest kind of a fire of oils, tarred paper and kiln-dried lumber, the reputation of Taylor's safes is well deserved."

Always the Best

**SOFTER AND CLEANER
COTTON BATTING**

A marked
Improvement in the quality of

**NORTH STAR
CRESCENT .
PEARL . .**

Patent Roll Cotton Batting

Will make these Brands sell unusually well
during the Season of 1895 and 1896.

Baled or Cased

In 4, 6, 8, 12, or 16 oz. Rolls.

A TASTEFUL MOURNING COSTUME.

There was a time, and that not so very long ago, when deep mourning was invariably heavy and ugly, and when no attempt was made to render mourning garments graceful or becoming. Fortunately, however, nous avons change tout cela, as a glance at the accompanying illustration will be quite sufficient to prove. The full plain skirt in our illustration is trimmed round the hem



A MOURNING COSTUME, FROM PRIESTLEY'S FABRICS.

with a very deep border of crape, while crape is also used for the long tight-fitting cuffs, as well as for the whole of the front of the bodice. The box pleat and the revers are of embroidered crape, while plain crape is used for the flat folds on either side, as well as for the bow at the neck. The dainty little bonnet is also composed of a large crape bow, surmounted by a soft black

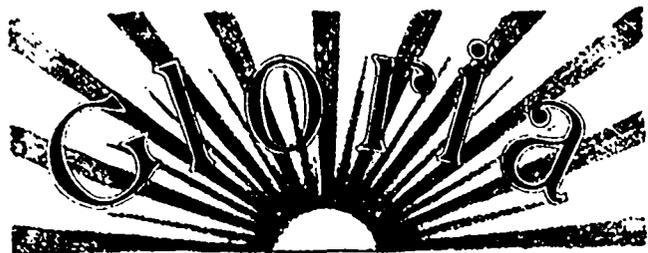
osprey. If any doubts remained as to the infinite possibilities of crape as a becoming and graceful fabric, they would surely be dispelled by this delightful design. Carried out in one of Priestley's suitable fabrics, with Courtauld's wonderful crape by way of trimming, it would be impossible to imagine a more effective costume for deep mourning.

NEW FASHIONS FROM ABROAD.

The latest ideas which have come across the ocean with returning visitors whose business it is to take close observation of dress and trimmings indicate that the new fashions are as varied as ever. Feathers for trimming continue to be all the rage, and one sees them everywhere. Both in Paris and London the waists ornamented with sequins are in full vogue. These tasteful little trifles are often expensively put on in the fronts of waists, making the whole appearance very tasteful and striking. They are worn, too, with beads, and the combinations are innumerable. Ladies are wearing ruffles for the neck made of various suitable materials. The use of fine hair nets is very common in England, and they agree admirably with some of the present styles of dressing the hair. The lace collar with its elaborate work, giving a handsome effect to the orthodox high sleeved dress, is very popular. Among the infinite varieties of material for blouses the goffered silks are much in demand, while the velvet capes with ornamental bead and feather trimmings are as stylish a freak of fashion as has been seen for a long time.

NEW TRIMMINGS AND NOVELTIES.

In silks for blouses, the new shot styles and those with chene effects are remarkably taking. Mr. Kyle, of Kyle, Cheesbrough & Co., Montreal, who returned a few days ago from England, has brought a varied list of new effects in dress goods and novelties. The new goods in crepon and frieze effects are a feature in this line. In dress trimmings, feathers are the rage, and those in sequins and tinsel effects are exceedingly tasteful and will be worn largely. The firm will offer a range of 32-inch velvets for capes. These capes are the length of the material's width, and when tastefully trimmed with beads or beaded ornaments, or with feather coque trimming, form a most stylish and handsome part of a lady's costume. Another line in dress goods is goffered silks, plain and in chene effects: chiffons, which continue to be much sought for, are shown plain and accordion pleated. Messrs. Kyle, Cheesbrough & Co. have also a range of ladies' collars in Irish pointe lace, both in leather and butter colors. The patterns are varied, and the designs very rich and tasteful. As adjuncts to the dress, these collars cannot fail to please all tastes. The firm are making a specialty of veilings as well as laces this season, the variety in widths being a feature, the widths being 14, 18 and 27 inches, and the styles are of the latest. Another distinctive line in new goods is seen in the fine linen damask table cloths, tea cloths, and d'oyleys. These cloths show the new drawn work, the patterns are beautifully executed, and the whole forms a superior and attractive cover. There is a demand for gloves in cream cashmere and cream ringwood, and the firm have made special efforts to meet this. In ruffles for the neck, another distinct feature in present fashions, there are shown some in feathers, some of chiffon, and some tipped with feathers—all popular styles.



Dealers who wish to give good value, and make a fair profit, should stock our famous

"Gloria" Saxony

Superior to all other Wools for Knitting and Crocheting purposes. . .

Colors never vary.

Quality always the same.

Macabe, Robertson & Co.

Wellington St. West

TORONTO

EVERYTHING FOR SUMMER TRADE

Will be found in our stock and thoroughly up-to-date.

Sailor Hats

Flowers

Ostrich Tips

Cream Ribbons

Complete Assortments

EVERYTHING TO MAKE TRADE LIVELY

Letter orders solicited.

John D. Ivey & Co.

Wellington St. West,

TORONTO

D. McCALL & COMPANY

Sailor Hat

Chiffons

Trimmed with Chiffon,

The latest idea

In all widths in Cream, Pink, Blue, Black, White, Tabac.

The novelty

For July Trade

For Summer Wear

LETTER, TELEGRAM AND TELEPHONE ORDERS RECEIVE PROMPT ATTENTION.

D. McCALL & COMPANY

Wholesale Importers

Toronto and Montreal.

THE COTTON MARKET.

SO far as domestic cotton goods are concerned there is nothing particularly startling to report. Prices remain firm and though some persons have expected an advance none has taken place. Trade has improved considerably, no doubt, but only in some lines. It is rumored that the Colored Cotton Co. will declare a dividend at the next meeting. Some little speculation is now going on in the stock of that company.

Jobbers report no extra demand from the retail trade for domestic cottons, although what orders are received are generous enough.

In order to prove that some manufactured cottons are still selling too low, The New York Journal of Commerce makes the following comparison (June 18th):

The prices of middling uplands cotton, standard sheetings and printing cloths, with comparative prices for the previous two years, are now introduced, that readers may see at a glance the ratio of changes, that are as follows:

	1893.	1894.	1895.
Middling cotton.....	7 15-16c.	7 1/4 c.	7 1/4 c.
Standard sheetings.....	7c.	5 3/4 c.	5 1/4 c.
Four-yard sheetings.....	4 7/8 c.	4 1/8 c.	4 1/4 c.
Print cloths, 64x64s.....	3 3/8 c.	2 5/8 c.	2 7/8 c.

During the week ending June 15th, 4-4 bleached cottons advanced 1/4 cent in the United States. This did not occur, of course, in all lines, but did on most of the leading lines of this class of goods.

The following table shows the fluctuations in the price of cotton:

NEW YORK QUOTATIONS.			
June 15, 1894.....	7 5-16	to	7 9-16 cents.
Nov. 26 ".....	6	to	6 1/4 "
March 5, 1895.....	5 5/8	to	5 3/8 "
April 6 ".....	6 3/8	to	6 5/8 "
" 18 ".....	6 7/8	to	7 1/8 "
" 27 ".....	6 15-16	to	7 3-16 "
May 4 ".....	6 13-16	to	7 1-16 "
" 13 ".....	6 3/4	to	7 "
" 15 ".....	6 13-16	to	7 1-16 "
June 5 ".....	7 1/4	to	7 1/2 "
" 19 ".....	7 3-16	to	7 7-16 "
" 28 ".....	7	to	7 1/4 "

Up to last week the price was very firm, but improved crop reports have caused the market to weaken.

FIFTY NEW COLORS.

Brophy, Cains & Co. are showing about 50 new colors in silk and millinery velvets. In their Lister's silk velvets there are ruby, sapphire, giorffe, Ophelia, electric, chrysantheme, fawns, browns, etc., and for millinery purposes ivory, ciel, graziella, ebenier, volga, genet, Othello, Barbeau and Sans-Gene, and a full range of blacks from 17c. to \$2.25 per yard.

BARGAINS FOR RETAILERS.

Shipments have been opened up during the past week by W. R. Brock & Co. of goods suitable for early Fall trade. Most of these lines were either bought from stock lots at a clearing price, or when the market was at its lowest point, and none of them can be repeated, so as to sell at the prices they offer them at to-day. They include French cashmeres and serges, fancy Bradford goods and Scotch tweed effects. The full range of samples for Fall is now in the travelers' hands, and new goods

will be arriving continually. The range for Fall and Winter comprises the latest London, Paris and New York styles. Orders taken by travelers have been most satisfactory.

W. R. BROCK & CO.

The men's furnishing department has made another hit, and secured for cash a manufacturer's stock of Summer neckwear much below the cost of production. They have been marked at a price that will clear them out at once. Send for a sample box of each line. There are three numbers—300, 400 and 500.

In the dress trimming department a new range of jet trimmings, collars and fronts, is being shown and selling well.

The muslin department has received another shipment of Brock's special width and value white Victoria lawns, put up in 48 yard ends, folded. The numbers are E., G. and H.

The glove department is receiving this week repeat orders for gloves and mitts, which are scarce and much in demand. Cream silk gloves, to retail at 25 cents, are amongst the lot.

Another shipment of Brock's celebrated lines of "African Brand" Hermsdorf stainless black hose is to hand containing their special numbers, Whopper, Magnet, D 10 and D 26. Back orders will be filled at once. Buyers visiting the market during July will have the chance of securing some clearing lines of hosiery, gloves, underwear and other odd lines, broken ranges, travelers' samples, etc., at greatly reduced prices, as they are determined to clear them out during the month. Some novelties in the smallwear department are the Holdfast belt pin and Alpine skirt retainer, both intended to securely hold the belt or bodice to the skirt; also the bachelor's button, one of the simplest and most useful articles of its kind ever placed on the market. For the boating season Brock's large assortment of Tam O'Shanters and evening wraps are in stock, and orders are being rapidly filled.

CANADIAN MADE TWEEDS.

The late depression in trade seems to have put Canadian manufacturers on their metal, judging from the new goods now in stock at W. R. Brock's woolen department for their Fall trade, certainly surpassing any goods so far produced in this country, and pushing hard the best British makers.

THE SORTING TRADE.

The sorting business, said Mr. Wright, of Matthews, Towers & Co., to THE REVIEW this week, is better than ever. This indicates a good general demand all round, and is a healthy sign. There is no particular run on some specialty or novelty this season.

HUTCHISON, NISBET AND AULD.

Such is the style and title of a new woolen firm in Toronto. R. B. Hutchison and R. A. Nisbet, of the recently dissolved firm of Hutchison, Dignum & Nisbet, have taken into partnership with them A. R. Auld, who has until now managed the woolen department in the big warehouse of W. R. Brock & Co.

The newly organized firm will occupy No. 34 Wellington street west. They expect to be ready early in August with a new and complete stock of imported and Canadian woolens and tailors' trimmings. The firm is just now offering the trade a lot of Canadian tweeds at cost price.

Lister & Co. Limited

32 Inch Black Silk Velvet

For Short Capes.

18 Inch Black and Colored Silk

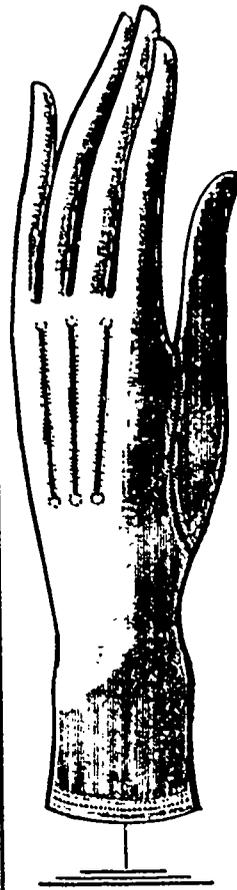
Millinery and Dress Velvets

NONE TO EQUAL.

To be obtained from leading wholesale houses in Canada.

**Manningham
Mills**

**BRADFORD
Eng.**



Pewny's Kid.. Gloves

ON HAND FOR
IMMEDIATE DELIVERY

4 Button Swede - at \$7 00

6 " " Mousq. 7 00

In Cream and White.

4 Pearl Butt. Glace,
fancy trim. - - 9 00

In Assl. Tans and Blacks.

Also regular Standard Lines in
Lacing and Button Goods.



Canadian Agency:

Emil Pewny & Co., Montreal.

THE . . .

C. Turnbull Co.

ESTABLISHED
1859

OF GALT, (LIMITED)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

Thibaudau 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

WINDOW DRESSING.

THE big houses differ much on the subject of window dressing, but they are unanimous in one thing—its great importance and direct value in making sales. THE DRY GOODS REVIEW has not found a single merchant who does not rate highly the benefit of a well-dressed window.

* * *

In most cases a trained man, an artist we may fairly call him, does the work. He takes pride in his task, and the merchant should encourage him by every possible means. There is no better way than by letting him enter the competition now being promoted by THE REVIEW. It will let him see that his work is important, and that it is appreciated. There are too many merchants who give the window-dresser no encouragement. They like to see the goods well displayed, but grudge the time and trouble. Some too readily jump to the conclusion that their windows are not adapted to careful dressing. This is a mistake. Undoubtedly some windows are better constructed to show goods than others. But every window can be made to look well. Leave it to a good dresser and see.

* * *

It happened the other day that two windows in a big retail store, side by side, afforded an instructive example of how dressing should be done and how it shouldn't. One was a display of handkerchiefs, silks, linens, etc., and these were well arranged to show their variety, extent of stock and quality. You would stop any time to see it. The next window was intended to show laces, and all the effects necessary to make a striking display were there. But the dresser had either entrusted the work to someone else, or had put it together hastily. Tickets of prices were concealed from the view of the passer-by. A soiled ticket had been used in one case. Do you suppose the passing purchaser would not notice these defects? Every time.

* * *

THE WINDOW MUST EXIST.

Something for nothing never has been business, isn't business, and never will be business.

That which costs nothing in advertising, and in everything else, is worth about as much as it costs.

The nearest approach to something for nothing, or advertising at the minimum of expense, is the practical advertisement possible for a store window to present to its owner.

A store must have a window, and that window must be upon the street front.

The window must exist, and will exist no matter how it be used; the window is without cost to the retailer.

The necessary paraphernalia for proper window dressing consists of boards, boxes, frames, figures, cloth, etc.

The merchant simply loans to the window what the window needs for its proper dressing, and beyond the expense of the loan, the time of the trimmer or clerk in dressing the window, and some accessories required, a properly dressed window does not mean additional expense to anybody.

It is obvious that window space had better be used to advantage than not used at all. It is obvious that it would be better

curtained up than improperly dressed, for a perfectly plain thing is far more artistic than inharmonious elaborateness.—Harry Harman.

OUR REGULAR HALIFAX LETTER.

HALIFAX, June 29.

The state of trade in dry goods throughout the province during the month just closing has been very fair. Indeed, today the market is in nothing like the depressed condition it was at the opening of the year and the three months following. The weather has been backward, and that alone has prevented trade from booming. Taking things as a whole, the prospects for the summer and autumn are very encouraging.

Money is easier. Bills are being met with a certain degree of promptness, and renewals are not so frequently asked for.

Trade on the Island of Cape Breton is about entirely in the hands of the Dominion Coal Company's stores. The company are in a position to buy better than the general dealer, and consequently sell cheaper.

The big lumber syndicate has about completed arrangements to begin operations throughout the province. It is understood their contract for dry goods will go to a St. John house.

Trade in hats and caps is reported only fair. There is a good demand for straws. The new styles seem to put the trade on edge. A great deal of trouble is found in introducing them.

The city retail trade is reported very firm.

The early closing movement in the city among the dry goods houses has fallen through. At the last session of the Local Legislature a bill was introduced on the lines of the one now in force in Toronto. Only one or two houses opposed it, but their opposition was sufficient. The promoters were told to try the mutual arrangement plan. They did so. All were willing to close three nights a week but one firm. Firms in the neighborhood of the unwilling firm declined to close while their neighbor remained opened, and now the whole scheme is off. There will be no early closing this year.

The well-known premises at the corner of Granville and Buckingham streets, occupied as a dry goods store for the past 40 years by John Silver & Co., are being thoroughly renovated and modernized. This still handsome structure was erected in 1860 for the present occupants, who were burnt out in the great Granville street fire of September 9, 1859. It is now owned by Dr. Walker, of St. John. The improvements now being made will leave it one of the handsomest and most convenient dry goods houses in the city.

TAUNTON.

AUTUMN DRAPERIES.

There are likely to be some very handsome goods in draperies for the Fall trade. The promise of increased business with better times seems to point to larger sales of good class materials. At least, one would think so from the new draperies which Peter Schneider, Sons & Co., Montreal, will show this season. The new pattern and colors are striking and handsome. In chequer lines, too, the new curtains in derby cord, cotton in silk effects, will be very attractive. In new corded cretons, reversible, the new styles are of excellent designs and fine quality.

The following Houses are using it, and are prepared to quote prices on lines made up in this way:

- MONTREAL**
 H. SHOREY & CO.
 E. A. SMALL & CO.
 DOULL & GIBSON
 MCKENNA, THOMSON & CO.
 JOHN MARTIN, SONS & CO.
- TORONTO**
 W. R. JOHNSON & CO.
 LAILEY, WATSON & CO.
 E. BOISSEAU & CO.
 CHALCRAFT, SIMPSON & CO.
- HAMILTON**
 SANFORD MANUF'G CO., LTD.
 JOHN CALDER & CO.

Because it is Hot now

Don't forget the Bitter Winter Weather that is

Bound to follow . .

In time of peace prepare for war.

Freezing winds cannot penetrate

any garment made up with Fibre Chamois interlining. That will help sell goods, and means profit to yourself and satisfaction to your customer.

If you have placed your Fall order, write your house, before it is too late, to make up all Coats, Overcoats, etc., with

FIBRE CHAMOIS INTERLINING

It will cost little more, and you can get that cost three times over.

VICTORIA CROCHET THREAD

SOMETHING NEW FOR CROCHETING, KNITTING, EMBROIDERING

And all kinds of Fancy Work.



200 YD. SPOOL. 10 SPOOLS IN BOX.

The "Victoria Crochet Thread" must not be classed as a crochet cotton, as it is the very Latest Improved Thread for all kinds of hand work. Ladies find from its peculiar twist that it is soft and silky to work, and will not kink or become hard by washing.

One trial will convince all expert crocheters that work made from this thread cannot be surpassed by any other similar material. The numbers will always be found the same, so that work commenced with the "Victoria Crochet Thread" can be easily matched.

Ombres and Solid Colors, 20 and 40.

White, Cream and Ecru, 20 to 80.

VICTORIA CROCHET THREAD CO.

Sold by all Jobbers. Ask for it.

ROBERT HENDERSON & CO.

323 St. James Street,

Sole Agents for Canada.

MONTREAL

HAND-MADE

Woolen Goods

CONSISTING OF

BOOTEES
 JACKETS

HOODS, SKIRTS
 TOQUES, ETC.



DRAPERIES

We are headquarters for Everything in Art Draperies

Do not fail to call and see samples of above when in town.

Boulter & Stewart

30 Wellington Street East

TORONTO, ONT.

JOE DUDGEON TALKS ABOUT BARGAIN DAYS.

"Come in here for five minutes, Joe," said my Aunt Susan the other day, as we passed Buncum & Push's place. It was bargain day. My aunt Susan takes no stock in holidays like the Queen's Birthday or Dominion Day, but say I she's all alive on bargain days. She knows every article on the list.

"I hate shopping like sin," said Joe to me. "But I went in to please her."

Aunt Susan went straight to the grocery counter.

"I want to see those raisins at two cents a pound I see you are advertising to-day."

"You are too late, madam, the advertisement says from 8 a. m. to 10 a. m. They are 4c. now."

"Oh!" said Aunt Susan, "if you can sell them at two cents at those hours, why not now? Show me that twenty-five cent tea you are advertising."

"You are too early for that; you will notice the tea sale is from one to three this afternoon."

"Well, how much is it now?"

"Thirty-five cents until one o'clock."

"Well, that's funny," said Aunt Susan. "I see you are advertising some fresh canned vegetables at five cents a tin."

"Oh, but that is only for afternoon trade from three to five. They are eight cents at present."

"Well, did you ever hear the like?" said Aunt Susan. "Why" I'll have to bring a lunch basket and stay around all day at this rate. Where is the sailor hats you are advertising?"

"Hats!" yelled the grocery man, and the shopwalker showed us to the hat department.

"I want to look at those fifteen-cent sailor hats you are advertising to-day," said my aunt.

"You are too early, madam. They are thirty cents at present; call again between four and five this afternoon. Then you can have them at fifteen cents."

"Do you think my time's no more value than a setting hen trying to hatch chickens from crockery eggs? Show me to the parasol department."

We waltzed off to the parasol counter to find we were just too late for that dollar kind, reduced to sixty-nine cents for bargain day.

Aunt Susan seemed greatly cut up when she found she was just too late to get a boy's all-wool tweed suit for two dollars, worth three and a half.

Aunt struck the correct hour for the two hundred pieces of toweling - regular ten-cent line for five - but there had been such a rush while she was fooling after sailor hats and parasols that we just missed getting any.

Aunt Susan was terribly unlucky. She was an hour too early to get those thirty-five cent cashmere stockings at fifteen cents, and an hour and ten minutes too late for those pure silk fifty-cent gloves which were going, or, rather, had gone, at nineteen cents.

Nevertheless, she kept "toting" me around for half a day, and all she bought was a four-cent cocoanut and a pair of five cent curling tongs. She won't catch me again on bargain day!

I told the manager they should keep a free restaurant open all day for people like my Aunt Susan. At eight o'clock let

them start and announce the bargains that were ready at that hour.

For instance:

"Eight o'clock, ladies. The sugar sale is now on."

"Ladies, it is now 8.45. If you want raisins at two cents a pound you must hurry up, there's a big rush at the raisin counter."

"Ladies, it is now 9.15. If you want any of those cheap parasols you must get a move on."

"It is now ten o'clock. The sale of cocoanuts, dried apples, nutmeg graters, infants' bibs and perambulators is now on. Shop full of customers. Now's your time for bargains." And so on throughout the day.

You see, this scheme would save people like Aunt Susan a terrible lot of worry and disappointment. They look forward to bargain days as much as a boy does to a circus, and the storekeepers should make it as pleasant for them as possible.

At the big stores where bargain day is "all day work," it's different. But this new idea of selling "pepper castors" and "tooth picks" from 8.50 a.m. to 9.15 a.m. is terribly trying to bargain hunters like poor Aunt Susan.

TOM SWALWELL.

MR. W. P. SLESSOR'S MARRIAGE.

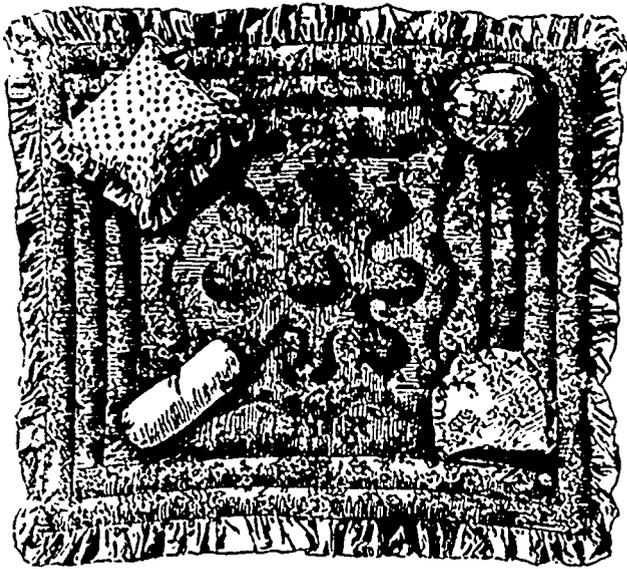
A pretty wedding took place in St. Andrew's church, Toronto, on Wednesday June 27, when Mr. William Pulsford Slessor, son of Mr. James Slessor, of Mintlaw, Montreal, a member of the firm of James Johnson & Co., was married to Miss Isabel Torrance Miller, daughter of the late W. McC. Miller, of the Customs. The ceremony was performed by the Rev. D. J. Macdonnell, assisted by Rev. Dr. Warden, of Montreal. The fair bride, who was escorted by her brother, wore a handsome gown of white duchesse satin, trimmed with white chiffon. The train was very long, and was square cut. A wide sailor collar, edged with a full ruffle of chiffon, was a novel feature of the dress. The maid of honor was Miss Nellie Parsons, and the bridesmaids were Miss T. Slessor and Miss Miller, the bride's cousin. They wore pretty gowns of white dotted muslin, trimmed with pink ribbons and lace, and Miss Parsons' gown was trimmed with bands of white satin ribbon, covered with valenciennes insertion. Their hats were of spotted net, and in them were pinned clusters of natural pink roses taken from their bouquets. The best man was Mr. Hill, of Montreal, and the ushers, Messrs. W. Burritt and W. Warden. An immense throng of people witnessed the wedding, and the reception at the residence of the bride's mother, in Bellevue Place, afterwards was largely attended. There were many beautiful and costly presents. Mr. W. P. Slessor, whose connection with James Johnson & Co. has brought him much into association with the trade, is highly popular and esteemed.

NEXT SEASON'S KID GLOVES.

The manager of the Canadian agency of Emil Pewny & Co., Richard Patton, left a few days ago for Grenoble, France, the headquarters of the house, to look after novelties for the following Spring season, and see that all important points are carried out in Fall shipments. He will study the interests of the trade for customers, and return in time to get shipments ready.

WE WANT YOUR FALL ORDER

"ALASKA" Brand Down Quilts are the Quilts that sell.
"ALASKA" Brand Down Cushions are all the go.



**THIS IS ONE OF THEM.
IT CARRIES OUR TAG AND OUR GUARANTEE.**

WE ARE REPRESENTED:

Toronto and the West—by Messrs. Perry & Co., 34 Yongo Street, Toronto.
The Ottawa Valley—by James W. Woods, Esq., 75 Queen Street, Ottawa.
Manitoba, N.W.T., and British Columbia—by Mr. J. M. Macdonald, P.O. Box 702, Winnipeg.

The "ALASKA" Feather and Down Co., Ltd.

Head Office and Factory, MONTREAL

The following Houses are using it, and are prepared to quote prices on lines made up in this way:

MONTREAL

- H. SHOREY & CO.
- E. A. SMALL & CO.
- DOULL & GIBSON
- McKENNA, THOMSON & CO.
- JOHN MARTIN, SONS & CO.

TORONTO

- W. R. JOHNSON & CO.
- LAILEY, WATSON & CO.
- E. BOISSEAU & CO.
- CHALCRAFT, SIMPSON & CO.

HAMILTON

- SANFORD MFG. CO. Limited
- JOHN CALDER & CO.

WOULD you live in a house that the freezing winter winds blew through

If a few dollars would remedy it? Would you wear clothing that the wind blew through if you could get wind-proof clothing for a few cents more?

**No,
YOU WOULD NOT**

and your customers will not.

Fibre Chamois

Interlining will not only add to the style and set of any garment in which it is used, but will make it absolutely warm and windproof.

Write your wholesale house to have all lines made up in this way, and you can count on this Fall's business being the best you have ever had, if you make this your drawing card.

NOTICE TO THE TRADE

Messrs. R. B. HUTCHISON and R. A. NISBET, of the firm of Hutchison, Dignum & Nisbet (recently dissolved) have associated with them in partnership Mr. A. R. Auld (late manager of the woolen department in Messrs. W. R. Brock & Co.'s), and will occupy the new premises, No. 34 Wellington street west.

We expect to be ready for business with an entirely new stock of

IMPORTED AND CANADIAN WOOLENS

AND TAILORS' TRIMMINGS

Early in August. Pending the arrival of our Imported Stock we have bought, and hope to be able to offer to the trade in the course of a week or ten days, a lot of Canadian Tweeds at job prices.

Meantime we can be found at the office of the above mentioned warehouse, where we will be pleased to receive any of our friends, or receive communications from them.

Hutchison, Nisbet & Auld,

NO. 34 WELLINGTON ST. WEST, TORONTO.

FOREIGN MARKETS.

REPORTS from Dundee show that the recent rise in jute goods is being well maintained. Jute yarns are firm and Hessians are firmer.

Linens are in only fair request, and the much-looked-for improvement is not yet apparent. Linen yarn is firm, but the movement is small. The flax trade is quiet.

NOTTINGHAM LACES.

The Textile Mercury says of the Nottingham lace trade that it is without improvement.

"In the plain net branch the present state of business compares unfavorably with what it was earlier in the year. Fewer bobbin nets are being exported for embroidery purposes, and there is not much doing in mosquito and corset nets. Stiff Paris and Paisley nets are also dull of sale, and the demand for Mechlin, Brussels and zephyr tulle is quiet. Silk tulle is slow, but a steady business is being done in veilings and hair nets. The demand for silk fancy laces remains dull. No change is apparent in the cotton millinery lace department. Moderate orders are on hand for the more fashionable goods, but in no case is there any real animation, and it is only in exceptional cases that machinery is profitably employed. The lace curtain trade is quiet, the supply of goods being fully equal to the demand, and neither makers nor finishers are fully employed. The hosiery trade is in a better condition than the lace industry."

THE LINEN TRADE.

The Irish Textile Journal says: "Comparing the linen industry with the other leading exporting industries of Great Britain shows that it occupied a fairly good position in 1894 in showing a decrease of 5.6 per cent., for, although cotton manufactures improved by 4.7 per cent., jute manufactures fell off 12.4 per cent., woolen and worsted manufactures 14.4 per cent., and silk manufactures 10.3 per cent."

The Irish Flax Supply Association estimates that this year there are 101,081 acres of flax in Ulster, as compared with 67,478 acres last year, or an increase of 49.7 per cent.

THE COTTON MARKET.

To give an idea how the raw cotton market is viewed in England, we quote the Manchester correspondent of *The Drapers' Record*. Writing on June 5th, he says:

"Business is practically at a standstill. The Liverpool holidays are this year longer than usual, there being only two days for business between May 31 and June 10. The cotton market is strong but not active, still there is a very general opinion that the raw material will yet advance, and a most determined effort to put up prices will probably be made when business is resumed.

"It is now thought that nine and three-quarter millions will be about the size of the last crop instead of ten and a quarter millions, Neill's estimate, and the new crop conditions are said to be unfavorable, so there is a prospect of $4\frac{1}{4}$ d. in the near future for American cotton. Egyptian cotton has receded about $\frac{1}{4}$ d. per lb., and is in very slow demand."

EXTENDED USE OF BUTTONS.

Buttons being now so extensively used, says the Paris correspondent of *The Economist*, it is not surprising to find them applied to collets. Some of the new cloth capes are fastened down the front with olive-shaped buttons in horn, of the same

tint as the cloth. This new form of button will probably be much used next season for all kinds of outer garments. It is about $1\frac{1}{2}$ inches long and not much thicker in the middle than at the extremities. It is made of a smaller size for trimming dresses.

This is only one form of an infinite variety of buttons, large and small; there is a perfect rage for them. Button manufacturers are looking forward to a splendid winter season, for if they may be introduced with some effect into summer and autumn toilettes they are still better adapted to winter costumes.

Fashion is eclectic in respect to them, favoring them equally, whether they are made of horn, bone, mother-of-pearl, gilt metal, Rhine pebbles, ivory, imitation gems, cut steel, jet, painted enamel or porcelain. Some are no bigger than peas, others are the size of a silver dollar.

Rhine pebbles and cut glass, mounted in gilt metal, are the favorites among the former (with those who cannot afford diamonds) to trim the front folds of blouse waists and shirts; but large buttons are also used for the same purpose, principally those in cut steel. Some of the latest novelties are in painted china, in imitation of old Dresden ware; others are miniatures, painted on ivory or metal.

Many of the new dresses absolutely bristle with buttons. More often than not they are merely used as a decoration, and they will crop up in the most unlikely places, though frequently they have the appearance of fastening something down, as a fold or a band, the cuff of a sleeve, the lapel of a bodice, the extremity of a belt (they have begun to oust buckles from the field) or the folds of a skirt.

It is impossible to insist too strongly on the button question, which bids fair to be even more important in the future than it is in the present.

CREPONS FOR SPRING.

The Berlin correspondent of *The Economist* writes: "Some very elegant novelties in dress fabrics have been shown. Crepon stripes half an inch wide, flanked by narrow and wide stripes of silk, are shown in the most varied combinations of colors.

"Sapphire blue crepon stripes are bordered by orange, heliotrope and sea-green silk stripes.

"Crepons with small and large check patterns are also very tasteful. The checks are formed by the peculiar, raised crepon effect, and the single squares are bordered by fine silk stripes in the most varied colors. Crepe checks look well, however, even without these silk stripes.

"New crepons are seen with deep embossed patterns of flowers and blossoms. Crepons with pressed patterns of lilies, roses, etc., are seen.

"Crepons with large rings formed by silk threads are also new. A tobacco-colored crepon shows these rings in light-blue silk.

"Other novelties are crepons with covering of lace-like patterns formed with fine silk threads. A heliotrope-colored crepon

BUSINESS CHANCE.

CAUDWELL'S FANCY DRY GOODS STORE TO rent, Brantford. Splendid chance for Millinery, Fancy Goods, Stationery, or Boots and Shoes. Two iron doors through side wall to Caudwell's dry goods business, which would bring over an average of 300 each day and 1,000 customers on Saturday. GEO. CAUDWELL, Brantford.

JOHN FISHER
SON & CO...

WOOLLENS

.. AND ..

TAILORS' TRIMMINGS

442 and 444
St. James Street, **Montreal**

... ALSO ...

64 BAY STREET
Toronto
101-103 ST. PETER ST.
Quebec

JOHN FISHER & SONS
Huddersfield, Eng.
London, Eng.
Glasgow, Scotland
Belfast, Ireland

JAMMET FRENCH
KID GLOVES

GUARANTEED.

Equal, if not superior, to anything in this market.

♦ ♦

PERFECT FITTING
FRESH STOCK
EARLY DELIVERY

♦ ♦ ♦

WRITE FOR SAMPLE

"La Chartreuse" 7 hook lacing,
gusseted, of which a full range Colors and Blacks in stock.

♦ ♦

*A limited quantity of leading lines, if ordered now,
delivered early September.*

FITZGIBBON, SCHAFHEITLIN & Co.

Successors to

MONTREAL Thouret, Fitzgibbon & Co.

The following
houses are using it,
and are prepared to
quote prices on
lines made up in
this way :

FIBRE CHAMOIS

Is going to be advertised

THIS FALL AND WINTER

in nearly every daily and weekly
paper in the Dominion, as a
**Windproof Interlining for
Men's and Women's Cloth-
ing**, and your customers are go-
ing to insist on having it.

If your order is placed, you
should write your house at once
to make up all lines in this way
before it is too late. The cost
will be a trifle.

The man in your town who
makes clothing interlined with
Fibre Chamois the leading fea-
ture this Fall, is bound to do the
bulk of the trade.

DON'T LET "THE OTHER FELLOW" DO IT

MONTREAL

H. SHOREY & CO.
E. A. SMALL & CO.
DOULL & GIBSON
McKENNA, THOMSON
& CO.
JOHN MARTIN, SONS
& CO.

TORONTO.

W. R. JOHNSON & CO.
LAILEY, WATSON
& CO.
E. BOISSEAU & CO.
CHALCRAFT, SIMP-
SON & CO.

HAMILTON.

SANFORD MANUF'G
CO., LTD.
JOHN CALDER & CO.

WHY?

There is a reason for every success. It either
fills a long-felt want, corrects a mistake, or is an
improvement on the then-considered best.

In Dress Stays two faults have long been
apparent. They would either bend out of shape
or cut through the dress.

**BRUSH'S PEERLESS DOUBLE DRESS
STAY** is a success because it overcomes both
these faults. Made of double steels, one placed
above the other, with the ends so secured as to
make it impossible for them to cut through the
dress, it is more pliable than any other Dress
Stay, and cannot bend out of shape. Neither will
it melt apart from the heat of the body.

Made in Black, White, Drab, Blue, Pink and
Old Gold. Sizes, 6 to 18 in. Put up in half-gross
boxes or in sets of 9 steels.

MANUFACTURED ONLY BY

BRUSH & CO.,

TORONTO



PATENTED AUG. 16TH 1892.

carries a green lace pattern; on a red crepon is a black lace pattern.

"The above-mentioned novelties in crepons will receive attention for next Spring. Crepons have not said their last word, and they have yet to enter into popular consumption, and original novelties in these will be worn next Summer."

RIBBONS FOR FALL.

The tendency in the styles of ribbons for Fall is such as to show a preference for those styles that are the nearest to plain goods.

Jacquard effects are almost entirely absent. The widths favored vary between 36 and 48 lines, and in heavier goods they reach even up to 64 lines.

Colored epingle in the different variations is taken up as a novelty; in plain, in changeable, with satin border; also epingle with satin stripes or satin with stripes of epingle.

Changeables in medium and heavy qualities, in taffeta and satin, in wintry shades, plain and with edge, are out in good number.

Satin double face, two colors, is seen in very large assortment for millinery and for dress trimming purposes.

Plain, heavy satin ribbons with narrow and wide edge of velvet. Fine striped and plain ribbons in medium qualities in black and colored ground have colored edge.

The collections also include assortments of loose edge as well as fast edge ribbons in cheaper goods.

In plain ribbons colored faille retains a leading position, although there is also a heavy consumption of double-faced satin. Colored moire is now in better demand, but is obtainable for ready delivery only in the lighter shades, while dress colors in these are scarce.

Light faille is in good demand in black.

Tobacco, light brown, beige, marine, in all their gradations, are considered good colors.

Advices from Paris indicate that bleuet in its general gradations is a favorite there.

FALL WOOLENS.

For three weeks the sorting trade in woolens has been extra good. At the same time the orders for Fall woolens have come to be more satisfactory.

For overcoats, beavers and meltons still have the call. There is a sprinkling of fancy naps and heavy serges in the orders. At, least, this is the experience of John Macdonald & Co.

In suitings they find the taste still running to quiet mixtures, and plain neat stripes for trouserings. They have long ranges of these classes of goods.

They show extensive lines in ladies' fall mantlings. Plain beavers are good, while golf cloakings are selling moderately well.

MAKING NEW LINES.

Some new lines in dress canvasses and grass cloths are being placed on the market by Stevenson, Blackader & Co., selling agents for the Montreal Cotton Co. These goods will take the place of stocks hitherto imported.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

A. C. NEFF Chartered Accountant, Auditor, Assignee, etc.
Tel. 1040. Canada Life Bldg., TORONTO
Audits or Investigations, Improved Systems of Books, Partnership Settlements, Management of Estates.

MILLER BROS. & CO. MONTREAL . .

Manufacturers for the Wholesale Trade of the following Standard Lines of Fine Linen Faced Collars and Cuffs
GOLLARS Comet, Opera, Hanlan '76, Oro and Marquis
MOZART CUFFS
Angelo & Raphael Reversible Linene Collars and Cuffs
Only the very best materials are used in the manufacture of these Goods

Montreal Fringe and Tassel Works
ESTABLISHED 1883.
CORDS, TASSELS, POMPONS,
Dress and Mantle Ornaments, Hat and Cap Ornaments
BARREL BUTTONS { A large range—All sizes Black and Colors
Particular attention given to special orders accompanied by samples.
MOULTON & CO. - Montreal

World Wide Popularity The Delicious Perfume.
Crab Apple Blossoms
EXTRA CONCENTRATED
Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.
And the Celebrated
Crown Lavender Sait
Annual sales exceed 500,000 bottles. Sold everywhere.
THE CROWN PERFUMERY CO.
177 New Bond St., LONDON, ENG.
By all principal dealers in perfumery.

"FITS LIKE A GLOVE"
THOMSON'S
ENGLISH MADE,
Glove-Fitting. Long Waled. TRADE MARK.
CORSETS At Popular Prices.
The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.
A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.
See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

Perrin's Gloves

PERRIN FRERES & CIE.

THE GLOVE HOUSE OF CANADA

7 Victoria Square, MONTREAL.

FACTORY:

GRENOBLE, FRANCE

BRANCHES:

Paris, London, New York

Always on Hand,

A

Fresh Stock



P.F. TRADE MARK.

The Best Shades

and

The Newest Styles

WRITE FOR SAMPLES

We Carry the Largest Stock in Canada

Do not place your Fall order before you have an opportunity of seeing our samples.

Peter Schneider's Sons & Co.

27 and 29 Victoria Square

MONTREAL

And

185 and 187 Canal Street, NEW YORK CITY.

Upholstery and Drapery Goods

IN ALL GRADES.

Men's and Ladies'

Umbrellas



FACTORY:

Corner Yonge and Walton Sts.

Summer Neckwear
Novelties
E. & S. CURRIE
84 BAY STREET
Toronto = Ont.

These four manufacturers represented in Manitoba and British Columbia by George A. Campbell, P.O. Box 995, Winnipeg; P.O. Box 466, Victoria, B.C.

Reliance Brand

Full fashioned Ribbed Hose, Plain Hose, Gents' Half-hose in Black and Colors, Elastic Over-hose, Ladies' and Children's Mts.

We are offering some good drives in

BOYS' RIBBED COTTON HOSE

To clean out Stock. Warranted Stainless.
Letter Orders promptly attended to.

—: MANUFACTURED BY:—

THE WILLIAMS, HURLBURT CO.
COLLINGWOOD, - - - - - ONT.

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FOR SPRING AND SUMMER

HANDSOME - COOL - DURABLE

Unexcelled for **BICYCLE SUITS**
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MANUFACTURERS OF

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MEALEY STAIR PAD.



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STAIR PADS
HAMILTON,
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OFFICE.—
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CANADIAN COLORED COTTON MILLS CO. *SPRING* 1895

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

—: NOW READY:—

See Samples in Whole-sale Houses. **D. MORRICE, SONS & CO. AGENTS**
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DIRECT IMPORTER

JAPANESE & CHINESE SILKS
AND FANCY GOODS.

BRANCHES
YOKOHAMA
SHANGHAI
LYONS

WESTERN

Incorporated 1851.

... ASSURANCE COMPANY.

FIRE
AND
MARINE

<i>Head Office</i>	Capital . . .	\$2,000,000.00
Toronto	Assets, over . . .	2,375,000.00
Ont.	Annual Income . . .	2,200,000.00

GEO. A. COX, President. **J. J. KENNY, Vice-President.**
C. C. FOSTER, Secretary.

TO CANADIANS . . .

Miles & Co.

NEW ADDRESS . . .

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Want to Lead?

Then do not fail to see our Samples
BEFORE YOU BUY.

Matthews, Towers & Co.
Wholesale Men's Furnishings - MONTREAL.

E. J. DIGNUM & Co.

55 FRONT STREET WEST.

ANNOUNCEMENT

To the Trade :

We desire to make a positive denial to certain rumors that have come to our ears that we were going to retire from the woolen business. We have been identified with the business before the firm of Hutchison, Dignum & Nisbet was formed, and now, having bought out our late partners, are retaining almost intact the old staff, and our friends will find us at our old stand with a full line of Woolens, Tailors' Trimmings, etc., etc.

We ask our many friends and former customers not to allow any such rumors as referred to above to influence them to our prejudice.

We purpose clearing out at greatly reduced prices the old stock, which will be replaced with a full assortment of new goods in

Imported and Canadian Woolens and Tailors' Trimmings

And we write our customers to take advantage of the special values we are offering at present.

*Sole Agents for
Canada for*

Messrs. J. N. Richardson, Sons and Owden, Ltd., Linen Manufacturers, Ireland.

Whose goods have a world-wide reputation for sterling quality and value, and have become so well and favorably known to the best trade in this country.

E. J. DIGNUM & CO., TORONTO.



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PATENTEES AND SOLE MANUFACTURERS

S. Lennard & Sons

Dundas, Ont.

**HOSIERY and
UNDERWEAR
MANUFACTURERS**

ESTABLISHED 1878.

WHOLESALE TRADE ONLY

JOHN MACDONALD & CO.

TO THE TRADE

Fall Trade

Manufacturers in Canada, Great Britain, the European Continent, and the United States of America are daily advising us of advance in prices in almost every line of dry goods. Anticipating these advances, and having the capital and capacity, we bought our stock for Fall Season before the advances took place. Our samples are now in the hands of our travelers, and those placing their orders with us early are assured of having the same filled at present prices. We make this announcement to prevent any misunderstanding, should the prices have to be advanced at a later date.

Assorting Trade

At this season of the year our stocks for the Summer Assorting Trade are being rapidly cleared out. When in the city, we shall be pleased to see you in our warehouses, so as to give us an opportunity of showing you some special lines and odds and ends that you cannot see with our travelers, as the quantities are too small for them to carry samples of.

On July 2nd our travelers start out on their respective routes with a full range of Fall samples.

Orders solicited. Filling letter orders a specialty.

John Macdonald & Co.

WELLINGTON AND FRONT STS. EAST.

MANCHESTER AND LONDON,
ENGLAND

TORONTO