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THE DRY GOODS REVIEW

CANADA



CIRCULATES
IN EVERY
PROVINCE

JULY 1897

See the one sent to my caring Co. Aug 18/91

**Wrappers
Tea Gowns
Skirts**



NO. 996. TO RETAIL AT \$2.00.

Do Business

Make Money

Carry the

Right Styles

We Make Right Styles.

You Can Make the Money.

"MARITIME" WRAPPERS Are our Hobby.

We have them in everything new—all the up-to-date patterns and colors—perfect fitting—in extremely popular grades. We wish you would write for a sample of our Heavy Flannelette, 3½ yards skirt

JUBILEE NO. 979

YOU HAVE NEVER SEEN ITS EQUAL.

To Retail at \$1.25.



NO. 978. TO RETAIL AT \$1.75.

Aug 18/91

**The Maritime
Wrapper
Company**

ONTARIO BRANCH:
72 Arcade, Yonge St
TORONTO
J. H. Parkhill, Agent.

Limited

WOODSTOCK, N.B.

Represented from Halifax to Victoria



NO. 970. TO RETAIL AT \$2.00.

DEPARTMENTS



FALL

Staples
Carpets

Dress Goods
Woollens

18 97

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER, B.C.

MEN'S FUR-SHIRT-S

Notions

Smallwares

Our travellers are now on the road with full ranges of all these goods.

SOLE SELLING AGENTS
FOR . . .

PRIESTLEY'S CELEBRATED DRESS GOODS.

RETURNED July 12/97

RETURNED July 12/97

THE



BRAND

Temporary success may be gained in many ways, but a success to be lasting must rest on solid merit. Instance the ...

HEALTH UNDERWEAR

It has stood the test of experience. It has never failed to meet expectation. It has promptly established itself in favor where once introduced, and its merits are to-day known to the great majority of dealers. This is not the result of accident or chance, but because the goods are carefully manufactured from superior fabrics, with due attention to full and correct sizes and proper proportions.

This has given them their present prestige, and made the name "HEALTH" synonymous with the best practical values in Men's Undergarments.

MANUFACTURED BY ...

The Montreal Silk Mills Co.

MONTREAL.



Reliability has a Value

It saves time, energy and money. Your confidence in our goods will not be misplaced. You can perpetuate our lines, and you will want to do so. They will sell and **MAKE YOU FRIENDS.** That is why we urge you to

BUY Diamond Brand Underwear

HERMANN H. WOLFF & CO., MONTREAL.



WALL PAPER

From the Cheapest Brown Blanks
up to the most

Artistic
Embossed
Gilts and
Ingrains

with Blended and Cloud Friezes.



New Designs
New Colorings
Now Out . . .

If our Travellers do not reach you, your sample request will have our attention. Ask your dealer for our goods. The firm's name on the margin of each roll. Awarded First Prizes wherever exhibited.

SOLE AGENTS IN CANADA
FOR ANAGLYPTA

Colin McArthur & Co.

OFFICE—1030 Notre Dame Street
FACTORY—11, 13, 15, 17, 19, 21 Voltigeurs Street
1032 and 1034 Notre Dame Street

MONTREAL

THE WATSON, FOSTER COMPANY.

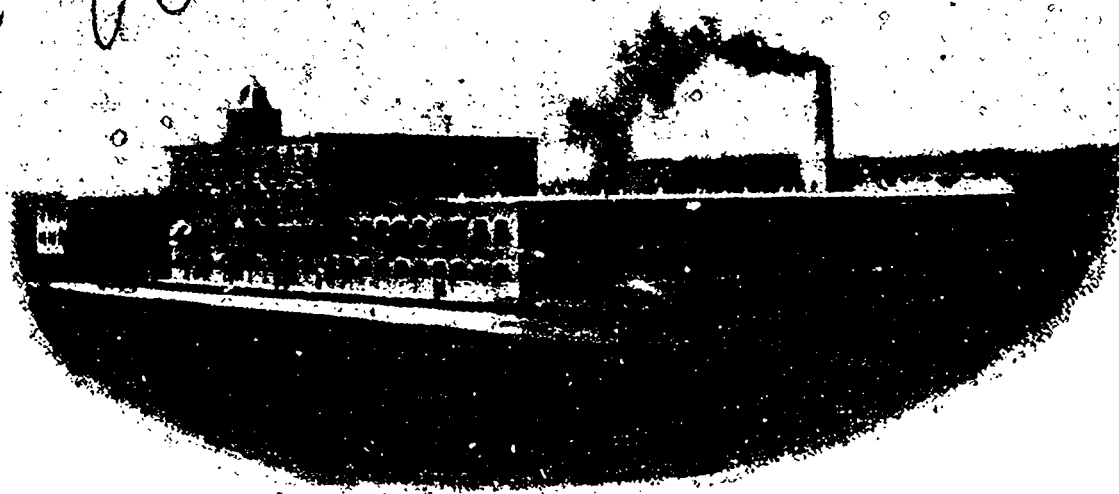
MANUFACTURERS OF.....

WALL PAPERS

MONTREAL

RETURNED
July

6/91



Office and Works Ontario Street East.

Our lines for 1897-8 are now ready. They are in a greater variety of pattern and style than ever, and are altogether the most attractive collection of Wall Paper we have ever produced.

If you have not seen them, drop us a card and we will arrange to show you samples.

"Canadian Brand" Carpet



H. H. BURROWS, Manager.

* * *

Is a carpet made from pure fleece wool, and we honestly believe it to be the best carpet on the Canadian Market to-day. We exercise the greatest care in the selection and dyeing of the stock and nothing goes into the looms but what we know to be perfectly reliable.

Our standard of quality never changes and we give a guarantee with every roll of carpet that leaves the factory. We sell the "Canadian" Brand at a uniform price, so that the trade is protected against cutting.

WE ALSO MANUFACTURE A FULL LINE OF

Union Carpets Art Squares
Wool Mats
Rugs Rug Fringes

We have the newest ideas in colorings and designs. Our travelers are now on the road and will be pleased to show you these goods. We can send samples to any address.

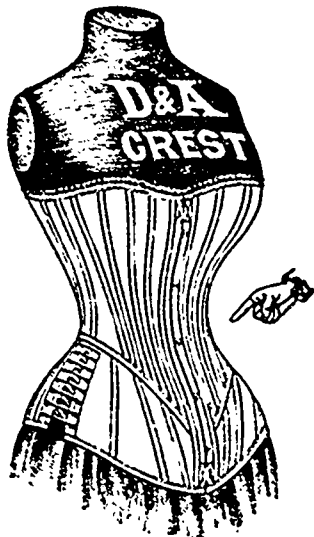
ROYAL CARPET CO. - - GUELPH, ONT.

D & A "CREST"

ABOVE THEM ALL!

Trade-Winning Corsets at Popular Prices.

NOTE THE GOOD POINTS!



SEE THAT HIP!

They can't break down on the sides —the patent hip prevents that.

Fit easily to every movement of the figure.

Well advertised.

A corset that will take on sight.

CAN'T BREAK HERE



Salespeople make easy sales when showing D & A Corsets

FACTORY AT QUEBEC. WAREHOUSES AT MONTREAL AND TORONTO.

Dominion Corset Mfg. Co.

ESTABLISHED IN 1876

If your Jobber does not keep the following Goods, drop us a line.
And we will tell you who does.

ASK FOR THEM.

VICTORIA CROCHET COTTON.

Morse & Kaley Lennox Crochet Cord.

Morse & Kaley Knitting Cotton.
(The only full weight knitting in the trade.)

Morse & Kaley Turkey Red Embroidery Cotton.

Morse & Kaley Fast Black Darning.
(Black Card Registered.)

Put up in 1 gross handsome wood Cabinets and in X gross boxes.

Morse & Kaley Ball Mending.
(Black & Colored.)

TAYLOR'S EMBROIDERY RINGS.

(10,000 sold the first month.)

Taylor's Dress Stays.

Taylor's O.K. Hose Supporters.

Taylor's "Worth" Skirt Extenders.

CHADWICK'S SPOOL COTTON.

CHADWICK'S MENDING WOOLS.

DUNBAR McMASTER'S LINEN THREAD.

A, B, XX and X Wadding.

THE WHOLESALE HOUSE that supplies you with

North Star, Crescent AND Pearl

Cotton Batting gives you the best value obtainable.

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

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

**NOTHING
DECEPTIVE**

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

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

THREE GRADES.

THREE PRICES.

THE BEST AT THE PRICE.

Robert Henderson & Co.

DRY GOODS COMMISSION MERCHANTS

323 St. James St.

MONTREAL.

SUSPENDERS

AND BUTTONS

OUR FALL SAMPLES ARE NOW READY.



C. K. HAGEDORN, Manager.

This season we are showing a much larger range, more varied styles and much better value in Suspenders than ever before; in fact we are surprised (ourselves?) at the values we are enabled to present. The fact that our trade is surely and constantly increasing we take as evidence that our goods are meeting the requirements of the trade.

In buttons, as usual, we have the largest range of samples in the market, and show excellent value.



Orders Solicited. Goods Shipped Promptly.

Remember We Guarantee Satisfaction.

THE BERLIN SUSPENDER AND BUTTON CO.

Berlin, Ont.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

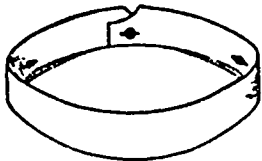
All goods made by us are stamped as follows :

Absolutely No

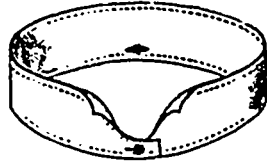


TRADE
CELLULOID
MARK.

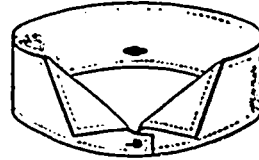
Others Genuine



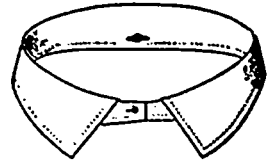
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



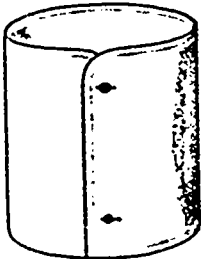
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



TITAN.
Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/8 in.

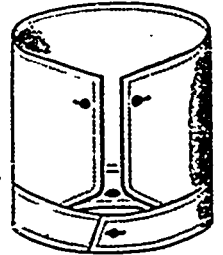


EXCELSIOR.
Sizes 8 to 11 1/2 in.
WIDTH 3 1/2 in.

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.

CAUTION

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



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

Sole Agent for Canada

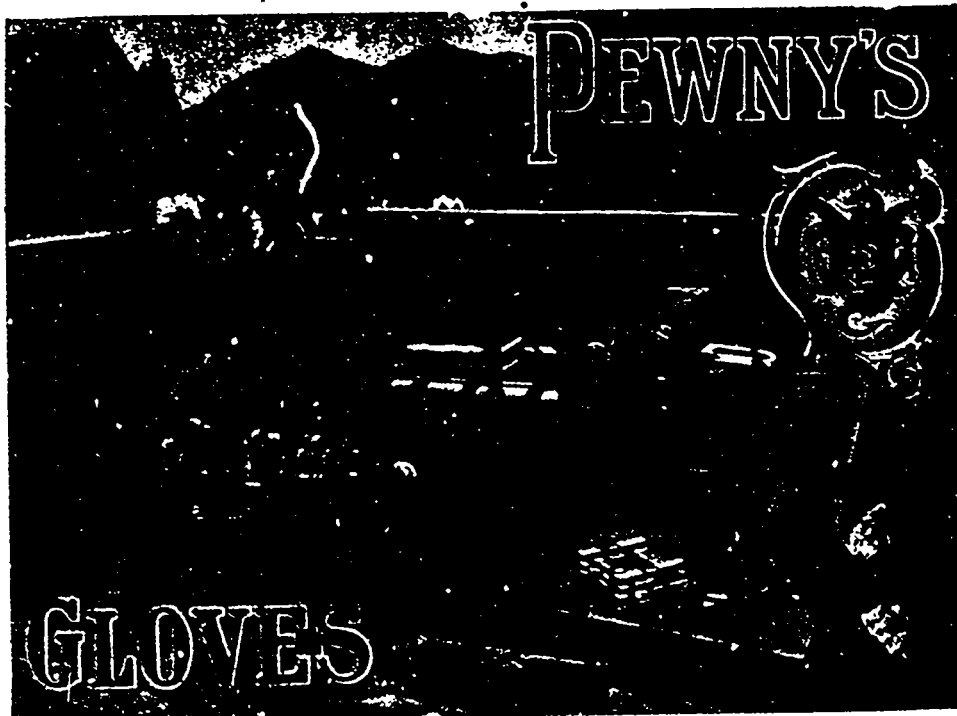
B. ALLEN

31-33 McAlinda St., TORONTO

The Celluloid Company

KID GLOVES ONLY occupy all our attention

JUST A
LITTLE
BETTER
THAN
OTHERS



FULL
STOCK OF
STANDARD
LINES
ON HAND

EMIL PEWNY & CO.

FACTORY
Grenoble - France

25 St. Helen Street,
Cor. Notre Dame St.

Montreal



"The Queen, God Bless Her."

It will Pay you to Use
the Best Goods

You can retain your customers by
dealing only in the best.

Finlayson's



THE MILLS AT JOHNSTONE, SCOTLAND.



Linen Threads

ARE SUPERIOR TO ALL OTHERS



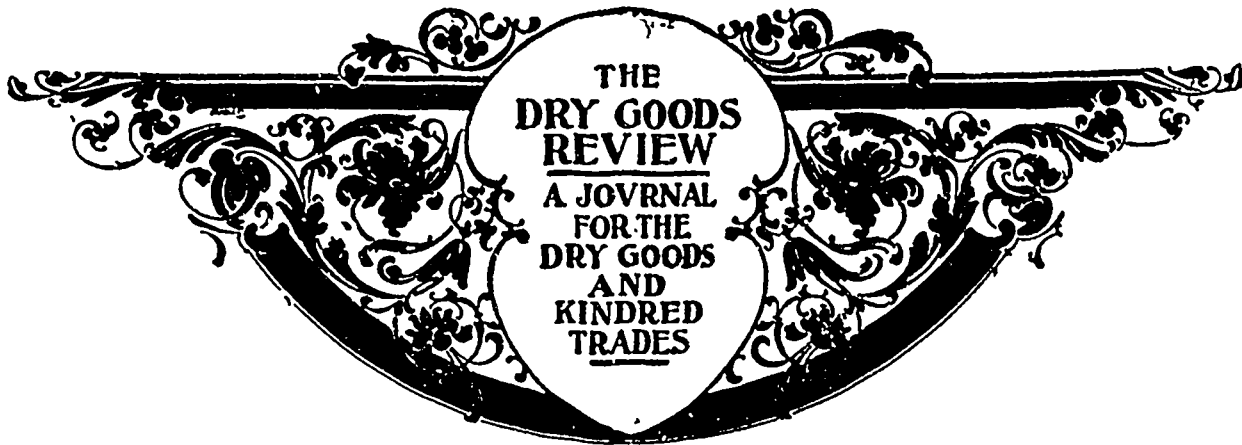
All Genuine Numbers. All Full Weight and Length.
All as Represented.

Agents for Canada—Wholesale:

John Gordon & Son

FINLAYSON, BOUSFIELD & CO.
JOHNSTONE, SCOTLAND

MONTREAL



A STORY WITH A MORAL.

IT MAY BE AN EXCEPTIONAL CASE, BUT IT CONVEYS A LESSON TO DRY GOODS CLERKS.

FEARLY morning shoppers are sometimes a trial when clerks are trying to clean up the place and prepare for the day's business. The industrious man who is earnest in his intentions is the last one to feel it. Such a man realizes that showing and selling goods is the chief of his duties, getting ready is incidental. Only the careless regard early customers as intruders, and the following short story from one early morning's experience holds a wholesome moral for these thoughtless ones.

It was early when Mrs. F. alighted from her carriage at M. & Co.'s dry goods store and proceeded to the silk counter. She had several girls to dress and wanted goods for herself beside, and chose to come early that she might shop leisurely and comfortably. At the silk counter all was confusion. Two of the men were telling a joke of the previous night's experience. Several lady clerks from other departments were matching samples and talking loud, and the only available clerk was a mere boy, who stepped forward with a brisk "Something you want?" Mrs. F. surmised the kind of treatment she was liable to receive at the silk counter, so asked where she should find some India lawns.

WHERE WAS THE FLOOR WALKER?

Here, too, she was received ungracefully by a lady clerk, who appeared annoyed at seeing a customer so early. She indifferently put down a couple of pieces of lawn which served to indicate that that was all she intended showing. "Thank you," said Mrs. F., "I'll not trouble you now." She next tried the wash dress goods department, probably feeling that something was wrong in that store. They certainly had stacks of goods for sale, but there was no effort or anxiety on the part of the employes to show goods and sell them. When she reached the aisle devoted to summer organ-dies, printed dimities, etc., she saw more actions that prompted her to postpone her purchasing, and she was on the point of leaving, when a gentlemanly young man of about five and twenty addressed her most pleasantly by name. That smile, that manner. Dear me, what a wonderful pacifying effect it had.

A BORN MERCHANT.

"Good morning, Mrs. F.; you are favoring us with an early call. It is undoubtedly the best part of the day to shop. The store is not so crowded as it will be later on, and besides, the clerks are fresher and can give you better attention. I wish you could

spare me five minutes. I have some beautiful printed goods just received. You may not want to buy them, yet I assure you it will be a pleasure for me to show you the line." "You may do so," said she. And so he proceeded to show the entire stock, one thing after another, feeling that he was sowing good seed, the fruit of which would be realized some future time.

He had stopped Mrs. F. on her way out. She had not asked to see anything; it was his own suggestion; therefore, he did not expect her to buy, nor would he have been in the least disappointed had she not bought.

"Let me see!" said Mrs. F. "What is your name? I remember you waiting upon me once before." "My name is Cuthbert; I have been with this house six months." "Well," said Mrs. F., "give me a dress each from those six pieces, charge them and send them up." Most men would have been overwhelmed with such a surprise, but not he. "Mrs. F.," said he, "we have a superb line of white goods, India lawns, nainsook dimities, etc." "I have just come from the counter and saw nothing." "Permit me to show the line, madame." So he straightway proceeded to do so before the eyes of the careless clerk she had spoken to a moment before. In less than half an hour two handsome dotted Swiss dresses, a bolt of fine nainsook and 12 yards of India lawn were sold her. "Mr. Cuthbert, I wish you would take me to the lace counter and put me in the hands of some painstaking clerk. I want quite a few laces to trim these dresses."

THE LABORER WORTHY OF HIS HIRE.

What an object lesson! A young man, earning \$10 per week, by his own earnestness, tact and ability, overcomes the feeling of disgust which very naturally had filled the breast of Mrs. F., and succeeded in selling her \$145 worth of goods before she left the store. Furthermore, he had made a permanent friend and customer of this lady. Whether she wanted to pay a bill, or to match samples, or to purchase thereafter, she always sought for Mr. Cuthbert. Before the year was out this young man had the very best trade waiting for him, and his ability as a salesman was acknowledged by the head of the house, who came to him one morning and said: "How long have you been with us, Cuthbert?" "A year next February," said he. "You are earning ten dollars per week? After January 15 we will make it twenty. This is a big advance, sir. I never remember having given such a rise, yet we consider you well worth it, and we are anxious to give you every encouragement."—New York D. G. Chronicle.

HIGHER DUTIES.

IRISH LINENS MUST FACE IN FUTURE INCREASED TARIFF IN CANADA AND THE STATES.



READERS of THE REVIEW know, the duties on linens have been recently increased both in Canada and the States. In the latter country, the hope is that a linen industry may grow up under protection. In Canada the increase of duty was done to raise more revenue. The new conditions, covering the whole American market, are therefore something which the Belfast linen trade have to consider. The Belfast industries find themselves face to face with rather a difficult situation. Since 1893 the United Kingdom has been exporting its linen manufactures and yarn in steadily decreasing quantities, and has been importing flax and yarn in ever increasing quantities. The total area devoted to flax culture in 1896 was a little over 72,000 acres, a decrease of nearly 28,000 as compared with 1895, and a decrease of 233,000 acres since 1864. At present Ireland does not supply quite one-fourth of the flax required for the linen manufactures of the United Kingdom. Unquestionably such anomalies are a serious hindrance to the business they affect, and place those engaged in it on a bad platform for competition with those more favorably circumstanced.

Flax is a crop needing much carefully trained labor and technical skill, and neither is now procurable in Ireland, where emigration has made labor costly and scarce, and want of proper education has made it inefficient. Something is expected from the promised Board of Agriculture. "It is hoped," says an Irish correspondent, "that technical training may be provided for our young people, but education makes no immediate returns to the community imparting it, and before the rising generation can make the running, others more forward in the world's march will have got hold of the world's markets. As things stand, there is absolutely nothing to hinder Americans, should they desire it, from competing with the yarn and linen industries of Ireland. The same causes that prevent the production of cheap corn and live stock in the United Kingdom must also affect the production of flax and linen, and trade is bound to follow the lines of the soundest market. What has happened and is about to happen in connection with American seizure of the pig iron trade is sure to happen with regard to the linen trade so soon as confidence in a steady protective policy has had its due effect upon the development of American enterprise. The linen exports of the United Kingdom are not large. The total value of the piece goods exported in 1896 was \$18,825,460; in 1895 they were valued at \$20,401,305."

THE MEANING OF "A REMNANT."

A weary-looking man stood before the counter of an American department store the other day, and seemed to regard with an almost affectionate interest the wooden partition that protected him from the surging crowd of women on the other side of the counter. They struggled with one another desperately, and as one receded two or three sprang forward to seize her place in the front row of the group that had gathered there. One woman with a fine stroke squeezed herself into a vacant space against the counter. She picked up a piece of silk, dropped it, and after having treated half-a-dozen more in the same way, seized a piece that she held in her hand longer than she had any of the others. "Lovely," she said to the clerk. "How much of it is there?" "Five yards," he said mechanically. "Oh, that's too bad," she answered, and it takes six this year for a waist. But I could get some more, I suppose, at the silk counter;" An expression of exceptional fatigue crossed the man's face, and he answered: "A remnant, ma'am, means the last of a piece." "Oh, pshaw!" was the woman's an-

swer, as she threw the silk down and began to fumble again among the other pieces. "How much in this piece?" called out a woman next to her as she held up a blue and white check. "Is there a waist pattern?" "Only four yards in that, ma'am," the salesman answered. "But couldn't I buy some more at the silk—" "A remnant means the last of a piece, ma'am," answered the clerk, and another piece of silk dropped back on the counter. The women swarmed around the counter, picked over the silks, and some bought. They were talking, and there were murmurs of admiration or disapproval from the disturbed group. But there was one continuous, dominant tone in the talk, and that was the expressionless, invariable voice of the salesman repeating the words, "A remnant means the last of a piece, ma'am."

CANADA'S PREFERENTIAL TARIFF.

Manchester (Eng.) Textile Mercury.

A VERY important point both to this country and to Canada is thus being raised. It is no less a one than this: Are we, after granting our colony the fullest fiscal and political liberty, which she is utilizing in conferring a favor upon us and in inaugurating a movement which is the greatest necessity of the time, namely, the consolidation of our Empire, to withdraw that liberty because of treaty obligations with a country that for twenty years past has accorded us no privileges that it could withhold, and which will undoubtedly seize the opportunity which the action of Canada gives to embroil us, not only with the Dominion, but with our other colonies also? We would say decidedly, no. A thousand times rather terminate the treaties containing the obligations; and if for so doing duties are raised against us let us resume our power to retaliate. We are tired of the policy of turning the second cheek to continental smiters.

Any attempt to hamper our colony's freedom would involve us with the others, because it would become evident at once that any limitation imposed upon the Dominion must also be understood as being imposed upon them. We ought not to forget the lesson involved in the dispute by which this country lost the United States, because there is every reason to suppose that in another 120 years the Dominion may easily become a nation as great as those whilom English colonies now are, and one likely to be much better disposed towards us than are the political adventurers who constitute their ruling classes.

WHAT IT LOOKED LIKE THEN.

Seventy years ago they didn't believe that railway trains going at even ten miles an hour were a possibility. The great London Quarterly Review in 1829 said: "What can be more palpably absurd than the prospect held out of locomotives traveling twice as fast as stage coaches? We would as soon expect to hear of the people of Woolwich allowing themselves to be fired off upon one of Congreve's ricochet rockets, as trusting themselves to the mercy of such a machine, going at such a rate. We trust that Parliament will, in all railways it may sanction, limit the speed to eight or nine miles an hour, which, we certainly agree with Mr. Sylvester, is as great as can be ventured on with safety."

LOST HIS TRAMPER AND PAID.

A Leeds merchant had the awning in front of his store too low, and the bylaw against low awnings caused him to be summoned into court. He was angry at the constable who had summoned him. When the magistrate had dealt with the case and the constable approached the irate merchant, the latter broke out: "Get away from me; don't talk to me, you low-lived cur." The court overheard, and Mr. Merchant had the pleasure of paying \$5 extra for contempt of court. It usually pays better to keep your temper, even when you feel you have just ground for getting angry.

FALL COLORS.

SOME FEATURES OF THE COMING COLORS AS OUTLINED BY A PARIS AUTHORITY.



THE Chambre Syndicale des Fleurs et Plumes, of Paris, have issued the usual card of colors for fall, 1897, and its principal features indicate what is thought of the trend of taste as regards color in that centre of fashion.

A series of novelty blues head the list. In fact, the unusual number of blues throughout this card is a feature which makes it distinct from the cards of the fall of '96 or spring of '97.

The series of blues that lead off the card are entirely new, being of the order of bleuets, but with a cast of red, which makes them distinctive. From light to dark they are Longchamps, Auteuil, Chantilly, Derby, Jockey Club and Hippique. Judging from their names one might suppose these tones would be prominently seen at the summer races, which are at this time the feature of Paris entertainment.

Three shades of geranium red follow. From light to dark they are glaucal, geranium and coquelicot. The last named is an especially good shade for fall and will doubtless be strong for combination with black or dark colors. That the geranium tones will continue in favor for fall is evidenced by this group of three tones, any one of which is calculated to hold the public fancy.

The present favor which is extended to grey by Parisiennes doubtless accounts for giving a series of grey tones third place on the fall card. Three very attractive tones are shown, namely, argent, chinchilla and mongolie. They are light and medium effects rather than dark, and will hardly prove practical for the winter season.

Following this is a group of bleuets tones similar to those shown in former seasons, and bearing the familiar names, pervenche, clochette and bleuets. Ceil blue and metelot, two tones well known and much favored as staple colors, are again represented. Royale and marine, two vivid but dark shades of blue, are promising tones. The former will assuredly win favor. A queer greenish blue is shown under the name turco. Turquoise and azurine are cold looking but attractive shades of medium blue.

While the present card is not so rich in greens as was that of last fall or the spring, yet the green tones shown are very handsome, and must assuredly win favor.

The first series are after the order of the popular water green, but clearer in tone, and are shown under the names, Nile, Palmyre, Siberian and Russe.

The second group is made up of foliage tints which are beautiful. From light to dark they are muguel, verdoyant, feuillage. A single tone under the name emeraud is the same deep shade so favored last fall.

Two series of pinks are shown and a single group of yellows. The pure pinks are rose, camelia, tremier and tulipe. A series of cerise pinks are shown under the names Bengal, princess and roi. Corail is a novel pink tone.

The yellow tones are much like the series on the spring card. Beginning in a very pale tone they shade to a deep golden hue, under the names, ivoire, creme, paille, cytesse, tournesol and ray d'or.

Brown is represented in a strong series of tobacco shades, Antilles, Sumatra, tobac and marron. Beige and castor are too well-known to need more than mention.

The purple tones are of two different classes; one series verging well towards blue, consists of mirage, Fram and Nansen. The

other series bear the name of flowers which represent well the tones, lilac, anemone and pensee.

The shaded effects shown on the spring card have given place to some striking three-toned novelties. The names and colors are as follows: European, representing three bleuets shades; Asiatique, three shades of red; African, three of green; American, three of purple; Ocean, three deep pink tones; Pole Nord, three of blue, and Glacier, three grey tones.

AN EXCEPTION.

I like to watch my wife when she's
Crocheting,
Or when she's tating mysteries
Essaying.

I often note complacently
Her shirring,
Nor does her darning prompt in me
Demurring.

But I am spurred, I must allow,
To quitting,
When she her alabaster brow
Is knitting.

WILL STOP DOWN TOWN.

The movement of the large retail stores in Montreal up town from St. James street is a process that has been going on for several years.

Many believe that it is inevitable when the banking, insurance and wholesale trades will entirely monopolize that portion of the city lying between St. James street and the Harbor and McGill and Jacques Cartier square.

One big retail departmental firm evidently takes the opposite view, for, to the surprise of many, the S. Carsley Co. Ltd., have commenced to tear down the old premises of the City Bank on St. James street near St Peter. They purchased this building some years ago before the hegira had commenced in earnest, and as they had leased it since, it was believed that they had changed their mind about building. Now, however, the plans have been given out for a large eight-storey block which will be joined to the existing premises of the firm on Notre Dame street.

The Carsley store is practically the only big store remaining down town, and the wisdom of its owners not to follow the general move is doubted by many. But the Carsley Co. evidently knows what it is doing.



TWO POINTS OF VIEW.

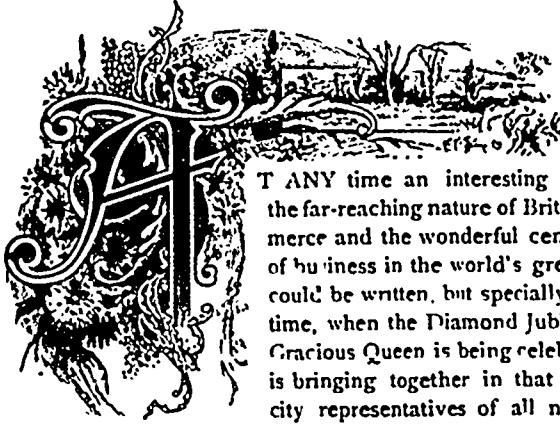
JUNIOR PARTNER (has lunched and feels well): "Don't you think we ought to extend our business a bit?"

SENIOR PARTNER (had no lunch and worked all morning): "We will be blame lucky if we can extend our notes."

BRITAIN'S TRADE AS A WORLD FORCE.

PRELIMINARY TREATMENT OF A GREAT THEME—A BUSINESS MAN'S ABLE PAPER ON THE COMMERCE OF THE EMPIRE—
OLD CONDITIONS AND THE NEW—WHAT STEAM TONNAGE HAS DONE—LONDON AS THE
MART FOR ALL NATIONS.

Written for THE DRY GOODS REVIEW by Mr. J. D. Allan, Toronto.



AT ANY time an interesting article on the far-reaching nature of Britain's commerce and the wonderful centralisation of business in the world's greatest mart could be written, but specially so at this time, when the Diamond Jubilee of our Gracious Queen is being celebrated and is bringing together in that wonderful city representatives of all nations and calling forth tributes of loyalty from loving subjects spontaneous in character and characterised by a sincerity such as the world has never before witnessed. With what a feeling of pride do we claim citizenship in such an empire, and how gratifying to Canadians that our land is being so highly honored that our Premier and citizen soldiers are at the head of a procession the splendor of which will surpass anything that the conquests of the ancient Romans could supply!

During this wonderful reign how much has commerce expanded under the enlightened policy inaugurated at the time of the repeal of the Corn Laws: True, it may be said the world was on the eve of a mighty leap forward, great changes had occurred in the condition of the working classes, who were accommodating themselves to the introduction of labor-saving machinery, that great curse of human slavery had been abolished in Britain's dominions, though the emancipation had cost £30,000,000 sterling, and the enemies of it had prophesied dire calamity in the annihilation of the sugar trade. Yet necessity brings with it its own resources, and instead of the West Indies being the only sugar-producing country, there is now a sugar-producing belt around the world where a supply for the needs of the whole race can be grown.

Prior to the reign of Queen Victoria independent trading such as now obtains was but little practised. All enterprises were in the hands of chartered companies; the most important one in the orient was the East India Company, and principally to the illegal action of this company, whose charter expired in 1834, in pushing the opium trade, traffic in which was expressly forbidden by China, resulted the Chinese war, the injustice of which will ever remain a blot on Britain. The day of chartered trading companies has largely passed away, and keen commercial competition on the part of individuals has succeeded, and the influence of Britain's Boards of Trade, which are under Government supervision, is felt in every land. From the country's insular position this trade must be carried on by sea, and Britain's mercantile marine floats on every sea, doing three-quarters of the carrying trade between the various parts of the Empire as well as a large proportion of the carrying trade of the rest of the world.

WHAT STEAM HAS ACCOMPLISHED.

The introduction of steam, which, before the Victorian Era, was an unknown power, led to the establishment of regular services between countries, and was an important factor in extending the

foreign trade of Britain. The first steamship companies in the transatlantic service were the British and American, the Great Western and the Transatlantic Steamship Companies. To the first company belonged the Sirius, which sailed from Cork for New York on April 5, 1838, arriving in New York on the 23rd April. This is believed to be the first steamer crossing to New York, but prior to this the Royal William crossed by steam to Quebec, occupying 40 days on the voyage, and on her return was sold for a transport, and afterwards fitted out by the Spaniards as a man-of-war, and is believed to have been the first steam warship in the world.

Since then great difficulties have been overcome and to day we have the following British companies sailing their fleets of ocean greyhounds on every sea. The Cunard Line, established in 1840, which between October 1895 and October 1896, carried 110,000 passengers across the Atlantic, and whose proud boast is that in over 50 years service on the Atlantic they have never lost a passenger. The Allan Line, established as a steam fleet in 1852, though as a sailing fleet it dates its origin back to 1820. The Anchor Line, established in 1856, which now has a regular service to India as well as America. The White Star Line, founded in 1871, has both a freight and passenger service, and is to-day one of the most popular in the Atlantic service. The Dominion Line, established in 1872.

The Peninsular and Oriental, trading to Australia, India, and the East, with mail contracts to India, China, and Australia, contract time for delivery: London to Bombay, 16½ days, Shanghai, 37½ days; London to Melbourne, 35½ days, and so great has been their punctuality that out of 312 deliveries, in six instances only were they even an hour late. The Orient Line, trading to the Mediterranean ports and Australia.

The New Zealand Shipping Co., sailing to New Zealand via Cape Town. The Shaw, Savill & Albion Co., trading to Australasian ports. The Clan Line, established in 1878, sailing from Glasgow to Bombay, Colombo, Calcutta, also to South African ports and the Mauritius. The Bibby Line, between Liverpool and Ceylon. The City Line, trading to Calcutta, Bombay and Kurrachee. The Castle Line, founded in 1872, which carries the South African mails, has a fleet of 15 large steamers, and is deservedly popular with travelers to the African gold fields.

The African Steamship Co., trading between Liverpool and West African ports and the Congo Free State. The British and African Steam Navigation Co., with its fleet of 24 steamers, the captains of which have explored and brought into prominence many rivers unknown to civilization. The Union Steamship Co., carrying the mails to Cape Town, Port Elizabeth and Natal. The Natal Line, with its fleet of 10 steamers, and trading along the east coast of Africa and extending to Madras and Calcutta. The Royal Mail Steam Packet Co., trading between Southampton, the West Indies, Central America, Brazil and the River Plate. The steamer Trent, from which the Confederate commissioners were taken in 1861 by the U. S. man-of-war San Jacinto, belonged to this line. The Pacific Steam Navigation Co., trading to Brazil and through the Straits of Magellan up the Pacific coast of South America.

The British India Steam Navigation Co., with a fleet of 104 steamers and a total tonnage of 268,720, which is by far the largest of any company trading to the East. The West India and Pacific Steamship Co. with its fleet of 17 steamers, trading to the West

Indies and Gulf of Mexico ports. Lamport & Holt Line, with its fleet of 60 steamers, trading to South American ports.

The total tonnage of merchant shipping owned by Britain and her colonies of vessels of 100 tons and upwards in 1896 was 13,242,639; all other countries, 11,864,993 tons.

There are numerous other lines comprising many ships which have no stated routes, but are open for charter to any part of the world, but these do not demand special notice, as enough has been said to show that Britain's trade extends to the uttermost parts of the earth, and the purpose of the writer is to show how the varied products of the world find their way by means of these ships to British markets, to explain how they are disposed of, and to give instances of the magnitude of the transactions that daily occur.

LONDON, THE WORLD'S COMMERCIAL CENTRE.

The average visitor to London never sees anything of the wonderful variety of British commerce. He is impressed with the antiquity of the place, revels in the places of historic interest, sees the magnificent tributes to Britain's great departed heroes, statesmen, poets, etc., contained in St. Paul's and Westminster Abbey, looks with reverence on the tattered remains of the old flags that have witnessed British triumphs on many a battle field, perhaps sheds a tear standing by the monument of the martyred Gordon, deserted by his country, as he must have thought, while still remaining at his post at Khartoum, and fell a victim to Mahdist cruelty. Or it may be, he takes his stand on London Bridge, and, like Macaulay's New Zealander, wonders will this great city ever meet its doom; but, awaking from his reverie, he makes his way to that square, from the various sides of which the slightest variation of the commercial pendulum is felt immediately to earth's remotest bounds. On the one side he sees that building that is the repository of the nation's wealth and the clearing house of the world. The Bank of England, founded 1694, capital £15,000,000, rest £3,000,000. On another side that great financial mart the Royal Exchange, with its bustling activity marking the variations continually of the financial marts of the world, dealing with transactions daily that are truly colossal, and that would indicate that man was the proprietor of the earth, but as he leaves the building and turns to admire its fine proportions he sees in great letters over this busiest of London's busy marts the acknowledgment, "The Earth is the Lord's and the fullness thereof."

How much of our greatness is due to our belief in the truth of that acknowledgment and to the fidelity to it as a nation we need not discuss. Suffice it to say, in no other capital can you find such an acknowledgment, and, without boasting, we can say in no other country can you find such a people. The writer was in London at the time of the sending of the famous telegram by Emperor of Germany to President Kruger, which for a short time threatened strained relations. Some Germans were inclined to sneer at the British people, calling them a nation of shopkeepers. A German writer came to the rescue by an elegant tribute about as follows: "A nation of shopkeepers? Well, if it be characteristic of shopkeepers to extend their influence over the entire world, if, by their energy, firmness and justice, 2,000 of them can rule over an Indian empire of 250,000,000, in which 78 different languages are spoken and comprising every variety of religious belief—small, it is true, in territorial extent, yet their sway now extends over an empire on which the sun never sets—if this be the mark of shopkeepers then we can conclude they must be akin to the gods of ancient mythology."

AN ENGLISH MERCHANT'S RESOLVE.

An English retail dry goods merchant wrote his wholesale house the other day as follows: "Gentlemen,—After mature consideration, I have decided, during the coming year (1897), not to make any purchases through the medium of commercial travelers. Kindly let your representative know this at your convenience, so as

to save him the trouble of calling. I intend visiting the markets and warehouses personally from time to time as trade requires, and trust our pleasant and mutually beneficial relationship may continue." Such a plan in a country of short distances, cheap fares and frequent trains, like Great Britain, is sensible enough. In Canada the traveler is a great convenience, and it costs the wholesaler a good lump sum every year to keep them on the road.

HOW TO RUIN A TOWN.

A VERY pointed and practical article appears in The Orangeville, Ont., Advertiser, on the possible results of townspeople doing all their buying in the city. We quote it for the merchant to show it to intelligent customers, who are reasonable enough to see that city-buying, if carried out to its extreme limit, can empty a town of both trade and prosperity:

"Let us assume that a town which lacks local pride and spirit and whose inhabitants send much of their cash to departmental stores, carries the thing to its logical conclusion and buys everything away from home, and what follows? The merchants put up their shutters and quit. The main street has gone out of business. The post office and express office are the local branches of the departmental store and are busy sending off orders and handling parcels. The merchants with their families, and their clerks, scatter to the four corners of the earth. There are, perhaps, two banks in the town and one closes at once, but the other waits to see how business will be. The editor of the local paper looks over his field and peers into the future, and then removes his plant to some place far from an overshadowing city. Those who owned property along the main street find it almost valueless. One of the local lawyers moves away. One of the doctors sells out to the other. The farmers of the surrounding country rise at 3 a.m. and drive on through the village to the city to sell their produce and make their purchases. They consult a city doctor, or lawyer, or dentist, if they need advice or treatment. Their farms, once worth \$100 an acre because adjacent to a living town, decline in value until they are worth only \$30 or \$40 an acre, because no living town and market are near. The owner of the big mill or factory, which was bonused years ago, will now hearken to the offers he gets to locate in other places, and the town having now no future, no prospect of better shipping facilities, the factory will pack up and go away. In short, the town will have no excuse for existing. The surrounding country does not need it, it doesn't need itself, its people might as well move away and get into the city to which they really belong. Logically, this is the outcome—a whole province with no industry or trade in it but places for tinkering and repairing in a small way; a whole province in which only rich cities and rich men can thrive at all, all retailing passing into the hands of millionaire men and companies strong enough to practise any trick or to resort to any tyranny, and none being strong enough to resist them."

An article on these lines should appear in every local paper in Canada this summer. Merchants cannot afford to drift in this matter. They must act promptly, appealing to the common sense of property owners in a town not to set the example of buying outside. If the owners of property will not themselves buy in the place which returns them interest on their investment, of course the case is pretty hopeless. But try what can be done by some vigorous protests, and your local editors are the men to help you.

Dr. W. Geo. Beers, Montreal, writes: "Dr. Ievers has been fortunate enough to produce a preparation called 'Quickcure' which really has no rival in the materia medica of dentistry. I have investigated its merits, and find it, without exception, the most useful and convenient preparation for the purpose I have met with. Eminent physicians express the same opinion from practical experience in its use for boils and wounds."

NEWS OF THE TRADE.

HAPPENINGS IN DRY GOODS AND OTHER LINES ALL OVER THE DOMINION.

MR. J. W. ROBINSON, of Moose Jaw, N.W.T., has admitted Mr. J. C. Hamilton, his manager for the last five years, into partnership, and the new firm will be Robinson & Hamilton. Mr. Hamilton hails from Almonte, Ont., and was eight years with Mr. Wylie, of that town.

Mr. J. Short McMaster, of the late firm of McMaster & Co., Toronto, has gone to England, but will, it is said, not make a lengthened stay there. His sons, who were in the business with him, are now pushing their fortunes in the Ontario mining regions.

On the eve of his departure for Europe from Montreal Mr. M. Fitzgibbon, of the firm of Fitzgibbon, Schafheitlin & Co., was entertained to a dinner at the Windsor. Mr. Justice Doherty presided, and among those present were Hon. Dr. J. J. Guerin, Judge J. D. Purcell, Charles F. Smith, B. J. Coghlin, Dr. Frank E. Devlin, Frederick Schafheitlin, Edmund Guerin, Frank Langan, J. F. Moore, J. Benningham, J. J. Milloy, E. B. Devlin, Dr. E. J. C. Kennedy, Edward Cavanagh, J. M. Guerin, P. F. McCaffrey, Michael Guerin, John P. Kavanagh and Daniel McEntyre.

The store of J. McPhail, Alvinston, Ont., has had in its time several experiences with burglars. Lately a midnight marauder forced the front door, and being undisturbed, cleaned out a showcase containing silk handkerchiefs and collars, also taking a large number of woolen shirts, socks, tobacco, in fact a good supply of everything which would be of use to the ordinary working man. A town ought to be able to protect its merchants from this kind of thing.

The Aylesford Dry Goods Co. is the name of a new concern seeking incorporation in Nova Scotia. The capital stock is placed at \$8,000, divided into 32 shares of \$250 each. The names of the applicants are: Fred. E. Harris, Henry V. B. Farnsworth, merchants; J. Frank McMahon, book-keeper; Bessie R. Harris and Sophia H. Harris, spinsters, all of Aylesford.

A pretty home wedding took place at the residence of Mrs. Kelso, Belleville, Ont., when Miss Lilian R. Kelso, youngest daughter of the late Thomas Kelso, wholesale grocer, was led to the altar by Mr. John A. Laidlaw, of the dry goods firm of Gibson & Laidlaw. The bride was attended by her sister, Miss Helen Kelso, and Miss Bars, while Mr. James Gibson, the groom's business partner, acted as groomsman. The bride was attired in a beautiful gown of white satin, with the customary veil, and carried a splendid bouquet. The bridesmaids wore dresses of white silk. The groom's present to the bride was a handsome gold pendant, with diamond and pearl settings, and to the bridesmaids he gave gold rings, set with pearls and amethysts. The ceremony was performed by the Rev. M. W. Maclean, M.A., pastor of St. Andrew's church, and was witnessed by a large number of invited guests, including the relatives of the bride and groom. After a wedding dinner the happy young couple left for a wedding trip to Toronto, New York, Albany, Chicago, and other large cities. The bride received an unusually large and beautiful array of presents, chief among which were a piano and a cabinet of solid silver from the groom's parents.

The marriage of George L. Murray, traveler for Smith Bros., Halifax, was a pleasant event. The ceremony was performed by Rev. Dr. Black and the bride was given away by her father, John

McD. Robinson, engineer of the steamer Alpha. The bride's sister, Miss Jean Robinson, was bridesmaid, and Karl Freeman, of Freeman Bros., acted as best man. The bride wore a pretty traveling costume of navy blue material, with hat to match, and carried a bouquet of white roses. The bridesmaid wore fawn-colored silk, with hat to match, and carried a bouquet of pink roses. After breakfasting at the residence of the bride's father, Mr. and Mrs. Murray left on a trip through the Annapolis Valley, Pictou County and P. E. Island. The wedding gifts were very numerous, and included a silver tea service from the groom's fellow-employees and a piece of silver plate from his employers.

Among the various new companies lately incorporated is one for the manufacture of clothboards, sometimes called rolling boards. These are used by woolen and cotton manufacturers for the purpose of rolling their goods on. The new company are working under patents held in Canada and England, and their large new factory is now being completed at Parry Sound, Ont., which town has granted exemption from taxes, free water, etc. They will have the finest equipped mill of its kind in Canada, and are putting in a large and expensive plant of the latest and most improved machinery. This trade will be almost exclusively an export one.

Ridley & Co., of Chatham, Ont., hats and furnishings, issued a well-printed colored circular with printed descriptive allusions to new goods. Cuts illustrating the most notable new goods, in hats, shirts, suits, etc., rendered the circular an interesting one for an ordinary man to read. Ridley & Co. do business on a cash basis and they wisely announced that in the circular.

THE CLERK MADE A BREAK.

The clerk was showing a lady customer some parasols. He had a good command of language, and knew how to expatiate on the good qualities and show the best points of the goods. As he picked up a parasol from the lot on the counter and opened it, he struck an attitude of admiration, and holding it up, said: "Now, there, isn't it lovely? Look at that silk. Particularly observe the quality, the finish, the general effect. Pass your hand over it," he said, as he handed it to the lady. "Isn't it a beauty?" "Yes," said the lady, "that's my old one. I just laid it down there."



WAITING FOR THE TRAIN.

SHE (wonderingly). "How is it, Colonel, that the people engaged in those shooting affrays in your section are always mentioned as 'belonging to prominent families'?"

HE (proudly): "By gad, ma'am, it takes good shootin' and plenty of it to make a family prominent in our parts, ma'am; don't forget that."

A TALK ABOUT JAPAN.

THE JAPANESE MINISTER TO BRITAIN OUTLINES THE NEW EMPIRE'S RESOURCES AND PROSPECTS.

Is Japanese trade going to be a factor with Canada, and is Japanese competition a possible menace to the older industrial nations? are questions one hears every day now. The Canadian merchant will be glad to read a condensed report of an address delivered in London the other day by Tokaaki Kato, the Japanese Minister to Great Britain.

He began by explaining that the Empire of Japan, including Formosa, consisted of more than 400 islands and islets, and, excluding Formosa, had an area of 147,655 square miles, with a population (in 1894) of 71,813,215. About one-twelfth of the area was under cultivation for rice, barley, wheat, peas, and millet, while mulberry trees were covering an increasing area with the development of silk production. While the greatest attention was being paid to the furtherance and promotion of agriculture, the physical conditions of the country precluded Japan being a great agricultural country. Under these circumstances, industries of various descriptions, which were all on a limited scale until forty years ago, were receiving increased attention. Lacquer, porcelain, enamel and bronze ware, and bric-a-brac, which had spread the repute of the country far and wide, still formed important items of export; but with the introduction of machinery the industrial aspect of the country had gradually altered. Steam silk spinning works had become so numerous as to require an import of cocoons to keep them supplied, and the manufacture of silk piece-goods had made great strides.

Cotton spinning, started in a tentative way little more than ten years ago, had in operation in May of last year 693,909 spindles, a number which would be increased in a year or two to 1,000,000 spindles. The production had hitherto been confined to coarse yarns, but the time would probably come when Japanese mills would turn out yarns of every description. Woolen fabrics were unknown to the Japanese until foreign commerce introduced them, because no sheep had been reared in Japan. The army, navy and police force were now clothed in wool, and many civilians wore raiment of the same material. Several factories had been started to produce these articles, though the industry was, as yet, in its infancy; but, in all probability, it would become an important one, in spite of all the raw material having to be imported. Turning to mining industries, the Minister said precious metals were scarce in the country, and the only important minerals, so far, worked on a large scale were copper and coal. Copper had been worked from ancient times; but export on a large scale was of comparatively recent origin, reaching 5,500,000 yen last year. Steady progress had been made of late years, and it appeared probable that a similar ratio of increase would be maintained in the future, particularly because there were said to be some copper deposits in the country still untouched, and also because machinery was being introduced into mines hitherto only worked by hand.

As to coal, its use on a considerable scale was coincident with the introduction of steam power, and, fortunately for the industrial welfare of the nation, coal fields, abundant in quantity and fairly good in quality, were discovered in different parts of the country. The consumption had increased with the extension of railways, the adoption of machinery, and the rapid augmentation of steam tonnage; concurrently the export of Japanese coal to different Asiatic ports had become so large that Australian and English coals had been almost entirely superseded by their Japanese rivals, except for special purposes, in China, Hong Kong, and the Straits. The production of iron was exceedingly limited, and the bulk of iron and steel required was obtained from abroad. Great Britain had an excellent customer in Japan in these commodities, and would have for many years to come, provided Japanese demands were met in an

intelligent manner. Rich and extensive iron deposits existed in Japan, which in time would receive the attention of capitalists, to whom the Government was setting an example in having decided to secure Parliamentary sanction to the establishing of a steel foundry. Having reviewed the fishing industry, the Minister described the development of commerce, and the radical change it underwent with the introduction of western institutions, by the application of which business was conducted on a scale not dreamt of a generation ago. This had not been an unmixed blessing, and Japan had already suffered from the evils of stock gambling and bogus companies. Foreign trade, which was valued in 1886 at 81,000,000 yen (49,000,000 yen exports and 32,000,000 yen imports), rose in 1896 to 289,000,000 yen (117,800,000 yen exports and 171,700,000 yen imports), and in detail he reviewed the character of the increases. Means of communication and transport next came under review, a comparison being made between the old and modern methods. Within 25 years excellent roads had been constructed, a highly developed postal system had been brought into existence, all the principal parts of the country were connected by telegraph wires, there were railroads, tramcars, and electric cars; and, last but not least, numerous steamers plying coastwise or making regular voyages to foreign ports.

At the end of 1895 there were 2,273 miles of railroad open, with great extensions in progress; steamships aggregating 210,000 tons had been registered, and since the first half of last year orders for more than 100,000 tons had been placed in this country; mail matter carried totalled 449,000,000 packets; telegraph wire mileage was about 31,000, over which 9,000,000 messages were transmitted; while depositors to the number of over 1,000,000 had a total of 29,000,000 yen in the post office savings banks. The Minister concluded by stating that Japan was a country full of hopes and prospects, and the nation's heart was set upon the realization of these hopes. The tide of progress and advancement which pervaded the country at present would receive a still greater impetus when the new treaties, now practically concluded with all treaty powers—after the excellent model which this country set three years ago—came into practical operation in two years' time, and when foreigners came freely into the interior to engage in business or other enterprises.

OFF TO THE COAST.

A number of travelers representing Messrs. Coristine & Co. will leave Montreal about the first week in August en route to the Pacific Coast and British Columbia. They will carry with them a full range of samples of the latest styles in caps, hats, furs, etc., for the spring trade of 1898.

A DISPLAY FIXTURE.

A very attractive and complete collar and tie display fixture is shown by the Toronto Brass Co., Ltd., which is having a very extensive sale. Finished in brass, or nickel plated, \$3.50 each. See ad.

Dr. Chas. E. Elliott, M.D., Surgeon Queen's Own Canadian Hussars, Quebec, writes: "I have used 'Quickcure' with much success in many cases of foul and suppurating wounds; especially in one case following vaccination, which resisted all treatment for three months, that was quickly cured, by four dressings of the above. I am now using it in many forms of skin diseases, and ulcers with apparent benefit."

BIG STORES IN ENGLAND TOO.

From The London, Eng., Globe.

THE small shopkeeper in both the United States and Canada has long groaned under the competition of the big stores, and at last he has revolted, and is invoking the aid of the state against his huge enemies. The condition of the commercial world thus represented is not unknown in this country. The number of vast emporiums selling well-nigh everything is growing both in London and in the larger provincial towns. One curious fact in this connection deserves to be noticed. The owners or managing directors of all these mammoth establishments were originally drapers, whose particular boast it is that they are the most enterprising people in the world. Nor are facts wanting to justify this vaunt. No trader except the draper ever shows any disposition to enlarge his business by adding outside departments to it; and in this connection it is but fair to regard want of disposition as generally indicative of want of capacity. In nine out of ten drapers' shops into which one goes there will be observed on one counter a pyramid of scent bottles, on another a collection of toys, on a third a heap of tastily turned-out stationery; and these are the small beginnings from which departments subsequently arise. Why the chemist, the toy merchant, and the stationer never return the compliment by trespassing on the preserves of the draper, and cutting him out with something superfine in handkerchiefs or gloves is a mystery; but it is the fact that they don't.

In the United States there are even more mammoth establishments of the multiform or composite order than in England, and their number is growing in Canada. That these industrial enterprises make large profits is known to everyone who ever reads reports or balance sheets of public companies. And that such results can be associated with the sale of goods at extremely low rates must be the general experience of the purchasing public. The usual explanation of the circumstance is based entirely upon the largeness of the turn-over of these gigantic businesses; a factor in profit-making which is greatly strengthened by the prevalence in such establishments of the cash system. It is rather curious to reflect that it was the stores—Army and Navy, Civil Service, and the like—which first made that system a prominent feature in their dealings with the public. At the outset the stores were universally reviled by ordinary traders and their organs in the press; yet it has been left for the individual tradesman to show that in most particulars, including the cash system, he can go one better than the stores. The latter establishments have not been profit-making anything like so freely during recent years as they did at the beginning; and the reason is to be found in the spirited and increasing competition of equally large and equally composite businesses run without any affectation of being co-operative in character.

In the meantime, what has become of the small trader? There seems little reason to doubt that he is a disappearing quantity in the business life of the world. In a quiet sort of way he has long been complaining of his hard lot; and, "cæteris paribus," it is clear that a petty trader can have no chance when competing with a big one. He must be content with smaller and, as a rule, more obscure premises; he cannot buy as largely and, therefore, not as cheaply, and must accordingly be either content with smaller profits or be generally undersold by his huge rivals. The public are probably not aware of the existence of what is known in business circles as the C.O.D. system; that is to say, a postal arrangement, whereby parcels can be sent to customers, the postman being authorized to receive "cash on delivery." That system prevails extensively in the United States and Canada and on the Continent, and efforts have more than once been made to introduce it in this country; but hitherto the Postmaster-General has not shown himself at all complaisant, influenced doubtless by the vehement opposition the proposal has met with on the part of all retail traders except the

very largest. The explanation of the situation is this: under existing conditions country and suburban purchasers must accord a considerable amount of their patronage to retail dealers in their immediate neighborhood. They cannot run up to London for a few yards of ribbon or a pair or two of stockings. But if the cash-on-delivery system were available, they could write to one of the big metropolitan establishments and get what they wanted by return of post, paying for goods on delivery. Obviously the establishment of such a thing in this country would be seriously detrimental to the interests of retail traders as a class, only the great establishments benefitting from it.

The Globe quotes from articles in THE DRY GOODS REVIEW to show the Canadian conditions, and concludes: "Whatever the ultimate result, it should have something more than a passing interest to the people of this country, for it is certainly within the range of possibility that the latent antagonism now existing between our small traders and the owners of huge emporiums may some of these days take the active form of a revolt similar to that which is now taking place in the United States and Canada."

The chief point in our London contemporary's article, with which we are disposed to find fault, is the quiet assumption that the small store cannot last. That argument may be sound in England where distances are short and the large centres have a great advantage. But in Canada the local stores are an absolute necessity and convenience, and it is therefore unfair and unwise that they should be injured by a few city concerns which are not doing business on a healthy principle, but are screaming out bargains until people really think they do better by buying away from home.

LOSS ON GLOVES.

Dealers frequently complain that the loss on gloves that are handled, tried on, and not purchased, more than absorbs all the profit on these goods. Many women try on half a dozen pairs before selecting what they want. Should they injure the goods in any way they will not purchase what they have damaged, and the unfortunate dealer has to bear the loss.

A glove expert told THE REVIEW that he has known a woman wear a pair of gloves half a dozen times, pull them off carelessly, and, perhaps, rip a seam or tear a button off. She would return the gloves, and unblushingly ask to have the money refunded on the ground that they were "no good." "It seems," said our friend, "almost impossible to satisfy some people with kid gloves. Some insist upon buying a size too small, while others put them on in the same way that they would a fabric glove, and if anything gives, of course the glove is to blame for it."

In the large dry goods houses the loss from this cause has become such a serious matter that in many of them, the customers are not allowed to handle the gloves. They select the style and color desired, from a sample case, and the gloves are fitted by clerks engaged especially for this work.

AN "UP-TO-DATE" FIXTURE HOUSE.

The Toronto Brass Co., Ltd., of Toronto, are manufacturing a complete line of store and window display fixtures, comprising the most perfect designs and ideas for the purpose of saving time and expense in attractively dressing windows and counters for all branches of business.

They are also selling agents for Canada for the patent automatic display stand and table—a wonderful invention for saving space and showing goods. Can be used for every line of business, having five shelves, 12 inches by 36 inches, standing five feet high, and can be used as a book case or table, or set at any angle producing a row of shelves for displaying goods on. Write for particulars.

Ripley's LEUTINA *Finish*

**FAST COLOR. WILL NOT SPOT.
PERMANENT FINISH.**

We control in Canada *Leutina Finish Serges, Soliels, Satteens, Cheviots, Armures, and Crape Cloths.* Every 5 yards stamped "*The Leutina Finish.*"

YOU MUST SEE _____

our beautiful *Dress Goods*; they are the richest and finest products of Europe. We have spent several weeks with the best dress goods makers in the world to procure for you the goods we are now showing.

SILKS SILKS SILKS

Many of our New Silks are *Reserved Designs* :
44 inch Special Blouse and Evening Silks, Fancy Knob Silk, Fancy Two-Colored Knob Silk, Fancy Printed Yarn Knob Silk, Fancy Printed Yarn Corded Silk. Can only be seen with us.

Full range of Standard Black Silks and a couple of special drives in Black Damas Silk for Skirts.

Velveteens Velvets Sealettes

Our Standard *Royal* Velveteens, with Vanity Fair Show Card!! exclusively our own.

**LISTER'S STANDARD VELVETS
LISTER'S STANDARD SEALETTES**

We have Trimmings and Buttons to match all our dress goods and the best Linings made.
NOVELTIES IN FOREIGN FLANNELETTES to retail from 10 to 35 cents.

BROPHY, CAINS & CO.

23 St Helen Street, corner Recollet

_____ MONTREAL

NAMES THAT COME FROM TRADES.

An interesting subject is that of family names which have an origin in the occupations of the people. Canon Bardsley, an English author, has written a book upon them and in a review of it *The Manchester Textile Mercury* says: "Whatever fate may have in store for us, we shall stand out as a nation of industrial descent as long as our surnames remain to us. It is a good thing that the surnaming of our forefathers began when manufactures were in their infancy, not only because names formed from the strange sub-divisions of employment in our day would be grotesque to a degree, but because we are able now to get a clear view of the course of early trade from the names of those engaged in it. Thus, in relation to wool and woolens, to which Canon Bardsley very properly gives precedence when dealing with town occupations, we have Woolers and Woolmen, or Lanyers and Laniers in direct descent from the older Woolmongers and Woolbuyers; Packers abbreviated from the Woolpackers that were once so common; Staplers who sorted the wool, Towzers and Tozers who teased it into order; Carders, Combers, Kempsters or Kemsters who undertook the preparatory processes for which the the Cardmakers provided some implements, as the Spindler at a stage farther and the Slaymaker, Slayman, or Slaywright did at another, in readiness for the Webbe, or Webber, or Webster, who finally wove the yarn into cloth. Then came the Fullers, who obviously cleansed or whitened fabrics at the time our Authorized Version was issued, and may have shared with the Tuckers and the Walkers the work of thickening the cloth by walking or treading it in water, as distinct from the Baters and Beaters who arrived at the same result by pounding it. The old Talyzers, or Teazelers, who may yet, in Canon Bardsley's opinion, survive in living Taylors, brought up a nap on the stuff with teasles, the Litsters or Listers and Dyers gave it color, for which the Wadman and Maderman may have supplied woad or madder, or, perhaps, have been noted themselves for the blues and reds they once turned out; and if a rough-surfaced material had to be dressed or a pile trimmed there was the Shearman, Sherman, or Cropper to take it in hand. Whether the Tenter or Teinturer were also engaged in bestowing tints on fabrics, or whether they were occupied in the tentering of finished cloths, is a matter open to conjecture or argument. There were Sackers and Canevassers to pack goods or make rough flaxen goods for the purpose, and Ropers or Rapers, Corders, Stringers and Stringfells to furnish them with anything from twine to rope as required; Spinners, Flaxmen and Lyners were engaged on linens, and Lindrapers or Lyndrapers found business in selling them, as there were plenty of Clothiers, Clothmans and Drapers endeavoring to make a living out of the vending of woolens and worsteds, Tailors in endless vagaries of spelling to make them up, and Marchants or Marchaunts ready to deal wholesale in the wares that, through their enterprise, brought us national wealth and power."

SUPPRESSING THE SMOKE NUISANCE.

Smoke, in the common acceptance of the term, is probably the least objectionable constituent of the discharge from chimneys. The finely divided carbon is annoying mainly because of the ease with which they come in contact, but it is the invisible outflow of furnace gases from chimneys which is mainly responsible for the deleterious effects upon public health. Carbon, partially burned to poisonous carbonic oxide, sulphurous acid, ammoniacal vapors—these are the objectionable products of the boiler furnace, and all of them are invisible and free from solid matter which might lead to their detection by the sense of sight. Mingled with the atmosphere they are not sufficiently evident by their irritating properties to cause popular complaint to the extent that is excited by clouds

of black smoke, but at the same time the injurious effects upon health are none the less certain.

A very minute amount of carbon is sufficient to produce opaque clouds of smoke, as may be demonstrated by smoking a piece of glass until it totally obstructs the rays of the sun, and taking the weight of the glass before and after smoking it in a chemical balance. In fact, it has been estimated that the greatest weight of smoke that can be produced from a ton of bituminous coal is not more than 20 pounds. Any attempt to consume this would probably add mainly to the carbonic oxide emitted by the chimney, and thus deliver it to the public in a more hurtful form than before. The true solution of the smoke problem is to burn the fuel, not in boiler furnaces surrounded by comparatively cool surfaces and every provocation to imperfect combustion, but in suitably designed gas producers. These would deliver to the heating furnaces a clean gaseous fuel, capable of being much more completely consumed, and emitting no smoke and far less deleterious gases of combustion.

THE POPULAR "MARITIME" WRAPPER.

The "Maritime" wrappers, manufactured by the Maritime Wrapper Co., Ltd., Woodstock, N.B., are among the most popular of the season. For the past three years this firm have devoted their entire attention to the manufacture of wrappers, skirts and reefers, and their increasing business is the best proof of their ability in this line. "Maritime" wrappers are guaranteed to be perfect fitting. The materials used are among the choicest in the market, and are shown in a great variety of attractive patterns. The finish of the firm's garments is good, and the prices are figured on a close margin of profit.



R. HENDERSON & CO.'S JUBILEE.

AS WILL be seen by their advertisement on another page, Messrs. R. Henderson & Co. have reached their twenty-first or jubilee year, having been in business since 1876. Mr. Henderson gave *THE REVIEW'S* representative quite a history of the wholesale dry goods trade in Montreal during these 21 years. Mr. Henderson himself was for a number of years with Messrs. MacKay Bros. That was in what we sometimes hear called "the good old days" when merchants worked their clerks harder than they do now, and "Saturday afternoons off" had not been heard of. "I remember one season," said Mr. Henderson, "we had continuous night work for 13 weeks, and upon several occasions we had to remain as late—or rather as early—as 3 o'clock in the morning."

Mr. Henderson left MacKay Bros. to establish his present business, which he has since carried on with such marked success. Among the first agencies he secured were Chadwick's spool cotton, Morse & Kaley Wadding Co. and Union Wadding Co., all of which his firm have continued to represent up to the present time. The latest agency they have secured is for Taylor's embroidery rings, dress stays, hose supporters and "Worth" skirt extenders. Mr. Henderson thinks the embroidery rings are one of the most "taking" lines he has ever handled. During the first month after they were placed upon the market over 40,000 of them were sold.

THE REVIEW extends its congratulations to Messrs. Henderson & Co., and trusts that they may enjoy another "Jubilee" period of success and prosperity.

KNOX, MORGAN & CO.

Wholesale Dry Goods

• • HAMILTON • •

OUR representatives are now covering Western Ontario, Manitoba and North West Territories with a collection of carefully selected samples which for value and style will interest all merchants.

The Stock will be well forward by middle of July, and we respectfully solicit an inspection of the values now offering by our representatives, and a share of your FALL ORDERS.

Customers know that we fill orders in rotation, and that goods are shipped promptly and equal to samples.

During the warm summer days we shall be pleased to have want lists by mail.

LETTER ORDERS FILLED WITH PARTICULAR ATTENTION.

A DUTY ON RAW COTTON.

THE trouble with the United States is that they are apt to overdo protection. The duty proposed on raw cotton certainly has this appearance to an outsider. The recent action of the Senate, by so decisive a vote as 42 to 19, amending the tariff bill by placing raw cotton upon the dutiable list, has been a great surprise—a thing that was only remotely thought of or expected. The Textile World doubts very much if the action will stand in the conference between the two Houses. The fact, however, that it met with such ready favor, apparently, at the time of its proposition, excites apprehension of the final result. In some respects, as a raw material, cotton might be classed with wool as properly dutiable; still, the status of the two articles are entirely different, one being an export commodity and the other far from it. The domestic growth of cotton cannot be affected by any tariff that may be placed upon the imported article, while with wool it is entirely different. It appears that the duty on cotton was proposed by one of the Senators from Georgia, in which he was supported by his colleague, the two Senators from South Carolina, one from Louisiana, and one from Utah, besides the Republican Senators. The Senators from South Carolina and Georgia, certainly, could bring forward no argument to show that their constituents would be benefitted by a duty on cotton, as such a proposition could not be sustained, except on the ground of encouraging the growth of the long stapled fibre, which, in truth, would not be affected by it. It has been demonstrated by many experiments that this cotton cannot be grown, profitably, in either of these states, except along the coasts. Any attempts in this direction would be a waste of money and effort. In Louisiana and the bottomlands of the Mississippi, there is a possibility of growing long stapled cotton, but, even there, it is questionable whether such a crop would be as profitable as one of the shorter stapled varieties. Then again, the Egyptian cotton has characteristics that are not possessed by any American growths, and a duty placed upon it would be detrimental to the manufacturing industry alone, and to that extent prevent the diversity of manufacture that is now so essential to encourage.

The imports of cotton for the calendar years 1895 and 1896 were, respectively, 49,692,431 pounds and 47,318,524 pounds. The average import price for 1896 was 11.9c. per pound. Were the imports 50,000,000 pounds a year, it would be a mere bagatelle, or 4 per cent. of the amount of cotton consumed in the United States.

A MODEL HAT FACTORY.

The handsome building erected by Messrs. James Coristine & Co., Montreal, to replace their hat factory recently destroyed by fire, is a model one in every respect. Its position—being in the rear of their commodious St. Paul street warehouse, and facing the Board of Trade—necessitated special attention being paid to architectural effect.

The building is a four-storey one, of pressed brick, with stone facings, and compares very favorably with its pretentious neighbors. Its internal arrangement and equipment are modern in every respect and should ensure the production of high-class goods. The engine-room is one of the finest in the city. The power is furnished by a 250 horse-power Wheelock engine, and the lighting and auxiliary power by a dynamo with a capacity of 1,200 lights.

The wholesale millinery trade will absorb their entire product for the next two months, as they make a specialty of manufacturing ladies' felt hats, after which they resume the manufacture of men's and boys' felt hats for the coming spring trade. We commend the enterprise of this firm in rebuilding on a much larger scale, by which they can, in an emergency, increase their product three to four fold. Notwithstanding the dull times, their output this year will be double that of previous years.

It is interesting to note that the rooms at present used as a store-

house for the raw furs were, many years ago, the offices of the old Northwest Trading Co.

Messrs. Coristine & Co. are the largest concern of their kind in Canada, if not in America. All the work on the articles they manufacture is done in their own workshops, which enables them to give greater attention to the quality of workmanship and finish. This is the only house in Canada in which all the machines are operated by steam.

A TIME TO LAUGH.

"Here, take my seat, lady," said the little boy on the car, as he sprang from his father's knee and doffed his hat.

The lady looked like a blush rose, the women giggled, the father signalled the conductor to stop, and a half-dozen men stood up while urging the lady to sit down.

"How's this, Diggins? On a vacation?"

"Yes. I'm not feeling very well, and I thought a little trip east would do me good."

"Mrs. Diggins going with you?"

"No. She's hardly well enough to take such a journey."

"Fine weather."

"Delightful. Folks well?"

"Yes. How's Mrs. Diggins?"

"O, she's well?"

Salesman—"You can see the original price marked here in plain figures. Our price, you notice, is less than one-third. We got the goods from a dry goods merchant who was embarrassed."

Customer (inspecting the figures)—"He wasn't embarrassed when he marked these goods. He had his nerve all with him."

Mother—"Why, Johnnie, what on earth have you been doing?"

"Fight'n'! And you owe me 50c. on it. You know that tooth you was going to pay a dentist to draw?"

"Yes."

"Well, Billy Biffer knocked it out."

"They say mahogany is coming back into fashion again."

"That must be the reason Miss Fadderby is going to marry that man with the dark red hair."

"What is his profession?"

"He is a poet and artist."

"U—um. What does he do for a living?"

Jones-Brown—"I don't see how you can afford to give her such valuable presents."

Brown-Jones—"Why, I get them back again, don't I, when we are married?"

Freddy, the smallest son of a well-known minister, had misbehaved and to punish him he was not allowed to eat at the family table. A small table was set for him in the corner of the dining room. When his dinner was placed before him Freddy said very solemnly: "Lord, I thank thee that thou hast spread a table before me in the presence of my enemies."

Deputy Surgeon General Sewell, R. C. A., Quebec; the eminent physician and surgeon, who was selected to accompany His Excellency the Marquis of Lorne, and Her Royal Highness the Princess Louise, across the continent and back, when the former was Governor-General of Canada, has written the discoverer of the new compound: "I have found 'Quickcure' a remarkably healing surgical dressing, especially for suppurating wounds, it is also a valuable abortive agent, for the suppression of boils, etc."

WYLD, GRASETT & DARLING

We have pleasure in announcing to the trade our appointment as sole agents in Canada for

Wm. Ewart & Son, Limited BELFAST

One of the largest manufacturers of linen goods in the world. Their production is well adapted for the requirements of the Canadian trade. We will carry a large and complete range of their goods all the year round in our warehouse. Prices will be found to meet all competition.

Our Dress Goods

DEPARTMENT

has undergone a radical change and will contain for Fall Trade a magnificent range of the latest novelties and colorings in Fancy Dress Goods at popular prices, as well as prime value in all leading makes of plain goods in demand in this market. **Black goods a specialty.**

In Imported and Canadian

Woollens assortment larger and more attractive than heretofore. The production of **Our Factory** meets the requirements of the trade in

PRICE, QUALITY AND STYLE.

Travellers' and Letter Orders Solicited.

Inspection of Stock Invited

Wyld, Grasett & Darling, Toronto

HINTS TO MILLINERS.

At the best milliners' one sees more low crowns than high ones; these latter have been "run to the ground" in cheap goods, and simple arrangement is the rule. This also gives a key to the future.

The wholesale season is over, and those who can afford to buy stocks to lay up, or to put into their "sales," presently will find some attractive bargains in nearly all lines.

There is every indication that wings, quills and birds will be in great demand in the early fall.

I mention these items that our readers may know what to reserve when clearing-out time comes.

At the present time, poppies, especially the red shades, are in great demand, scattered loosely over large leghorn hats, relieved by large fluffy rosettes, bows, and ruffles of white or cream chiffon, white ribbon and plumes of white feathers. Killing is passe. Lilacs, especially white, are also great favorites.

"Batavia cloth" is among the "mark-downs."

Thank goodness, people are getting tired of the "bows made free of charge." They find they are all the same, and no longer care to be seen in them. At first this did milliners a lot of harm.

As to wiring. It is the custom of milliners in the cheaper (and even good medium) trade to wire loops with "taste" wire. This is so ugly that it is surprising the practice has endured so long. Cotton-covered wires in all colors are cheap enough, and can be either button-hole stitched in, or laid in, in a cross loop, which is much the best for wide ribbons. In wide ribbons, too, where no wire to match is at hand, any color can be used, by blind hemming it into the edges. This is also done in the wide loops of bias silk, that make such lovely "crush" bows. Much

complaint has been heard this season about the weight of hats. This is inevitable, owing to the quantities of trimming piled on, but much can be done in little things to reduce this weight. Bandeaux, for instance, should be made of net and thin, strong, paper-covered wire, and covered with lining silk, or a bit of tulle or chiffon. All wires not absolutely necessary must be clipped out of frames, and as little as possible of the heavy satin wires used. Also avoid satin ribbons; the taffetas are much lighter, and satins will get a turn later.

For lifting light materials, such as lace, gauze, tulle, net, etc., use a thin, firm wire to match. If not to be had, use thin wire, twisted over with a strip of the material, as the paper is twisted round flower and feather stems.

A "wrinkle" about head linings—have the head tips tacked on to black or white paper cut to fit the crown, and it will save stitching in, and in hard straw hats a speck of mucilage fixes the paper to the crown. (This is especially useful for chips, leghorns and plain felt hats.) If ribbon is not used to draw up the lining, run near the edge with thick crochet silk, and tie in a bow, double. All these little things add so much to the nice "workmanlike" finish of a hat or bonnet. Be sure the lining lies smoothly; do not draw up anywhere, as neither hat nor bonnet can then fit well.

If straws are thin or brittle, a bit of buckram should be placed outside the hat where a bow or bunch of flowers or feathers are to be sewn. In nice work these supports are cut round and of double stiff net, and wired, or, if of buckram, are covered with velvet or silk. These rounds are useful too to sew on either side at the back of bonnet and toques for a filling in trimming of rosettes or cluster of flowers, and on hats where just one or two separate bunches are required, though this season most hats have the back bandeaux.—
Millinery Trade Review.

IMPORTANT TO THE CLOTHING TRADE.

THE — "PIRLE" Finish.

EDWARD RIPLEY & SON, after experimenting many years in Cloth Finishing, have finally succeeded in giving what has hitherto been deemed an impossibility, viz.: a high, bright, lustrous and brilliant finish, which is absolutely permanent, and will **not Spot**; this is undeniably one of the most important advances ever made in the Textile Trade.

- (1) This finish is absolutely permanent.
- (2) The finish is unalterable, and goods treated by this process will not cockle under a damp cloth and hot iron, or the tailor's "goose."
- (3) Although a brilliancy of finish otherwise unattainable is given, it will not spot with rain, and is not affected by complete saturation in water.
- (4) By this process the goods are also practically unshrinkable, and do not require "sponging" as heretofore. This is a most important improvement in the treatment of goods, and offers many advantages in addition to the saving of the cost of "sponging."
- (5) The cloth is also rendered to a certain extent waterproof and rain-repellent.
- (6) This finish greatly improves the appearance and handle of the cloth.
 - (a) The Fabric is brighter.
 - (b) A silky handle is imparted to the goods, making them "kinder" and altogether richer.

Goods subjected to this process are greatly **enhanced in value**, and a "quality" is obtained which cannot be arrived at by any other method.

EDWARD RIPLEY & SON

Bowling Dye Works, BRADFORD, YORKSHIRE.

IT WILL NEVER WEAR OUT.

USED BY ROYALTY.



Stewart's Indestructible Skirt . . . Protector

Made under Dominion of Canada Letters Patent
No. 55209. Dated March 9, 1897.
(U. S. Patent No. 26189, October 13, 1896.)
European Patents Pending

The process of manufacture and the quality of
material used render this the

**MOST DURABLE
FINISH**

for the skirt edge
ever produced.

IT IS _____

Self Cleaning
Easily Applied

AND

Will Not Wear Out

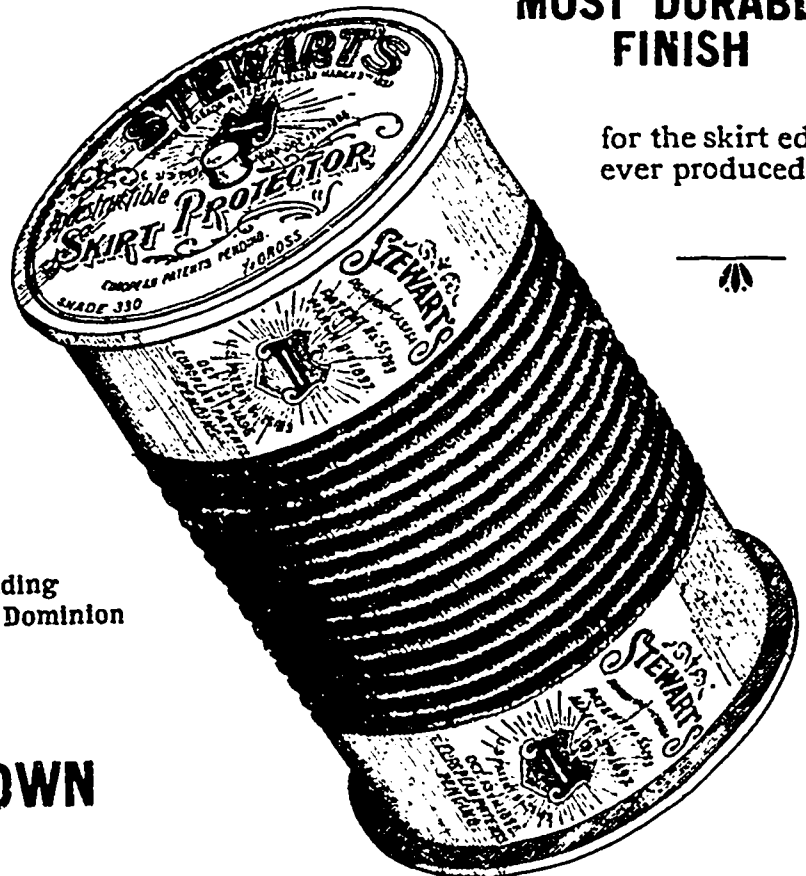
For sale by all the Leading
Wholesale Houses in the Dominion
of Canada.

BAKER & BROWN

Sole Agents

260 St. James
Street

Montreal, Canada



THE OUTLOOK IN THE STATES.

A BRIGHT REPORT IN THE WEST WHICH CANADIANS WILL BE GLAD TO SEE REALIZED.

CANADIAN merchants are always glad to hear of bright trade prospects in the United States, because it indicates reviving business all over the continent. A Chicago dry goods contemporary, The Reporter, prints a favorable view of the situation. Signs are daily increasing, it says, on every hand to confirm Secretary Gage's recent prophecies of returning prosperity. The most conservative trade papers now voice the general belief that by the time the fall season opens the retailers in every part of the country will be doing the best business they have done in four years. The only remaining sources of possible doubt are the crops and the tariff, and every day banishes more of the uncertainty in these regards. With good crops and the tariff settled, and with the administration's promise that the money problem shall be taken up and solved without delay, there is no force in sight strong enough to hold back the oncoming tide of long-delayed activity.

The renewed life has already infused itself into nearly all branches of the wholesale dry goods trade, and the situation is rapidly brightening, even among the retailers. But the dry goods trade is naturally not the first point where a change shows itself, and we must look elsewhere for the most marked signs of improvement. In the first place there is no mistaking the decreased totals in business failures. But the most positive proof of the new era at hand is the surprising fact that the volume of trade, in all branches combined, is even larger now than it was in 1892—the year of prosperity. The temporary depression in prices conceals this fact and cancels its value in profits, but its significance for the immediate future cannot be overestimated. The present conditions and recent course of prices show a remarkable similarity to those in the early months of 1879, when the most wonderful expansion of profitable business ever known in this or any other country was close at hand.

This expansion has already begun in our manufactures. One cannot expect anything but a waiting business in textiles with a tariff change impending, yet some of the large woolen mills are preparing to increase their output, and have bought heavily, especially in foreign wool. Carpet mills at Philadelphia have resumed after a long idleness. The demand in these lines shows a constant increase. Still more marked is the activity in iron and steel—the pulse of the trade world. The iron industry is steadily expanding production, and is well loaded with contracts, though at low prices. The rail mills are full. Shipments of iron ore from Duluth far exceed those of any previous year. The same expanding tendencies are more or less apparent beneath the surface of every branch of trade.

The reason why the new impulse of activity has not yet shown itself in the form of advancing prices is that the manufacturers are discounting the almost absolute certainties of the future, and are pushing production in advance of the expected increase in demand. This has the good effect of stimulating demand, producing the present enormous bulk of trade, but it naturally keeps prices where they are until such time as consumption shall overtake and exceed production. When that moment comes prices may be expected to respond to the pressure like mercury in hot weather. It was exactly in this way that matters worked themselves out in 1879. Consumption gradually gained, month by month, just as it is doing now, until it was found that the demand was greater than the possible supply. That coy and welcome thing men call prosperity had come, and come to stay a long time.

The thing that is going to do most to materialize this much desired change for the retailers is a bumper crop. Everything now points towards such a consummation in the two great staples of north and south—wheat and cotton. Highly favorable reports con-

tinue to come from almost every part of the northwest and west. The annual report of cotton acreage shows an increase of nearly 6 per cent. in acres planted, and an increased yield in every state in spite of floods, which, with only the average weather of last year, will mean a crop of over 9,000,000 bales. In short, crop prospects are so good that nobody takes any notice of the usual rumors that float around the boards of trade at this season of the year. Even if there should be no advance in prices of farm products, the agricultural districts will be able to become liberal buyers again. Indeed, this result is already slightly apparent in all regions where the crops now seem most certain.

There is no mistaking the revived confidence in Wall street and in all financial centres. Stocks are moving steadily upward. Investors are discounting the future all along the list. American stocks have become the speculative feature of the London market. Shrewd men everywhere are investing with a view to the favorable effect of the new tariff and of the new crops. The merchant who is wise will note these facts and cut out his plans for the future accordingly. Prepare to do a good-times business in the coming fall season.

MAKING UP SKIRTS.

Editor DRY GOODS REVIEW:

SIR.—As your July number of THE DRY GOODS REVIEW will reach the trade throughout Canada, permit us to use you as a medium to correct an error that is being made by some "makers-up" in the construction of silk grenadine costumes. They are being made up too tight in the skirt. To produce the illuminated effect they should be made up loose over bright colored linings or underskirts. For this purpose either plain lawn, sateen, silk or satin can be used; the proper linings, however, are silk moreens, they having more body than any of the lines mentioned, and possessing the advantage of not holding dust.

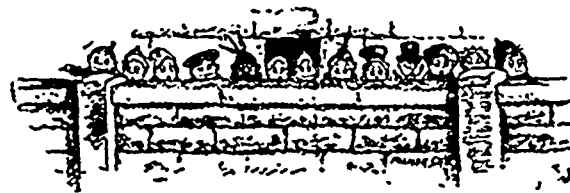
Yours truly,

BROPHY, CAINS & Co.

Montreal, June, 1897.

SWISS MERCHANTS GIVE A HINT.

For some time past English ironmongers have been complaining of their trade being encroached upon by drapers and other classes of tradesmen. Recently certain tradesmen of Berne, Switzerland, announced their intention of meeting such tactics in the following fashion: "As drapers and dry goods men of this city are selling wood, glass and crockery ware, we have decided to add some more branches to our own trade, and will sell in future German sausages at 2½d. per lb., firewood, iron, preserves, button-holes at 1c. per hundred, chests of drawers, overcoats, bottled ale, telegraph poles, cakes, bricks, blood-suckers, 5d. dinners, locomotives, corn cures, etc." Further, the tradesmen in question offer to predict the weather for their customers, lend them money, or supply them with menageries. It is, however, doubtful whether this grotesque announcement will have the desired effect on the drapers against whom it is directed.



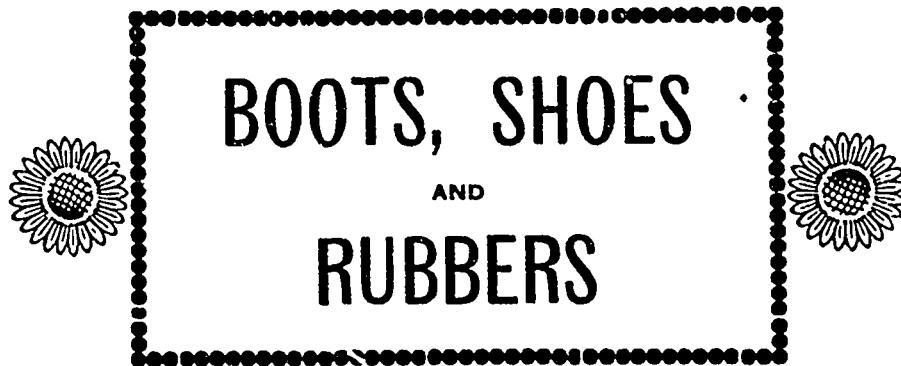
SHOCKED AT WHAT THEY SAW.

"We don't tink a girl as wears bloomers and a man's hat has any feelin's to hurt."

Campbell & Brodie

MANUFACTURERS

IMPORTERS AND WHOLESALE DEALERS IN



The only strictly Wholesale Shoe House in the city of

QUEBEC

A large, complete and well assorted stock in all lines is continually kept on hand.
SOLE AGENTS in the city for the celebrated

“Maple Leaf” and “Columbia” RUBBERS

THE BEST IN THE MARKET.

Correspondence solicited. We always have bargains to offer in special lines, which should interest live shoemen.

113 Mountain Hill

51 Notre Dame St.

BUYING ABROAD BY INDIVIDUALS.

A MERCHANT may find it well, if he lives in a locality where many people go to Europe each summer and return laden with purchases made there, to have a quiet chat with the member of the county about this practice. The member can pass on to the Controller of Customs a hint that there should be a limit to the quantity of goods a private individual brings in his or her trunks. At present the practice is subject to abuse, and the searchings at Quebec, Montreal and Suspension Bridge might be made more strict after August 1.

The merchant has to pay duty on his imports. Why should the individual escape? If visitors to Europe once get to know that they cannot import whole outfits for themselves and friends without paying the usual duties, they will restrict the habit. It is not fair to the trade. In New York a movement to stop this kind of thing is on foot. Officials of the United States Government have awakened to the fact that vast quantities of wearing apparel were being brought into that country by returning tourists, and the special treasury agents have just fixed the amount at \$40,000,000 per annum. The U.S. Tariff Act provides that with the exception of \$100 worth of property, all goods that have not been in use one year are liable to duty. This clause of the law has never been enforced, and tourists generally have brought with them all the way from \$100 to \$3,000 worth of clothing, hats, bonnets, furs, laces, leather articles, etc. A good suit of clothes can be bought in London for \$15, and many Americans who purchase their clothing abroad have it altered at home to suit the American styles. The loss of revenue to the Government through this practice is a small matter compared with the injury it inflicts on tradesmen in the United States. Every merchant tailor in New York is complaining of it. Shop-keepers and tradesmen generally view with much satis-

faction the recommendation of the treasury agents, which will be forwarded to the authorities at Washington, that no amount of goods whatever shall be allowed free to returning travelers.

NOTES FOR FALL TRADE.

BROPHY, CAINS & CO. write us drawing special attention to a line of full-fashioned ladies' and misses' fine wool hose, now shown for the first time in Canada. In bringing out these goods they claim to have supplied a necessity, one that will repay the trade in every way to carry.

Caldecott, Burton & Spence tell us that blueish greys, greenish greys and browns will be much in favor in the coming fall, and are now busy preparing their goods upon this idea.

Coristine & Co. Montreal, report large and increasing sales of electric seal goods. These goods are equal in appearance to the most expensive quality of the genuine article.

George Robinson, clothing and men's furnishings, Woodstock, Ont., has opened a branch of his business at Ingersoll.

Summer quilts and the famous "Swan" brand bed pillows, made by the Toronto Feather and Down Co., Ltd., are meeting with the ready sale they justly merit. This enterprising company are determined to lead in their line, and from appearances have reached the top rung of excellence already.

Mrs. R. H. Smith, wife of President, Quebec Bank, writes: " 'Quickcure' stopped toothache and its use prevented any further trouble during a trip to Europe and back."

Get the Best

If you do, it means
that you will buy

EUREKA
BLANKETS

They are the Best Blankets. Made from the Best Wool. Suit your Best Customers. The demand for these Blankets is increasing every year. If you have not seen them we would like to express you a sample pair. Merchants don't keep them in stock, for they sell themselves.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

(Established 1889.)



Jos. Williams & Co.

GLENWILLIAMS
ONT.WOOLLEN,
WORSTED
and CASHMERE

HOSIERY

Don't forget that we show the best values
made in Canada. No shoddy is used in our
goods; our reputation sells them.

Our representatives are—

Mr. Jos. Williams,	}	Toronto and East
Mr. W. J. Hudson,		Ottawa District
Lyon & Hurdman,	-	Western Ontario
Mr. T. S. Paton,	-	
Mr. Thos. Whitehead,		Winnipeg to Pacific Coast

James Coristine & Co.

Hat, Cap and Fur Manufacturers, and Importers

MONTREAL FELT HAT WORKS.

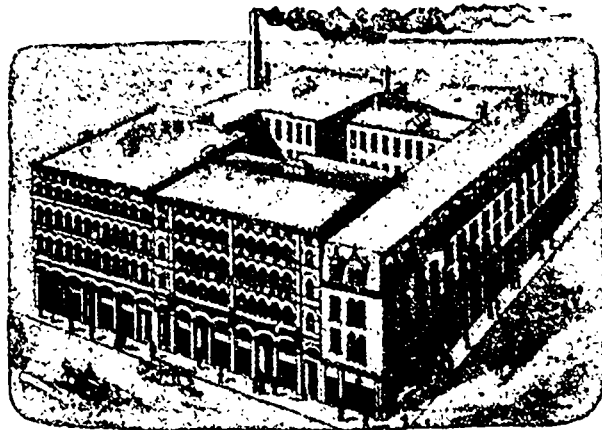
The largest and best equipped Hat Factory in the Dominion.

.....

A FULL RANGE of Fur and Wool Felts, and English, American and Canadian Straw Hats always in stock.

.....

Letter orders receive prompt and careful attention.



To the trade in

BRITISH COLUMBIA

We have completed arrangements with a view to establish a permanent connection in the province.

Our travellers will call on you shortly with a choice line of samples specially selected for the British Columbia trade. Your orders will have our usual prompt attention

469 to 477 St. Paul St.

12 and 14 St. Nicholas St.

MONTREAL

WM. TAYLOR BAILEY

SUCCESSOR TO

PETER SCHNEIDER'S SONS & CO.

27 AND 29 VICTORIA SQUARE, MONTREAL

UPHOLSTERY and DRAPERY GOODS

Selling Agents for STEAD & MILLER, Philadelphia

MANUFACTURERS OF . . .

CHENILLE CURTAINS and TABLE COVERS

COTTON DERBY and TAPESTRY CURTAINS

COTTON TAPESTRIES



SILK TAPESTRIES

FINE SILK DRAPERIES



BROCADELLES

DIFFERENT WAYS OF SELLING.

AN EXPERIENCE WHICH CONVEYS SUGGESTIONS BOTH TO
MERCHANT AND CLERK.



A MAN who kept his eyes open has been observing the methods of salesmen in New York dry goods stores, and records the results in *The Chronicle*: I stood, he says, in a Broadway store on Friday; trade was dull, "quieter than common," so the aisle manager said. Two customers shopping for wash goods constituted the only interruption to the convention that the clerks in this department were holding. These two parties looked like buyers, and acted like buyers, inasmuch as they seemed determined to find something suitable if possible. And, from appearances, it was further evident that they would be forced to find that suitable something for themselves, if they got it at all.

Clerk number one was waiting on two ladies, evidently mother and daughter. Every time he produced a piece of goods—and they came slowly—he lay down on it, dropped it on the slowly growing heap on the counter and, resting both elbows on it, said it was another pretty piece. He seemed tired and needed the goods to rest on. He sometimes varied the performance by leaning on one elbow instead of two, but invariably held the goods as if he feared the women might pick up a piece and walk off with it.

It made me nervous to watch him. When his customers lost interest nearly to the point of turning away, he laid down another piece and immediately nailed it fast with his elbows, while he recommended it as "another pretty piece."

It was none of my funeral, nevertheless "it made me weary." I turned to watch the other clerk, for relief.

The change was one of distinction rather than difference. Clerk number two showed more goods, but less of them on the counter. He would take a piece from the shelf, partly open it, and, holding it arm's length, stand as stiff as a ramrod watching the customer's countenance in absolute silence, close it up when the customer seemed to take no interest in it, and return it to the shelf. Occasionally, if the customer gave the goods more than a cursory glance, he would lay the thing on the counter, and wait in silence until the lady turned her unsatisfied glance from it.

I turned on my heel and walked away, but I couldn't help but think what a pair of uninteresting men they were and how effectually they "stood off" trade. Business was dull, but they were duller; trade was lifeless, but they put shackles on the corpse instead of striving to put a little animation into it.

Such men may make a book when trade is rushing, but they are worse than nothing when trade needs stimulating. There is no excuse under the sun for such listlessness on the one hand, nor any reason why a man should positively insulate himself from his customer.

The clerk who takes an interest in his work and shows goods as if he liked the business, admired the goods and was glad of a chance to show them, will sell, where men who work like the two described will often fail.

I dropped into an avenue store on Saturday evening, one that keeps open on Saturday night till 11 o'clock, and is rushing busy every moment till closing time. I have a strong sympathy for clerks in those Saturday night stores, especially during the summer months, when the down-town stores give their help Saturday half-holidays, the hours after regular closing time being a greater trial than a regular day's work.

But no business man could spend an evening in one of these stores during a busy Saturday night rush without appreciating the proprietor's position.

Saturday night's experience was enough for me. The customers were working people, wage-earners, they paid cash for

everything, and the Saturday night trade of that store was not a mill under \$5,000. The clerks, too, are, as a rule, better paid than in many short-hour houses, as they should be.

I noticed, however, in the push that congested every aisle and crowded every bit of space, the manifest inconvenience of certain stocks, especially stocks that interested this Saturday night crowd. Men's shirts were in boxes on the counter, piled three tiers high. The covers were the topmost tier, which stood higher than a tall man's head.

Clerks worked outside the counters; they couldn't work behind that stack of boxes, and they worked to a great disadvantage, because of the boxes. If the boxes were emptied and flung out and the goods piled in tiers on the counter, men could have worked behind the counter or even stopped in the aisle and worked from both counter and centre tables. At half a dozen counters similarly awkward arrangements were seen, and, although goods were sold freely, considering the handicap, much more could have been done if the things were more conveniently arranged.

The great care at such times is to put goods in shape to be got at readily, watch closely that nothing is stolen and people will wait on themselves.

A man can accomplish but a minimum amount of business if he gives his attention to but one customer during rush hours. Given an opportunity, with goods within easy reach, and people will, to an extent, wait on themselves, buy easier and make up their minds even quicker than when under too close supervision by a clerk.

For Saturday-night trade, especially summer trade, dress goods are not much meddled with. Very well. Move a line of waists, shirts, or some seasonable article over there and make the most of the room.

Dress goods is a stock that may be safely condensed for a time in favor of more seasonable materials; this should be done. Hands from the dress goods may now be spared to other stocks; this, too, should be done.

It may not be pleasing to those transferred, but that side of it cuts no ice. Any man who considers the welfare of the house and the business side of affairs will go where he is sent and give the concern the benefit of his best services at all times in all places and under all fair conditions.

A SUGGESTION.

If the average manufacturer would take the amount wasted in foolish advertising in programmes and other equally unprofitable catch-penny concerns, and invest it in advertising space in some good trade journal, which would bring him practical results, some benefit would be derived. Take many small manufacturers, and their idea in regard to reaching the public is through the programme, the price list, and every what-not that is placed before them, when the same amount expended in a journal reaching the general trade would not only build for them a name, but a business as well.—Exchange.

Mr. C. L. Shorey, of the firm of H. Shorey & Co., Montreal, writes as follows. "I consider it a duty I owe the suffering public, to make known the relief I obtained from using 'Quickcure.' After passing three sleepless nights, resulting from an ulcerated tooth, the idea occurred to me to try 'Quickcure'; but not with any expectation of receiving the almost instantaneous relief that followed its application.

"I have great pleasure in adding my testimonial to those of others, and you are at liberty to make use of my name if you wish.

(Sgd.)

"C. L. SHOREY.

"Montreal, April 9, 1897."

PERRIN FRÈRES & CIE.

Manufacturers and Importers of KID GLOVES of all Styles and Qualities.

Factory:
GRENOBLE, FRANCE



BRANCHES:
Paris, London, New York,
Montreal

PERRIN'S GLOVES are well known to be the best for Fit, Elegance and Durability. No Leading House should be without them.

A WELL ASSORTED STOCK ALWAYS ON HAND.
WRITE FOR SAMPLES.

Perrin Frères & Cie. 7 Victoria Square, Montreal

The Lace Warehouse of Canada

FALL
AND
WINTER
TRADE

Our Travelers are now out with their full line, comprising one of the choicest collections we have ever offered the trade. Pleasing, catchy styles and good values are our aim, and it will interest you to see our line.

LACES AND EMBROIDERIES . .

Our collection in these lines, admittedly the largest and most tasty shown in Canada, is now in our Travelers' hands for Spring, 1898.

DRIVES We have marked down all Spring and Summer lines to sacrifice figures, and are dating them with Fall bills. Fresh goods and room to handle them are our aim.

KYLE, CHEESBROUGH & CO. - Montreal

WOMEN CUSTOMERS.

A LITTLE PHILOSOPHY UPON THE WISDOM OF KEEPING THEM IN GOOD HUMOR.



It doesn't take very long to find out that hard facts and arguments are very poor methods with which to win a woman's good will.

Prove to her that she is wrong and she will hate you. Though she may admit that she erred, she has little faith in your arguments. The stronger your case the worse it will be for you, and if she is completely floored you will for ever after be a "mean, horrid thing."

Submit gracefully and cheerfully and the victory is yours absolutely and completely. Henceforth she is perfectly willing to be guided by your judgment.

The only reason why men still run dry goods stores and women patronize them is because men—or at least the successful ones—know when to give in to a woman, and women don't. If it were not for this fact do you think that you would be "in it" for a moment in this age of female supremacy? Give this more than a passing thought when next you have a case of trouble to smooth over or a complaint to hear and settle.

But allowing a woman to have her own way when paths cross and wills oppose is only going half way to secure her fealty and good will, for such opportunities do not occur every day. The whole store should be dedicated to her use and pleasure and the fact should be so obvious that a stranger should at once recognize it.

"For the convenience of customers" should be in the air, like the perfume of flowers in a conservatory.

Go into a large department store and what do you see?

Signs and notices everywhere, displayed as conspicuously as the choicest or most tempting merchandise, giving the reader directions and information that will tend to make shopping a pleasure.

Is the customer weary after a morning's shopping? "This way to the ladies' sitting-room." Does she feel "all mussed up" after a hot ride from the suburbs? "This way to the toilet room." Does she wish to know the best and quickest route to the depot? "Cars for the depot pass the door every five minutes."

It is just such attention as this that has done more than anything else to make the department store what it is to-day—the popular trading place for all classes. It makes a woman feel quite at home in a place designed expressly for her use and comfort, where there is the greatest freedom to come and go, to merely look and shop or buy, or do much as she pleases without let or hindrance.

Above all she is not stopped as she goes out by a fussy, smirking individual with an enquiry as to whether she found what she wanted and a superfluous request to "please call again." If the store is up to date of course she will call again—even in spite of the little exhibition of slunkiness.

Of course every dry goods store is not a department store, and "all the comforts of home" that a large metropolitan store provides are not necessary or expected. But many stores could do more for the convenience of their customers than they do, and as summer travel increases and strangers call to buy or inspect, everything possible should be done to make a good impression.—D. G. Economist.

AIGRETTES WILL BE SOAROE.

A letter from Caracas, Venezuela, reads: "Last year a number of bird hunters came to this country from the United States to hunt herons. How many of them came is not exactly known, but it is certain that five of them landed at La Guayra, and four

others turned up in Maracaibo. Even if no more came, these hunters were enough to slaughter a myriad of the birds; and the slaughter has been so great for a number of years that the Government has now taken steps to regulate the hunting of herons in order to prevent their extermination.

"The Government has now prohibited the hunting of herons with firearms throughout Venezuela. Plumes may be gathered, but the birds must not be killed. Plume hunters will require a license, and the quality and quantity of the plumes collected, and the rookeries from which they are obtained, must be reported. Heavy penalties will be imposed upon any persons destroying the birds or collecting the plumes in an improper manner."

SOME RESULTS OF THE NEW TARIFF.

THE first month's operation of the new tariff is shown by the trade returns for May, which are now accessible. The dutiable imports during the month represented \$5,002,676, on which the Customs Department collected \$1,398,261. This is at the rate of very nearly 28 per cent. The imports paying duty in May last were \$9,441,853, on which \$1,560,978 was paid in duty. This was at the rate of about 28 3/4 per cent. On the basis of these figures, although a cut of 12 1/2 per cent. was made in British goods, the other tariff changes have made the net result of the cut on all goods imported to equal about 3/4 of one per cent.

Taking the imports of dry goods in detail and comparing May, 1897, with May, 1896, the following comparative table is obtained:

	May, 1897.	May, 1896.
Cottons, not dyed.....	\$ 16,664	\$ 21,387
" dyed, colored, etc.....	139,661	168,727
" clothing.....	36,090	37,067
" threads, yarns, warps, etc.....	14,172	21,511
" thread on spools.....	26,086	18,699
" other manufactures of.....	48,740	37,030
Bracelets, braids and fringes.....	47,556	37,705
Laces, collars, nettings.....	31,752	30,397
Other fancy goods	19,354	20,030
Furs and manufactures of	50,944	60,693
Hats and caps, silk, felt or beaver.....	32,656	27,430
Hats and caps, all other kinds.....	35,359	37,714
Silk manufactures	122,290	68,340
Woolens: Brussels and tapestry carpets.....	37,180	40,249
" Clothing	30,289	26,849
" Cloths, worsteds, coatings.....	63,801	101,575
" Dress goods.....	92,719	117,922
" Knitted goods.....	13,924	24,440
" Shawls	2,925	3,181
" Yarns	8,346	12,380
" Other manufactures	38,750	24,657

Analysing these figures, it will be seen that the imports of cottons, especially colored goods, tend to increase largely, while even white cottons, yarns, etc., show an increase. Cotton thread on spools has dropped. There is a considerable increase in imported furs. In silks the falling off is considerable. In the various classes of woolens the new tariff is seen to have affected largely the imports of cloths, worsteds, coatings and dress goods. The import of knitted goods is nearly double what it was in May, 1896, a rather ominous feature for our own mills. It will be easier to tell later on than now, because these figures, doubtless, in some cases represent imports held back owing to expected tariff changes. As the new tariff went into force April 23, however, we may fairly take May as a typical month.

Sir Henri Joly de Lotbiniere's son, Edmund G. Joly de Lotbiniere, Esq., Quebec, has written to the author of the new preparation for toothache, healing wounds, and removing pain, saying " 'Quick-cure' has always relieved the pain instantly. I have used it constantly, and will never be without it."

SEE OUR NEW HAT

THE 37=97 HAT

EVER UP-TO-DATE



We have the sole control of this Hat. Ready for Shipment Now. This Hat will be the prevailing style for young men. Up-to-date dealers should put this line in stock at once. We have them in Black or Pecan. Our Hats sell themselves, because unsurpassed in Style, Quality and Price.

We are the largest Cap manufacturers in the Dominion of all kinds of Caps

Steam Railway, Fireman, Police, Society, Street Railway, Military, Steam Boat, Uniform, and Miners' Caps.

Sole Agents for Wakefield's and Leslie & Co.'s English Silk and Felt Hats.

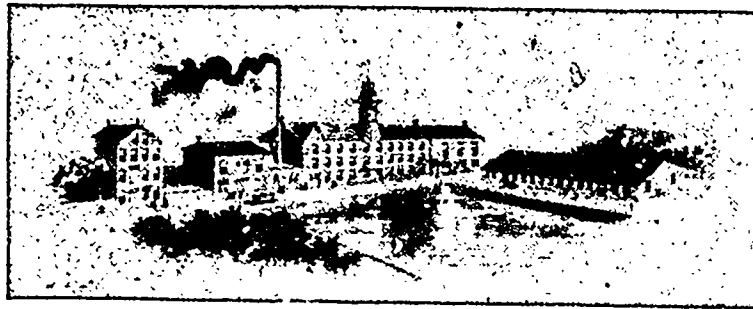
A. A. ALLAN & CO.

Letter Orders
Carefully Filled

Wholesale Manufacturers
Hats, Caps, Furs, Robes, etc.

51 BAY STREET, TORONTO

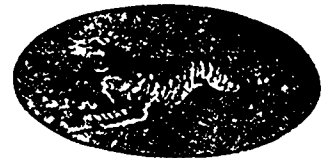
THE GALT KNITTING CO., Limited, GALT, ONT.



Underwear
Top Shirts
Eiderdowns

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

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

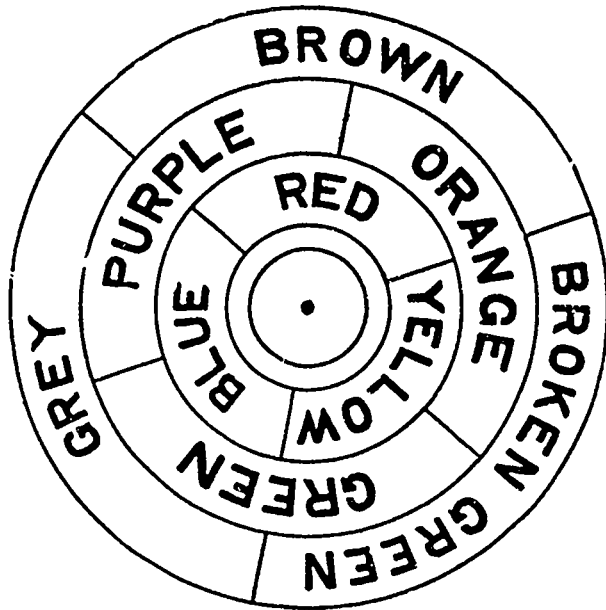


Trade Mark, Registered.

COLOR IN WINDOW DRESSING.

IMPORTANCE OF STUDYING ART COMBINATIONS IN MAKING EFFECTIVE DISPLAYS.

THERE are, of course, window-dressers and window-dressers—those, on the one hand, who regard their work with indifference, perhaps with aversion, or who at best are relieved when it is out of hand for a day or two, and those who, per contra, take an interest in and enjoy it. But there is room for plenty of honest doubt as to whether many in either class have taken the trouble to study the composition of colors and their relation one to another. Obviously this is a matter of the first importance, for it is by color that the eye of a possible customer is first caught. Now that higher education is so general, and science and art schools have multiplied, many in the trade may have learnt the rudiments of light and color knowledge. They may know the way in which compounded colors are made up, and the reason why one is complementary to another, and it is well to have so much information on a sound basis. Some may have penetrated a little further into the wonderland of color, and so obtained acquaintance with the means by which artificial colorings are produced, or are conveyed to that sense through which we constantly enjoy so much; or may be led, in a very different spirit, to follow up some of the points in optics about which scientific men are far from agreement upon. In many other ways mental enjoyment can be found in color subjects. But, for all practical purposes, so far as window dressing is concerned, color education rarely gets beyond a point that may be expressed thus:



In the diagram related colors touch each other, harmonious contrasts are opposite one another. As has been said, this is well enough so far as it goes. With this diagram kept in mind, it will at once be recognised that the proper color with which to associate red is green, if strong contrast be desired, or with brown if a less striking effect be aimed at. The several shades may be regarded as relatives. If taken as families, there would be a close kinship between the inner and secondary spaces, and cousinship between the inner and outermost colors where they are in touch one with another. To a certain extent all the nine shades may be looked upon as crude colors. In a color scale many of the dress goods in a window would be found to be too indefinite in shade to have any of the names used in the diagram applied to them. But sometimes, for the sake of a change that can hardly fail to be noticed, a window will follow exactly these lines of relationship. A Regent street, London, window during the last week was dressed with silk goods

in three equal sections—purple, orange and green—and as the front was not too long to prevent the three being well in view at the same time, the show was bound to attract attention. It was obvious, too, that there must be an extensive stock to draw upon when three such pronounced colors could be given such strong representation.

An opportunity like this does not come to many window-dressers. More than half of our dress windows contain as many different shades as there are pieces in them, and alas! it must be said that few of them are dressed with any other idea than that of keeping one color from killing another. When it comes to dealing with neutral or much-modified tints there is but little discrimination in dealing with them. How many window-dressers could tell what was the predominant tone in some greens or greys, or could decide which of the colors in a shot stuff or patterned fabric should be dressed up to in the materials round about it? It was argued some time ago that a young window dresser should be shut up with a box of paints for about two hours every day and set to work to find how many shades he could get out of it. If the experiment were carried out systematically—say, if he were to produce the diagram given above in its true coloring and were made to carry out many wider rings of blended shades, all in true relationship to the central and radiating colors, this would be good eye-education. With such knowledge at command, no window-dresser would go very far wrong in color arrangement. But there would be several important questions that would remain untouched by the most elaborate and thoughtful of tests with pigments. Colors that are apparently of similar degree have different degrees of intensity, a matter which may be brought to mind by the frequent contentions as to the color that should be used for military uniforms. Color sentiment is introduced into these discussions, but the main point at issue is what color is least conspicuous at the longest range when some men are on the lookout for it with a rifle. Giving this a window-dressing application, it may be remarked that red has been found to exceed in intensity either blue or yellow. Foucault, the eminent French scientist, has proved that red light advances in greater velocity through glass than yellow, yellow than green, green than blue, and so on. In reds, too, there are many crimsons and scarlets of varying strength, which a skilled window-dresser will know how to calculate accurately, and must use accordingly, if he would not have some sanguinary article overpowering everything else near to it. Colors, again, are governed by material, and are modified by light. A blue in satin seems quite another thing in corded silk, and when so many union and imitation fabrics are in use these differences must be borne in mind. And a window-dresser who has to appeal principally to evening customers would be foolish, indeed, to ignore the effect of the electric light upon the goods he works with, and should make allowance, too, for the influence of the sun blinds during the summer, or for the situation of the shop upon the sunny or shady side of the street.

Success in dealing with these or other difficulties can only come by thought and experience. As has been well said, science can be learned by theories, but art only by practice. Circumstances will alter cases in window dressing as in everything else, but a window artist's future is already half assured if he makes up his mind to become thoroughly acquainted with color. He may not get a chance of massed color effects like to that purple, orange and green coup d'etat, until he gets near to the top of the ladder, nor be privileged to enjoy an opportunity of working out some other color scheme, say of graduated shades of the same color, till after the freshest of his years have passed. But he will have been learning all the time and enjoyed the acquisition and application of knowledge, although nothing better than an even and equally balanced display of mixed goods and shades may have been open to him. Perhaps during all this probationary period his most

W. R. Brock
T. J. Jermyn



B. B. Cronyn
W. L. Brock

W. R. BROCK & CO.

TORONTO.

Early Fall Trade...

Toronto Dry Goods Wholesale Trade has INCREASED IN VOLUME and IMPROVED IN THE CLASS OF ITS CUSTOMERS during the past season.

We invite the independent and "hundred cents on the dollar" merchants of Canada to this market. We will do our part to make a visit profitable. We avoid supply accounts and thus avoid bad debts, and so are enabled to maintain our reputation for honest goods, *close prices* and fair office treatment.

Samples of our Stock in its various Departments are on the road with our travellers.

Orders for FALL Goods filled and shipped according to instructions.

W. R. BROCK & CO.

ambitious windows have either been made up of groups of related shades, or have had strong central color points against a background of duller neutral tints. And within those limits, be it remarked, there is plenty of room for a window-dresser to show what mettle he has in him. For a further advantage, he will during all that time have avoided the mistake, so commonly made, of letting the window have a lop-sided or top-heavy appearance through one part of it outweighing another part in color.—Drapers' Record.

NOTES OF THE TRADE.

THE TORONTO FEATHER & DOWN CO., LTD., are to the front with a large range of camp and lawn cushion specialties. These goods have the double advantage of beauty and strength. Every merchant should have an assortment on his counters and be ready for the demand which usually comes with a rush.

The phenomenal demand for silk laces in cream and white, and for valenciennes laces, still keeps up, and Caldecott, Burton & Spence have been compelled by the active demand to have a constant succession of repeats come in. In July they will have another splendid range of these goods to hand, which will be distributed at their usual staple quotations. Any merchant needing these goods should write, sending a sample order.

Before purchasing elsewhere the trade are invited to examine Jas. Coristine & Co.'s stock of ladies' caps, jackets, gauntlets and capes in all qualities and kinds of fur. These goods are made up in the latest style and are well finished.

Some idea of the magnitude of Brophy, Cains & Co.'s trade in silks may be had when it is said that they are now showing over 300 new patterns in fancy silks to retail from 25c. to \$3 per yard.

Retailers who handle Victoria crochet thread can push it in this way: "Off to the seaside; before going away provide yourself for rainy days when you will have to keep indoors. Lay in a supply of Victoria crochet thread and employ your spare time doing crochet work."

FALL SPECIALTIES IN DRESS GOODS.

ALREADY W. R. Brock & Co. report good orders for dress goods for fall, though their samples have only been on the road for a short while.

Two lines of plains are worthy of particular note as they are manufactured specially for them, and confined to them exclusively for Canada. One is their No. W D 10 40-inch wool serge, and the other their No. 500 38-39 inch velours. For both of these they have large orders which when filled will almost exhaust the lots contracted for and the manufacturers will not accept repeats except at an advance, so orders should be placed early.

With regard to fancies they announce good results in a number of special clearing lines bought very much below market values. Some of these they have already been obliged to withdraw from their travelers. For the higher class of novelties there has also been a noticeable demand. Later in the season correct up-to-date styles are always scarce, so it is well to make a selection early even though it be small. They are particularly strong in the following makes, which are pronounced by the leading Paris, London, Berlin and New York fashion reviews to be the leading features in fancy dress goods for fall and winter 1897: Drap d'ete, silk lace effects, broche epingle, epingle damase, fancy corde, moire velours, matlasse changcheant, broche reps, broche canvas, satin velours, silk reps, fancy curls, fancy dresdens, fancy pierolas, venetian suitings.

HOW TO PUSH TRADE.

AN INSTRUCTIVE EVIDENCE OF ENTERPRISE IN THESE DAYS OF COMPETITION.

TO show how strenuously the United States manufacturer pushes his wares, look at the effort about to be made from New York to increase trade with Mexico. A vestibuled train of sixteen cars will leave about Aug. 1 to make a tour of the Republic of Mexico, the trip covering a period of six months and a distance of more than 10,000 miles. The purpose is to introduce to the Mexican jobber, tradesman and consumer articles of American manufacture, by exhibiting them in an exposition train, to which the public will have free admission, at the same time affording an opportunity of giving an object lesson of the working of farm tools and all classes of machinery, and to give manufacturers an opportunity to send representatives or salesmen with the exposition properly to represent and introduce their products at about one-half the cost of transportation and living expenses by the methods usually employed. The salesmen or representatives will have the best traveling and living accommodation that the railroads and cities en route can afford, special arrangements having been made with the railroads and hotels. The route and time schedule will be furnished on application.

The cars will be vestibuled into one solid train, forming a continuous hall, in which exhibits are placed. Particular attention has been given to the arrangements for displaying agricultural and mining machinery, wagons, carriages and other bulky exhibits. Special cars have been built for this purpose. These exhibits can be removed at each stopping place, where they will be shown under a large canvas especially made for the purpose. It is believed that the exhibition will attract thousands.

The exposition train will be managed by men who have made Mexico, her merchants, business customs and the possibilities of American export trade a study. The idea of taking a manufacturers' exposition through Mexico originated with one of the managers of this exposition more than five years ago, and resulted in several tours of investigation to Mexico and a careful canvas of this question with Government officials and leading merchants of both countries, and the securing of the endorsement of Secretary Sherman, Secretary Gage, Matias Romero, Minister from Mexico, and also a strong endorsement from the National Association of Manufacturers of the United States.



SHE: "It's very absurd for men to make fun of the fashions which women adopt, when their own attire is so unreasonable."

HE: "It seems to me that men dress very sensibly."

SHE: "But look at the absurdly high collars they wear!"

HE: "Don't you know what they are for?"

SHE: "No."

HE: "They're for us to rest our chins on so that we won't get tired looking over the hats in the theatre."

The "WALKER-MILLERAIN"

Absolutely
Rainproof
Perfectly
Porous
Thoroughly
Dustproof



RETURNED
 August 11/97.
Permanently

Retain
Their
Waterproof
Properties

The "Walker-Millerain" Sealettes

(With Special Backs.) The ONLY Sealettes which permanently retain their Rainproof properties.

The "Walker-Millerain" Astrachans

(A Novelty for the Cap Trade.)

The "Walker-Millerain" Cycle, Golf and Habit Cloths . . .

WILL NOT SPOT
 and EQUAL in
 APPEARANCE
 TO THE
 REAL SKINS.

PURE WOOL

WHAT THE LEADING PAPERS SAY:

The "QUEEN" says:—"A perfect boon in this variable climate of ours."—July 4th, 1896.

The "LANCET" says:—"Have put the cloths to the severest practical test, and find them POSITIVELY IMPERVIOUS to rain and snow."—August 1st, 1896.

The "LADY'S PICTORIAL" says:—"No more colds or spoliation of our garments if you use the 'Walker-Millerain' cloths, THOROUGHLY UNSATURABLE by rain."—August 29th, 1896.

The "DRAPERS' RECORD" says:—"Will not absorb a drop of water, and rain runs off as water from a duck's back, leaving them PERFECTLY SPOTLESS AND DRY."—June 6th, 1896.

The "DRAPERY WORLD" says:—"RAIN AND DUST have no effect upon them whatever,—all the advantages of a macintosh without the warm and unpleasant effects of same."—May 30th, 1896.

The "WESTMINSTER BUDGET" says:—"The 'Walker-Millerain' cloths have no smell, are quite fast colors, and above all are perfectly RAINPROOF AND POROUS, you may bathe them in a bucket, or pour a torrent over them, and the effect and appearance is just the same."—April 24th, 1896.

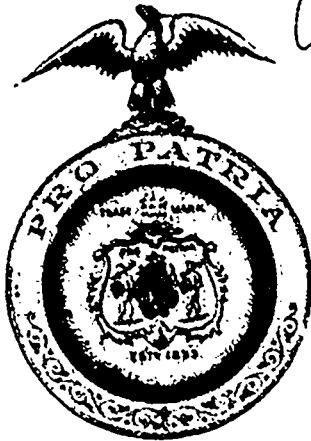
MANUFACTURED BY THE OLDEST MAKERS IN THE TRADE. ESTABLISHED A CENTURY.
 KEPT BY ALL LEADING WHOLESALE HOUSES.

All Goods are Stamped "WALKER-MILLERAIN"

DUNCAN BELL, Sole Agent for Canada. St. James St., MONTREAL.

Joseph Wood & Sons

RETURNED
August 11/97 MANCHESTER



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and MERCHANTS

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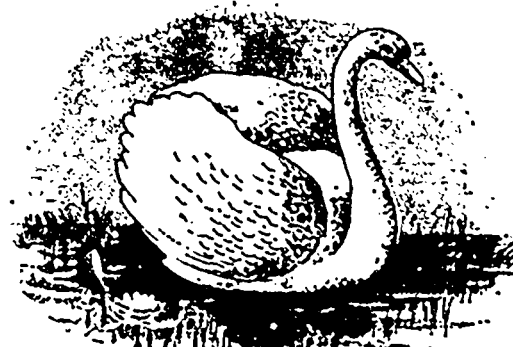
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Camp Cushions
Strong and Pretty

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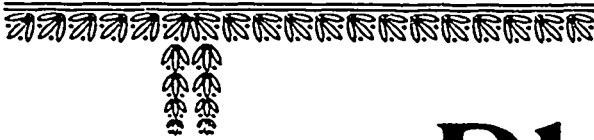
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BOULTER & STEWART

SOLE
SELLING AGENTS

THE TORONTO FEATHER & DOWN CO. LIMITED, TORONTO

Lister's



**Black and
Colored Velvets**

Stock carried by all the Leading Wholesale
Dry Goods and Millinery Houses.

are Unequaled

A. S. CAMPBELL & CO.



If You Have Not Tried Us Before,
BEGIN NOW.

Fine Ready-Made Clothing ..

Cheap trash in clothing has had its day. The public want better goods.

Your customers want them.
We can supply them.

Cheap clothing goes bad in stock and goes to pieces on your customer's back. . . .

WE MAKE

"AMERICAN CUT" CLOTHING . . .

CUT TO FIT.
MADE TO WEAR.

Ask for Our "Stouts and Slims"

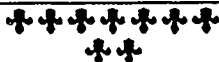
Our Foreman has just returned from the great clothing centres of the **United States** where he has acquired all the latest ideas. **WE ARE UP TO DATE.** We are using the latest improvement in Sponging Machinery and all our goods this season will be **thoroughly shrunk.**

A. S. CAMPBELL & CO.

256 ST. JAMES
STREET

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UNDERWEAR



**To the
Retail Trade—**

For DURABILITY, COMFORT and
FINISH our goods have no superior.

Are sold from one end of the Dominion to the other. Are kept by the best stores in the Dry Goods Trade: a sufficient reason why you should keep them.

Our..

**FULL
FASHIONED
UNDERWEAR**

is Stamped

Warranted
TURNBULL'S

And Is made In...

**NATURAL WOOL
LAMBS' WOOL
and MERINO.**

Ladies' Perfect Fitting Vests, Equestrienne Tights, Combinations, Sweaters, Jerseys and Knickers, in all colors. A full range of Children's Ribbed Vests and Drawers, made in sizes from No. 0000 up to No. 6.

The C. Turnbull Co., Limited,

Toronto Office: Goulding & Co., 27 Wellington St. East.
Victoria, B.C., Office: Joseph W. Wey, No. 6 Bastion Sq.

Galt, Ont.

ESTABLISHED 1859.

SWELL THINGS IN PARIS.

FASHIONS AND NOVELTIES SEEN THERE IN THE MIDDLE OF JUNE.

SUMMER materials, foulards, gauzes, tulle, mousselines and batistes are not yet regularly out. The fact is the weather is too precarious. We have summer one day and winter the next, says "Jeanne" in *The Drapers' Record*, writing about June 15. Meanwhile, lovely tolets are in preparation. An enormous quantity of lace is used for trimming, alencon, valenciennes, chantilly, malines and lace application.

Here is a dress composed entirely of chantilly placed over white taffetas. The skirt is encircled with three bouillonnes of white silk muslin, which is repeated round the sleeves and corsage. The corsage blouse has a ceinture of glace mauve taffetas. The small bolero of the same taffetas is embroidered with large revers in chantilly. Valenciennes application trims a foulard dress in vert-d'eau with white impressions. A large volant of the lace borders the skirt, this volant being quadrille with entre-deux of valenciennes. The corsage and sleeves are quadrille in the same way, which produces a sort of net work, which is extremely stylish. On the corsage is an empiècement of guipure de flandres. There is a chiffonne of lace on the sleeves, and the collar and ceinture are of white taffetas. The hat is in white rice straw, trimmed with a very large bunch of roses in the centre, backed by white taffeta aigrettes.

A great many shades in rose are shown in the summer toilettes. A model in rose taffetas is covered with a second skirt in mousseline de soie rose, trimmed round the bottom with two volants of lace application, mounted under a ruche of mousseline de soie. These trimmings are now arranged in an undulating way on the skirts, and the effect is very graceful. The high ceinture is of cherry-colored taffetas, and the corsage is demi-decolette over a lace plastron, surmounted by a ruche in mousseline. The sleeves are formed of two volants, headed by ruches on the shoulder. A butterfly bow in cherry-colored taffetas is placed on the left shoulder. A great many lace dresses will be seen as the season advances. For skirts a special lace is manufactured, which is in one piece. This lace is placed over a white taffetas skirt or white satin. The corsage, entirely of lace, blouses over a ceinture of mauve taffetas in two shades.

A novelty in evening dresses is a dress covered with pearls. The shoulder straps are of pearls, and pearls trim the corsage in several rows, and fall over the skirt in two long ends, like a fichu. The dress, which is in rose-silk mousseline, is also embroidered with pearls, and the corsage is trimmed with a superb application in Venetian point. The sleeves are made of loop bows in white rose moire ribbon.

At the Chantilly races much grey and blue was seen. Amongst the greys I noticed in cashmere, veloute, richly trimmed with embroidery. The round hat was trimmed with feathers and ear bows.

Amongst the blues was a dress in gauze, with white impressions over white taffetas, encircled from top to bottom with entre-deux of malines. The cravat and ceinture was of white Indian muslin, with long ends bordered with malines, and the capeline in Italian straw (white) was trimmed with white tulle and doves with outspreading wings. With this costume was a white sunshade, trimmed with tiny ruches, also white, the whole being lined with blue; the handle was in sky-blue lacquer.

I noticed but one linon dress, with a fond de jupe to match. The skirt was trimmed with garlands of vine leaves in application in light batiste. These stand out wonderfully well on the ecru ground of the linon. The corsage blousant was made of the same embroidery, and was held down at the waist by a ceinture in yellow silk; the sleeves of linon were finished off with lace, and there was a lace collar and green sunshade, with entre-deux of Venetian lace.

Here is a pretty drab poplin dress. The skirt is ornamented

with six pleats of the material in the upper part; the corsage has revers embroidered with steel each side, opening over a white pique waistcoat; the collar is of taffetas and white lace; and the sleeves have short puffs, beneath which are four small pleats, the cuffs being embroidered with steel and trimmed with lace.

Here is a charming model in foulard: Blue, with white designs cut out in vandykes over a skirt in white taffetas pleated soleil. I have seen the same model with black designs over a black silk muslin-pleated soleil. The corsage to match is trimmed with an empiècement of little pattes, embroidered. The black or white satin ceinture comes up very high on the sides, and fastens with a handsome strass buckle.

For morning wear is a dress in covert coat, cashmere, serge, or cheviotte. On the sides of the skirt, forme amazone, are seams which form tablier, over which is a trimming in crushed chenille resembling velours frappe. The same embroidery passes down the fastening of the corsage, which blouses over a ceinture in black leather.

CRAPES AND CREPONS.

The fabric most generally known as crape is mourning crape, but properly the name belongs to any fabric of silk, cotton or wool that has a wrinkled surface. Crepon is the French name for a thick crape, but it has come to be applied to any weave with an uneven face which gives a crape effect, whether woven like crape or in plaits thrown up by dropping certain weft threads at definite intervals and tightening them by twisting.

The wrinkle of crape is produced by making the weft, and sometimes the warp also, of twisted threads, every alternate group of threads being twisted in the reverse direction. The threads so arranged are loose, that is, with space between them—and when the fabric is completed they untwist, each in its own direction, which gives a surface of uniform irregularity. Twisting warp and weft makes the most perfect crape. If the weft only be twisted and the warp straight, the weft threads will push up and down the warp, making a less durable fabric. When the twist is in the weft only there is elasticity across the goods, and when twisted both ways it is elastic both ways.

The result of this weave is a surface of broken lights and shadows, a surface that reflects less light than if smooth, and absorbs much. Such a surface permits color to be seen to advantage, and crapes are especially beautiful in rich colors suited to them, as vivid red.

Oriental crapes, the most beautiful in the world, are of silk, or mixed silk and cotton. When of part cotton they are cheaper, but there is no vulgar attempt to conceal the cotton, but it is kept frankly on the surface, and its own good qualities are made to appear. Cotton has less power of reflection than silk, and, therefore, lends itself to increase the absorption of light, which is an object in crape weave. Also, the crimped surface enhances the beauty of cotton thread.

What is known as mourning crape is not a crape weave. Its wrinkled surface is made by stiffening gauze and pressing it on a matrix.

W. R. Brock & Co. have made special preparations for fall in their linen department and will have the complete range of samples in the hands of their travelers by July 1. They advise all live business men to at least have a look through these, as they were never in a position to offer like inducements in value and variety. They draw particular attention to several numbers in table linens, both cream and bleached, 5-8 and 3-4 damask napkins, towels, towel-ing and canvases branded "Special," which were purchased under extraordinary circumstances and cannot be repeated at the prices they now quote.

K. ISHIKAWA & CO.

Yokohama, Japan.

Manufacturers of . . .

**Japanese Silks
Handkerchiefs
Rugs and Mattings**

Canadian Office:
24 Wellington Street West,
TORONTO.

A Permanent and Positive Good

IS AN **Unconditional . . .
Accumulative Policy**
IN THE

Confederation Life Association

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

EXTENDED INSURANCE
PAID-UP POLICIES
CASH VALUES

GUARANTEED
in the contract.

PROMPT PAYMENT OF CLAIMS.

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

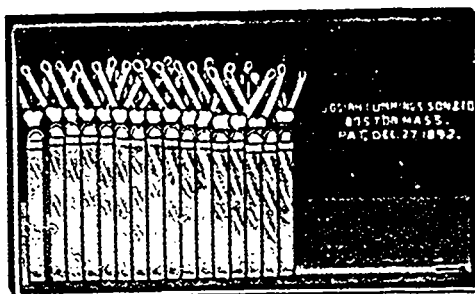
Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's agents.

Sample Trunks and Sample Cases

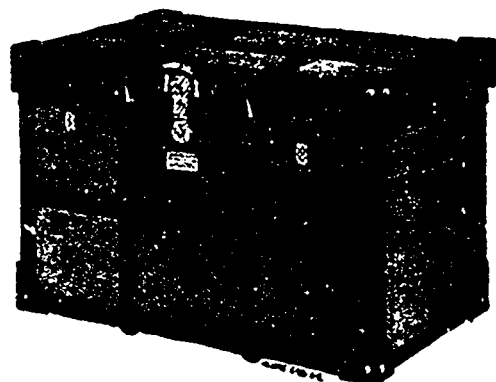
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades
For all kinds of business.



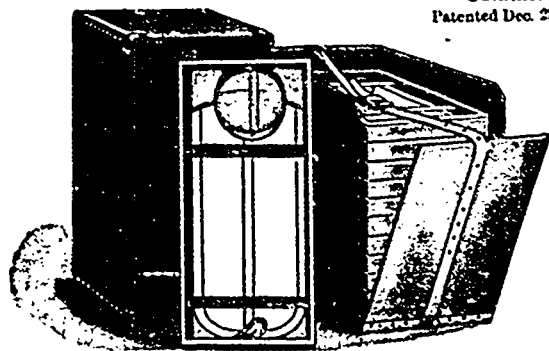
Cummings' Pat. Suspender Trunks,
Patented Dec. 22, 1892. Patented in Canada.



Patented Light Steel Dry Goods and Notion Trunk
Sole Manufacturers of the

**"All Rawhide" and
"Hub Fibre" Trunks
and Sample Cases**

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



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

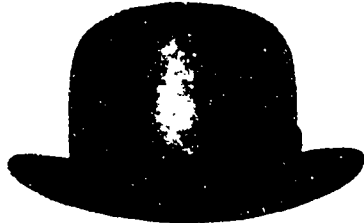
63, 65, 67, 69 Kingston Street

BOSTON.

THE HAT TRADE.

A NEW FALL AND SUMMER STIFF.

A NEW stiff hat especially designed for this season, and moderate priced, so as to suit town and country trade, is that announced elsewhere by A. A. Allan & Co. A sample was shown to THE REVIEW in the warehouse. It carries the new flat brim, is unlined, and has a decidedly natty and tasteful appearance. It was this firm which got out the Boston Pride a season or so ago, a hat that proved a very successful seller, as the trade are aware. We predict an equal degree of success for the new make, which, in commemoration of the



No. 120—A. A. Allan & Co.

Queen's long reign, has been given the number 37-97. It promises to become a favorite with young men, and is shown in black and brown. The hat is, of course, an exclusive line, and got up by Messrs. Allan themselves.

Several hats are illustrated in this number which are current features of the hat trade. No. 180 is in great demand, and is a popular style for young men; the one numbered 120 is an up-to-date stiff hat with the Geisha brim; and has run well in Toronto; the others are nice soft hats for tourist and other trades.

THE OUTLOOK IN FURS.

THE LENGTH OF JACKETS.

A strong impression exists that there will be a good demand for furs this season, and that the taste for really good stuff will be a ruling factor. The trade in cheap stuff, cheaply made, and possessing no permanent qualities, is killing itself, as the consumer finds that it hardly lasts one season and soon loses its flashy appearance. Nothing adds more to a woman's out-door winter dress

than a little money well expended in furs, and this has to be good quality to be effective. People are very critical nowadays of anything new, and unless it has real quality to sustain it the trade soon find



No. 150—A. A. Allan & Co.

the demand dies away. In the States the trade are dubious about fur capes, and are settling down to the trade in jackets from 30 to 33 inches in length. This is a jump from a 24-inch style, and looks like an attempt to force up purchases of fur by promoting length in garments. In Canada such an extreme is not likely to

take at all, and the coming jacket is not likely to be more than 28 or 30 inches, which is a reasonable increase from the short jacket of 26 inches.

Persian lamb is going to be much in fashion, probably more generally used than ever before in this market, for it suits Canadian taste, being adapted to the climate, whether wet or dry, and costs two-thirds less than seal. There will be a lot of fancy stuff in the shape of neckwear this season. These are not one-season articles, and people are well pleased with the result of a comparatively moderate expenditure.

Speaking to A. A. Allan & Co., THE REVIEW learned that this firm has done the largest trade in fancy styles this year in their experience. This is due partly to the excellence of the new lines now being shown and also because the firm are thought to be correct in their forecast of the future. Those who deal in furs require specialist training, and THE REVIEW would advise those who want pointers to write Mr. Allan, and, describing local requirements, get some valuable hints as to the safest styles to invest in. The firm's catalogue will be out early in August.

READ.

An eminent preacher at New York says: "Just whisper that a man drinks and his reputation is gone. No store, no church, wants a man who drinks. No sensible woman wants him for a husband. No man wants him for an executor. If the odor of liquor is upon him, if his cheeks are flushed

and his eyes glare, the world shies off, and he is blasted. A young man who tipples might as well be at the bottom of the sea, so far as worldly success goes. That sentiment is spreading and growing. It will do more for sobriety than all the prohibitory laws that ever were passed. It has its reason in the facts of human experience and in the demands of the age. It violates no man's conscience or personal liberty; it employs no spies; it does not wink at deceit and perjury. Its tendency is to uplift and purify rather than to degrade. Let our young men make a note of it."—Hamilton Times.

Covert coatings in all shades will be very fashionable for the fall season, particularly in blue shades, grey shades, green shades and brown shades. Caldecott, Burton

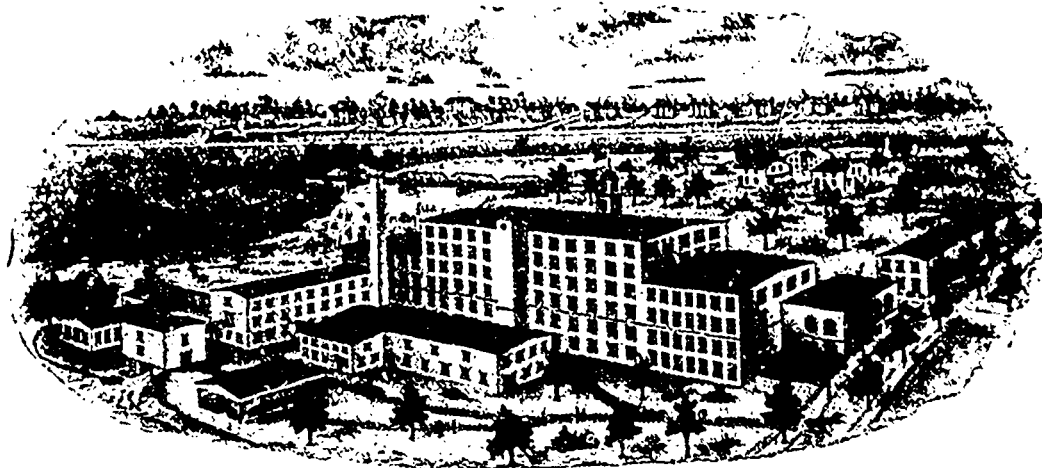


No. 130—A. A. Allan & Co.

& Spence dye these goods in Toronto, and this gives them a proper opportunity to supply their customers with the shades that are in demand, which is both a great convenience to buyers and also enables Caldecott, Burton & Spence to meet the wants of the trade according to the imperious demands of fashion.

Woolen Goods

FREE FROM COTTON



Our mills
are
equipped
with all
the
latest
improved
machinery

Canadians

should encourage Canadian industries—particularly when the product of their own workmen is equal to the imported article, though it costs considerably less.

WE MANUFACTURE

Fine and Medium Tweeds
Fancy Worsteds for Suitings and Trouserings
Indigo Dyed Serges (BOTH WOOL AND WORSTED)

Guaranteed all wool—entirely free from cotton. They are fully equal to imported goods in point of quality, style, color and finish. Our mills are most complete in every department, and by having skilled workmen and modern machinery, we are able to produce the most reliable goods at a minimum of cost. Get over your prejudice in favor of foreign goods and allow your customers an opportunity to test ours. We fear no comparison. Our goods are correct in every detail.

ALL THE LEADING WHOLESALE HOUSES CAN SUPPLY YOU.

Rosamond Woolen Co.,

Almonte,
Ontario.

FASHIONS SEEN IN ENGLAND.

NEW DRESS MATERIALS FOR INDOORS AND OUT, AND NEW WAYS OF MAKING THEM.

THERE were some lovely gowns on view at the State Concert, writes a London correspondent in *The Record*. The prettiest were the white dresses. One, embroidered in silver, was worn by Lady Londonderry; another, worn by Lady Mabel Coke, had a pink foundation, the corsage being adorned with an exquisite trail of jewelled lilies from shoulder to waist. A most beautiful dress was in lemon colored satin, the skirt trimmed with graduated flounces of white mousseline de soie, which material veiled the low bodice, which fell in front over a diamond belt. Pink roses fell in graceful profusion from the left shoulder to the hem of the skirt. Gauze gowns, and those whose skirts disport panels beautifully embroidered and trimmed with lace, are to be seen, and for the less important social evening functions killed silk or crepe skirts are worn. For Ascot muslins will be in great demand—in fact, for any smart day function by the debutante and youthful matron this fabric will be the chosen one.

The plain white muslin skirts are shown tucked and trimmed with valenciennes and breton lace over white and colored silk separable linings, and a novelty in this popular fabric is one striped with colored silk and spotted with black, very smart in appearance when made up.

Check canvases, tinsel striped muslins, colored with checked grass lawns, and grenadines may be said to lead the way in summer fabrics, while those who like something quiet and more durable select the black grenadines and canvas with silk stripe or check.

Among the coatings for summer tailor-mades is a black and white stripe, the black stripes being of serge and hopsack alternately, making the material exceedingly light and stylish. I saw it used for a cycling gown, the coat open-fronted and fastening with white and black enamel links, and having the collar faced with white moire. Some weeks ago I suggested the advisability of stocking linen and holland coats for cycling wear as likely to command a ready sale. Two houses have adopted my idea, and with excellent results to themselves, as they look so smart over a blue or black serge skirt, and will be much worn, too, for boating.

One of the prettiest black dresses made this week is of canvas, closely woven, with the seams piped with white silk. The bodice accompanying it is of black silk, with exquisite open grass lawn embroidery covering both front and back, with a draped narrow waistband of black velvet, fastening in front with a steel buckle. The white pipings continue up the sleeves, which are finished with shoulder frills lined with white silk. A black and white feather ruffle is worn with this costume, also a black hat trimmed with black and white mousseline de soie rosettes, and at the side a huge white shower osprey and single tip.

Many of the serge dresses have bretelles, or braces, with a few gold or silver buttons on the straight at the chest. They give a decorative effect to the blouse underneath, and look well. Striped flannel shirtings are much in request, especially for boating gowns. So is sailcloth and karki in white and tan shades for summer reefers.

In tailor-mades, a black serge coat, open, but cut so as to fasten at the waist if desired, has a smart double-breasted waistcoat of quarter-inch black and white silk. I saw a similar silk elsewhere creating the smartest of blouses, with drawn lace neckband and outstanding ruffles on either side, edged with puffings of white chiffon, while the front displayed a double jabot of lace tapering to the waist, which was encircled with a three-folded waistband and large rosette of the lace and chiffon on the left side.

Such a chic blouse was of white pouite de soie, trimmed across the front with two rows of fine black lace insertion, below which the

silk was tucked. Then came another row of the insertion, more back and a frill of lace, which, after crossing the front from right to left, traveled up the left side and terminated on the shoulder, there being caught with a steel buckle. The sleeves carried out the tucking and insertion trimming, with double epaulettes of lace, and the latter softened the wrist, a portion of the lace being caught back on to the cuff, with tiny steel buckles, which latter, I may say, are quite a feature on smart blouses. Cotton grenadine, as well as muslin, may be seen making the loveliest of blouses, and spun silk cool and attractive blouses.

THE QUESTION OF RAW MATERIAL

[N. Y. Dry Goods Chronicle.]

OUR Canadian cousins are also struggling with a tariff bill, and they have troubles with it, too. For instance, the old question of what constitutes "raw material" is mixing them all up. In their new tariff bill, shirts, blouses, etc., were awarded a duty of 35 per cent., but the manufacturers were not satisfied with that, and so the Government looked into the question of what goods were used in the production of shirts, etc., and thereupon proposed that the duty on imported shirtings, whether white cottons, prints, silks or flannels, and on embroideries, etc., used in shirt making, be reduced to 15 per cent. whenever the goods were to be made up into such garments.

To this plan there is vigorous protest. It is declared that these fabrics are not raw materials, but the finished articles of commerce, that it would be impossible to determine whether the piece goods ostensibly imported for re-manufacture were so used, and that the proposed rebate would be unjust discrimination against the merchants and consumers of the piece goods.

Perhaps the Canadian statesmen could learn something from our tariffs that would help them over rough spots like that. Take an iron schedule, for example, in which the successive steps of manufacture, from digging the ore, which may be worth a dollar a ton when mined, to the watch spring, worth a million dollars a ton, with each increment of labor are accorded their respective shares of protection from competition with labor that may be cheaper elsewhere.

"Quickcure" destroys the germs, called cocci, that cause boils and carbuncles, reduces the inflammation and removes all pain.



HE HAD FOOLED WITH A BICYCLE.

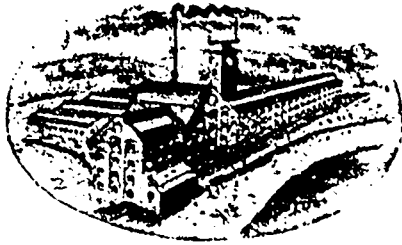
COUNTRY MERCHANT (mentally composing a letter): "I am too busy now to bicycle. Have tried it once or twice, and found it decidedly exhilarating, as you said, but business is so brisk I am getting my clerk to write this letter while I attend to customers."

APPERLY, CURTIS & CO.

WEST OF ENGLAND

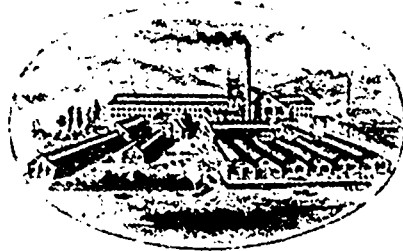
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**PRESIDENTS
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WOOLEN . . .
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HESPELER, Canada.

1897AUTUMN1897**CALDECOTT, BURTON & SPENCE, TORONTO.**

With the **TARIFF SETTLED**; Small Stocks in the country, brought about by **PRUDENT BUYING** during the past six months, **EXCELLENT CROP PROSPECTS** and the development of our **MINING INDUSTRIES**, we ought to have **BETTER TRADE** for the coming Fall season.



OUR LEADING DEPARTMENTS will be as before:—

DRESS GOODS, GLOVES, HOSIERY, UNDERWEAR, SILKS, RIBBONS, SMALL-WARES, NOTIONS, LININGS, DRESS TRIMMINGS and VEILINGS.

OUR DRESS GOODS this past season have been a **great success**. We have dyed and finished them in Toronto. This has enabled us to keep pace with the demand for **fashionable colors and combinations**, preventing us making bad stock, and thus we could sell the goods at low prices, giving to our customers the power to make **large profits** on these goods. We recognize the fact that in business there must be either **PROFIT OR BANKRUPTCY**, and we are glad to be in a position in this department specially to **help our Customers make good profits**. Every season we make **advances and improvements**, and we can keep up our **assortment of Colors** better than any other house in the Trade through means of our **Dyeing facilities**. And we claim that our assortment of Dress Fabrics, without enumeration, are **unsurpassed either in value or variety of design**.

IN HOSIERY AND GLOVES we have rearranged our prices upon the basis of the New Tariff, and our customers will get the **full benefit**.

IN KID GLOVES we keep our standard makes always in stock.

IN CASHMERE HOSIERY all regular lines are kept fully assorted, and these are now to our customers as "familiar as household words."

OUR RANGE OF UNDERWEAR in Ladies', Gents' and Children's is very large, and will comprise a number of Leaders of remarkable value.

TAILOR-MADE SKIRTS—Black, Navy and Colors—in Lustres, Sicilians and Serges, plain and figured, our own manufacture, all sizes from 30-inch to 40-inch. These goods are quite a feature, and have proved great sellers.

HONEYCOMB SHAWLS for the Boating Season.

RIBBONS at staple quotations, and a splendid range of **Notions of all sorts and Smallwares** so complete as to deserve the best consideration of the Trade.

OUR TRAVELLERS are now showing Samples. Kindly give them your attention when they have the pleasure of waiting upon you.

Caldecott, Burton & Spence - Toronto

DRESS GOODS CONVERTERS AND SPECIALISTS.



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Subscription, \$2.00.

Published the First of each Month

OUR FALL TRADE NUMBER.



THE present issue of THE REVIEW is sent out to its readers in the full assurance that it will receive the same friendly treatment which the merchants of Canada have been pleased to accord to previous Special Numbers. It is as good as Canadian enterprise can make it, but not any too good for the commercial men of this country. They

deserve a live paper, printed and published in an up-to-date way, and we have tried to meet them in this respect.

THE REVIEW travels from ocean to ocean, and no live merchant is without it. A Canadian paper is a necessity to a merchant doing business in Canada, because of necessity a retailer must purchase many of his goods here, and he wants to know what his Canadian brethren are doing. Our canvassers are constantly at work in every province, and constantly report to us what merchants are saying. Many valuable hints are in this way received, and we have to thank our readers from Nova Scotia to British Columbia for the very friendly references they make to THE REVIEW. As time goes on new features will be added and the paper improved as far as time, attention and money can do it. We do not profess to be perfect, and the letters which so often come to hand with suggestions are always most welcome.

Publishing a dry goods paper in a country so large as this is no easy task. It is very expensive to cover a field so wide, and looking back over the past six or seven years we can claim, without undue boasting, to have put forth a good many efforts, and to have incurred a heavy cost, in order that the paper may compare with the dry goods papers of other countries.

To be successful, a journal must have readers, and this THE REVIEW has been fortunate in obtaining. It is read by the dry goods trade of the country, and it endeavors to do, what the daily

and weekly press cannot expect and do not claim to do, that is discuss the live questions of the dry goods trade from fresh information and the commercial standpoint.

The advertisements in this number are the product of the most enterprising houses, and the pains taken in putting them into readable type is a feature with THE REVIEW. Those of our readers who happen to be retailers and advertise themselves in their local papers will, by studying the advertisements in this issue, get some hints for their own future announcements—in addition, of course, to the valuable pointers on new goods they contain.

The cover, which adorns the number, is done by the latest and most approved processes of the printing art, and will we hope, without vanity, be found to stand the test of comparison with any similar journals of the class in the world. To make THE REVIEW a credit to the trade it represents requires the co operation of advertisers and readers, so that we do not feel inclined to claim for ourselves all the praise that is due.

DEPARTMENT STORE COMPETITION.

NOT so much is heard of this subject just now. The daily press usually tire of a business discussion after a short time. Yet this is a season when town and country trade feel city competition. People go on excursions to the larger cities and return laden down with purchases. It is not fair to the locality, and, as we have suggested before, the local papers should be invited to point out to the people the folly of buying away from home. How is a town to prosper if the cream of the trade is given to a big city and the local merchant is left with the skimmed milk?

But department store competition is making one thing clear. To compete with them, we must buy and sell for cash. The merchant by taking his cash discounts will be able to sell at a profit and still meet city prices. This is the big lever used by the departmentals. They get the ready money of their customers and are able to lay it out to the best advantage. It is, of course, not so easy to inaugurate a cash system in a small centre, where people know you and expect credit, as in a large centre. But tact and courtesy will overcome the difficulties, and once you have got rid of books and book debts you will wonder how you ever got on in the old style. That at least is the testimony of most of our merchant readers.

ELECTRIC ROADS AND LOCAL TRADE.

A number of thriving towns in Canada are now going in for electric street railways. This brightens up the town, and has, on the whole, a good influence on trade. The town traffic on these electric lines is perhaps not very extensive, so that merchants should favor the extension of the lines into the county along the main roads of travel so as to induce constant visits from country customers. During seeding or harvesting a farmer will often refuse to take his horses out after the day's work, and wives and daughters do not visit town as often as they would like. An electric service along well travelled roads will bring many into town. Even if it only extends three miles or so in certain directions people will walk a certain distance to and from the end of the line. It seems to us, therefore, that merchants should, according to the town and its situation, endeavor to promote these extensions and use them to increase town trade.

TRADE AND SENTIMENT.

OUR English dry goods contemporaries are discussing the Canadian Premier's visit to the Old Land and the general question of trade with Canada. The Jubilee has shown that the desire in England is to retain the colonies and to deal with them in the friendliest fashion. Thirty years ago, as we know in Canada, the tendency with British statesmen was to let the colonies go—to tell them kindly but firmly that they were expected to set up for themselves as separate countries. To-day you never hear that. The British Empire League is now very strong and is backed by public sentiment. Sentiment is a powerful influence in national affairs, in business circles and in the home. In national matters patriotism is a ruling factor in making and unmaking Governments or deciding great issues. So, in trade, we deal with a man often because we like and trust him, and are apt to give him a preference over others. The sentiment of a family, the attachment of its various members, is usually very powerful. Thus, as business men we need not set down sentiment as a foolish and intangible thing.

But sentiment should have a business basis, and that is why a commercial arrangement between the various parts of the British Empire is desirable. Mutual trade creates friendliness, and The London Drapers' Record puts this point very well when it says:

"The truth of the matter is that it has at length come to be recognised that nothing so binds two nations together as friendly and profitable trade relations. We believe that it has generally been found that the conclusions of a treaty of commerce between two powers has invariably resulted in a marked increase of friendliness between the two peoples. This is perfectly easy to comprehend, because much more international dislike arises from misunderstandings than from knowledge, and nothing more tends to create a sound appreciation of the national characteristics of a foreign nation than familiar intercourse with its trading classes. On the other hand, it is a matter of history that tariff wars have frequently resulted, directly or indirectly, in warfare of a yet more serious and destructive kind. Even within comparatively recent times hostilities nearly ensued between Germany and Russia owing to the constantly increasing imposts which each levied on the goods of the other."

This is perfectly true, and another illustration, more familiar to Canadians, is the feeling created in this country by the repeated refusals of the United States to reciprocate in trade. Ever since the abrogation of the Elgin Treaty in 1866 the attitude of the United States toward Canada has practically been this: "If you want partial free trade with us you must become citizens of this republic; you cannot retain your British allegiance and expect anything but a high tariff from us. If you are fools enough to admit us to your markets without corresponding favors from us, that is your look out." The consequence is that the old British backbone has stiffened up in this country, and the Laurier Government, which came into power one year ago with a pro-American trade policy, has been forced, by the antagonism and indifference of the Washington politicians, to substitute for it a pro-British tariff. The feeling produced in England by this move is unmistakable. The dry goods paper, from which we have quoted above, adds some very significant remarks on this phase of the question

"The proposals which the Canadian Government have made in the direction of improving trade with this country will only directly benefit quite a small class among us. Yet at every public meeting that is held the slightest reference that is made to Canada evokes a storm of applause, while Mr. Wilfrid Laurier will be one of the most popular figures in the Jubilee festivities. And we have every confidence that in course of time the example set by Canada will be followed

by our other colonies. So far as one can judge, all the great national influences of the present are tending towards Imperial unity. And in furthering the great object that is held in view there is no more potent factor than Imperial trade."

This also is very true. But there is a step further. With nearly every country commercially hostile to her, Great Britain may see her way to give a small preference to colonial goods in exchange for the exclusive preference at present enjoyed by her in Canada. That is for her to decide. We cannot force her, and do not wish to do so. But if British opinion inclines that way, why this country will be delighted with an all-round rather than a lop-sided preference. It is declared that the Canadian Premier has thrown cold water on this scheme by saying that Canada does not want England to drop free trade. If by this he meant (and we have not seen his exact words) that we are so dead in love with a free trade which admits foreign goods free without asking foreigners to admit our goods free in return, Sir Wilfrid, as the slang phrase expresses it, is simply talking through his hat. On the contrary, we want a reciprocity if it can be obtained. No one doubts that. And should England, of her own accord, for the reason that every resident of a colony buys per head three or four times as many British goods as a foreigner, or because she would in case of war prefer to draw her food supplies from British soil instead of from an enemy who might wish, at a pinch, to starve her—if, we say, Great Britain, for these or other reasons, sees fit to change her policy and give us a preference in her markets, as we give to her in ours, not a voice will be raised against it. That is THE REVIEW'S position, and we have yet to hear of one individual in Canada, outside the lunatic asylum, who would refuse to go into partnership with the wealthiest and most enterprising trading nation in the world.

THE MARITIME PROVINCES.

ONE of the British Columbia readers of this paper is now making a tour of the Maritime Provinces, simply to look at the country and enjoy a well-earned vacation. He is a native of British Columbia, and has never before seen our province by the sea. Many of us in the west are, like him, quite ignorant of the many fine features of our eastern dominions, and know less than we should of the sturdy, able people who live there.

A movement, with which we heartily sympathize, is on foot to induce larger numbers of western Canadians to spend their vacation in New Brunswick, Nova Scotia or the Island. It ought to succeed. THE REVIEW'S representatives travel east regularly and always come back delighted with the business people they meet and the natural scenery of the country. We say, then, to our western friends, spend your holidays in your own country. Do not remain ignorant of these fine provinces, and encourage your families and friends to go to our own Atlantic coast rather than to a foreign country.

The Maritime Provinces are entitled to our strongest regard and co-operation. Without them this Dominion would have been impossible, and we must not forget that they made sacrifices so as to build up a united country from ocean to ocean. Under the old reciprocity treaty of free fish and natural products with the United States, the Maritime Provinces grew accustomed to the New England markets, and when in 1867 they joined the central provinces of Canada there must have been a certain dislocation of trade which

requires time to work itself right. It is sometimes felt down by the sea, we are sure, that while the manufacturers of the west go down in quantities we do not buy as much in return as we might do. The Intercolonial was long in building after the Union, and, when built, its roundabout route was a disadvantage. Then, we have been slow in developing our fast steamship line to Europe so as to build up Halifax and St. John. The coal trade has expanded, and so has the fish trade, but pending the deepening of our canals to 14 feet, coal cannot be brought west into Ontario unless boats with return cargoes can get through the canals.

In the meantime, therefore, until these things come right, we owe the Maritime Provinces a good turn, and should be eager to pay it. The coal duty is a reasonable concession to their interests, and ought to be retained. No effort should be spared to find a free market for fish in the United States, and the present Government cannot do better than push that subject of negotiation at the first available opportunity. Our merchants, too, may well strain a point to import in winter via Halifax and St. John, and when the new fast liners run to Maritime ports no business house in Canada should send its representatives to Europe by any other route.

The practical movement of the moment is that of utilizing every summer resort in these provinces. This ought to be done. The cities of Halifax, St. John and Charlottetown are well worth visiting, and the smaller places are numerous and attractive. The Canadian who lets life slip away without knowing Cape Breton, the Annapolis Valley or Prince Edward Island is no Canadian at all. He does not know his own country, and that is a poor confession for any man to make who ventures to talk of the destinies of this Dominion and its limitless possibilities.

THE CANADIAN COTTON DUTIES.

THE cotton mills are said to profess great sympathy with the manufacturers of shirts, collars, etc., owing to the latter being left without adequate protection while the cotton duties were increased. It is easy to profess sympathy. Crocodiles can shed tears, but that does not prevent them taking a good, square meal afterwards. The question is: why should the duties on cottons have been left alone and the makers of goods in which cotton is a raw material suffer by a reduction? Did the cotton men really care a brass farthing whether the shirt industry received reasonable treatment as long as the cotton duty stood? Of course, the mills indignantly disclaim having allowed the shirt men to be sacrificed. But when all the circumstances are considered, we believe the conclusion is irresistible that the cotton men looked out for Number One from first to last, and whatever efforts were put forth had that end in view the whole time.

It is fair, however, to give prominence to their side of the question. This, as nearly as we can perceive it, is as follows.

"The manufacturers of cotton were extremely anxious that the shirt, collar and other industries should be fairly treated by tariff conditions. They formed part of the deputations to press this on the Government, and were sincerely desirous that it should be granted.

"And why not? Are not these industries using cotton as a

raw material the best customers of the mills, and would not any policy which curtailed their operations also curtail the sales of cottons?

"Then, it must be remembered, that the duties on cotton were neither increased nor, to be exact, left alone. Owing to the preferential tariff the rates are this year practically the same as before, while next year, when the full preferential rate of one-quarter less goes into operation, the mills must face duties of 18½ per cent. on white and grey cottons and 26½ per cent. on colored goods. Every man in business knows that, in a case of this kind, the mills must base their plans for the future on the lower duties of next year. It is not, therefore, fair to pretend that the mills have had things all their own way, and are in a much better position than the cotton users."

So much for the mills. But let us examine the situation a little closer. If any industry in Canada had reason to expect a cut in tariff rates it was the cotton mills. They had been denounced in and out of Parliament by leading Liberals as a combination put in possession of this market by a high tariff. They were warned what their fate was to be. The trade expected a heavy decrease. Some importers urged a very material reduction. And lo and behold! up go the duties on cottons so as to provide for the preferential schedule. Others did not fare so well. Barbed wire men, for instance, were thrown to the wolves without mercy. Yet the cotton combination bobbed up serenely, while others went to the wall. Whence comes this extraordinary "pull" on the present Government, quite equal apparently to the "pull" on the late Government?

Whatever the cause, industries which have not fared so well, but deserve just as considerate treatment, cannot be blamed for feeling cynical at the spectacle of a line of manufactures which have used protection to its full value escaping a tariff overhauling which others have to bear. We do not want to see the cotton mills closed down. Far from it. But the condition is one that does not tend to make the maintenance of protective duties easy. Our contiguity to the States renders necessary a tariff more or less high. Even free traders admit that. But if certain industries are permitted to grab everything in sight, the protective system will find its defenders fall away. It was never intended that protection should mean higher prices. At first, perhaps, this would be unavoidable while the industry was establishing itself, but after internal competition had begun to work it was expected that prices would be kept at a fair level with those abroad. The sugar men, who have been denounced up hill and down dale as monopolists of the worst kind, have in the main kept prices down to the United States level, and often a trifle lower. Yet the Government fell upon them without mercy.

The protected industries of this country must clearly understand that they stand or fall together and that no fair-minded community will long tolerate one industry escaping while others, equally deserving as employers of labor, as investments for capital, as openings for naive enterprise, are ruthlessly put to the tomahawk. We have always believed in Canadian products getting their fair chance, but it should be a distinct policy that the industries are such as can naturally be developed in this market and such as do not misuse their privileges.

THE GRIEVANCE OF THE SHIRT, ETC., INDUSTRY.

A GRAVE injustice has been inflicted upon the manufacturers of shirts, collars, etc., under the new tariff. There is a strong feeling that the treatment meted out to this industry is unwise and unfair. No one who understands the conditions of manufacturing in this particular line can be got to say that the new tariff affecting it is defensible from any standpoint whatever.

The facts of the situation, briefly recapitulated, are as follows: The tariff brought down by Mr. Fielding last April reduced the duty on shirts, collars, etc., to 35 per cent., while the duties on white and grey cottons were increased to 25 per cent. and on colored goods to 35 per cent. This was at once recognized to be a mistake. It meant that the manufacturers of shirts, collars, neckwear, etc., were to be taxed practically as much on their raw material as the duty on the made articles—a system which should not prevail under any tariff, no matter whether that tariff be based on protection or not. Representations were made to the Ministers at Ottawa, and they assented to the argument that the arrangement was unfair. They undertook to modify it. Let our readers notice that in consenting to change the duties, the Ministers publicly admitted that an injustice had been done. When a batch of tariff changes was announced in the House of Commons on May 25, a clause was added to the tariff allowing manufacturers of shirts, neckwear, etc., to import their raw material at 15 per cent. and cut it in bond.

This change, in turn, met with vehement protest—primarily from the cotton manufacturers and the importers. The former said that it would open the door to enormous imports of British and American cottons; the latter that it would interfere with their sale of many staple goods and compel them, if they wished to continue handling certain lines, to add a manufacturing branch to their business and "cut in bond" themselves. There were also other objections, which need not be detailed here. There were several deputations to Ottawa, and the result was this: The Minister announced that as the cotton and shirt men could not agree among themselves the Government intended to go back to the tariff as declared in April! So the cutting-in-bond clause was dropped, and the shirt and other manufacturers were left to face a condition which the Government had publicly admitted to be unfair!

Now, without going into a lengthy argument, it is perfectly apparent that the situation calls for some plain speaking. No merchant or consumer wants to see an industry crippled, and perhaps destroyed, when nothing more than a plain business policy is required to keep it in existence. The shirt, collar and neckwear industries are of great importance to trade. Directly and indirectly they probably employ as much labor and give as much return to the community in wages and general employment as the extensive manufacture of cottons itself. They employ a superior class of hands, chiefly young women, who contribute to the support of many families. Some of the work is done at home, and villages at a distance from a city like Montreal have a direct interest in the prosperity of this industry. The manufacturers, who use cottons as raw materials, declare that the cotton duty is taken full advantage of by the mills which turn out this material, and that the prices are therefore considerably larger than in the American and British

markets. If you force a man to buy his raw material in one market, and fail to give him this market for the sale of his finished product, but expect him to face a very considerable competition from the manufactures of the world, you either compel him to go out of business or to cut down his expenses to a degree which must seriously affect the welfare of his employes. This is the condition in which the shirt and collar men are now placed.

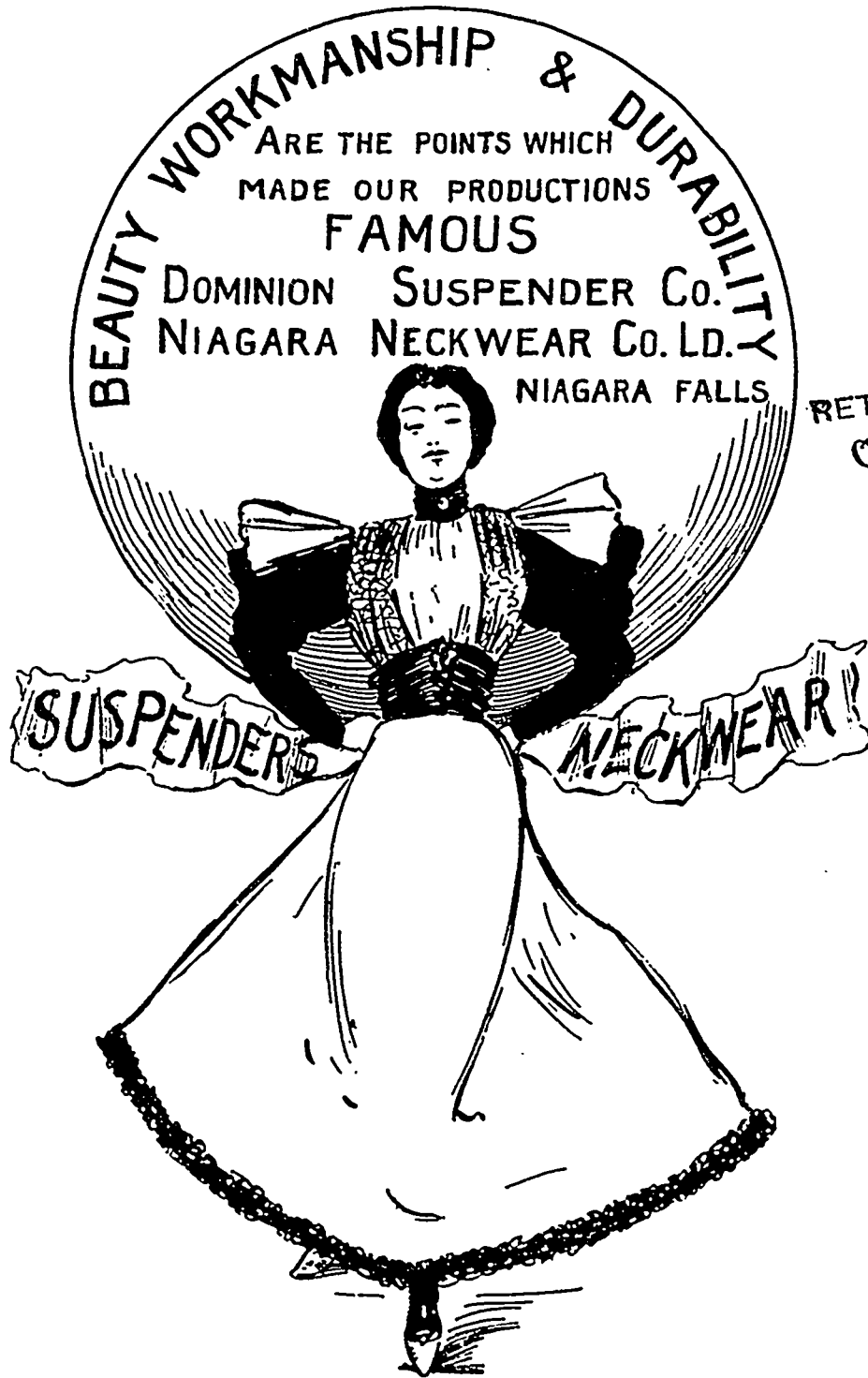
The retail trade cannot fail to see that a positive injustice has been inflicted in this case. Those who sell to the employes of this industry would at once feel the effect of diminished wages by a falling off in store purchases; those who may not happen to cater to these particular consumers will indirectly and ultimately share the injury which must be caused by the crippling and curtailment of a large branch of manufacture.

THE REVIEW is not going to waste time in quarreling with those who may be responsible for the condition of affairs. Elsewhere we deal with the part played by the cotton mills, and express the opinion which any candid onlooker must form of that interest's conduct and policy. The really responsible persons are the Government and to them it is right and fitting that the task of correcting the error should fall. We are not going to embroil ourselves in a political controversy, and have no intention or desire to point out the ludicrous figure which is cut by Ministers who promised to follow a business plan in adjusting the tariff and have landed themselves, in these cotton duties, in the position of increasing the duties on raw material to about the same level as the duties on the finished article. Those who support the Government can fight the question out with the Ministers. It is none of our affair. But a genuine trade grievance exists: that is admitted. It is an old axiom that for every grievance there is also a remedy. The only practical remedy at present, until Parliament meets again, is for the Controller of Customs to make a thorough enquiry into the prices of all classes of cotton goods in Canada, and see if the statement be true that, with the exception of Mr. Parks, of St. John, all the cotton mills have an agreed price and that this price is higher than the rates which prevail in the States. If the new clause in the tariff providing against combinations of price is any use at all, it ought to be of some use here. Let an investigation be made, and then we shall all know exactly how the matter stands. The shirt and collar men have a good case, it seems to us, and should not hesitate to invoke every possible means of bringing the subject before the public.

HAND-MADE CARRIAGES.

An old-established firm is W. F. McKenzie & Co., of Leamington, Ont., carriage manufacturers, who have been in business since 1870, and who are able to report that the present year has been the best in their experience. Few firms can say this. Encouraged by the growth of patronage the capacity of the business is being increased. They manufacture all kinds of carriages, such as extension top carriages, phaetons, mikadoes, open and top buggies, cutters and sleighs, and have always been successful at exhibition time wherever their work has been exhibited.

The firm believes that all first-class work in this line of manufacture should be hand-made, hence their carriages are made by hand. Perhaps this is the secret of their success. Our readers who are thinking of buying a carriage for business or pleasure, or both combined, might write Messrs. McKenzie for a price list.



RETURNED
 April 25/98
 F.M.A.

OFFICES: _____

MONTREAL—28 St. Sulpice St.

WINNIPEG—T. Whitehead.

VICTORIA—53 Douglas Ave.

THE KID GLOVE TRADE.

THE CANADIAN RETAIL DEMAND AND ITS PROSPECTS—THE PROBABLE SHADES FOR FALL AND WINTER.

By a Specialist at the Glove Counter.

At this season of the year it cannot be expected that great interest is taken by the general dealer in this article, which with warm weather gives place largely to silk and fabric goods. It was expected, however, that this market would during the present season follow the example of large fashion centres—Paris, London and New York—where light shades of glaze, especially white, are in universal favor, but while imports of this nature have been larger, yet no very active demand appears to exist, in spite of the fact that some really choice lines have been provided in anticipation. A very fair trade, however, has been done this spring in staple lines. Owing chiefly to the prolonged selling season stocks are everywhere considerably reduced. To those dealers whose import orders, placed in March and April, are proportionately small, I may give a word of warning, and advise them to provide, while there is yet time, against an obvious shortage. Jobbers already carry proportionately larger stocks than the volume of import orders seems to justify. There must be a limit, however, and dealers are often unreasonable in their demands, and disappointment ensues if up-to-date lines, which they lacked courage or judgment to buy when offered, are not in stock when required.

I constantly hear the complaints of a certain class of merchants out of town to the effect that "it's no use trying to compete with big trade centres!" The fact is, they don't try, and only the more progressive have the wisdom to put in ranges of correct styles and shades, thereby maintaining the prestige of the department and general custom of their clients in other lines. There are very few towns, especially in Ontario, where good and stylish gloves are not appreciated. The entire Canadian market is a small but most exacting one. Prices are little inducement unless accompanied by effect, and a dealer who would make the department a success cannot pin his faith to staples only, and yet it is a fact that what were novelties two years ago may be called staples to-day. A buyer who would be at all in line must therefore open an account with a reliable glove house whose knowledge and advice he is wise to employ.

For present purposes a washing castor glove, either with two large oxydized domes or two large pearl buttons, is active stock. The ordinary four-buttoned style has disappeared. This kind of glove is really economical and stylish; washed, on the hand, in soft water, with castile soap, it will outlast the season. I notice that one of THE REVIEW's clients calls attention to this identical class of goods for immediate delivery. As castors are the only leather gloves in constant demand in summer those not supplied had better provide accordingly.

A foreign correspondent, writing from Paris, sees little else than white, light straw and silver grey glaze gloves in general evidence. Some smart dress costumes displayed gloves trimmed with valenciennes lace, which idea, while not new, proves very effective when a proper blending of shades is employed. Some new beaded decoration and embroidery is having a run, and will no doubt appear in due time in this market, probably on medium and lower grades.

The great percentage of our business, however, will continue to be done in lacing and four pearl button lines by ordinary dealers, and in four stud buttons and large oxydized domes by the more select trade. A new attractive style is being successfully shown by a Montreal house, which contains three large oxydized and gold domes, has round cut wrist pattern, and as displayed in good shades of greens reds, myrtles, etc., with black embroidery, is most effective. The same style, with American welt and imperial

stitched points, with reversed effects in blacks, also interested us. These goods are sure to be successful, and for Christmas trade, which must now be provided for, will find quick favor.

Regarding colors likely to be in demand this autumn I think there is little doubt that, except in ultra fashionable goods, to which white and lemon will be confined, the prevailing tones will be strong tans, red tans, greens, myrtle, some violet and coquelicot red. Mouse and silver grey are much in demand in Europe just now, but for fall trade here will be confined to higher grades and French goods.

TAKE A HOLIDAY.

As you are not a mere machine, but a human body with a nervous system sensitive to long and weary labor, be sure and freshen up by a vacation, however short. It is poor economy to do without one. You may save twenty dollars by staying at home, and lose fifty in the process.

Your clerks are equally entitled to a rest. They will work all the better for a change. These are times when a man must keep bright and up-to date, and summer is the best period for a vacation. When taking one, do not feel that you are robbing the business by so doing. It is as good an investment as any you can make. In deciding to let the clerk away also, arrange it so as to make him feel that you want him to go and are pleased that he will be the better for it. A dog is the only creature that will take a bone thankfully when it is thrown at him. The rest of us like a concession to be extended in a friendly way.

The merchants who talk about the "good old days" when no holidays, except a month about once in fifty years, were permitted, seem to forget that times change. THE REVIEW sometimes listens with amusement to the stories of old wholesalers who recall the days when, as employes, they had to get down to the warehouse at four or five a.m. in the busy season, and when the head of a firm looked a customer over when he came in to buy as if he were a burglar. These were abnormal conditions and can never return. You must meet the new conditions, or, commercially speaking, you are a dead man. One of the new conditions is the necessity of a rest in these days of hurry, noise and hard work.

MONTREAL'S INVITATION TO THE TRADE.

On another page in this number of THE REVIEW, under the heading "Please Answer Promptly," there appears a special notice from the Wholesale Dry Goods Association of Montreal, addressed to the retail dry goods trade generally. The association wish to obtain the views of all out-of-town merchants in regard to visiting the city themselves, or sending their buyers there twice a year for the purpose of purchasing goods. With the co-operation of the retailers it is hoped that cheap excursions can be arranged from all outside points to Montreal. The members of the association desire in this way to give their customers an opportunity of visiting the markets and becoming better acquainted with the houses from whom they buy their goods.

The idea is a good one. It has been found to work very satisfactorily in the United States and should be equally successful in this country. The Wholesale Merchants' Association of New York issued a letter similar to this and received over 1,200 replies in one week. The matter was then laid before the Joint Traffic Board, composed of representatives from the different railway companies, with the result that a number of "buyers' excursions" are now being arranged. Those of our readers who are interested in this question—and it is one that should interest every live retailer—will render a service to the association and to themselves by promptly answering all of these questions and forwarding their replies to the Montreal office of THE DRY GOODS REVIEW, Board of Trade, Montreal.

WILLIAM AGNEW & CO.

305 and 305A St. James Street

Two Doors West of Victoria Square.

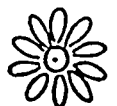
MONTREAL

. . . OUR SPECIALTIES

Dress Goods, Silks and Henriettas.



RETURNED
August 11/97
C



Above is a Photograph of our Warehouse taken during the Diamond Jubilee Celebration, 20th to 22nd June, and showing Electric Lights in position for the Grand Illumination on these dates.

HINTS TO RETAILERS.

By a Head Clerk.

NOW that fall is drawing near, merchants should look after their heavy dress goods. Not only in buying, but in selling them. The old way to display them is to drape them upon one's hand, spend about fifteen minutes in doing so, and keep your customers waiting, not only losing your time, but theirs also.

And then you do not show the goods to advantage; the different folds which should have been made distinctly can hardly be seen, and many are not to be seen at all that should have been. This is a very poor method, not only for yourself, but for the party who is looking at the goods. It does not bring it up to the point where it should be, and the lady, not being an extra good judge, puts them down at once as not being anything fine, when in reality it is an extra fine piece.

A better and more up-to-date way is to have a dummy which can be easily draped, and the material can be put in any shape or form that you wish. In showing goods on a dummy, one gets far better results than in the old way; you can make all the different folds and loops just the same as if they were made up in a dress.

The clerk should make a study of the different styles, and in his spare time practise, so that it would not be any trouble for him to show it in any design the lady may wish. In this way one can make the goods show to the best advantage, and the lady will purchase without going elsewhere. She will say, "What nice things they have at So-and-So's."

If the merchants would study this more in their dress goods department they would find it a great help in making sales.

I had an interesting experience, says a Chronicle man, with a New Yorker, who came to confer with me about a certain advertising job that a job printer had—so he claimed—overcharged him for. The subject matter of the advertisement he had prepared himself. He was satisfied with that because he had nothing to pay. But the charges for press work, etc., were exorbitant.

The price charged him was not high, and the execution was fair. The job was not worth what it cost, however, but from no fault of the printer. The advertisement was no good because the matter was no good. I wouldn't give a dollar a million for such ads. Here was this man—a business man—kicking about price, worrying over a trifling expense, and paying no heed whatever to a more essential consideration.

It is well to look out that rates are light. It is well also to strive for neat display, but both are lost if you fail to fill your space with proper matter. Not only what you say and how it is set up is of consequence, but also how you say it.

Have you got the latest style hats in? If so, put the clerk in charge who has had the most experience, and who is a good judge of human nature. One who can tell at once what a customer wants and does not palm off something which will not become him.

A well-dressed gentleman comes in, and one shows him a poor hat; he will form the opinion that you carry nothing but inferior stock, and when you do show him a good hat he still has that feeling. The chances are that he will go out without purchasing. It is not a good plan to show your best at first, but a grade below, so

that when one brings out the best the customer will like it better, whereas if you show him the best first and then a cheaper one, he will not so readily see the difference between the two, and nine cases out of ten will buy the cheaper.

On the other hand, when a poor person comes in one does not want to show him so good a quality, for if you do he will say, "This is a terrible dear hole and walk out. Show him something that will suit his pocket and dress."

Fine hosiery will be one of the leading lines this season.

Bicycles being all the rage (and it would be hard to find a young lady who has not got one), every lady knows who rides a wheel that long skirts are very inconvenient. They are continually being caught by the pedals or wound around the back wheel, and in a great many cases tearing them so badly that they cannot be repaired. While leggings are not only clumsy but very warm, those who ride wheels will want something nice and cool. This explains the large demand for fine hosiery.

NEW LINE OF WALL PAPERS FOR 1897-8.

THE trade will be interested in the new line of M. Staunton & Co., Toronto, for the coming season. These enterprising manufacturers, being Canadians, make a point of producing papers which suit this country and sell well here. Their popular goods at popular prices are, therefore, a feature with them.

The new patterns have been produced with the assistance of artists of acknowledged reputation and both for harmonious colorings and striking designs the new papers are striking and attractive. Special attention is directed to the two-band blended friezes (a new feature this year). One-band blended friezes are also shown more numerous than heretofore. Clouded friezes in excellent effects are also shown this season. The above are sampled to match hangings in white blanks, glimmers and all the better grades.

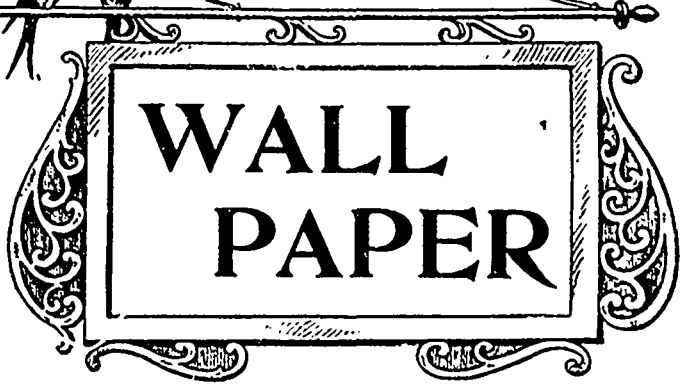
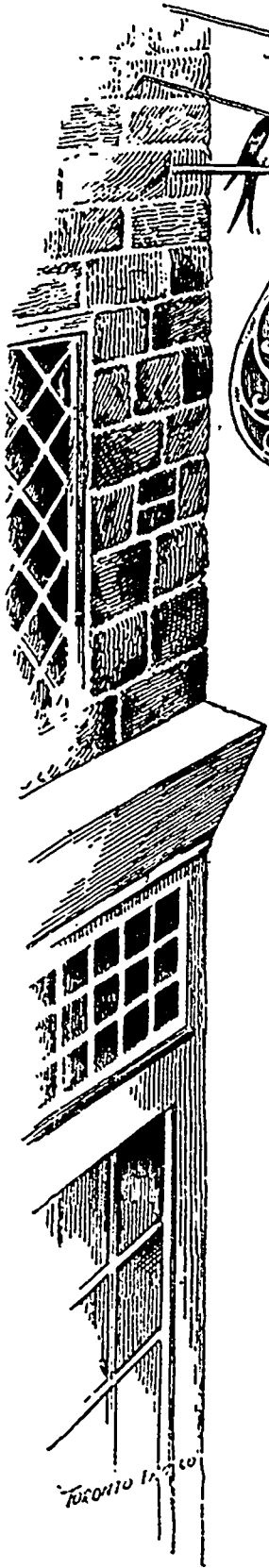
Several new shades are shown in plain ingrains, and these, besides having the regular ingrain and blended friezes, are this year matched with clouded and blended friezes, which, with the ceilings, are printed on the ingrain stock, thus preserving the natural characteristics of these goods and enhancing the value without adding to the cost. A new wall covering, under the name of silk fibres, is shown which will appeal to those who demand something better than the ordinary in plain hangings. Bronze, embossed bronze and flitter papers are exceptionally attractive, and in these are a number of designs not shown in the cheaper grades of goods.

But the feature in wall papers this year is the lower price, and Staunton & Co. have met expectations in this respect. Their travelers are going out early this month.

The firm have issued a very pretty booklet, with fine illustrations of some new designs, and a copy may be had on application.

THE PRICE OF FEATHERS.

Going into effect the first of this month, the American Government are imposing a duty of 20 per cent. on common feathers and 50 per cent. on down and cleaned feathers. These goods were formerly on the free list, but the demand for protection from those interested in establishing a feather cleaning industry in the United States has led to the change. With the exception of one or two of the larger concerns, such as the Alaska Feather & Down Co., who import direct from China, the feathers used in making quilts, pillows and similar goods in Canada are brought from the United States. This increase in the duty will naturally bring a corresponding increase in the price of these goods.



RECEIVED
 August 4/97-

SEASON 1897-8

Our Salesmen are now on the road with our new samples. Inspect our line before placing orders. Ours are popular goods at popular prices.

M. STAUNTON & CO.

MANUFACTURERS

TORONTO

A large line of patterns in stock for immediate shipment

FALL CLOTHING, 1897

Don't take the "just as good kind,"

TAKE THE BEST.

Artistic styles and tastily selected fabrics, happily combined ; fashion, skill, experience, and a thorough knowledge of every detail essential to the making of perfect merchandise, have done much to enhance the beauty of our Fall Productions.

"WE MAKE THE BEST."



This strong combination

is sure to win

TRADE.

Special attention

paid to

LETTER ORDERS

LET US HEAR FROM YOU.

Chalcraft, Simpson & Co.

Makers of Fine Clothing.

TORONTO.

Everybody says it, so there must be something in it.



People who have seen the samples of our . . .

Ladies' Costume Fabrics

. . . for . . .

Autumn, '97

say they are the smartest things on the market.

The colorings and weave are a step in advance. The stock pure Nova Scotia Wool.



Our Travellers

are now on the road in the Maritime Provinces.

Robert Harrower, 136 McGill St., Montreal, shows a full range of samples (also men's fall tweeds) for Quebec, Ontario and the West.

W. G. Luker & Co., 144 Chatham St., Victoria, B.C., represent us on the Coast. . .



Place orders early. A rush on this line is bound to come.

OXFORD MFG. CO. Limited

OXFORD TRADE MARK:

"Tape woven across the ends of every web."

Established 30 Years

OXFORD, Nova Scotia

BRIEF NEWS NOTES.

CASHMERE jerseys are coming in again and will be a good deal worn this fall. Messrs. Kyle, Cheesbrough & Co. have a large stock of these goods, and also of golfers.

W. R. Brock & Co. have a full range of dress linings in stock. Ask for special case quotation on their "C1" linenette.

Messrs. Kyle, Cheesbrough & Co. have a large assortment of blouse silks in all the latest colors.

Mr. J. Frank Riepert has gone on an extended business trip to Japan, sailing by the steamer Empress of Japan from Vancouver on the 21st ult.

Hair ornaments in celluloid are very much in vogue now in London and elsewhere. Messrs. Kyle, Cheesbrough & Co. have secured an assortment of the latest novelties in these goods.

Messrs. Coristine & Co. are offering some special lines of fine astrachan jackets. They are also showing a large range of coon and wombat coats. See these goods.

Chiffons are coming into great demand for evening wear. Messrs. Kyle, Cheesbrough & Co. are well supplied with these goods in four, six and twelve inches, in both black and colors.

"Congo Black" dye has become a great trade drawer, and no black dress goods department can be said to be complete that does not contain these goods. At great expense Caldecott, Burton & Spence have perfected this dye, and now that the public have found out its good qualities, they are demanding this dye for all their black dress materials, because "Congo Black" will not fade and is impervious to either wind, sun or fruit juices.

The season for afternoon teas and at homes is at hand and Messrs. Kyle, Cheesbrough & Co. are showing a number of novelties in the way of tea cloths, doylies, sideboard covers and mats which will no doubt delight the feminine mind. These goods have

stamped upon them pretty designs, which may be worked in silk. A line of pillow shams in goods similar to the above will, no doubt, find a ready sale.

W. R. Brock & Co. have just received and passed into stock a large shipment of sleeve linings and Italians in all makes, designs and finishes, being the first consignment of their fall purchase. Ask to see their "Our Special H" 54-inch black Italian, Kirk's permanent doeskin finish.

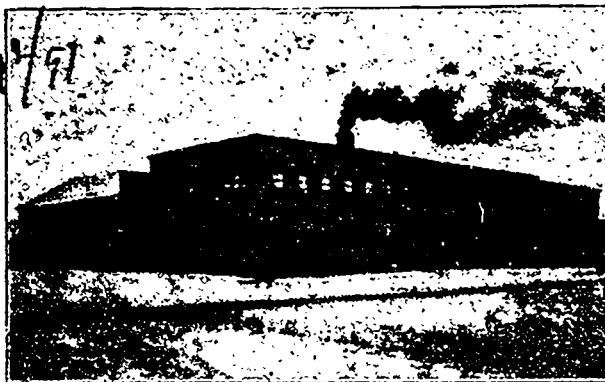
The wise merchant aims to buy goods that bear a decent profit, and, keeping this in view, Caldecott, Burton & Spence are offering a splendid range of cashmere hosiery that combine in a rare degree good shape, good value, good color, and every size for men, women and children, from 2-inch up in each half-inch to 12-inch. Caldecott, Burton & Spence always keep their stock up in these goods all the year through, and this meets the convenience of buyers and is satisfactory to retail merchants who carry these goods in stock.

Messrs. Kyle, Cheesbrough & Co. say: "Our stock of gloves and hosiery this season is better than ever. Our European buyer has just returned after three months' absence in England and on the continent and has secured for us the latest novelties in these goods. Our stock of veilings is large and contains a variety of colors."

A good reputation can only be won and retained by honestly deserving it. Caldecott, Burton & Spence have won their way to the front rank as glove and hosiery merchants. They have aimed to keep all the year round a well assorted stock of seasonable goods—the right goods for the current season. They will show this fall the biggest range of fall gloves and hosiery they have ever offered, and it will contain goods suitable and fashionable in every quality and size of gloves and hosiery, and as Ringwood gloves are now the correct thing they invite the attention of the trade to their unique collection of these goods.

Common Sense and Huron Bicycles

EASY RUNNING, DURABLE, LIGHT,
AND HANDSOME.



Everything used in its construction is high grade only. We also make the Goderich Bicycle Sulky Wheel. Every Horseman should have one. Agents wanted everywhere.

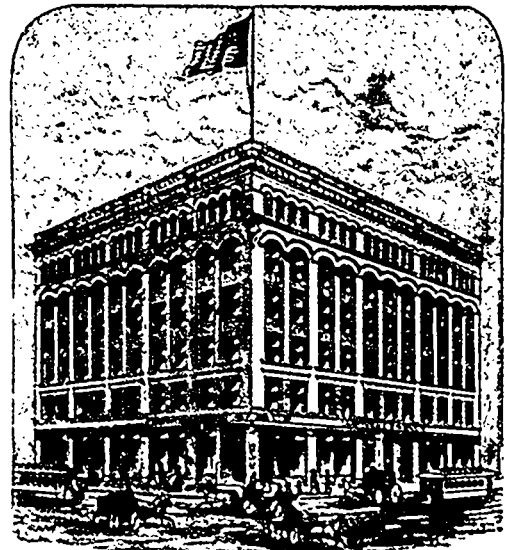
HENDERSON BICYCLE Co., Limited
GODERICH, CANADA.

TO LET...

NEW BUILDING
NEW BUSINESS

MATTHEWS BLOCK

A "corner-stone" opportunity. A fortune in store for some enterprising dry goods man.



"This elegant building has been specially designed for a modern dry goods and department business, and is ready for occupancy. Has nearly 200 feet of show windows. Located on one of the best business corners in Milwaukee, within one block of three theatres, the largest hotel in the city and the Union Depot. Nine lines of electric cars pass this corner. Apply to

MATTHEWS BROS., Milwaukee, Wis.

RETURNED
July 1917



THE STANDARD DRESS EDGE
OF THE WORLD

"Feder's Brush Skirt Protector"

As long as skirts are worn this protector will be necessary, because most perfect and most handsome. There is absolutely no room for improvement.

As handsome as a skirt edge trimming as it is faultless as a skirt protector.

The genuine goods bear the words "FEDER'S BRUSH S. P." stamped on every yard. Beware of imitations.

**HERMANN H. WOLFF
& CO.**

MONTREAL

Sole Manufacturers and Selling
Agents for the Dominion.

GOING IN FOR FINE GOODS.

GLOVER & BRAIS are making a new departure in the men's furnishings trade. Hereafter they will handle nothing but the finest grades of imported goods. In conversation with THE REVIEW's reporter, Mr. Brais remarked that the country had been flooded with cheap goods, but so far no house has devoted its entire attention to superior goods only. They will make a specialty of fine neckwear and underwear. Mr. Brais will leave for Europe about the end of August. He will make an extended trip in England and on the continent, and expects to secure a number of novelties for the spring trade.

ADVERTISED GOODS.

W. R. Brock & Co. advertised in The Globe and Mail-Empire a few days ago a special silk sale, which resulted in many enquiries for samples and a number of good orders. The lines advertised are all in stock now and their values undoubted. The purchase was a special one, being the clearing out of a manufacturer's overmakes at about an average reduction of 50 per cent. They comprise black satins, surahs, peau-de-soies, bengalines, brocades, and fancy bengaline tartans, checked taffetas, striped taffetas and plain colored pongors.

LEUTINA FINISH.

As dyers and finishers of dress goods the firm of Edward Ripley & Sons, Bradford, Eng., stand pre-eminent. One of their latest achievements is styled "Leutina Finish." It will withstand those destructive elements, fresh and salt water and the hot sun, permanently retaining its original finish. The wearer is guaranteed entire satisfaction in every respect. Leutina finish dress goods

can be had, wholesale only, from Brophy, Cains & Co., Montreal. This firm recommend these goods to the trade with the greatest confidence.

MAKING A FEATURE OF FANCIES.

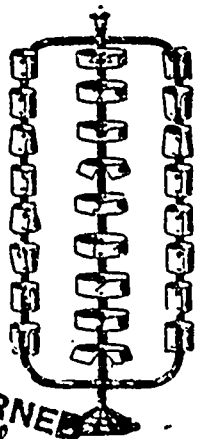
Caldecott, Burton & Spence have evidently a good opinion of the prospects for the fall trade of 1897. They have made contracts for a large stock of dress fabrics and will show, when all their goods are opened, an enormous range of dress goods in all the fashionable cloths and fabrics. Particularly do they draw attention to the various lines of fancies which they will show. They have laid under contribution the most famous of French, German and British looms, and can minister to every caprice and whim of fashion. We are sure this great display of dress materials will draw the buyers in great numbers to their warehouse on Bay street, Toronto, and when there Caldecott, Burton & Spence will give buyers every attention.

SAMPLE SENT ON ENQUIRY.

Fitzgibbon, Schafheitlin & Co., who control the Eugene Jammet kid glove, are showing choice lines in three large oxydize dome glace gloves for fall delivery. Every detail in the trimming and make of these goods is correct and up-to-date, while in shades of greens, myrtles, Russian reds, etc., the line is most effective. Samples to the trade on application.

DESIGNED BY ENGLISH ARTISTS.

The Alaska Feather & Down Co. report a largely increased demand for better class goods. A range of eiderdown quilts, lined with silk or satin, have had a big run. These goods are in very tasteful and pretty colors, and the patterns were designed by prominent English decorative artists.



**BUY OF THE MAKER
STORE AND WINDOW FIXTURES**

We make the best line and finest finished goods on the market. Send for one of our latest Collar and Tie Display Stands, the best article ever made for the purpose. Only \$3.50 each, brass or nickel plated.

Fittings for every line of trade.

The... **TORONTO BRASS CO.** Limited.
88 York Street, TORONTO, ONT.

WESTERN	Incorporated 1851	FIRE AND MARINE
	ASSURANCE COMPANY.	

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,300,000.00

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

RETURNED
Nov. 9th
3.4m a

ORGANS High Grade
Fine Tone

Export and Home Trade

Piano and Organ Stools

SPANISH OR ENGLISH

CATALOGUES **FREE**

The Goderich Organ Co.

GODERICH, ONT.

**WARDLAW
YARN MILLS** DUNDAS,
Ont.

Thos. D. Wardlaw

Manufacturer of

Worsted and Woollen Yarns, Fingering,
Wheeling and Knitting.
Loops and Novelties for Dress Goods,
Cloakings, etc.
Carpet and Serge Warps.

GOLF AND BICYCLE YARNS A SPECIALTY

Write for Prices and Samples

... TO THE WHOLESALE AND MANUFACTURER ONLY ...

W. E. Sanford Manufacturing Co.

LIMITED

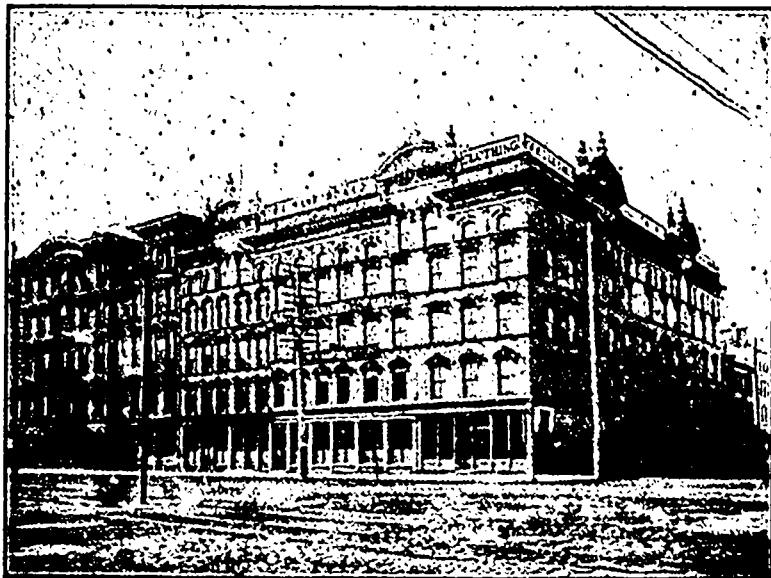
HAMILTON, ONT.

Wholesale Manufacturers of

CLOTHING

Correspondence Solicited.

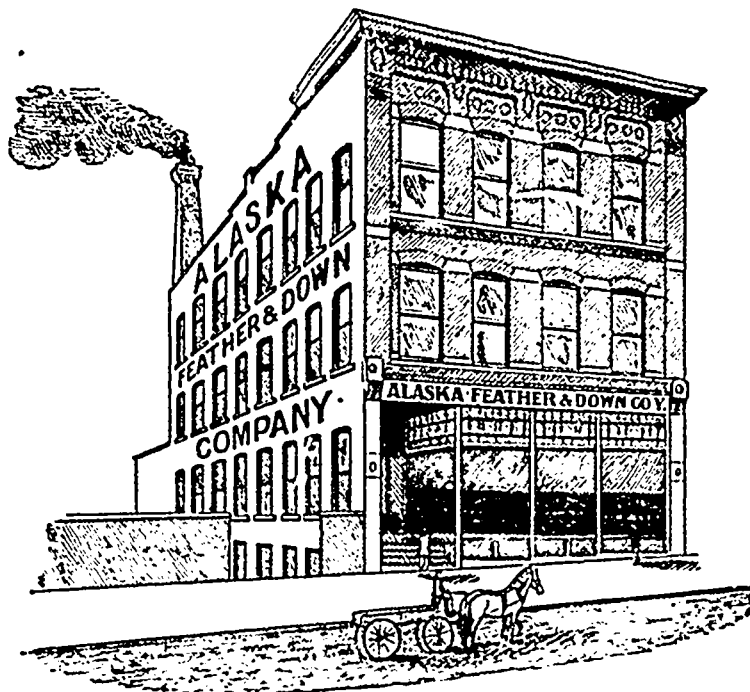
Samples and quotations
cheerfully submitted.



Bay St.,
TORONTO.

Cor. Princess and Bannatyne Sts.,
WINNIPEG, MAN.

Wharf St.,
VICTORIA, B. C.



The Largest Bedding Factory in Canada. Sample Room and Office in Front.

290 GUY STREET

Down Quilts Down Cushions

All the designs of our coverings are controlled by us. Our customers have the benefit of our large range of exclusive patterns.

Keep your Fall Order for the Alaska Company.

MONTREAL.

JAMES JOHNSTON & CO.

MONTREAL

Wholesale Dry Goods Importers

in English, French, German and American.

Our stock of seasonable goods still well assorted and buyers visiting the city will do well to call.

Our travelers are now showing full ranges of samples for Fall in all departments.

JAMES JOHNSTON & CO., MONTREAL

CANADA FEATHERBONE CO.

Manufacturers of . . .

Featherbone Corsets in a variety of styles.

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

Etc.

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



Demonstrating Parlors

113 King Street West, Toronto.

CANADA FEATHERBONE CO.

Sole Manufacturers and Patentees in Canada

. . . LONDON, ONT.

Will be pleased to furnish information Write for particulars.

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

IT IS LATE but we can still promise
 Sept. delivery of some of our
FALL HIGH GRADE Novelties

including

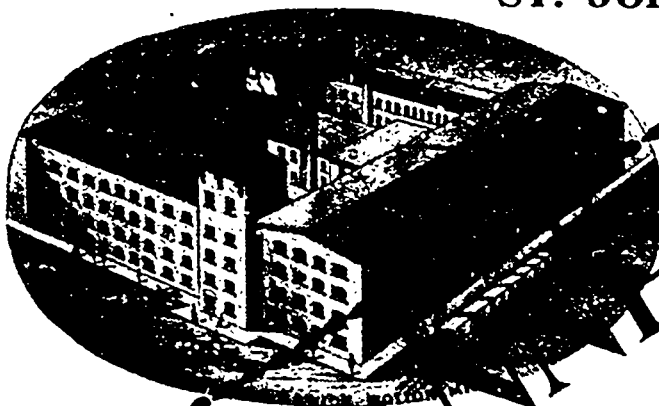
**WRITE
 FOR
 SAMPLES**

Specialties in Large Clasps
Correct Shades in Greens, Reds, &c., &c.

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL.

WM. PARKS & SON, Ltd.

ST. JOHN, N. B.



**Cotton Spinners,
 Bleachers, Dyers
 and Manufacturers**

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .
J. SPROUL SMITH, 24 Wellington Street West, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 73 Front Street East, Toronto, Special Agent for
 Beam Warps for Ontario.

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

A NEW WALL PAPER FACTORY.

THE WATSON, FOSTER CO., LTD., are now occupying the large new factory and warehouse recently erected for them. This company's business has increased by leaps and bounds with the past couple of years, and it was found that their old quarters were no longer large enough. The new building is a handsome brick structure, finished in the most up-to-date style. It occupies a commanding position in the centre of an open stretch of country in the municipality of Maisonneuve, just beyond the limits of the city of Montreal, and within easy distance of the city cars.

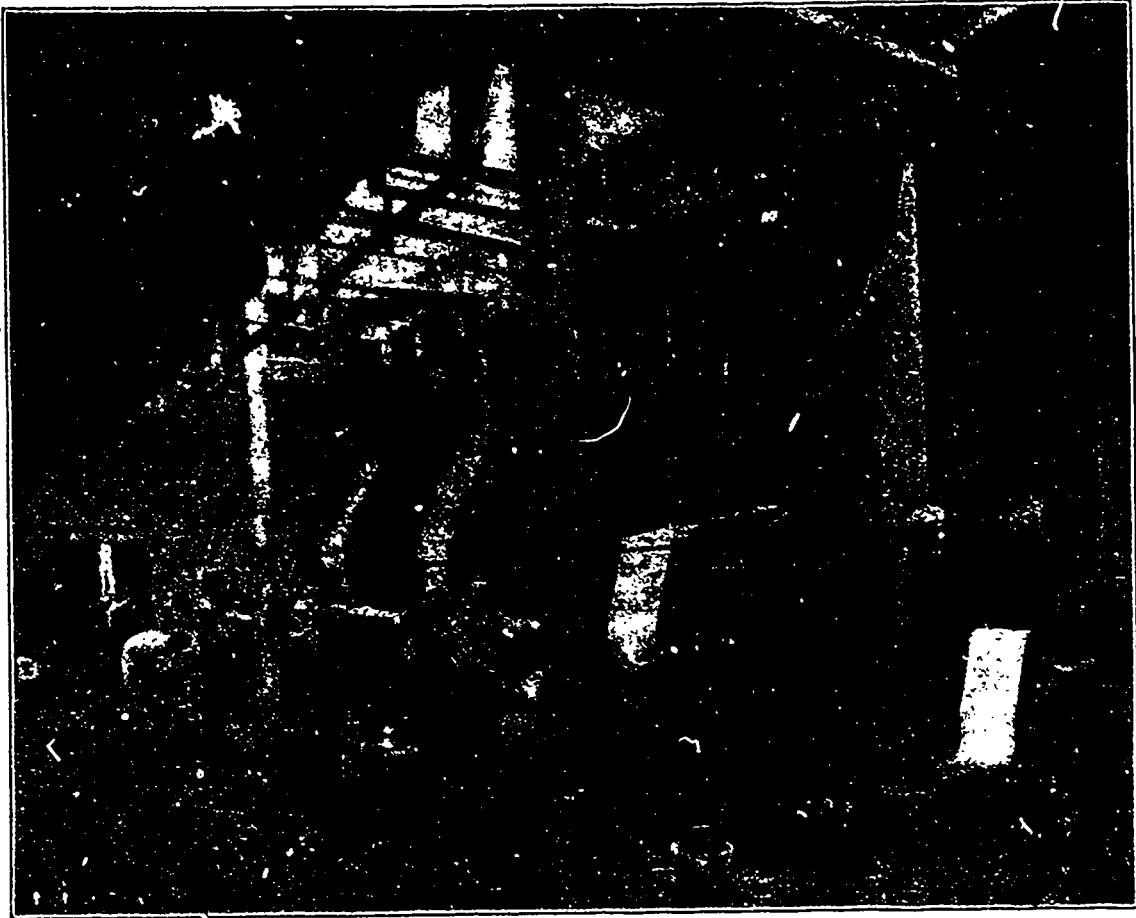
THE REVIEW's representative called there a few weeks ago and through the courtesy of Mr. Foster he was permitted to go over the

with that end in view have expended over \$25,000 within the last couple of months.

The accompanying cuts will give an idea of the extent of the business done by this company and of the size of the factory. Cut No. 1 represents a view of the printing machines. Down the centre of this room there is a dividing wall and beyond it there are as many more machines as appear in the foreground.

Cut No. 2 shows a twelve-color printing machine and also gives an idea of the length of the factory.

The capacity of the factory when running full is sixty thousand rolls per day. This means about 230 miles of paper. There are employed in the office, factory and warehouse altogether about 150



NO. 1—INTERIOR VIEW OF THE WATSON, FOSTER CO., LIMITED'S, WALL PAPER FACTORY.

building and see the different departments at work. The factory proper is 326 feet long by 108 feet wide, being the largest of its kind in Canada, if not in America. Adjoining this building, and practically part of it, is the warehouse, which is four storeys high and contains about 45,000 feet of floor space.

On the ground floor of the warehouse are the general and private offices of the company. These are well-lighted and airy, and are conveniently arranged for the transaction of business. A spacious sample room is another feature of the warehouse.

The entire building has been erected on the "mill construction" or "slow-burning" principle, by which the floors and roof are constructed of hardwood, over four inches thick. The woodwork throughout the entire building has been coated with a fire-proof preparation. These precautions, combined with solidity of the whole structure, greatly lessen the danger of fire.

A quantity of new machinery has been purchased for the new factory. The management believe in having the best of plant and

hands. This includes a number of high-salaried designers and many skilled printers and colorers. The Watson, Foster Co. has recently been formed into a joint-stock company with a capital of \$450,000, but the business will be carried on under the same management as formerly. With increased capital and larger facilities, no doubt they will achieve even greater success in the future than they have in the past.

The Watson, Foster Co., Ltd., have just issued their new samples of wall paper. These are by far the most extensive and best colored that they have ever yet produced. While the assortment is exceptionally good, prices are lower than last year, in fact these goods are essentially popular goods at popular prices. The trade should examine these samples before purchasing elsewhere.

"Quickcure" cures toothache, and all pain. Every dentist, without exception, who has thoroughly investigated this new preparation, endorses it, and prescribes its use, in emergency.

The Butler Hard Rubber Co.

33 MEROER ST.,

NEW YORK, U.S.A.

"Hold Fast" Rubber... Embroidery Rings

These new Embroidery Rings are made with a...

Corrugated Surface

on the outside of the inner ring, so that when the material is adjusted, and the outer ring placed they hold the material perfectly, and

WILL
NOT
SLIP.



(PATENT APPLIED FOR)
.....

They are a great improvement over all other kinds offered to the trade, and have proved a decided success.

Each pair...

**Stamped in
Gold Letters**

with our name.

CAN BE OBTAINED FROM THE JOBBING TRADE IN CANADA AND THE UNITED STATES, AND IF YOUR JOBBER DOES NOT KEEP THEM, WRITE US DIRECT.

WE ALSO MANUFACTURE

full lines of Rubber Dressing, Fine, Barber, Pocket, Children's Round, Twist, and Ridding COMBS, under the well-known Brands of "Royal" "Hercules" warranted unbreakable "Maltese," "Butler Hard Rubber Co." (standard line), "American Rubber Co.," and "Comet Comb Co."

We have many new and novel
designs in COMBS this season.

THE BUTLER HARD RUBBER CO.

THE PARKS COTTON MILLS.

THE reports from the St. John cotton industry indicate that a good season is expected and that the responses to Mr. Parks' recent circular to the trade have been satisfactory. The mills have not been shut down at all, and there is no better test of the large business being done than this. Besides, 40 more looms have been put in, so that the company may keep abreast of the orders. The manufacture of flannelettes will be continued.

It is thought that the present low prices of cottons can hardly continue long. Up to June 15 the Parks Co. had advanced prices for yarns and warps, and the Cotton Co. had advanced yarns 2c. per lb., but not warps. The subject of cotton competition and prices is dealt with in a very interesting article by the St. John, N. B., Gazette. It recalls the flannelette war of last year, and takes

REVIEW will be glad to see the Montreal concern drop the idea that Providence intended them to do the whole business in colored goods for Canada.

AN IRISH WHACK AT AMERICAN LINENS.

Irish Textile Journal.

Our American friends are again stirring themselves in the matter of a native industry, and if they get what they consider sufficient protection, say 35 per cent. on yarns and 55 per cent. on cloth, they anticipate no difficulty whatever in "licking creation." It is by no means a new subject. With every change in the tariff it comes up. As yet, however, the fruits have been disappointing in the extreme. The establishment of a mill at Minneapolis, in the centre of the flax district of Minnesota, was going to do wonders. From the mill in Providence great things were also expected, but



NO 2.—INTERIOR VIEW OF THE WATSON, FOSTER CO., LIMITED'S, WALL PAPER FACTORY.

the same line pursued by THE REVIEW on this notorious feature of trade. The Gazette also points out that the statement presented at the annual meeting of the Colored Cotton Co., in Montreal, did not show that that concern profited from the war of prices which were inaugurated by it. There was no dividend and some criticism was made by individual shareholders. On the other hand, Mr. Parks, continues our contemporary, "has been able to show that he has held his own during the war, and although it is neither pleasant nor satisfactory to be compelled to do business at actual cost, it is gratifying to a certain extent to know that the effect on the concern causing the strife has been more disastrous. The mills here are running and in better shape to continue the fight than the combine itself. Just what the combine intend doing is not yet clear, but it will strike most people that the only course is to advance prices still further to prevent a disaster."

In time, no doubt, the advances will be made, and THE

in both instances the ventures were unsuccessful. No amount of protection will bolster up a linen industry in America so long as the climatic conditions remain as they are, and to talk about turning out "the finest grades of damasks and linen dress goods in the world" is sheer bunkum.

THE BOLERO ORAZZ.

Braid and braid ornaments are going to be more worn this season than ever before. Boleros in braid effects, and in beads as well, will be very fashionable. Mr. Kyle, of Kyle, Cheesbrough & Co., has just returned from the Old Country markets, where he has secured a quantity of these goods for his firm. Steel and tinsel boleros promise to be very popular for evening wear, and in anticipation of this he has secured a varied stock which is now being offered at a low figure.

PLEASE ANSWER PROMPTLY



Are you in the habit of visiting Montreal in the **SPRING** and **FALL**, or of sending your buyers here, for the purpose of purchasing goods?

If not, would a special reduction in railroad rates at such periods cause you to come to Montreal to buy goods?

What would be the dates between which you would prefer to come in the Spring?

What would be the dates between which you would prefer to come in the Fall?

EVERY MERCHANT should visit the markets at least
TWICE A YEAR.



These inquiries are made in the interest of the

Wholesale Dry Goods Association of Montreal

And of the Retail Dry Goods Trade Generally.

Please reply to ALL the above questions by return mail, so as to assist the Association in formulating the plans best adapted to buyers' requirements.

Address,

DRY GOODS REVIEW

Board of Trade

MONTREAL, QUE.

YOUR CUSTOMER
HAS BEEN MADE
TO UNDERSTAND

through direct advertising
that the Guarantee Card in
the pockets of

SHOREY'S CLOTHING
MEANS SATISFACTION
GUARANTEED OR
MONEY REFUNDED.

He wants just this sort of
goods for his personal wear.

FACTORY ONT. CANADA
W.H. Storey & Son
THEY POSSESS
SUPERIOR MERIT.
TAKING FIRST RANK
WITH THE BEST PRODUCTIONS
OF EUROPE WORN BY
THE BEST PEOPLE. SOLD BY THE BEST MERCHANTS.
THE MAXIMUM OF VALUE FOR THE MINIMUM OF COST.
W.H. STOREY & SON

OUR REPRESENTATIVES

are now on the road and we solicit
the patronage of the Canadian trade.

EXTRA VALUES OFFERED.

NEARLY **ALL** MERCHANTS

in the Dominion do
and we want you, (if you do not) to

KNOW
OUR

DRESS STAYS

**ARE YOU OUT
OF
DRESS STAYS?**

If so, write us your
wants, or ask your
jobber for any
of these
styles.

THE "EVER-READYS" \$1.25

Welded with Gutta Percha, (absolutely impervious)
THIN : ELASTIC : DURABLE
Make the waist an inch smaller

THE "PRE-EMINENTS" \$1.00

The leading stitched Dress Stay
JAPANNED, METAL TIPPED, SPRING STEEL
FINE HEAVY CORSET SATTEEN
SILK STITCHED

THE "PARAGONS" \$1.25

The new TWIN Dress Stay
DOUBLE SPRING STEEL
FINE WOVEN CASING
CLOTH-COVERED METAL TIPPED

THE "ALPHAS" 62cts.

Also a leader
JAPANNED, METAL TIPPED STEEL
FINE SATTEEN, STITCHED

THE "RIVALS" 50cts.

JAPANNED, TIPPED STEEL
SILESIA COVERED, COTTON LINED
STITCHED

Terms Regular : Quantities Delivered
Will be pleased to submit samples.

The Goods are Right, also the Prices

THE . . .

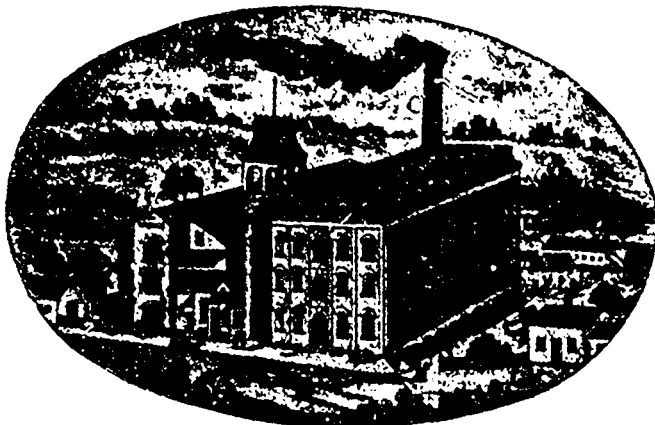
EVER-READY DRESS STAY CO.

LARGEST DRESS STAY MANUFACTURERS

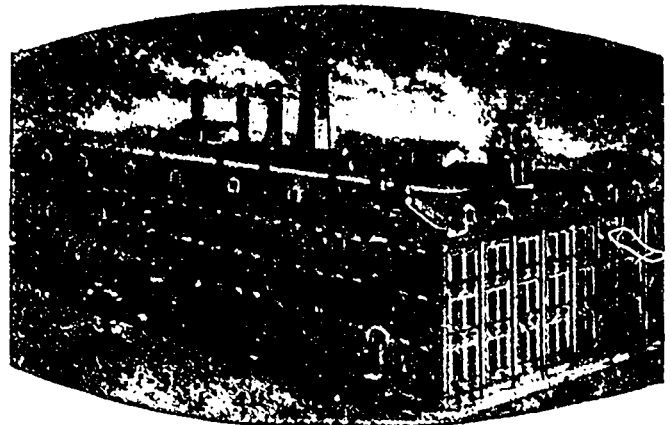
TORONTO
24 Wellington W.

WINDSOR, ONT.

MONTREAL
136 Peel Street



MILL NO. 1.



MILL NO. 2.

The Penman Manufacturing Co.

HEAD OFFICE: PARIS, ONT.

Limited

Selling Agents: D. MORRICE, SONS & CO., Montreal and Toronto.



MILL NO. 3.

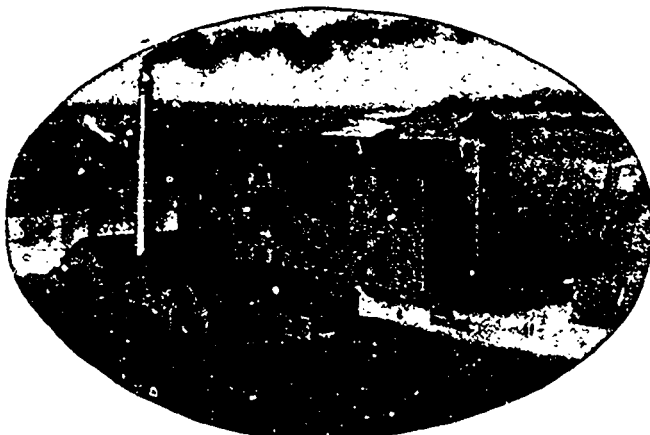


MILL NO. 4.

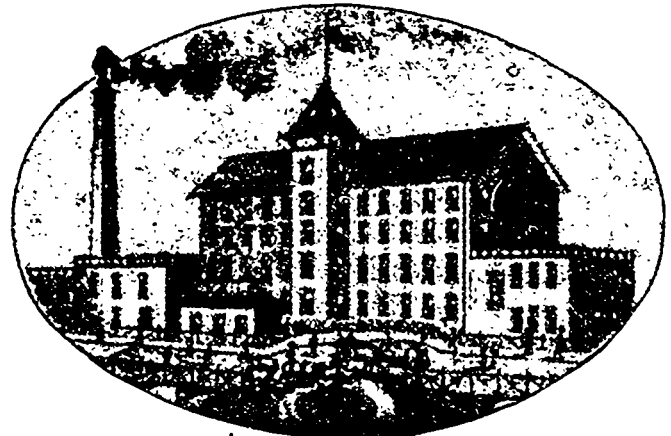
The Oldest and Largest Manufacturers of **KNITTED GOODS**

in Canada. Manufacturers of every description of Men's, Ladies', Misses', Youths' and Children's Underwear, Hose, Half Hose, Knitted Top Shirts and **SWEATERS**.

The travellers of all the best wholesale houses in Canada now carry full lines of our make. Be sure you see them when placing your Fall Orders. . . .



MILL NO. 5.



MILL NO. 6.

A Sound Business Principle

Always give the purchaser the best value.

This we do and have done so for years.



Quality and Finish
of our



Shirts and Collars

ALWAYS THE BEST
AND FIT PERFECT

Thousands are worn by gentlemen
all over the Dominion.

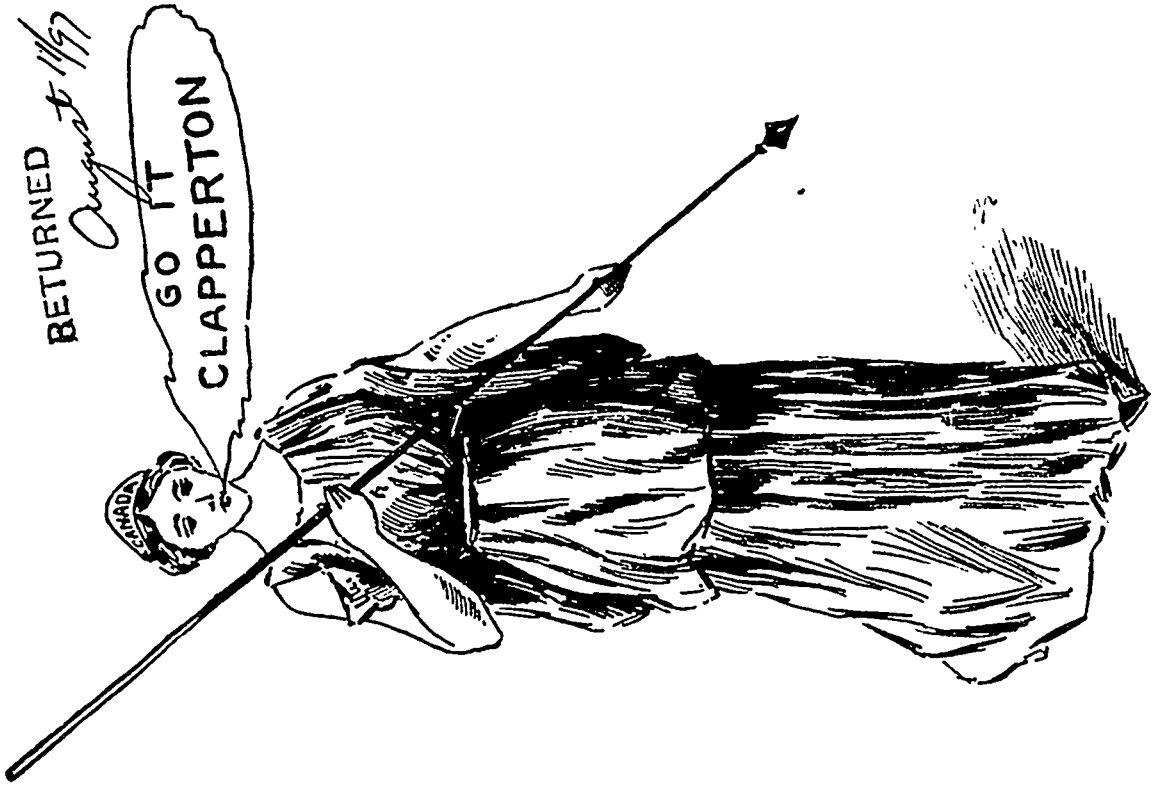
TOOKE BROS.

MONTREAL

Popular Brand in Canada is

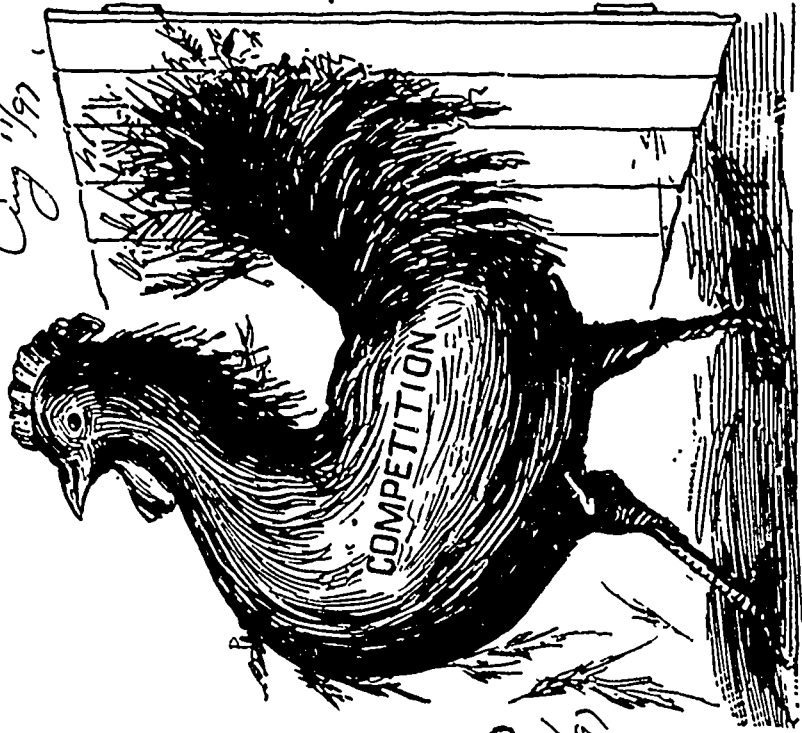
Clapperton's

SPOOL
COTTON



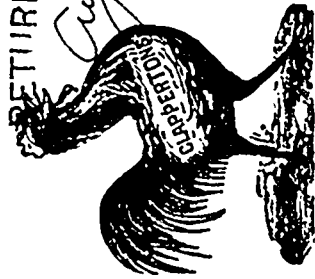
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Aug 11/97



RETURNED

Aug 11/97



WM. CLAPPERTON & CO. - MONTREAL.

DRY GOODS TRADE IN THE WEST.

A HEALTHY TONE AND FALL TRADE BRISK.

WINNIPEG, June 28.

Owing to the year being somewhat sharply divided into two seasons—summer and winter—it is a little difficult to find anything worthy of note between these seasons. Our spring was cold and capricious, and this materially affected the clothing trade, April and May making a poor showing compared with the same months in other years. During June, however, matters have improved and sales have picked up and preparations are now going forward for shipment of winter goods.

In the wholesale dry goods houses the packing and shipping of winter stocks is being prosecuted with the utmost vigor; in fact, the work goes forward from eight in the morning until ten at night, and will continue at this pressure until the end of November. There is nothing light, airy or romantic about the winter trade; people in this country want warm, serviceable clothing, and buy accordingly. I dropped into Stobart, Sons & Co.'s the other day and found them struggling with a carload of blankets, heavy woollens and grain bags innumerable (they do nearly all the grain bag trade of Manitoba and the West). Buying these staples in carload lots direct from the manufacturers, they can give better rates than the eastern houses and their trade is correspondingly large.

Although this is the busiest time of the year, it is not as profitable as the handling of the lighter summer fabrics, as competition in staples is close and keen. The same state of haste prevails at R. J. Whittle's, and, in fact, all wholesale houses are just as busy as they can be. Payments are being met promptly and the whole tone of business is healthy.

THE RIBBON TRADE.

Ribbons have been specially active in double-face satin during the last month, and the prospect is that the demand will continue

during the fall season. Caldecott, Burton & Spence keep a full line of these goods in stock in all the fashionable colors, in three different qualities, and in all widths from No. 5 to 40. Ribbon buyers will do well to see these goods.

MOREENS.

Thirty-eight inch black union and wool, 27-inch black union and wool, also 38-inch metallic printed moreens, are lines now shown for July and August delivery by Brophy, Cains & Co. This firm have also brought out 25-inch silk moreens in black and colors for skirting and linings. All the newest shades are shown. They are the present rage in London.

THE MANTLE TRADE.

W. R. Brock & Co. carry a very large range of cloakings and mantle cloths and are now prepared to manufacture these into coats, capes, jackets, etc. Samples are in the hands of their travelers, from which it can be seen that their styles and shapes are correct and that the garments for fit and finish cannot be excelled. As they have only gone into this branch to increase the sale of the goods by the yard and do not look for any profit on the making of the garment, it can easily be seen that they are in a position to give value such as a regular manufacturer or importer cannot be expected to.

FLANNELETTES.

Makers of these goods have devoted time and money in the effort to procure new and handsome designs for fall and winter of 1897. If we may judge by the 150 or more choice patterns which Brophy, Cains & Co. are now showing of imported lines, then the makers' efforts have been successful. The designs are foreign to anything heretofore shown. This firm have also brought out 40 designs in flannelette skirtings in styles that the trade will appreciate.

Blarney Yarns

Manufactured by

MARTIN MAHONY & BRO. Ltd.

. . . Blarney, Cork, IRELAND

FINGERINGS

In 6-lb. spindles

SAXONYS

In 1-lb. boxes and 2-oz. hanks.

MENDINGS

On cards and 1/4 oz. skeins, 1/2 gross in box.

These celebrated wools are made in all the newest Moss Tints, Spiral and Twist Mixtures, for Golf and Bicycle Hose.

Before placing your order for Fall, send for samples and prices.

Agent for U.S. and Canada . . .

R. H. COSBIE

Manchester Building, Melinda St., TORONTO

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



SOMETHING STYLISH

Ladies' Felt Fedoras

All Popular Shapes
All Colors
Finest Wheeling Hat
in the market

Write **THE ROYAL HAT CO.**

For samples and prices.

HAMILTON

THE MCKENZIE BUGGY

takes the lead all over Canada. Manufactured by
W. F. McKenzie & Co., Leamington, Ont.

A Trial Order Solicited.

All hand made and warranted for five years.

Address

W. F. MCKENZIE,

Box 93, LEAMINGTON, ONT.

WHOLESALE MILLINERY...

FALL SEASON

Our
Range
Complete

We beg to advise the Trade that our Travellers have left for their respective routes with the most complete range of

...SAMPLES

we have had the pleasure of placing before you.

No Merchant or Milliner can, in justice to themselves, place orders elsewhere without first inspecting our Samples.

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

The Secret of Success

lies very largely in keeping the goods your customers want—and such goods as you can recommend to them.

It is Expensive to Try

to educate the public to buy goods that they do not know and that have to be forced upon them.

Shorey's Make

... OF ...

READY-MADE CLOTHING

is favorably known to the consumer and easy to sell.

◆ ◆ ◆

EVERY GARMENT IS GUARANTEED in Workmanship, which means satisfaction or money returned. A business man will readily see the point of this argument.

F. C. DANIEL & CO. 43 Scott Street TORONTO



Our range of Children's

**White Wool Headwear,
Boas, Muffs, Collarettes,
and Carriage Robes**

are far in advance of anything we
have yet exhibited.

PRICE LIST WILL BE FURNISHED ON APPLICATION.

OUR USUAL LINES OF

Veilings and Fancy Dry Goods Sundries
will be found quite up to date.

F. C. DANIEL & CO, 43 Scott Street, Toronto



**The
Eyes of
Canada's
Best People**

Have been watching the effect of every-
day wear and tear on the

Maple Leaf Brand

All-Wool Ingrain

Carpets

**TORONTO
CARPET
MANUFACTURING
COMPANY,
TORONTO, CANADA.**

And the **Alexandria and
Imperatrix Axminster**
In Mats, Rugs, Squares, Bédies, Borders and Stairs,

Ask **For Them.** And after years of using **SAY** that they are equal to the best in the world.

When two articles look alike, the better is proved by use.



The best value of a trade mark is its guarantee of honesty.



The "Maple Leaf," "Dominion" and "Beaver" Wool Carpets require no praising to a judge of carpets.

The above cut will be SENT FREE to any of our customers.

THE . . .
GAULT BROS. CO.
LIMITED

— **MONTREAL**

Specially invite their many customers to visit them during the months of **July** and **August** to inspect their magnificent stock of

Fall Goods

and make their purchases.

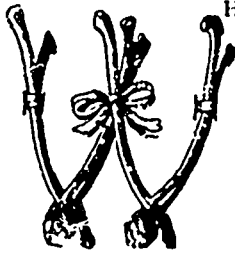
All leading lines will be shown and various lines at

— **JOB PRICES.**

A HEARTY WELCOME TO ALL

THE TARIFF DEBATE ON DRY GOODS.

THE COTTON AND SHIRT DUTIES—THE MINISTER CONFESSES THAT THE RESULT IS UNSATISFACTORY—MR. FOSTER ON THE SHIRT INDUSTRY—OTHER FEATURES OF THE TARIFF.



When the tariff was finally discussed in Parliament last month the reports of the debates given in the daily press were very meagre. THE REVIEW, accordingly, presents its own report of the important items affecting dry goods. Our readers should preserve this report for future reference.

The Finance Minister, Mr. Fielding, in dealing with the clause of 15 per cent. on shirt, etc., materials cut in bond, said: "I may say that this item has given us much consideration and difficulty. I am sorry to say that we have not been able to reach a solution which we can regard as satisfactory to all concerned. The item, which I intend for the present to ask to be struck out, was a change introduced as a special concession, with the view of assisting the shirt manufacturers. We are led to believe that it is likely to create confusion and difficulty, and we have concluded not to ask the House to concur in that item. I am sorry we have not been able to reach some arrangement which would be satisfactory at once to the cotton makers and to the shirt makers, and we had hoped that they would have been able to come to some understanding which would have assisted us in the matter. Unfortunately, their views are in conflict, and, for the present, whatever we may do ultimately, when we reach item 355a in the tariff we shall ask the House to strike it out."

Mr. Foster pointed out that this destroyed the proportion which should exist between the duties on cotton and on collars, cuffs and shirts.

Mr. Fielding continued: "I am afraid I shall have to admit that in putting in that item 355a we attempted to do something for the shirt manufacturers which, on reflection, we see we cannot do successfully, and probably I may say that we should not have done. We have adopted the 35 per cent. rate in regard to these manufactures as a maximum rate which we desire to apply, and if we could give the cotton manufacturer and the shirt manufacturer each a part of that 35 per cent. we should be very pleased to do so, and that is what we tried to do. My hon. friend (Mr. Foster) asks: What protection do you give the shirtmaker in that case? As respects the colored cotton, we give him none, except the protection which always exists on the labor. * * * I do not see any way at this moment unless we are prepared to increase the duty on shirts, to go above 35 per cent., and we shrink from doing that. The other side of the question is that we may reduce the cotton duties. We are led to believe that if we do that there would be a larger disturbance than there would be any compensation for in the concession to the shirt people. Still, I am not quite satisfied with the result myself. I confess that I think we are making a choice of evils and doing less harm by striking that item out than by adopting it."

A PLEA FOR THE INDUSTRY.

Mr. Foster said, by refusing an increase on shirts, etc., over 35 per cent. the Government would be adopting a pedantic rule which no business man ever did, and no business Government would, ever attempt to do. The new tariff ranged all the way from nothing up to more than 25 per cent. There was no fixed rule. As to the protection on the labor, Mr. Foster went on: "The protection of 30 per cent. on the labor that is put upon a great many of these articles is no protection at all so far as the Canadian manufacturer goes because he has to compete with labor 50 or 60 per cent. cheaper than Canadian labor, and so my hon. friend's

fancy protection of 35 per cent. on the labor put upon shirts, collars and cuffs vanishes into thin air. But he says he has to do this in order to help the cotton industry. I am very glad that he did not sacrifice the cotton industry. It would have struck a worse blow at the cotton industry, but it would have struck a worse blow at the industries behind the cotton industry. He has felt the force of the business and financial pressure and given way to it, and I am glad that he did give way; he has given way and restored the duties on cottons. But what is the reason that he is going to throw eight or ten thousand people in Canada out of employment, as this most inevitably will. They have capital, banks and large aggregate influences behind them, but dependent upon these industries there are eight thousand people in Ontario and Quebec, 90 per cent. of whom are women in the families and homes of this country, who are making a living for themselves and their families out of this industry, which, if you keep the duties as you propose to make them, will be transferred to the Continent and Great Britain, and in part to the United States of America. I ask my hon. friend (Mr. Fielding) whether his pedantic rule ought to stand in the way and whether for the sake of not giving more than 35 per cent. on articles like collars and cuffs, he is going to take the responsibility of taking the bread and butter from 8,000 people, 90 per cent. of whom are women in the homes of our families in Ontario and Quebec. What purpose would be served by transferring the collar, cuff and shirt industry to foreign labor? When you have rooted out all your manufacturers you will have the same prices paid for these articles in this country that you had before. I ask my hon. friend (Mr. Fielding) whether he does not think that it is most unfair to sacrifice the interests I have mentioned with the large amount of labor involved in it. Though he had to give way in the matter of the cotton duties is it fair to sacrifice an equally great and in some respects a greater industry? In the matter of distributing employment I do not think that the cotton industry is so much greater than this industry. In the total amount of wages paid the cotton industry is greater, but in the distribution of what goes to make up the area between poverty and comfort in thousands of homes this industry is, perhaps, under the economical conditions of our people in Ontario and Quebec, more important than the cotton mill."

Mr. Foster concluded by saying that the work would be transferred to Troy. He urged an extra duty on the made articles.

THE MINISTER'S CONCLUSION.

Mr. Fielding: "My hon. friend's proposal is that the duty be increased on shirts to 50 per cent. I very much regret to say that this does not strike me favorably. I do not think that as a result of this duty, the industry will be seriously affected. That argument is always used when you disturb any duty and I am not surprised that the hon. gentleman (Mr. Foster) uses it now. My information is that while undoubtedly the industry will not have as good a time as it had before there will be fair conditions enabling it to be carried on. I think the tariff as brought down will place the shirt makers in a less favorable position than they were in before, but it will not be disastrous to that industry, as my hon. friend suggests. We will still make shirts in Canada, and these people will go on earning their living, although the profits will not be so great as in the past. I wish I could see my way clear to meet the hon. gentleman's suggestion, but it seems to me that it would be leading to a higher rate of duty, which would not find favor in the House."

THE DUTY ON YARNS.

On the item making the duty on woolen and worsted yarn 30 per cent. and when imported by woolen manufacturers 20 per cent.



HAUTES NOUVEAUTÉS

... IN ...

DRESS and MANTLE TRIMMINGS

Sets, Boleros, Ornaments, Gimps and Braids A large range in best designs and at prices hard to beat—all our own manufacture.

Moulton & Co. 12 St. Peter Street Montreal

Mfrs. also of the best Barrel Buttons, Cords, etc., in the market.

A. A. ALLAN & CO. Wholesale Manufacturers, Bay Street, **Toronto**

LADIES' and GENTS'

FINE FURS

Our line of popular-priced fine and medium FUR NOVELTIES

is ready for the inspection of the trade.

We have the **RIGHT GOODS** at **RIGHT PRICES**.

No **FUR BUYER** can overlook **US** and do justice to his department.

Special attention directed to

HIGH-CLASS FUR NECKWEAR

in Ruffs, straight or shaped with clusters of tails; Caperines, plain or trimmed.

Combination Capes and Fur Cravats.

FUR JACKETS in Alaska Seal, Persian Lamb, Gray Lamb, Mink, Electric Seal, Astrachan, Raccoon, natural and silvered.

FUR COATS in Persian Lamb, Bocharin, Raccoon, Beaver, Astrachan, India Buffalo, Swamp Wallaby, Wambat, Alsatian Dog.

Every requisite for manufacturers in Dressed Skins of all classes at closest possible prices.

ROBES—Musk Ox, Wolf, Be, India Buffalo, Goat.

The present year will be known as a year of Novel Furs and Imitations. Our styles will embrace all the novelties. Consult your interests by an inspection of our lines. Our Fall Catalogue of styles will be issued in August.

Close buyers desiring saleable lines that are **PROFIT WINNERS**, can always find them with us. Have we done business with **YOU**? If not, can you afford to overlook **US**?



Sept 21 1897

Mr. Rosamond, of Almonte, said: "Could the honorable gentleman make the duty on yarns 35 per cent. ad valorem? There will be a great injury done this industry if the tariff is made as low as 30 per cent. There is a large number of people employed in making these yarns, and I am almost certain their wages will be reduced unless the tariff is raised. With the 25 per cent. preferential reduction, the duty will afford no protection whatever."

Mr. Heyd, of Brantford (Liberal), said that the Government, by the new duties, were seriously interfering with the manufacture of knitted goods, the products into which yarns ultimately go. To meet the sacrifices to which the manufacturers of woolen goods had submitted, the Government had felt bound to make certain concessions. One of these was admitting worsted tops in free, so as to allow our weavers a chance to vary the classes of goods which they had been making in the past. This seriously injured the spinning industry. He suggested that the duty, instead of 20 per cent., should be 25 or 22½ per cent.

On the item of 35 per cent. on ready-made clothing, etc., Mr. Rosamond said: "Does not the hon. Minister think it would be well to add a little to that duty? The manufacturers of ready-made clothing have always been accustomed to have a little extra protection, and, under this, it is taken away from them altogether. It would be advisable to add to this somewhat in fairness to the manufacturers of ready-made clothing, who are very large employers of labor."

Mr. Fielding: "This is very much the same question as the shirt question, which was discussed a little while ago. I must say that I see some difficulty in meeting the views of the hon. gentleman (Mr. Rosamond). I am afraid we cannot increase that rate."

Mr. Quinn, Montreal: "Would it not be well to carry out here the system adopted in some other cases and put on a specific duty in favor of the manufacturer of clothing besides retaining the

35 per cent. ad valorem? I think the hon. Minister must realize that with the high rate of duty imposed on the cloth which goes into the manufacture of clothing, it would be absolutely impossible for our wholesale clothiers to go on and continue their business."

NEW BRAID ORNAMENTS.

Messrs. Moulton & Co. are displaying a number of novelties in braid and braid ornaments. Their "Diamond Jubilee" design in black and purple met with such success that they are following it up with other new features. Their stock includes all styles of boleros, loop designs for the back and front of the dress, and military sets. These goods are in various qualities of silk, worsted and mohair. Their tubular braid, with interwoven colored silk cord, is something entirely new, being the first lot of these goods ever made in Canada. Another of their specialties is Eton jacket sets of braid trimmings. These are made to button double or single-breasted, and can be made to suit any style. The accompanying cut will give the reader an idea of the manner in which these new braid ornaments are arranged on the dress.



ONE EFFECT OF THE NEW DUTY.

Messrs. Glover & Brais report largely increased sales of English collars. The reduced duty on these goods has made them a dangerous competitor of the home-made article.

"Quickcure" cures cuts of all kinds, or lacerated wounds: applied early, it prevents blood poisoning.

3 Reasons Why...

You should have the

LIP AND TUBE BIAS DRESS BINDINGS

(Patented 1897)

In your Stock:

THEY WILL OUTWEAR ANY SKIRT.
They will not fade, fray or become ragged.
They are waterproof.

The kind of Dress Bindings which women have been looking for, but have never found until now.

FOR SALE BY THE LEADING WHOLESALE HOUSES OF CANADA, UNITED STATES AND EUROPE.



Made in 3 Widths and 5 Shades.



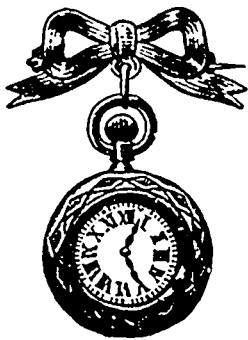
A few lines
of our

Toy Department

which contains without doubt the most complete and best
assorted stock shown in Canada.

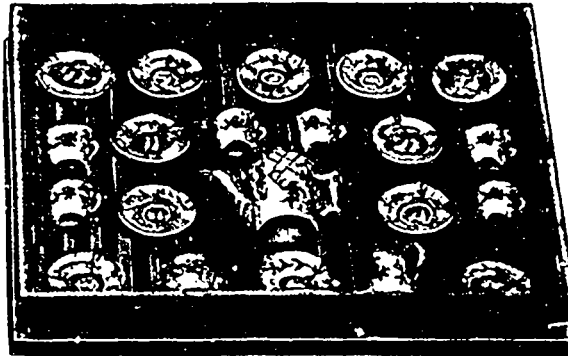
Being able to handle large quantities and through our Branch House in
Germany we deal direct with all small makers and can show you
IMMENSE VALUES!!

RETURNED *9 cuts*
Aug 31 / 1897



RETURNED

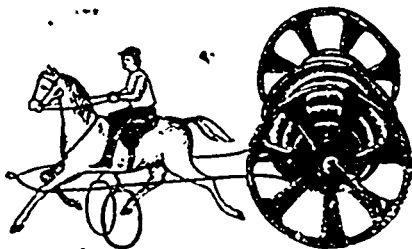
Girl's Watch. No. 137-14.
25 cts. per dozen,
each on a card.



No. 119/102. Size, 12 in. x 9 in. \$2.25 per doz.
Other lines from 40 cts. to \$18.00 per doz.

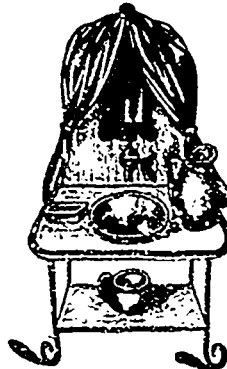


Our 131 line.
\$1.50 to \$12.00 per doz.
Biggest in the market.



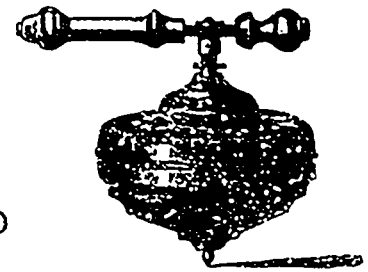
Chime With Horse.
No. 1437. \$1.00 per doz.

Net

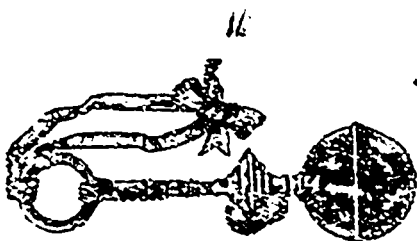


Doll's Washstand.
No. 4617. 90 cts. per doz.

Prices



Patent Winding Music Top.
No. 4342. A good 25 ct. article.



Nickel Battle horn handle.
No. 1437. \$1.25 per doz.



Biso China Babies,
in all sizes.



Brass Cornet
No. 1385. \$1.60 per doz.

Every Toy Buyer should see our Samples.

NERLICH & CO. = Toronto

MISS CANADA APPROVES.

On another page will be found the advertisement of Clapperton's spool cotton. The ad. represents Miss Canada cheering on the bantam "Clapperton" in his attacks upon the gamecock "Competition." Mr. Wright, manager of the Clappertons' Montreal agency, says the idea was suggested to him by the marked preference shown by the Canadian people for the old standard brand of "Clapperton," notwithstanding price-cutting and keen competition from the manufacturers of inferior brands.

JUBILEE TABLE OIL-CLOTH.

The accompanying illustration shows the design of a special Jubilee table oil-cloth brought out by the Dominion Oil-Cloth Co.

In the centre is a portrait of Her Majesty, with the word "Victoria" and the dates 1837-1897 above it. A wreath of roses and a scroll containing the Dominion arms form a border for the Queen's picture. Below this is a view of Balmoral Castle, the Queen's Highland residence.

Of all the pretty and novel Jubilee specialties that were on the market this is, perhaps, the most unique as well as the prettiest. The oil-cloth is an exceptionally good quality, and is in fine colors, viz., yellow, red, cream, pink and drab.

CREDITS.

Where shall we draw the line on credits, is no more troublesome than to decide when to draw the line. After a decision has been made to limit credits to thirty days, that does not pass on the question of those who shall be limited. The fact is, there is no point of full safety this side of the cash line. On the whole, country dealers find the question of credit less troublesome, perhaps, than do city dealers. In the country the personality of about every resident within many miles is known. His ability to pay is on record. He is either "good" or "doubtful" or "poor," in the sense of credit liability. In the city we never know our next-door neighbor, maybe, and the only way we can judge of credit ability is by experiment, and that is costly many times. Then dealers are often fooled in the character of customers. They find before them a business-appearing gentleman who has just come to the neighborhood. Surely a man so well dressed would not neglect the payment of a grocery bill. And the credit is given. It may be added that the purchaser neglects to make the payment, and finally the dealer loses a fair sized bill that has accumulated in the mean-

time. This is a common experience. We have in mind a man who makes a fine public appearance, and who is on the dead-beat list among retailers. He makes a large contribution to the church subscription list, which he pays, but he has to make the payment at the expense of the grocer. This matter comes up in many ways, and wise is the dealer who can have a ready answer for all the circumstances.—Commercial Enquirer.

LACES FOR THE COMING SEASON.

Messrs. Kyle, Cheesbrough & Co. claim to be the largest importers of lace in Canada; in fact, they are almost the only firm here making this a special feature. Mr. Kyle, who is probably one of the best authorities on lace on the continent, has just returned from a three-months' trip to the Old Country markets, and while there he devoted a good deal of time to the selection of these goods. The stock is so large and varied that lack of space prevents our giving more than a brief mention of the most important lines.

In valenciennes lace this house has a fine assortment of different kinds and qualities, including "Point-de-Paris" in black, white and butter, and "Italian" in similar colors. Mr. Kyle has secured a quantity of an entirely new lace, known as "Dentelle Regime." This is its first appearance on the Canadian market, and it will no doubt be a quick-selling novelty.

The stock of silk laces includes many colors and styles. The special features of this stock are Chantilly and Spanish laces. These are exceptionally high-class goods, and contain some of the best qualities ever imported. Plauen and Saxony laces form a department in themselves. They include many pretty patterns, and are in cream, white, butter and natural.

The assortment of cotton laces of all sorts is very large, containing crochet edging for under-wear trimming, imitation torchon and millinery cotton laces in many widths and colors. Various patterns of real torchon are one of the lines that go to make this very complete stock.

Messrs. Kyle, Cheesbrough & Co.'s travelers will shortly be on the road with samples of these goods for 1898, and the trade are invited to delay purchasing until they have had an opportunity of examining them.

Mrs. E. B. Garneau, wife of ex-President, Quebec Board of Trade, writes: "'Quickcure' has always given instant relief to my children."



E. BOISSEAU & CO.

18 Front Street East,

TORONTO

Manufacturers Wholesale ...

Men's, Youths', Boys'
and Children's

CLOTHING

See our special value in Men's fine all-wool Indigo dye Beaver Overcoats, in three shades, light blue, dark navy blue and black, beautifully trimmed, up-to-date in every particular

TO RETAIL AT ...

\$10.00

and

12.00

SEND FOR SAMPLES.

MEN'S FURNISHINGS.

THE Gault Bros. Co. are showing a full range of colored shirts in all the latest styles, including shirts with soft fronts to be worn with white collars. These goods are made from the best imported shirting, and are to be retailed from \$1 to \$1.25. The range of sizes in these goods is complete.

James Johnston & Co. have secured another special lot of gents' silk knot ties and bows at much below manufacturers' prices. These comprise the newest styles in each kind and are marvelous value. Write for sample boxes.



Mathews, Towers & Co report large sales of their "Winchester" puff. This popular tie is made in all qualities and prices and can be retailed from 25c. to \$1.

Mathews, Towers & Co. have a wide range of "Eton" and bow ties in all shades and prices.

Mathews, Towers & Co. A new white pique fronted shirt for evening wear is one of Mathews, Towers & Co.'s specialties.

Gault Bros. Co. say, "We are selling large quantities of collars. Our English collars, the 'Monaco' and the 'Improved Ascot' in 2, 2½, 2¾ and 3 inches, to sell at 20c., are making a big hit. The 'Kenmare' and 'Doncaster' in same sizes to sell at 25c. are good lines. Our roll collars, the 'Oxford' and the 'Moncton' to sell at 25c. are going fast this fine weather." Correctness of design and coloring are points that are vital to the success of a neckwear department. Special attention to the above points is paid by the Gault Bros. Co.

The Gault Bros. Co. report large sales of American neckwear. They are showing all the latest shapes, including bows, puffs and four-in-hands. They are also showing a full range of bows to sell at 25c.

S. Greenfields, Son & Co. say there is little change in style of men's neckwear. They have many new effects in colorings, etc., for the early fall trade. Their line of shirts and drawers is complete, from the lowest in price to the best grades.

Wyld, Grasett & Darling report that besides the usual summer demand for neckwear in fancy patterns and plain white, a German hopsack tie is being much called for. These are made up in lombards, derbies and bows, and are shown in self colors and cotton and silk checks. They have several new designs in English goods; Dresden and Paisley effects are much worn.

Summer clothing, including regatta, madras, cashmere and sateen negligé shirts, one and two piece bathing suits, sweaters, bicycle and golf hose, are special features with Wyld, Grasett & Darling.

WRIGHT'S HEALTH UNDERWEAR.

The makers of Wright's Health Underwear, the announcement of which appears on another page of this issue, lay stress on the sanitary qualities of the goods. These garments absorb the perspiration as rapidly as emitted through the pores of the skin, and carry it to the surface of the fabric, where it is evaporated, thereby preventing the body from being suddenly chilled by atmospheric changes, and guarding the wearer against colds, la grippe, pneu-

monia, rheumatism, etc. The finest material is used in their manufacture, and for warmth, comfort and durability are unsurpassed. The fleecing is woven in the fabric, and is guaranteed not to wear off until the garment is thoroughly worn out.

DRESS GOODS.

KYLE, CHEESBROUGH & CO. have received their new stock of dress goods. This is certainly one of the finest assortments we have seen for some time. The goods are in both medium and better qualities, and have been very carefully selected. To go with these goods are some very pretty effects in imitation fur and swansdown trimmings in bright colors.

The Gault Bros. Co. have a full assortment of black brocaded silks. These goods are of the best quality, and there is a big demand for them.

The Gault Bros. Co. are showing a special line of 48-inch brocaded lustre, known as the "Princess of Wales." This is a very fine quality, and is having a big run.

P. Garneau, Fils & Cie., Quebec, are selling black wool crepons, fancy shot curls, wool cheviot serges and fancy knickers; wool muscovite in best shades; special values of black cashmères always in stock. A special line of colored cashmere is shown at 20c.; all shades to sell.

Wyld, Grasett & Darling claim that they have an extraordinary value in a new line of double-faced wrapperettes in tweed effects. They are in red and black and black and white checks, are fast colored, and are stylish. The leading features for fall are in fancy knicker styles, curls, silk and wool mixtures and tweed effects. In black dress goods the most popular are the matalasse effects, silk and wool dresdens, percolas, satinettes and crepons. In plain goods French twills, fine cashmere twill and pearl twill serges are fast sellers, while black and colored velours promise to have a large sale.

John Macdonald & Co. believe that they face the fall trade with the most complete stock of the latest novelties they have yet shown. Among these, as entitled to first place, are boucle effects in heavy wools, green and black, red and black, etc.; covert coatings in plain goods come next, wool satin cloths, whip cords, epingalines, etc.; several good ranges in plaids, from the lower grades to silk mixtures; a specially good line in low-priced Bradford stuff to retail at 25c., 35c. and 50c. Tinsel mixtures are still selling, and this season they are shown in lower-priced materials. A special line of black coating serge at popular prices is noted.

BRIEF NOTES OF THE TRADE.

John Macdonald & Co. have a special line of 24-inch black satin.

P. Garneau, Fils & Cie., Quebec, have special value in a cream damask tabling at 30c.

John Macdonald & Co. note three special numbers in black peau de soies to retail at 75c., \$1 and \$1.25.

P. Garneau, Fils & Cie., Quebec, have the newest shades in chamois cloth for mantles and capes.

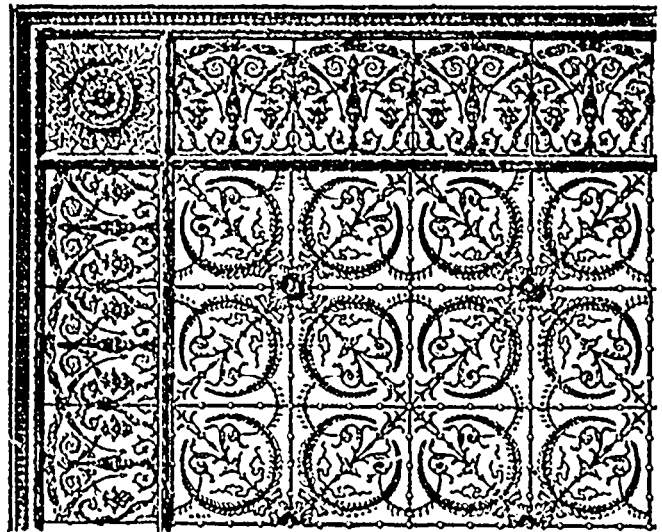
In ribbons, John Macdonald & Co. note 16-inch and 22-inch satin reversible as selling well. They have a full range of colors and prices and in black various widths.

P. Garneau, Fils & Cie., Quebec, have a clearing lot of black and white, blue and white and blue and red costume serges.

John Macdonald & Co. are having large sales in fancy silks for blouses, especially taffetas and shot armures. The richly figured damas silks, in colors, are striking. In black brocaded satins there are special lines to retail at \$1.25.

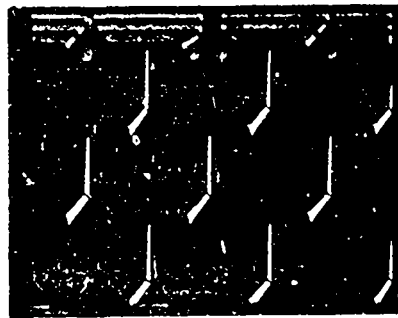
METALLIC CEILINGS

These ceilings are made from mild annealed Metallic Plates in a great variety of designs, suitable for every description of buildings, including Hospitals, Churches, Schools, Convents, Opera Houses, Asylums, Offices, Stores, Residences, etc. The many advantages of their use as a modern substitute for wood and plaster lies in the fact that they are light in weight, will not crack or drop off, consequently no danger of falling plaster, are unquestionably durable, have air-tight joints, are easily applied, are practically fire-proof, are highly artistic, do not harbor vermin or the germs of disease, and possess splendid acoustic properties, in addition to many other points of excellence over any other form of interior decoration.



Shows the corner joint and with one

"EASTLAKE" PATENT SHINGLES



RETURNED
By 10/1897
J. W. [Signature]

These Shingles are made from galvanized or painted steel of the finest quality only, and have been on the market for over 12 years. Never fail to give satisfaction.

...Write for Price List and Catalogues...

Metallic Roofing Co. Limited

Sole
Manufacturers.

1193 KING ST. WEST, TORONTO

FOR HANGING UP.

HERE is a copy of a very neat and attractive framed picture for hanging in the glove department. It is lithographed in imitation of a water-color painting, and is a very good piece of work. It is published by Fownes Bros. & Co., London, who have sent a few



to Gault Bros. & Co., Montreal, for distribution without charge—as far as they will go—to readers of THE DRY GOODS REVIEW who desire them. They are quite worth having, for they draw the attention of customers while waiting to be served.

LATEST PATTERNS IN FLOOR OILS.

The Dominion Oil-Cloth Co. have issued their new samples of table and floor oil-cloths. The designs are new and include a number of pleasing effects. Amongst these, a bunch of grapes and a cluster of wild roses are two of the best. Other patterns of marbles, fancy woods and bronzes are pretty and taking. This company's output is constantly increasing and for this reason they are offering the season's goods at somewhat reduced prices. Mr. Bailey, manager of the company, reports a steady increase in sales and a good outlook for the fall.

NEW WALL PAPERS.

As we go to press it is announced that the firm of Colin McArthur & Co.'s line of new wall paper samples is now completed and in the hands of their representatives. The trade may feel assured the full showing of this line of samples, with the new features which are embraced therein, will perpetuate the reputation of the firm for fine goods and perfect work.

The samples shown our representative are works of art in design, the variety being the most extensive ever produced in Canada. We are informed every care has been given to the true coloring of the various styles of the patterns and we may say the effects produced are superb, and will establish the fact to the wall paper trade that no better line of samples will be submitted to them during the season now opening.

We are informed a large American manufacturer, calling upon the firm and being invited to see what Colin McArthur & Co. were

doing, expressed his opinion in a very characteristic American manner: "It's a bang up line; there is not a poor style in the whole set."

ROOSTER BRAND.

Mr. Wilkins has some very nifty lines of goods for the outing season in negligee shirts. The most striking are tan damask, navy jacquard and fancy silk stripes, in exclusive designs; also white duck pants, 3-in. hem at bottom, the "proper caper."

Overalls—Besides the usual lines of plain and double-bibbed overalls, Robert C. Wilkins makes some specialties, such as combination suits, overall and jacket in one piece, for engineers, millers, etc.; water-proof overalls and jackets for people fishing, hunting and anyone exposed to inclement weather; also boys' overalls with bibs for the little chaps, just the thing for the seaside to protect the stockings and pants.

Robert C. Wilkins informs THE REVIEW that his sales for the half year ending June 30 have been far in excess of any season since he has been in business. This would indicate that the trade appreciate well-made and up-to-date goods.

PUSHING TRADE IN AFRICA.

Mr. Konig, of the firm of Konig & Stuffman, agents for the celebrated "P. D." corsets, left about two weeks ago for Cape Colony, South Africa. The object of his journey is to establish branches of their business at Capetown, Johannesburg and Pietermaritzburg. Besides their Montreal warehouses this firm have branches at Brussels, Belgium, and Wellington, New Zealand.

FALL STYLES.

Editor DRY GOODS REVIEW:

DEAR SIR,—Replying to your enquiry as to what are the newest and likely to be the most fashionable makes of dress goods for the coming season, we would say. Moire antique repps, duck neck cords, silk scroll, vari-colored coverts, kerta wrapperetts, kerta checks, drap moscovienne and two-tone pierolas. These comprise goods for morning, afternoon and evening wear. There will be an endless variety as usual of low-priced goods, but we speak now of high-class fashionable dress goods, and believe that the lines mentioned will comprise those most sought after.

Yours truly,

BROPHY, CAINS & Co.

23 St. Helen street, Montreal.

THE MCMASTER ESTATE.

The trustee of the insolvent estate of McMaster & Co. has issued a report reviewing the steps taken to wind up the estate to the best advantage. In January the sale by auction of the stock to Cousineau enabled a first dividend of 60 per cent. to be declared. Nothing was realized on the warehouse, the mortgagees ranking on the estate for \$5,500. The amount of paper in the Montreal and Merchants Banks at date of assignment was \$298,070. Of this sum over \$220,000 has been collected. In order to close up the estate the sale of the rest of the assets to James McCreery, of New York, is recommended. The large creditors all approve this. Mr. McMaster has cordially co-operated with the trustees in the liquidation.

MR. ALLAN IN LONDON.

Mr. A. A. Allan, of Toronto, was in London during the Jubilee, and was one of the Canadians invited to view the procession from the colonial stand erected on the line of route. On June 29 Mr. Allan had the privilege of attending the dinner to the Colonial Premiers at the Hotel Cecil.

WHAT IS BEST TO-DAY

May be a Back Number To-Morrow.

The success of our business lies in placing before you---
new goods---new ideas---to meet new requirements---at
popular prices.

Cravats

The sale of our new shapes for this season is already so large as to justify us in the belief that they are, at least, second to none.

Puff Ties, to sell from 25c. to \$1.00
Graduated Derby, " 25c. to 1.00
Henley Knots, " 25c. to 1.00
Bow Ties, " 25c. to .50c.

Half-Hose

Plain Black Cashmere, to sell at 25c.,
40c., 50c., 75c., and \$1.00.
Lockstitch No. 3810, ribbed, to sell 50c.
Lockstitch No. 3813, ribbed leg, plain
foot, to sell at 50c.
Black and Tan Cottons, all prices.
Heavy Wools, all prices.

Underwear

This department is a growing one with us, and embraces all the popular makes, in plain Natural Wools, Arctics and Fancy Stripes. We are showing a wide range, all prices.

White Shirts

Our Own Make, at all prices. No. 13, to sell at \$1.00, is noted as one of the best in the trade.

German Shirts

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

The LATEST FAD.

English Collars

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

English Cuffs

The Portland.
The Rival.
The Premier.
The Rideau.—To retail at 25c.

Braces

Our English hand-made goods are justly the most celebrated in the Canadian furnishing trade. All prices from \$4.00 to \$18.00 per dozen.

Umbrellas, Rubber Coats, Gloves,
Silk and Linen Hdkfs., Mufflers, etc.

MATTHEWS, TOWERS & CO.

73 St. Peter Street

MONTREAL

GLIMPSES OF THE MARKETS.

WR. BROCK & CO. are showing the latest novelties in popular-priced dress trimmings; British, German and American goods in braid, tinsel and jet effects; also some tubular and President braid sets, in many varieties and various parts.

John Macdonald & Co. report an extra special value in cashmere hose to retail at 25, 35 and 50c., in ladies', misses' and children's sizes.

P. Garneau, Fils & Cie., of Quebec, are showing tip-top values in loom damask tablings at 20, 25, 30, 35, 37½ and 40c.

S. Greenshields, Son & Co. report great sales of ladies' and misses' ringwood gloves for fall. Special lines at \$2.25, in black and assorted colors, also special line at \$1.80, fancy colors, are mentioned.

The line of boys' and girls' lined kid mitts, called PSNAP, to retail at 25c. per pair, can be received from W. R. Brock & Co.'s glove department, which is also showing an immense range of cashmere and fancy ringwood gloves, in all sizes, kinds and prices. B 33 ladies' cashmere glove, to retail at 25c., is a leader.

S. Greenshields, Son & Co. report new designs and colorings in tapestry curtains and coverings, chenille covers (4-4, 5-4, 8-4, 8-10, 8-12 sizes), chenille curtains in all shades; cretonnes and art muslins; stock now complete of latest designs and colors; wilton and axminster carpets, wool and unions; new range.

Baker & Brown, sole Canadian agents for Stewart's dress protector, report large and increasing sales of this article. It is without doubt one of the best articles of its kind on the market. A special feature claimed for it is that a dress bound with it needs to be bound once only, for the protector will outwear any skirt. Baker & Brown carry a complete stock of the different shades of this

article, and they will be pleased to show samples and quote prices. It may be obtained from all the leading wholesale and retail dry goods stores everywhere.

Jet trimmings for house wear in plain and dull effects, narrow widths, are enquired for. S. Greenshields, Son & Co. show many tasty and effective lines; also colored bead and silk gimps, in Thibet and grebe trimmings, swansdown trimmings, etc.

Hensal, Colliday Co., of Philadelphia, are showing a magnificent range of dress trimmings. They are represented in Canada by Baker & Brown, 260 St. James street, Montreal.

Baker & Brown have a big stock of Swiss curtains, embroidered handkerchiefs and bed spreads, also a quantity of Swiss spot muslins, bed spreads and pillow shams. These goods are specially good value, and samples may be had by dropping a card to this firm.

"DOWAGER" AND "BIJOU."

Many buyers when placing their orders for underwear forget that there are stout people in the world, and always will be. W. R. Brock & Co. can supply all sizes to fit the new-born babe and the stoutest individual. The above two names are to represent two qualities of ladies' vests, noted for their extra large size and good value.

BIOYOLE SKIRTS.

Caldecott, Burton & Spence have had a great sale for tailor-made skirts. They manufacture these goods in large quantities, and being stylishly made, good fitting and remarkable value, they find rapid sale, being so well fitted for ladies' use who are bicycle riders as well as for ordinary dress purposes.

No matter how advanced or novelty-seeking you may be, an examination of our

FALL AND WINTER

JACKETS
and
CAPES

for ladies will repay you. Up-to-date in fit, style, and finish. Prices as interesting as the goods.

No. 101—A very handsome cape of best quality Durus, very full sweep, 27 in. long, trimmed with straps, buttons, and pearl clasp. A great seller. Price, \$4 75.

No. 106.—An extremely nobby ladies' jacket of best quality Durus, 28 in. long, trimmed as illustrated with a narrow fancy braid and small oblong pearl buttons. One of the newest collars. A jacket that will give tone to your stock. Price, \$6 75.

JOHN NORTHWAY & SON, Cloak Makers,

64 Bay Street, Toronto



Thibaudéau Bros. & Co.

Importers of

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

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

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
... TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

THE JUBILEE



Is past and gone, but those who buy from us are Jubilant the year round.

THE SECRET of success is to have the right goods, at the right time, and at the right price.

Our travellers are now showing well selected and carefully bought lines suitable for the fall season.

Our aim in soliciting trial orders is to increase the number of our regular customers.

We want business friends who write us as follows: "Your goods opened out to advantage. Please duplicate ranges 'A' and 'B'. Will order more next time your traveller calls."

It is our Wish and our Interest to please you.

P. GARNEAU, SONS & Co.

Wholesale Importers of Foreign Dry Goods and Dealers in Canadian Staples.

Quebec

A VISITOR FROM CHILLIWAOK.

MR. J. H. ASHWELL, of the firm of Ashwell & Sons, general merchants, Chilliwack, B.C., and one of THE REVIEW's western readers, spent the latter part of last week in Toronto. Mr. Ashwell is a British Columbian born and bred. This is his first trip to Eastern Canada, and he proposes to make good use of it. Like a sensible man he is well covering the ground. On his way down he has taken in the Kootenay country, Winnipeg, Edmonton and other intervening points of interest. It took him about a month to do this. From Toronto he went to Montreal, and from there he goes to Quebec, St. John, Halifax, Prince Edward Island, Boston, New York. He will come back into Canada again via Niagara Falls.

"The trade outlook in our part of the country," he said in conversation, "is splendid. There is now no chance of a flood, and the outlook is good for a splendid crop of everything."

"Fruits as well as cereals?"

"Yes. We shall have fruit to ship, and one of my objects in stopping over at Winnipeg was to make arrangements for shipping fruit, principally plums, there."

Speaking of the character of the farming in the vicinity of Chilliwack he said it was largely mixed, while that part of the country itself was one of the best in the Dominion, and extended about twenty two miles with a breadth of about six miles. "I have seen nothing to beat it down this way," he said, with some pride.

Speaking of the lumber trade Mr. Ashwell said the local mills were busily employed, and were engaged in shipping a good deal of stuff to the mining regions.

In the immediate vicinity of Chilliwack there are no mining operations going on. The nearest is at Harrison Lake, some 25 miles distant. "As these mines become developed," explained Mr. Ashwell, "business men in Chilliwack expect to derive a great deal of benefit from them."

Mr. Ashwell is a strong advocate of the building of a railroad through Crow's Nest Pass and on to the Coast. "It will be a good thing for our town," he declared, "for the railway must pass through it before it connects with the main line of the C.P.R."

Mr. Ashwell's father arrived in Toronto from England 32 years ago, and is now engaged in farming near Chilliwack. The business now known as Ashwell & Sons was started about 22 years ago.

NEW DRESS BINDING.

The "Lip" dress binding is being placed upon the Canadian market, and, judging by its success in the United States, it will have a large sale here. The makers claim that it is the best skirt binding that has ever yet been produced. It is both waterproof and dustproof and is made in three widths. Mr. Chas. Meek, formerly with the Canadian Fibre Chamois Co., has been appointed manager for Canada. In conversation he informed THE REVIEW that the sales of this article had been most encouraging. New machinery has been ordered, and as soon as that arrives the Canadian branch will be in a position to fill all orders.

LONSDALE, REID & CO.

The dry goods trade throughout Canada will learn with regret of the suspension of Messrs. Lonsdale, Reid & Co. This firm has been carrying on a general wholesale dry goods business in Montreal for the past eighteen years, and during that time they have made a name for themselves for honesty and upright dealing. The cause of the failure is said to have been bad times and bad debts. It is understood that the liabilities are in the neighborhood \$100,000, with nominal assets of \$120,000. An arrangement has been made with the Canadian creditors to accept sixty cents on the dollar, and

one of the firm is at present in England effecting a settlement with the English creditors. It is safe to say that with, perhaps, the exception of Messrs. McMaster & Co., no failure in recent years has awakened more sympathy from the business community generally.

FALL DRESS GOODS.

James Johnston & Co. desire the special attention of the trade to their range of plain and fancy dress goods for fall business. The production of every known source of manufacture has been carefully examined and the best lines combining style and value selected. These brought together compose a range that cannot be excelled.

They are showing two special lines of checked tweeds cleared from the maker at a low figure, and are making a special drive of these at 19 and 22½c. They have a full range of their well-known serge, No. 150, and a new special line of equal value, 44 in. at 30c.; also two lines of black figured mohairs, exceptional value, 19 and 55c.

DEMAND FOR GOOD GOODS.

Mr. J. H. Parkhill is just returned from an extensive trip throughout the province of Ontario, during which he called on all the members of the Dry Goods Syndicate and the leading houses in every town. Mr. Parkhill expressed himself as well satisfied. There is a good demand for high-class goods. Silk and satin down comforters are being freely ordered, while in the sateen eiderdowns also stocks are low and fall orders above the average.

FINE CLOTHING.

Chalcraft, Simpson & Co. make that high-class clothing which the retailer can sell with confidence. Their goods are stylish, correctly made, and priced right. Every garment shown by the firm this fall is new, and represents the best that can be made.

A BIG PURCHASE.

S. Greenshields, Son & Co. report having purchased from the Colored Cotton Mills Co. the bulk of their surplus stock, and are offering these goods to their customers at less than manufacturers' prices.

HALF ORIGINAL PRICE.

In addition to their extensive range of well-known "Sunbeam" brand of black and colored velveteens James Johnston & Co. have put in a line of shot velveteens in the latest combinations. This is a sure seller, being specially effective. A lot of "Trilby" velveteens are offered at 30c., half the original price.

A BARGAIN IN ART DRAPERIES.

W. R. Brock & Co. having cleared out a mill's stock of heavy art reps, called Purdah draperies, at a marked reduction over the regular price, are in a position to offer them to the trade at a concession of over 30 per cent. below the market value. These goods are all new designs and shades, the novelties of the season, and fast colors.

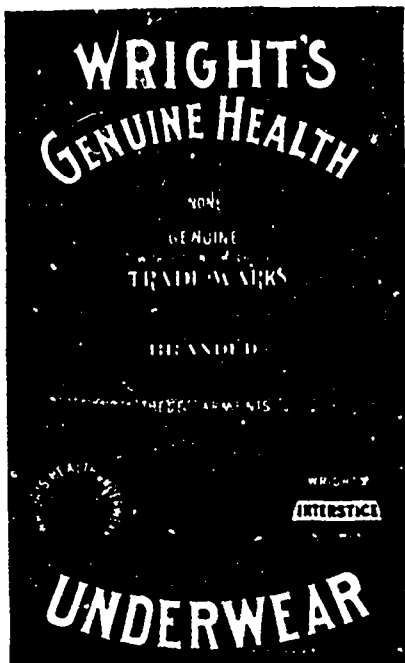
**MET HIS MATCH.**

No. 1 (trying to work off a joke). "Many fools live round here?"

No. 2 (who can't be caught). "Don't know. Are you feeling lonely?"

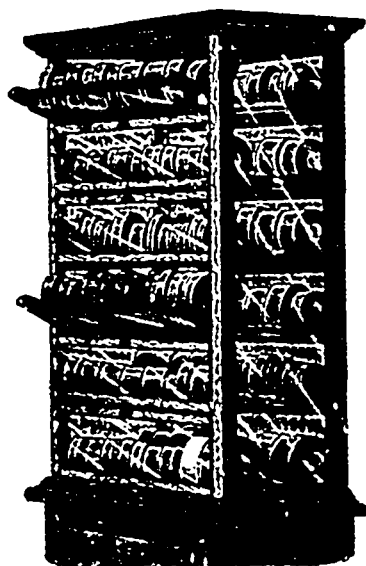
Quickcure removes all pain, and reduces all inflammation. Its effect is wonderful.

NOTICE: Every box containing Wright's Genuine Health Underwear has a facsimile of this label on the cover, and every garment is stamped with our trade mark.



Every garment guaranteed.

FOR SALE BY
Prime & Rankin,
Toronto.



PRACTICAL RIBBON CABINET

The Only PRACTICAL RIBBON CABINET Made.

Size to Suit the Trade. Oak Finish.

PRICE LIST.

No. 0, size 28 x 7 x 27, 50 Bolts,	- -	\$ 6.00
No. 1, size 28 x 15 x 27, 100 Bolts,	- -	10.00
No. 2, size 28 x 15 x 38, 150 Bolts,	- -	13.50
No. 3, size 28 x 20 x 38, 250 Bolts,	- -	18.50
No. 4, size 28 x 25 x 38, 375 Bolts,	- -	23.00
No. 5, size 28 x 31 x 38, 400 Bolts,	- -	26.00

The Practical Kid Glove Cabinet

Covers All Necessary Requirements.

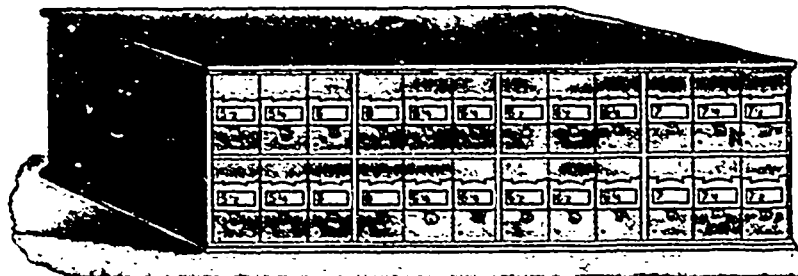
LADIES' CABINETS, CHERRY FINISH.

No. 0 Cabinet, containing 1/2 dozen holders,	Price, \$	4.00
No. 1 " " " 1 " " "	" "	7.00
No. 2 " " " 1 1/2 " " "	" "	9.50
No. 3 " " " 2 " " "	" "	12.00
No. 4 " " " 3 " " "	" "	17.00
No. 5 " " " 4 " " "	" "	23.00

The holders are made of cherry, highly finished and polished, each having a capacity of six pairs of gloves. They are perfectly dust proof. Arrangement for opening is unique. Simply press on bottom and it opens, as here shown. The cover of the holder forms a base, so that the gloves may remain exposed on the counter while the customer makes selection.

We manufacture practical and indispensable articles for the preservation and display of Dry Goods Merchandise.

No. 2 Cabinet Opens from Two Sides.

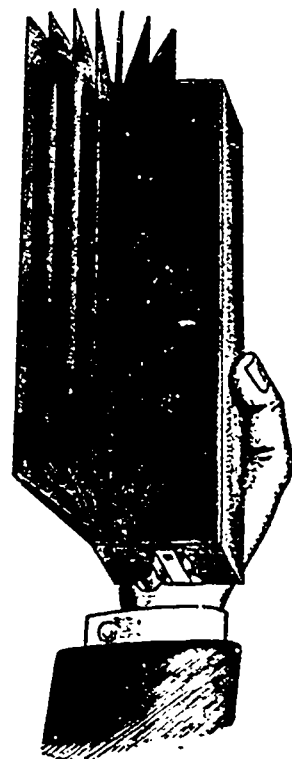


A. N. RUSSELL & SONS

Illion, N Y., U.S.A.

We sell through Jobbers Only.

For information, prices, lists or write:
Jas. Johnston & Co., Montreal
John M. Garland, Ottawa
John Macdonald & Co., Toronto
Knox, Morgan & Co., Hamilton



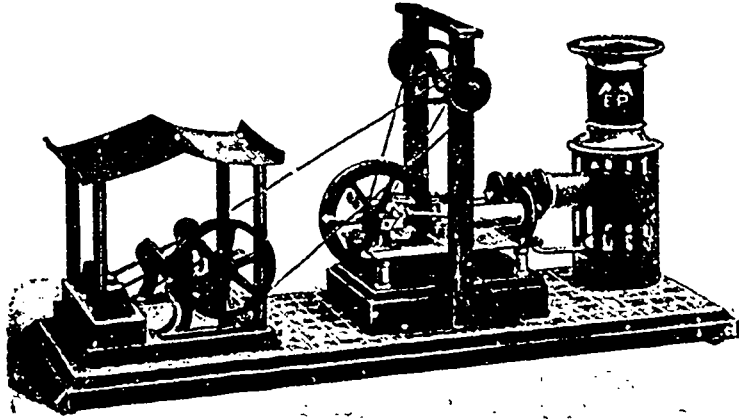
Holder Open. (Pat applied for.)

ONTARIO SHOPS ACT.

OUTLINE OF AN IMPORTANT NEW LAW NOW IN FORCE IN THE PROVINCE OF ONTARIO.

AT the last session of the Ontario Legislature an Act was passed relating to shops, and some of its provisions concern our readers.

The new law is intended to apply to establishments which are not under the Factories Act. It forbids the employment in shops of any children under 10 years old. The hours of employment of child, young girl or woman shall not be longer than from 7 a.m.



Nerlich & Co.—No 14-105 Hot Air Motor.

to 6 p.m., except on Saturday or the day before a statutory holiday, and then not later than 10 p.m. One hour shall be allowed for the noon-day meal and not less than 45 minutes for the evening meal. The period of the Christmas trade, December 14 to December 24, is not to be under this regulation. Seats are to be provided for female employes when not engaged in their work, and employers are not to prevent them using these chairs.

The shops are to be open to the visits of an inspector and a register shall be kept for the inspector to look at. If the inspector orders it, an eating-room is to be provided at no expense to the employes. The sanitary arrangements are to be well looked after. In the case of shops over two storeys in height fire escapes are to be provided.

The powers of the inspector include: the right to enter any shop at any reasonable hour during the day or night; to inspect the register of employes; to enquire how the provisions of the Act are being obeyed; to require any person to be examined and to sign a declaration of the truth of his statements to the inspector. The latter "shall"—this section is mandatory—post up in convenient places in every shop such notices of the provisions of the Act "as the inspector deems necessary to enable the persons employed in the shop to become acquainted with their rights, liabilities and duties under this Act." The employer is liable to fine if this section is not observed. There are other penalties imposed for non-observance of the law, and obstruction of the inspector.

THE REVIEW recommends Ontario merchants to have a look at this new enactment for themselves. The Statutes for 1897 are now being bound up, and a copy will be sent by the Government to all Justices of the Peace. In this way each merchant, by asking a friendly Justice of the Peace of his neighborhood to let him read it over, need not be at the expense of buying a copy.

MR. NERLICH RETURNS FROM EUROPE.

Mr. Emil Nerlich, of Nerlich & Co., has just returned from an extensive buying trip in Europe. He reports manufacturers over there very busy, and has never found during his numerous trips so

many new and attractive goods, of which he was fortunate enough to secure a great many lines for his firm's stock.

With their branch house in Dresden, this firm is well able to watch the German, French and English markets, which enables them to have all the latest novelties right direct from the manufacturers, and offer them to the trade here at the lowest prices.

One of the newest articles in the toy line is the hot-air motor which this season is shown at considerably lower prices than last year, the cheapest line costing \$10.80 a dozen and up to \$6.50 each. The cut 14-105 illustrates one costing \$4 each, with a small stamp mill attachment. This makes a first-class window attraction, and attachments in different styles may be had. The hot-air motor is practically a new invention; no water or steam is necessary; simply a spirit lamp which heats the air in the brass cylinder and produces motive power through expansion of the air.

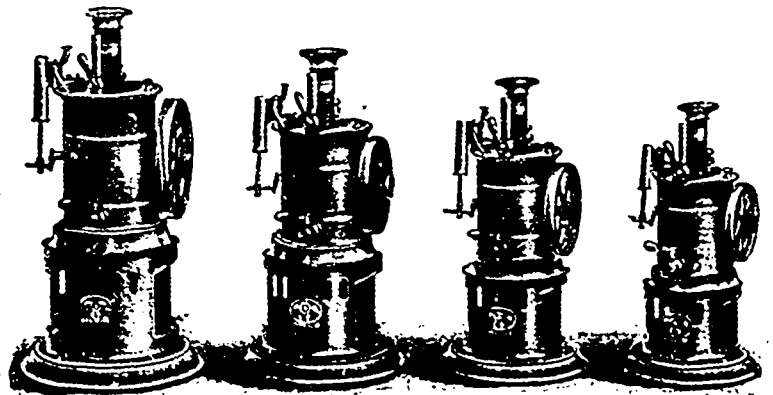
Further, they have an entirely new line of steam engines, (see illustrations) ranging in price from \$4 a dozen to \$5 each. Of course, only good reliable toys, which are all tested at the factory to work properly, are offered. These are only a few things of the enormous line shown this year, and any enquirer, who writes or visits the warehouse in Toronto, will be well pleased at the display.

ACCOMMODATION FOR WHEELS.

Of course, you want all the trade you can get, and you should aim to attract the patronage of ladies who ride a wheel when shopping. In most towns the leading stores now provide wheel racks so that the machine is secure from thieves while the owner is inside the store. If you have not done this it would be a good idea to attend to the matter as early as possible.

REFRESHMENTS IN ENGLISH SHOPS.

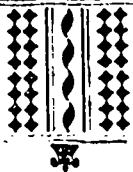
Giving evidence before the Royal Commission on Licensing in London the other day, Mr. Deakin, the chairman of the City of London Licensed Victuallers' Society, said he knew that it was a common thing for large dry goods establishments in the west end of



Nerlich & Co.—Steam Engines.

London to hold out inducements to customers by supplying refreshments. In one case he knew that wine was brought on the counter and stood amongst the goods. One firm applied for a license for the whole of their premises, which, had it been granted under the conditions asked for, would probably have been worth £20,000. That license was applied for, although the senior partner was an advocate of temperance. His opinion was that either the establishments should be forced to take out licenses or should be prevented from conducting such a business on their premises.

E. & S. Currie



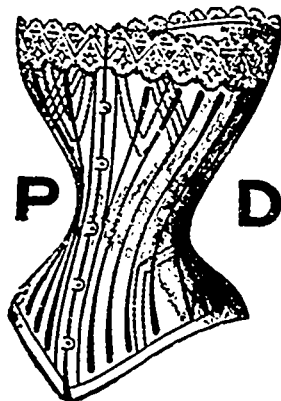
TORONTO

NOTHING
BUT . . .

Neckties

FRENCH

P.D. CORSETS



10 GOLD MEDALS.

These celebrated Corsets are absolutely without rival for cut, style and durability. Every pair is tailor cut and hand-made, and only the very finest materials are used for these nonpareil corsets. P.D. Corsets have been awarded the highest prizes at all the leading International Exhibitions during the last 20 years, which is a record no other corset makers can show.

Konig & Stuffmann

9 and 11 Victoria Square, MONTREAL.

Sole Agents for the Dominion of Canada.



W. R. ALLEN



J. D. ALLEN



G. Y. ALLEN

MEDALISTS

City and Guilds of London, Eng.

On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

The above should be satisfactory proof to our competitors, as well as our patrons, that we understand our business. None make great advertisers, but where is their record of what they can do. Re-dyers and Finishers of Dry Goods in the piece. Also Millinery Goods.

BRITISH AMERICAN DYEING CO., Gold Medalist Dyers

Principal Offices:

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JOSEPH ALLEN
Managing Partner.

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

John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

WOOLLENS

AND

Tailors' Trimmings

Fall Samples are now in the hands of our travellers. Kindly reserve orders until you have seen our line, which is the largest and most varied we have ever shown. . . .

SAMPLES FORWARDED ON APPLICATION

JOHN FISHER & SONS

Manufacturers and Merchants

HUDDERSFIELD, Eng.

GLIMPSES OF THE MARKETS.

SOME choice lines in washing castor gloves are being offered by Fitzgibbon, Schalteilin & Co., Montreal. The goods are cut and trimmed in the latest style, having either two large oxidized domes or two large pearl buttons, in white or natural; the latter, with black points and No. 5 black domes, has found a quick market. Stock is still assorted, though limited.

The Gault Bros. Co. have secured a large consignment of 32-inch prints, which they are disposing of at sacrifice prices. Write them for samples.

The latest styles in cushions and coseys are figured plush centres with a wide ruffle or frill. The Alaska Feather & Down Co. are showing several handsome lines in these goods.

The Gault Bros. Co. tell us that the demand for ladies' white collars and cuffs is the largest on record. They have a large range of all the latest styles in these goods.

S. Greenshields, Son & Co. have for the early autumn trade new designs in fancy blacks and crepons, fancy dress goods in two-toned effects and plaids and broches. They have also a full stock of velveteens in blacks and colors, also of all shades in henriettas and muscovines.

The Gault Bros. Co. have a complete stock of tubular braids, bo'eros, fancy dress trimmings, beaded hussars, and, in fact, all the latest things in these fashionable goods.

CARPETS AND CURTAINS.

John Macdonald & Co. are now opening up their fall purchases in carpets, which range from the best Wiltons to the cheapest hemp. In colorings green is the newest feature, and the designs are smaller than during the past two or three seasons, with prospects for a still more marked tendency in this direction. Lace

curtains and curtainettes, chenilles, tapestries, table covers and piece goods are also being passed into stock. In oil-cloths and linoleums they have a large and well-selected stock of 4-yard-wide goods, and also a complete range of low-priced 2-yard-wide linoleums, which late in the season are always scarce goods. A fine line, in the way of colorings and designs, in Dundee Brussels, is selling well, having the appearance of goods at double the price.

RETURNED FROM LONDON.

Mr. S. F. McKinnon, of S. F. McKinnon & Co., Toronto, has just returned from England, where he saw the Jubilee ceremonies. He, as well as other Canadians who were there, was much impressed with the procession in London, and makes special reference to the Highland soldiers in the military part of it.

TORONTO CARPET CO.

Mr. Murray, of the Toronto Carpet Co., reports business booming at the factory. They are having a great rush at present, especially on Jubilee rugs. Their art square department is running at night by electric light; so great is the demand that they can hardly keep up with it.

BOYS' UNDERWEAR.

One of the attractions this fall in boys' underwear is a line called "O.U.R.," shown by W. R. Brock & Co., in all sizes from 16 to 30 inch. It is really hard to realize how such a slightly article can be manufactured for the price.

Plasters made of 'Quickcure' have been recommended, as being entirely free from anything which could possibly injure even a child, and no plaster removes pain so quickly.

Irving Umbrella Co.
LIMITED

MANUFACTURERS

Parasols
Sunshades
and....
Umbrellas

SUMMER NOVELTIES

can be seen at our factory.

20 FRONT STREET W., TORONTO

Dominion Glove Works
GLEN WILLIAMS,
ONT.

Manufacturers of..

Gloves, Mittens
AND
Gauntlets...

Fine Kid, Suede and Para Buck
GLOVES and MITTS.

Dog-Skin Driving and
Coaching GLOVES.

Agents:—

Geo. D. Ross & Co.
Montreal, Que.

Our New Neckwear... Endless Variety

Our New Underwear... Special Import Department

Our Special Lines in Umbrellas

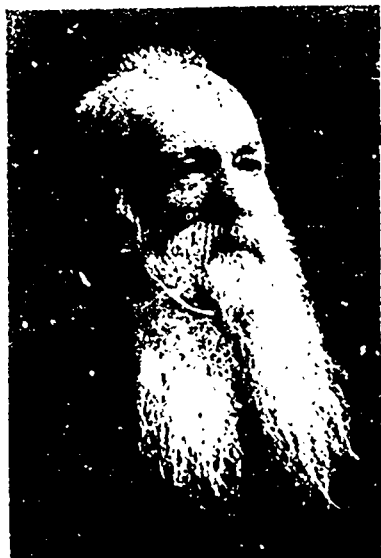
Our Stylish Rubber Coats



*Our Travelers
Solicit Orders
in all Provinces.*

GLOVER & BRAIS

MONTREAL



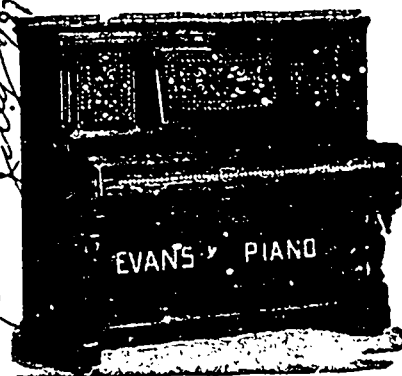
WM. WATTERWORTH, President

EVANS BROS.

INGERSOLL

ONT.

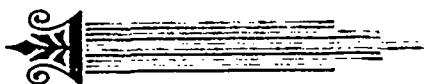
Manufacturers
of the Celebrated



Evans

Pianos

EXCELLED BY NONE.



GRAND and
UPRIGHT

....NOTED for their Richness of Tone and Lightness of Touch.



WOOLENS AND CLOTHING

PROSPECTS FOR SEASON 1897-98.

H. SHOREY & CO., of Montreal, report, in response to our enquiries with reference to the prospects for the coming fall season, that on the whole the trade in this line is looking up considerably. As a reason, it may be stated that the public are becoming gradually educated to the fact that it will pay them better to buy a good article than a shoddy one. And as another reason, the modern labor-saving machinery and methods of manufacture have effected considerable saving in the cost of production, and clothing to-day is being turned out by the best ready-made trade in every respect equal to ordered work, and very much better in style, fit and finish than goods that are produced by the majority of rural tailors.

This firm report a very encouraging increase in their business, and tell us that they have recently been obliged to enlarge their producing plant, and they do not claim that they are alone in feeling the improvement of trade in this branch of business. Payments have not been met as well as they were a year ago, from which we would infer that the increase in trade is, perhaps, conspicuous in this branch of the business, for reasons we have given, and is not so generally felt among dry goods men.

In these times, when everyone is grumbling, it is encouraging to hear such reports.

ANOTHER EVIDENCE OF IMPROVEMENT.

It is stated that in the recent fire sale of ready-made clothing in Montreal, conducted in the interest of the underwriters, that the prices realized in many instances for damaged goods were considerably in advance of what the goods could have been purchased for in the regular way. This would go to show that there is certainly a demand for ready-made clothing in this market.

USE LINEN THREAD.

H. Shorey & Co., of Montreal, sew all of their boys' and children's clothing with linen thread. This is one reason that they are able to guarantee their workmanship. They advertise satisfaction guaranteed or money refunded.

The Rigby-proofed frieze walters sold by H. Shorey & Co., Montreal, have taken such a hold upon the trade that the mill making the frieze say that they will be obliged to work night and day until the 1st October to complete the order. It is the largest order for any one fabric ever placed in Canada.

A. S. Campbell & Co. recently sent their foreman to the chief clothing centres of the States to pick up new ideas and to examine the new styles. He has just returned, and is putting into effect the knowledge that he obtained. This firm are showing some very up-to-date lines of clothing.

The Oxford Manufacturing Co. are making an extra fine line of costume cloths for ladies' wear. These goods are all-wool material, in fast colors, and include many pretty combinations of color. Mr. Harrower, agent at Montreal for the Oxford Co., told THE REVIEW that these goods were so superior in quality that many purchasers

refused to believe they were made in this country, contending that they were French goods. This is but another proof of what we have frequently stated in these columns. Canadian woolen goods are equal in every way to the imported article.

John Fisher, Son & Co. report an increased demand for better goods, particularly in Scotch suitings and coatings. The preferential clause has proved a valuable advertisement to English houses with branches in this country, and has been the means of bringing English and Scotch suitings to the notice of retail dealers. Mr. Fisher considers the outlook for the fall very favorably, and away ahead of last year.

A. S. Campbell & Co. are calling attention to their special lines of ready-made clothing. Their stock contains many different qualities, and includes all the latest styles.

S. Greenshields, Son & Co. are showing a large range of ladies' mantles and costume cloths in beavers, cheviots, boucles, fancy curls and tweed effects for the fall and winter seasons.

John Macdonald & Co. report the prospects in this department for fall trade better than for some years. For men's suitings tweeds will be first favorites, the styles specially being green and bronze mixtures. Meltons, beavers and fancy naps are on the list. In trouserings the feeling is for larger patterns, and this firm carries a fine range of worsted and wool goods. Belwarp serges and worsteds are in good demand. In mantlings the range includes curled serges, astrachans, sealettes, beavers, naps and two-tone curl effects.

NEW LINES FOR FALL.

John Macdonald & Co. announce the following as special features in men's furnishings and haberdashery: In the overall section, cotton worsted overalls and pants; in jackets, men's worsted cardigans; in rugs, rubber and wool rugs; in umbrellas, wood and steel rods, novelty handles and leather covers; in handkerchiefs, a big line of jobs, and also Swiss embroidery and Japanese silk; in ties, the latest shapes and effects; in braces, a full assortment of Canadian, American and British; in gloves, a special in men's lined kids; in shirts, the largest variety they have ever shown; in underwear, the leading lines of every important mill are to be found in this season's collection; in half-hose, a large section of the department showing every weight and make.

In haberdashery the firm claim to have the largest and best of its kind, fully assorted with new Canadian, American, continental and British notions. Merchants are invited to inspect this department.

"HEAR IT SNAP."

The Ball and Socket garment fastener is a new article that W. R. Brock & Co. are showing in their largesmallware department. It meets a long-felt want, and can be used for fastening the backs of skirts, etc., instead of the awkward hook and eye. The Ball and Socket is bound to be largely used by dressmakers because it is a sensible and durable article.

MARINE INSURANCE.

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

For rates and further particulars apply to

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

MILLER BROS. & CO. MONTREAL

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

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

Only the very best materials are used in the manufacture of these goods.

BELGIAN

SEWING COTTON.



"Cat"

Brand

Grand Prize: Paris and Antwerp

BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada :

Jno. A. Robertson

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

Board of Trade Building,

... MONTREAL

A. McDOUGALL & CO.

Woolens and Tailors' Trimmings

168 McGill Street

... MONTREAL

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

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

A. McDOUGALL & CO.,

Sole Proprietors

Weaven Labels

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

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

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SAOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 MCKINNON BUILDING.

THE DEPARTMENT STORE MOVEMENT.

A DEFENCE OF THIS MODERN DEVELOPMENT OF TRADE.

THE REVIEW does not agree with the arguments advanced in the following article. Still, it is well to know what the defenders of the department stores can say for themselves. As reasonable an article of this class as has lately appeared is from the pen of E. Strauss in *The Iron Age*, and it is given for the benefit of readers. He says :

"Many lines of trade have been revolutionized by the department stores. Where they have appeared and were successfully managed they have forced scores of specialty stores out of existence. Their influence has been so strongly felt in some states that efforts have been made to bring the matter before the Legislature with the intention to tax them out of existence.

"The original and most primitive form of the department store is the general merchandise or country store. These general stores usually prosper, when properly managed, until the village outgrows them. Now comes the specialist. A puts all his capital in dry goods; B puts his in groceries; C puts his into hardware and D puts his into drugs, and so to the end of the alphabet. He who puts his entire time, skill and capital into one line, provided there is enough trade within reach to support him, can sell cheaper and give better service to the public than he who divides his resources between half a dozen lines. Therefore as soon as the village becomes large enough to support special stores, the general stores disappear. The first hardware man in a growing village usually finds that all his neighbors keep a little hardware. If he is up to date and manages properly, he will soon teach these general stores that 'a little hardware' does not longer pay. The superiority of the specialists is clearly seen among professional men as well as among merchants. A lawyer who makes land cases a specialty usually gets larger fees and more work than the general lawyer, so does the insurance, railroad and criminal lawyer. The dentist can give your jaw a more scientific if not less painful twist than the doctor, and the oculist can give better treatment to the eyes than the general practitioner. The specialist thrives best in a large city or populous district, while the general practitioner has the advantage in a sparsely settled locality. These facts have been considered settled until the modern department store appeared.

"This modern creation differs from the general country store, inasmuch as it is a combination and co-operation of large capital and the highest skill of specialists. Here a competent man manages each department. When 25 dealers who occupy 25 stores and have 25 sets of expenses combine and co-operate under one roof and under one central management, there is a decided economy which is keenly felt by competitors. In a similar manner a hospital with the latest scientific apparatus and skilled specialists of every kind can treat diseases to better advantage than a single specialist or general practitioner.

"In nature as well as in commerce the cold, cruel doctrine of Malthus seems to be the law. The fecundity of animals is held in check by lack of food, not enough to eat, and the liability of being eaten. While merchants are not subjected to the latter inconvenience the department store destroys the smaller dealer as surely and effectually as a higher species of animal destroys the inferior.

"What can be done for the small dealer who is so ruthlessly destroyed? Nothing. He must adapt his affairs to the changed conditions of the times. Our tradition and system of government do not and should not encourage class legislation. Progress is naturally a great destroyer. The sewing machine has thrown many poor seamstresses out of employment. The whaleback has made worthless large capital invested in steamships. The poor Scotch weavers who commenced a riot when the power loom appeared and

the poor printers who went on a strike when the type-setting machine was introduced are to be pitied, but they could not and should not try to stop progress. The plain logic of the department store sounds to me like this: A, on account of his large capital, higher intelligence and superior system and organization is an impassable barrier to the success of B, on account of the latter's indolence, stupidity and waste; therefore the government should step in and fine and punish A to such an extent as to give B an equal opportunity. The only crime that A is accused of is that he sells goods cheaper and gives better service than B.

"The department store is a mile-post of a rapidly advancing civilization. It may still be considered in its infancy. How far it will ramify and spread, and to what extent it will displace other stores, and whether the final results will be beneficial or injurious to the public, are all unsettled questions. Who knows but that sooner or later new ideas and methods will come out of the sea of commercial evolution that will exterminate the department store as rapidly and surely as the latter is absorbing its near-by retailer?"

The above sounds very fine, but the opposition to department stores is based on economic principles just as sound as those used by the writer just quoted. The methods adopted by some big stores render them injurious to the commercial community. If they stopped these practices they would have to go out of business, or stick to legitimate courses. The merchants of the country simply propose to make big stores conform to certain recognized laws. That is all.

BRIEF NEWS OF THE TRADE.

OUR biggest season in velveteens, report John Macdonald & Co. The "Imperial" brand is having an enormous sale. Velveteens are now being made very fine, with a consequent demand for all purposes.

P. Garneau, Fils & Cie., Quebec, are headquarters for white and grey Turkish and linen huckaback towels.

W. R. Brock & Co. are showing six lines of special value braces to retail at 25c. All of these are clearing job lines, some of them worth double the price asked. See their farmers' heavy brace, W 82, to retail at same price.

For the midsummer and early fall trade there will be a big demand for braids. S. Greenshields, Son & Co. have many new effects in stock. Plain tubular and diamond tubular braid is now very popular, and is likely to maintain its popularity. Fancy soutache braids are also in demand, as well as Russia, in mohair, tinsel, mixed and plain tinsel.

P. Garneau, Fils & Cie., Quebec, are to the fore with black 6/4 venetian and twilled coatings.

Wyld, Grasett & Darling report that etofte pants and heavy pants for winter wear are receiving considerable attention. They say that their line of overalls is up-to-date and replete with good values.

CHEVIOT SUITS.

Chalcraft, Simpson & Co. are showing a fine range of fancy Scotch cheviot suits. They are tailors' fabrics and tailors' patterns, embracing all the new olive green, gray and brown shades in endless combination, checks, broken bars, invisible plaids and mixtures.

SMOKED GOODS.

In their new linen department Wyld, Grasett & Darling have a shipment of double damask table cloths and napkins, which are slightly smoked and which they are able to offer at a heavy reduction. As the smoking will wash out, the goods are a bargain.

RECIPROCAL TARIFF REGULATIONS.

WHAT IMPORTING MERCHANTS MUST DO TO CLAIM MINIMUM RATES.

THE regulations to Collectors of Customs in regard to the reciprocal tariff of Canada, under the Customs tariff, 1897, have just been issued by the Minister of Customs, and are as follows: "Persons making entries of goods under the Canadian tariff of 1897 are required to furnish a separate invoice of the articles entitled to such entry, with a declaration annexed thereto from the exporter or his agent, made before a notary public, or the commissioner for taking oaths, or the chief municipal officer of a city or town or a British consul, or before the president or secretary of the Chamber of Commerce, as to the origin and value of the articles in the form hereinafter prescribed. The form of declaration is as follows:

"I, the undersigned partner or duly authorized agent of the firm of — do solemnly and truly declare that the articles described in the annexed invoice marked shipped to — per — in packages as detailed below are bona fide the produce or manufacture of —. That the said invoice contains a full and true statement of the fair market value when sold for home consumption of the said goods at — the time and place of the exportation thereof, direct to Canada; that such fair market value includes bounties, drawbacks, royalties, rents or charges that may have been, or are ex-

pected to be allowed or paid on the said goods, or is payable on patent rights or because of the lease of such goods, or for the right of using the same, and that no different invoice or account thereof has been or will be furnished to any one by me, or in my behalf."

The following directions are added: "Where invoices are made out at prices below the fair market value for consumption in the country of exportation, invoices must show in a separate column or otherwise by addition thereto such fair market values."

COTTON IN LINEN GOODS.

The linen trade generally is, in fact, stationary, if not declining. Belfast is now turning out cloth in which the warp is all cotton, while only one weft thread in three is flax. And Ulster has gone in so largely for unions and all-cotton goods during the past decade that it is doubtful whether the province would enjoy its present prosperity had linens been relied upon exclusively. What is true of Ulster in this respect is also true of other linen centres.—Textile Mercury.

SMALLWARES.

James Johnston & Co. show special values and exclusive designs in the following lines. Fancy combs, side combs, hair ornaments, fancy brooches, fancy hat pins, belt pins, belt buckles, blouse sets, fancy studs and links, special lines in tooth brushes and hair curlers.

ARTICLES FOR SALE.

FOR SALE, UNDER PRICE, A NO. 79 CHEQUE PRINTING NATIONAL CASH REGISTER; in use but a very short time; will be sold in account of the former owner going out of business at \$75 less than the amount paid for it: guaranteed in perfect condition. Blanchard & Co., Windsor, N. S. (t. 1.)

RARE BUSINESS OPPORTUNITY.

OFFER FOR SALE THE LEASE, STOCK, FIXTURES AND GOOD WILL of the Kenyon Hat and Fur Co. of this city. A wholesale and retail business established over 30 years. Duplap Agency, Hats, Furs, (manufactured and in skins), Millinery, Cloaks, Shirt Waists, Ostrich Feather Loas and Kindred Goods, kept in a first-class establishment. Location the best, being next to the largest dry goods establishment in the city (Sibley, Lindsay & Curr.) Fur trade excellent, and repair department in fur shop does a heavy business. There are those who will take an interest with the right parties. No better location for Furs, Cloaks and Millinery can be found in any city in the United States. Chas. F. Pond, Receiver, Rochester, N. Y. (7)



"FITS LIKE A GLOVE."
THOMSON'S
ENGLISH MADE,
"Glove-Fitting." Long Waisted. Trade Mark

CORSETS At Popular Prices:

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

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

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

World Wide Popularity

The Delicious Perfume.

Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



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

The Merchants Counter Check Book Co., Limited.

Manufacturers of —

**Duplicating
Check Books**

Send for Sample of Books and Prices.

27 Wellington St W

TORONTO, CANADA.

BEAVER LINE STEAMERS.

SUMMER SERVICE

Montreal to Liverpool.

From LIVERPOOL	STEAMERS	From MONTREAL
Tues. July 13	Lake Huron	Wed July 22
Sat. " 17	Lake Ontario	" Aug. 4
" " 21	Lake Superior	" " 11
" Aug. 7	Lake Winnipeg	" " 25
" " 14	Lake Huron	" Sept. 1

Weekly thereafter.

Until further notice the steamers of this line will call at Queenstown during the summer season for passengers on the voyage from Liverpool only.

RATES OF PASSAGE.

FIRST CABIN—Single, \$47.50, \$50 and \$50. Return, \$95 and \$114 according to steamer

SECOND CABIN—To Liverpool or London, \$31; return, \$62.75.

STORAGE—To all points at lowest rates, including outfit.

For further particulars as to freight or passage, apply to —

D. & C. MACIVER

Tower Buildings, LIVERPOOL

D. W. CAMPBELL, Man.

18 Hospital St., MONTREAL

WINDOW DRESSING.**SOMETHING CATCHY.**

IN some localities, especially those in which newspaper publicity is not practised, says *The Apparel Gazette*, it does very well to have something so odd in the window that it will at once make the public look. A design quite out of the ordinary could go with the title of "Rock Bottom" sale. The floor of the window should be entirely covered with rocks, and in the centre a half sphere placed to indicate the world. Lettering on the side would spell the legend "Best Clothing on Earth at Rock Bottom Prices." At the top of the globe a single figure could be posed and the whole background be used for the display of suits.

TO SHOW OFF STRAW HATS.

Shoe stores have evolved a way of hanging shoes which could be adapted to a display of straw hats. Very narrow ribbons are fastened at the top in such a way as to hang down like a miniature swing; the distance to which they hang should be irregular and the spacing may be left at random. A hat could be nipped at the edge by a bull-dog clip, the hook of which is then hung upon the ribbon; the hat will slide to the lowest point and its weight will pull the ribbon taut into a "V" shape. This combination of bright ribbons and straw hats is neat, and is further made more attractive by adding the fancy adjustable colored bands which many hatters carry in stock.

USE OF WIRE NETTING.

A good fitting for a window that is much used by English window dressers is a wire netting. It is the custom there, says *The Chicago Dry Goods Reporter*, evidently, to fill in the back of a window almost solely with whatever goods are to be displayed. The netting offers a surface that is easy to fasten goods to, and it might be found very convenient for American trimmers.

Some stores have a double window, and it is not hard to arrange. It consists of a circular platform as large as there is room for, divided in the middle by a partition of good height, which will be the back of the window. For convenience, the two halves of the platform may be made detachable. The whole arrangement should revolve on a pivot, then the back may be trimmed at leisure, and, when ready, turned into place and the old display removed. Frequent changes can thus be made without difficulty, and by removing the back portion it will not be in the way.

It is best to have a light colored store front, and it should always be kept fresh looking, if the paint has to be applied twice a year. It suggests neatness on the inside, and will attract attention quicker than a dull colored front. A pale cream with gold lining is one of the latest and most tasteful things in colored fronts.

Every window trimmer should carry a note book and take notes or make a rough sketch of anything and everything that he can think of in the way of aiding him in his work. A design in the rough may be preserved in this way and worked out in detail later.

Much of the frame work that is made for special displays can be used over again with little alteration. It should be put away in a room or cellar and kept for future displays.

DRESS GOODS DISPLAY.

An English window dresser has invented an appliance which is very effective for facilitating window dressing operations in dress goods. It consists of an annular piece of block tin, into which a number of brass spikes are riveted, these being bent inwards at the tip end. The whole is surmounted with two half-circles of large size wire, and holes are pierced in the tin at intervals, so that it may be easily nailed or fixed to the top of an ordinary window block. Fabrics can be arranged in pleats and in many artistic folds by means of this apparatus. It is adjustable and detachable, and can be made to fit any size block. It is quite invisible when in

use, and no pins are required. It can be dressed with single or double width material, and is useful for various purposes besides putting in the window, such as making displays in doorways and windows. This could be easily constructed by any window trimmer.

SOMETHING ABOUT CARPET WOOLS.

IT IS true, says *The Carpet Trade Review*, that wool is a variety of hair which, in ordinary language, is accepted to mean a smooth, straight filament growing from the skin of animals, similar to horse or human hair, without serrations of any kind on the surface. In contradistinction to this, wool has certain peculiarities strongly marked. It is wavy and soft, while hair is straight and crisp and dead to the touch. Under a microscope wool will show a roughness and quantities of scales projecting where there is a bend in the fibre. If each fibre were straight and smooth, as in hair, it would not retain the twist in spinning. The wavy convolutions above described cause the fibres to become entangled with each other and hold themselves in close contact. Each fibre of wool has the appearance of a continuous stem, showing along its margin minute serrations like the teeth of an extremely fine saw, and a close inspection reveals the fact that these are severally continuous around the entire fibre. So they may be compared to as many circular leaves set into each other and all opening or pointing in the direction from the root toward the free extremity. This gives to wool the peculiarity and character of being matted or felted, which in hair cannot be done, as it has no felting qualities, and when the combined wool and hair is used, unless the quantity of wool greatly predominates in the mixture, the hair, not being tenacious, will work to the surface of the carpets or other materials manufactured.

The war between Turkey and Greece would, doubtless, if prolonged, advance the prices of wools from those countries, especially Turkey, which exports carpet wool in large quantities. Wools from west of the Balkan Mountains run about 30 per cent. carpet wool, Aleppo, Angora, Bagdad, white and colored, Smyrna, Karadi, Calmuc (low Russian) are largely imported from those sections, and the stock is strong and fairly good staple. The Calmuc, or low Russian, is very crude in quality and condition, and assimilates very much to the Marwaha wool from East India, both are used for very cheap carpets. This Calmuc, or Russian, wool is produced from sheep of the wild tribes of Russia, which are constantly on the move from one grazing country to another, and no attention is paid to the quality and condition of the sheep or the wool produced. Russian camels' hair is used with cattle hair to advantage in a mixture with wool for cheap carpets, art squares and rugs, and some of the productions are very pretty and salable.

Marwaha, or the cheapest of East Indian wools, as mentioned above, is a grade nearly akin to common goat hair, but has enough of the wool qualities in it to produce a good dye and fast colors. It is mostly used for admixture with better stock for cheap carpets.

DISADVANTAGE OF A SMALL MOUTH.

She—"What a little mouth your young lady friend has! It doesn't look large enough to hold her tongue." He—"It doesn't."

EMPEROR BILL'S ERROR.

"Isn't the Emperor of Germany the grandson of Emperor William the First?" "Yes, but he thinks he is the great grandson."

HER IDEA OF FOLLY.

Chollie—What is your idea of a fool?

Dollie—A man who neglects to kiss a girl who has asked him to tuck her sleeves in her coat.

THE JUBILEE FASHIONS.

THE ruling power in the dry goods trade is fashion. Every event that concerns the social life of the people leaves its mark upon their dress. In the present season the most important event, and the one most likely to set its imprint upon the fashions for the season, is the Jubilee celebration in honor of England's queen.

A succession of brilliant functions have occupied the attention of the Londoners during the past six weeks. The beauty and richness of the dress has been an important feature of these entertainments. In compliment to their queen the designs for the Jubilee costumes have been copied largely from those of the early Victorian period, instituting, as it were, a revival of many quaint fashions.

Last year the Russian fashions were given special prominence, owing to the coronation of the young czar and the ceremonies attendant upon that event. The coronation occurring in the summer gave excellent opportunity to the fashion makers to launch the Russian effects in the early fall novelties.

For the coming fall the early Victorian period will undoubtedly furnish inspiration from which to draw up-to-date novelties. The success of these fashions will depend upon the cleverness with which the designers adapt them to the needs of the present day.

In many respects the dress of 60 years ago did not differ materially from that of the present time. The fashionable evening dress of to-day is surprisingly like that of 1837. The sloping shoulder line was, however, a marked characteristic of that time, and to reproduce such effects the present fashions will have to be much modified. The sleeves of 1837 were large, but the greatest fullness was at the elbow rather than at the shoulder.

Fichus of all kinds were greatly in favor, and even in daytime women wore open necks to their dresses. The mantles and pelisses for walking were made with long shoulders and wide sleeves, the

aim of the mantua maker being to produce breadth. Ostrich plumes and bird of paradise aigrettes were employed as millinery trimmings, and the ostrich feather boa figured then in the fashionable toilette as it does now. Elaborate coiffures were the order of the day, and the Victoria scoop bonnet takes rank as a most eccentric piece of headgear.

While there is no strong probability that the extreme effects of the early Victorian era will be reproduced in the fashions for this fall, the influence of the dress of that day will be the guiding spirit for novelties during the coming season.

A student of fashion will not fail to give due consideration to this fact in the preparation and the purchase of fall novelties.

Success in the dry goods business lies in having the right thing for sale at the right time. Every new vogue brings grist to the mill, and he who has made fitting preparation will gain the profits from the grind.—Chicago D. G. Reporter.

FREE LESSONS.

Free lessons in embroidery is the drawing card offered by a Brooklyn dry goods store. A Japanese teacher of embroidery is engaged to give lessons for a month.

The corner of the department set apart for the teacher's use in instructing the ladies is filled with handsome specimens of the teacher's work. Here also are some unfinished samples brought by the ladies who desire instruction and wish to have the defects in their work pointed out, the whole making an attractive display. The fact that the system taught is different from any in use makes the scheme all the more attractive, and Brooklyn ladies flock in great numbers to this store during the lesson hours. It is needless to point out the quantity of embroidery materials sold and the consequent establishment of the store as a headquarters for these materials; aside from this, the advertising which follows is extensive.

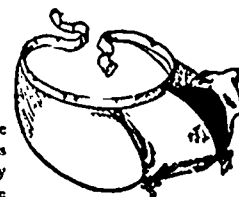
CANADIAN COLORED COTTON MILLS COMPANY 1897
FALL . . .
 1897

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Crinkles, Cotton Blankets, Angolas, Yarns, etc.

Wholesale Trade only supplied

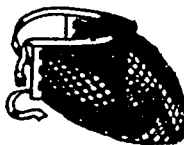
D. MORRICE, SONS & CO. AGENTS
 MONTREAL and TORONTO

THE BUSTLE IS HERE



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

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



BRUSH & CO.

Toronto.



SYDENHAM GLASS CO. LIMITED

Wallaceburg, Ont.

Most Complete Factory on the Continent.

Druggist Ware

Our Specialty

Write for Price List.

*Del. to
 C. B. Shuttworth Co
 July 28/97*

The Old Needles of the Old Country.

ABEL MORRALL

Manufacturer of

**SEWING NEEDLES
 TAILORS' NEEDLES
 TAILORS' THIMBLES**

Priority Mills—Studley, Redditch, England.
 Warehouses—20 Grosvenor St. London
 and 20 High St. Manchester.

Canadian Wholesale Agents

JAMES AVERY & SON Manchester Building, Melinda Street, **TORONTO**

A GOOD WORD FOR CANADA.

British Textile Mercury.

ONE of the most remarkable things we have seen in the political world for a considerable time, and these are not few, is the contrast afforded by the action of Canada in connection with its tariff when put into juxtaposition with that of the United States. In the latter there are a thousand domestic interests fighting in its Legislature as to which shall get an advantage over, and at the expense of, the other. But the chief point to which we wish to draw attention is the policy of the two states in relation to commerce with other countries. The United States is hoping to apply the "Blaine Reciprocity Scheme" to as many of the minor states of the world as it can force to adopt it. The principle of this highly moral design is to force the countries which accept it to differentiate in their tariffs in favor of the United States and against other countries, the consideration being that their goods shall be permitted to enter the United States, not on a reduced tariff basis, but that they shall not be penalised. The object is to compel other countries to protect the products and manufactures of the United States in their markets against level competition with those of other countries. And this is the policy, "the great potentialities" of which President McKinley, it is declared, fully sees, and to which in due time he will devote his energies to carrying into effect. It is so wonderful that it transcends all comment. We may therefore look for more squalls from the west, as they will come in due time.

The spirited course taken by Canada, and which has elicited such wide admiration, is diametrically opposite to this, and involves no political injustice to any people or nation. It is to allow a rebate of Customs duties to countries which adopt a tariff as liberal to the Dominion as that of the latter is to theirs. It does not ask any country to penalise the trade of neighboring states in order to favor its own. Here we see the essential difference of the policy of the Dominion from that of the States. The former is a policy of political justice; that of the latter is one of political injustice. The step taken by the younger country is an important one, constituting, as we believe it does, the most influential movement yet made towards the consolidation of the Empire. We need say nothing more to commend it to favorable consideration.

THE QUEEN'S CARPET.

THE gift of the women of England to the Queen, in commemoration of Her Majesty's Diamond Jubilee, is a superb Axminster carpet, intended for use on the dais in the Throne-room at the Jubilee celebration and on other State occasions. Messrs. H. & M. Southwell, Limited, Bridgnorth, were commissioned to execute the order. Last week the carpet was presented to public view in that town. The make is that known as "Real Axminster." It has been woven in one piece, every stutch being tied in by hand. The number of actual stitches it comprises is 4,262,400. With regard to the quality of the carpet, the question of the employment both of silk and mohair was carefully considered; but the finest quality of English-grown worsted yarn was ultimately adopted, as giving the firmest and best surface. The carpet is 16 ft. 9 in. long by 18 ft. 5 in. broad. It has occupied twelve women, the largest number that could work on a carpet of this size, for twelve weeks. The design is emblematical of the Queen's Empire. The centre consists of a damask of two royal reds, the Tudor Rose and Star of India working alternately in the ground. In the middle is introduced the Garter, with the motto, "Honi soit qui mal y pense," encircled by a garland of oak leaves and surmounted by the Imperial Crown. In the border, the ground shade of which is a rich cream or ecru, appear alternately—entwined with a flowing ribbon—the Rose, Thistle and Shamrock, and the Lotus of India, both the flowers and the foliage being introduced. At each corner

the border widens out in semi-medallion fashion; and—emblematically of India, Africa, Australia and Canada—are introduced wonderfully faithful representations, both as regards anatomy and coloring, of the Tiger, Elephant, Kangaroo and Beaver, each encircled with a semi-garland of oak leaves. The crown appears in each corner. In the outer margin is a conventional leaf band in soft golds, the border falling to plain ruby on the extreme outer edge.

SPECIAL SALE COUNTERS.

EVERY large store, remarks an exchange, ought to have one or more special sale counters placed where they will attract the attention of the largest possible number of the store's visitors.

These counters should frequently be placed at the disposal of the buyer of underwear, and used in the interest of some branch of the underwear stock.

A great majority of the stores have such counters; but in how many cases does the underwear department derive any benefit from them?

When a lot of underwear is to be sold at less than normal prices, it is more desirable to display it outside of the precincts of the underwear department than within those limits. Women who are in need of underwear, and who are regular customers of a department, seek the department itself in order to satisfy their wants. But regular customers are in most instances ready to pay a reasonable price for a good article.

There is no business wisdom in selling them a cut-price article, carrying little or no profit, or perhaps involving in its sale an actual loss. When a buyer wishes to sell goods at less than regular prices, the sale should be conducted in such a way as to bring incidental benefits to the department. Placing the goods on a special counter in the most conspicuous part of the store will serve this purpose. Hundreds of chance observers will notice the sale. Many who enter the store with no thought of underwear will stop to examine cut-price goods, and may decide to buy. Supposing the "special" to be a real bargain, every customer who buys will be favorably impressed, and a considerable amount of advertising will be done for the department without expense.

A VAIN QUEST.

"Do you keep key-rings?" asked a mild-mannered gentleman of a "saleslady" in one of our big department stores. She rolled her gum under her big tongue and smote the air, yelling:

"Mamie! Aw, Mamie!"

Mamie responded in a clarion note from the other end of the counter:

"Whacher want?"

"Do we keep key-rings?"

"I do no! Ask 49!"

"Forty-nine! Sa-ay, forty-nine!"

"What!"

"Do we keep key-rings?"

"I do no! Ask the floor-walker!"

"He's went to dinner."

"Ask Sadie."

"Sadie! O-o-o-oh, Sadie!"

"Huh?"

"Do we keep key-rings?"

"I guess so. They'd be in the stationery department, wouldn't they?"

LAST DIVIDEND.

Last month the final dividend in the Sampson, Kennedy & Co. estate was paid the creditors. The total foots 29 cents on the dollar.

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B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

HIRAM JOHNSON

IMPORTER and EXPORTER...

Wholesale Manufacturer of all kinds of



FURS

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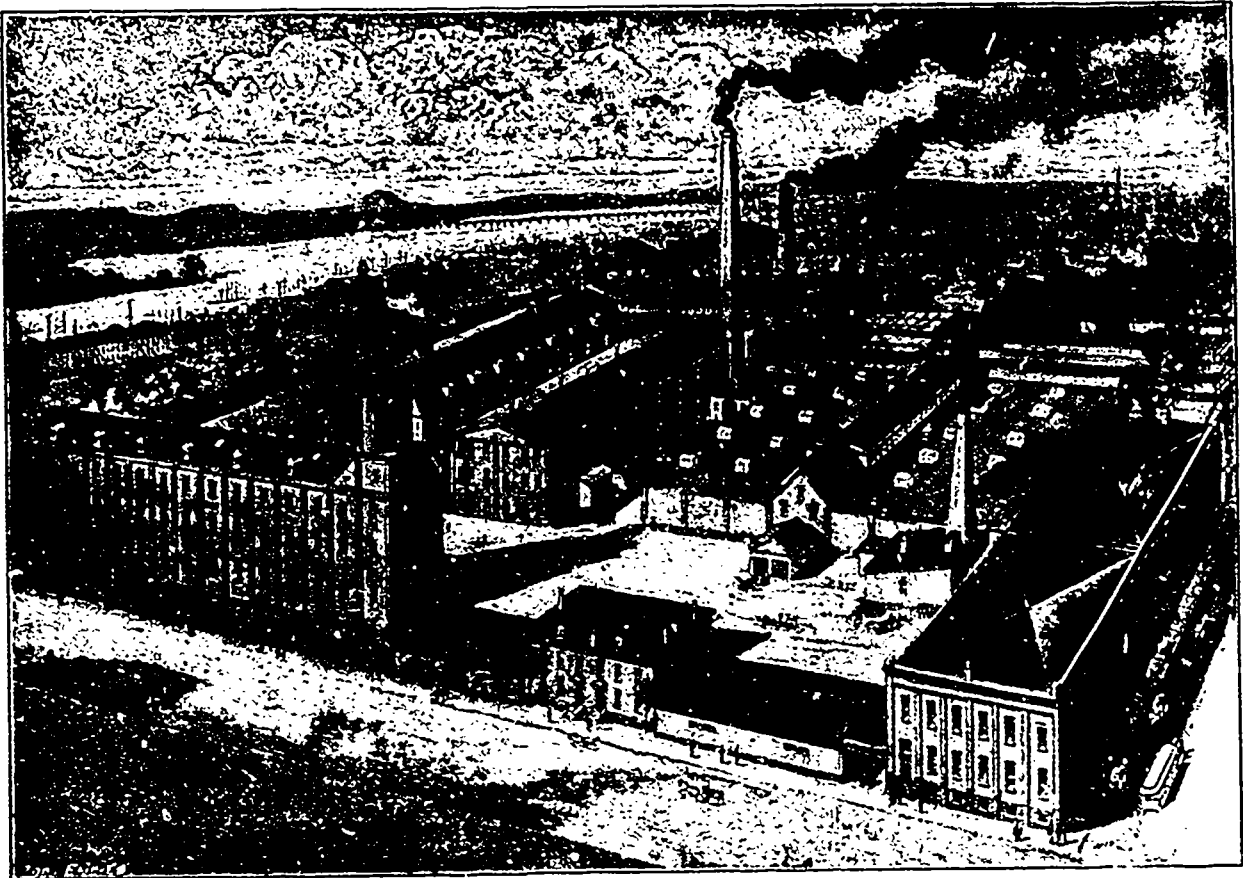
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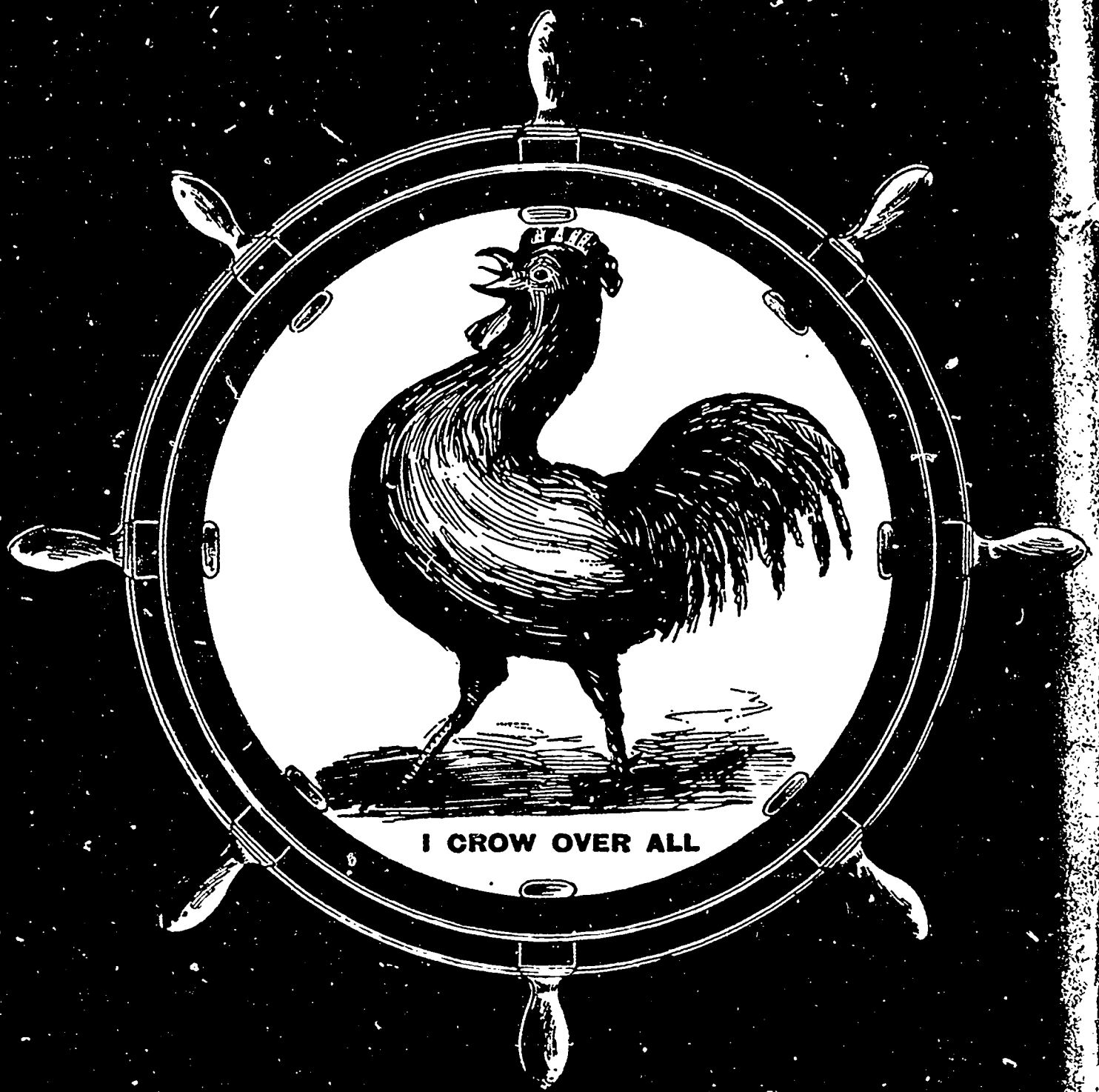
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