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JOBBER vs. IMPORTING RETAILER  
THE DRUMMERS' CORNER

In This Issue.

1894

# THE CANADIAN DRY GOODS REVIEW.

HATS

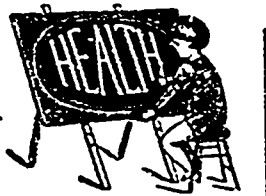
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JAN.

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SILK MILLS CO., Ltd.

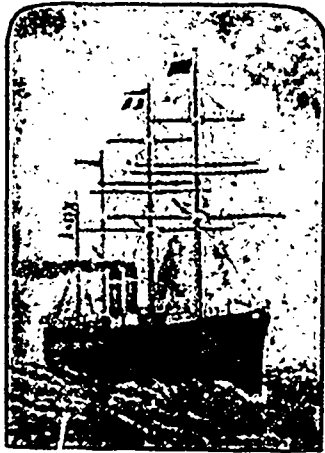
MONTREAL.

PUBLISHED BY  
THE J. B. MACLEAN PUBLISHING CO. LTD.  
TRADE JOURNAL PUBLISHERS  
TORONTO ONT

SPRING NUMBER FOR 1895 IN PREPARATION.

# ALLAN LINE

ROYAL MAIL STEAMSHIPS



Liverpool,  
Halifax,  
and Portland Mail Service.

After Nov. 18 the Mail Service will be continued for the Winter 1904-5, from Portland and Halifax, as under

STEAMSHIPS.	From Portland	From Halifax
MONGOLIAN	Jan 3	Jan 5
LAURENTIAN	" 17	" 19
NUMIDIAN	" 31	Feb 2
MONGOLIAN	Feb 14	" 16

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout the night being at the command of the passengers at any hour of the night. Mess rooms and smoking rooms on the promenade deck. The Saloons and Staterooms are heated by steam.

RATES OF PASSAGE.—Cabin, \$45 and upwards, according to Steamer, location of and number of persons in Stateroom. Second Cabin, \$30; Return, \$35.

Storage to or from Liverpool, London, Glasgow, Belfast or Londonderry, \$15.

H. & A. ALLAN, Gen. Agents, Montreal.

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Do you import from EUROPE?

If you do you ought to know

## PITT & SCOTT

THE "PIONEER" SHIPPING AGENTS

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CHEAP FREIGHTS

CHEAP INSURANCES

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And the Best of Attention.

We Do Everything to Please Our Clients.

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WEST END: 25 Regent St., S.W.			

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For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,  
among whom may be mentioned:

Robinson, Little & Co., London  
W. R. Brock & Co., Toronto  
Samson, Kennedy & Co., Toronto  
Caldecott, Burton & Spence, Toronto  
Knox, Morgan & Co., Hamilton  
R. J. Whittle & Co., Winnipeg  
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### Pitfalls Of the Dry Goods Trade

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

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

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THE DRY GOODS REVIEW  
TORONTO

**BEE HIVE**  
**WOOLS.**

**KNITTING WOOLS**  
J. BALDWIN  
MALDEN

**BEE HIVE**  
**SOFT KNITTING**  
5/2

**BEE HIVE**  
**FINGERING**  
5/4

**BEE HIVE**  
**FINGERING**  
5/4

**BB**

**BEE HIVE WOOLS**

**J AND J BALDWIN**  
**MANUFACTURERS**

**BEE HIVE**  
SCOTCH FINGERING  
PETTICOAT FINGERING  
MERINO FINGERING  
MERINO  
ANDALUSIAN  
PYRENEES  
SWETLAND  
& VEST  
**WOOLS**

**BEE HIVE**  
BERLIN FINGERING  
SOFT KNITTING  
DALMORE FINGERING  
FLEECY  
LADY BETTY FLEECY  
INDIANA  
DRESDEN  
**WOOLS**

CLARK BRIDGE MILLS, MALDEN

# Spring Trade 1895

## CALDECOTT, BURTON & SPENCE

TORONTO

Will show in All Departments a splendid range of Business Builders.  
Amongst others, attention is drawn to the following:

**Coating Serges**—New weaves, weights, and styles, as now sold in Paris, London, and Berlin

**German Henriettas, Canvas Cloths, Crepons, and Fancy Cotton Dress Goods**

**Belts and Buckles**—This will be an important trade

**Tinsel Trimmings**—New effects

**Kid Gloves**—Standard makes

**Embroideries**—Carton lots; special value

**Spot and Figured Muslins**—Swiss, French, and Scotch, bought before recent advances

**Veilings**—Last novelties, and the new complete veil

**Hosiery, Gloves, and Underwear**  
All sizes, from babies' to stout women's

The store that keeps the Home Trade of its own locality is the one that keeps the stock assorted in the goods people demand. Price is not everything. Style and quality rank first. Fashion to-day is supreme.

### We Show the Latest Things, as Produced

W. R. BROCK.

T. J. JERMYN.

E. H. CRONYN.

W. L. BROCK.



# 1895

No change in our mode of doing business.

One dollar in goods for 100 cents.

## W. R. Brock & Co.

We commence this new year with thanks to our customers for their loyalty to us during the year that is closed. We shall endeavor to deserve their custom and support by renewed and continued efforts to maintain our position in the front ranks of Canadian dealers in General Dry Goods and Woollens.

We cover Ontario and the Northwest through our Travelers.

### Our Letter Order Department

Covers the whole Dominion, and has the approval of all who give it a trial.

## W. R. Brock & Co.



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

# THE REVIEW OF GENERAL DRY GOODS

*Circulating throughout every Province of the Dominion.*

Vol. V.

TORONTO AND MONTREAL, JANUARY, 1894.

No. 1.

**THE J. B. McLEAN PUBLISHING CO.,  
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**Trade Journal Publishers,  
AND  
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R. HARGREAVES.**

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## **JOBBER VS. IMPORTING RETAILER.**

**L**AST month we pointed out that the increased amount of importing being done by the departmental stores in such cities as Toronto, Montreal, Ottawa, Winnipeg, St. John, etc., would lead to the jobbers in these cities opening a retail department. One or two instances of this combination are already to be found in the Maritime Provinces, and soon others will appear.

But how the jobber will meet the increased competition of the importing retailer in large towns or small cities where there is no jobbing house to open a retail department, is a question yet unanswered. THE REVIEW has discovered that a plan is being matured. Whether that plan is feasible may be a matter of opinion, but on the face it seems quite possible of a profitable consummation.

This plan, as stated by a wholesaler, who avers he has had the idea for several years, is as follows. Suppose there are twenty large towns, in each of which is one large retailer who imports direct at fairly low prices, sells close, advertises strongly, and gathers to himself the bulk of the retail trade in that town. By so doing, he crushes down small competitors and leaves little trade to be secured by the jobber. Supposing there are ten Montreal and Toronto jobbers who find themselves affected by this change in the source of supply. They meet together and agree to apportion the care of these towns by lot among

them, each taking two. A. B. & Co. are jobbers, and they get two towns to "take care of," namely Smithville and Brown-town. In each of these two towns, A. B. & Co. erect neat and commodious stores and put in a stock. They commence to do a retail trade managed by experienced retail merchants. And then—well, the result must be imagined.

This is the plan this gentleman proposes, and it is certainly an ingenious one. The mere fact that such a plan is being considered proves that THE REVIEW was correct in its two previous articles, in which it was pointed out that the jobbers had begun to feel the competition of the importing retailer. It is quite natural that the jobber should resent this loss of trade, and seek means to prevent any further loss, and to recover what has been taken away. It is, perhaps, just as natural for a retailer doing a business of from \$200,000 to \$1,000,000 a year to desire to import for himself. When the two tendencies come into contact, new phases of trade conduct are bound to appear.

The jobbers are certainly not going to adopt this plan at once. It is a trump card to keep for the last trick. They are still hopeful that they may be able to hold their trade under existing methods. They claim that a number of retailers who have commenced importing have, during the past five years, increased their stocks 25 to 50 per cent., and, were they forced to realize on them now, would find that they had lost rather than gained by their new method of buying. They claim that the retailer who buys in Toronto or Montreal from half a dozen large jobbers gets the benefit of the combined experiences of 25 or 30 buyers who are studying the wants of this market, and who have selected foreign goods on the basis of this experience, while the importing retailer buys from a range of samples which includes goods made for a variety of nations and a diversity of climates. They claim that the importing retailer has not equal advantages with the importing jobber, and cannot lay his goods down in Canada for more than 5 or 10 per cent. less than the jobber offers them for, and that this is nothing compared with the privilege of getting the right goods at the right time and in the exact quantity required.

There is another feature which shows the increased competition between these two classes. This is the increased number of supply accounts that may now be found in this country. A jobber finds that he is getting very little trade from a good-sized town, and he chooses some honest but impecunious retailer, and starts him on a supply account. That the jobbers have found this a necessity is much to be lamented.

The outcome of this quiet struggle will be watched with much interest, not only by those directly concerned, but by business and commercial men generally.

## NEWFOUNDLAND.

**P**OOR Newfoundland. Like a mite in a big cheese, the Island Colony has been trying to make an impression in the world as an independent nation. But she has been a little pollywog in a great big puddle, and has found it as hard to hold her own as Canada would if separated into seven distinct provinces. "Union is strength" may be an old saying, but its venerable truth is beyond dispute.

To day, Newfoundland is torn by bitter political dissensions, worried by commercial failures, and disheartened by financial complications. In her hour of distress she looks to her sister colony, Canada, for aid, and this aid has been as fully and freely given by Canadian banks as was given by her citizens when a great fire swept the capital city of this Island Colony some two years ago.

Newfoundland has, or rather had, two banks, the Union and the Commercial, and their notes in circulation amounted to \$1,200,000. The fish products of the country must be got to market and this process requires capital. Owing to the death of a London merchant who did a great deal of this, complications arose and the rotten condition of the banks was exposed. The necessary funds, at the time of writing, are not forthcoming, and business is at a standstill. Newfoundland brings in most of its food, and hence it must export to live, or to get that which is necessary to support life.

To show loose banking system carried on it may be said that the following directors of the Commercial Bank owe that institution these sums. Goodfellow & Co., \$115,000, Goodridge & Jobs, represented by Hutchings, \$120,000, and Duder, \$600,000. It is said that Duder is a bankrupt, that the sums aggregate three times the amount of the bank's capital stock, and that some of the officials had overdrawn their accounts and Bookkeeper Crowdy had falsified the books so that his friends had overdrawn to the extent of \$20,000.

Various plans are suggested to redeem the notes of the banks outstanding in the hands of the people. One proposal is that the Government guarantee a certain percentage of the notes, and they would thus all gain a certain value. Another plan is the formation of a syndicate of outside banks who would send experts to value the assets of the banks and their customers, and then make advances to the note holders and depositors to such an extent as would be warranted by the assets. The latter is substantially the course followed in the great Baring failure in London, and which succeeded in averting what would otherwise have been a very serious and widespread crisis.

Canada is willing to aid Newfoundland; but why should not Newfoundland guard against a future recurrence of such episodes by joining in a confederation which has ensured peace and prosperity to the various provinces of this growing Dominion?

## CREDIT. NOT CAPITAL. THE CAUSE.

When a wholesale or retail merchant or manufacturer applies to a bank for a loan, or for a line of credit in the purchase of goods, he is usually asked for a statement of his financial position. He produces one, in which he generally shows a large sum due him on account.

This is usually classed as a valuable asset, and too frequently bankers and dealers do not take the trouble to inquire how many of these debts are worth anything at all.

As a rule, such a statement would be a valuable aid in getting at the character of the business done.

It has been shown that insufficient capital is put on record as the cause of a large proportion of the failures. On inquiry, insufficient capital means that the dealer began with enough, but by giving goods away on credit, he had not the money to buy more.

He gets more goods on past credit, and gives them away on the same terms, and eventually he owes so much that his creditors refuse to sell him any more unless he pays cash. He can not do so, because his original capital is distributed among many small people, to whom he gave it in the shape of goods on credit.

The creditors seize his stock. He is thrown on the street with a damaged reputation and no money, and he has to begin life over again. His failure is put down: "Lack of capital."

Many a trader could be saved if the firm from whom he buys goods, or the bank with which he does business, would frequently scrutinize his dealings with his customers, when the amounts he has on credit would show him the danger of the course he is pursuing.

## CANADA'S GAIN AND LOSS.

What with the Intercolonial Conference of 1894, the discussion before and since of a Pacific cable and a Canada-Australian line of steamers, the publication of Earl Jersey's report and the tragic death of her beloved Premier in the historical mansion of Great Britain's Kings, Canada has been forcing herself and being forced on the attention of the civilized world. Canada has to be known, and known intimately, to be appreciated, as her countenance is stern and forbidding to those who know her not in her gentler and balmy moods, when the Ice-King has retreated before the onslaught of the victorious Summer Prince.

It is to be regretted that one of Canada's advertisements should have been paid for with the life of her greatest statesman. Able, clean, unselfish, judicial and patriotic, Sir John Thompson stood hands above his colleagues in the Canadian Cabinet. His life was full of devotion to his family, to his religion and, it may safely be said, above all to his country. With the honors of a Canadian Premiership not yet grown old, with Imperial decorations fresh upon his brow, he was felled by disease at the foot of the Throne of the great Empire which he revered so highly. He sacrificed himself for his country, and a grateful people will enrol him among their national heroes.

## HOLD A POST MORTEM.

The old year is dying in the night—it is a way old years have. They all go off at midnight on December 31st. There is no use holding a funeral, but a post mortem might be beneficial to most merchants.

This post mortem should take the form of a general stock taking and the striking of a trial balance. This will show whether the year 1894 left the merchant in as good shape as it found him. If it didn't, it will show the reason why.

This information is necessary to enable the merchant to decide what he is going to do in 1895. If 1894 ate up a thousand dollars of his capital, it might be advisable to prevent 1895 taking a second thousand.

## TARIFF DISCRIMINATION.

THE REVIEW has more than once had occasion to compliment Hon. Mr. Wallace, Controller of Customs, for the satisfactory way in which he has administered the affairs of his department.

Two important reforms are still necessary. The present acting commissioner should be transferred to some other work for which, by his training, he is better adapted, and a Dominion Board of Appraisers should be established.

Mr. Waters, the acting commissioner, if we mistake not, was accountant of the department, and, on Mr. Johnson's superannuation, was given the appointment by Mr. Bowell.

Some men would have adapted themselves to the position, but not so with Mr. Waters, whose acts are an irritation and worry to the business men. His decisions are being constantly reversed by Mr. Wallace, and the impression is that more would be if the dealers made stronger representations.

It cannot be expected that a head will interfere with the rulings of a man in his department, though he may know they are not correct.

Until there is a Dominion Board of Appraisers, there will always be inequalities in the ratings at different ports. There are constant complaints of these different ratings.

A London, Ont., firm has been underselling all other parts of Canada in a certain article, because it is rated for duty under a different heading. Toronto merchants have brought in Chicago goods via Montreal and paid the freight up, because it was cheaper to do that than pass them at the higher rate of duty obtaining in Toronto.

A certain large importer in Montreal can buy a particular line of goods much cheaper in London and New York than can a small dealer in Kingston, yet the latter has persistently under-sold the large buyer, it was found that he was able to do so because the appraiser at Kingston allowed the goods in about 30 per cent. less than the Montreal appraiser asked.

Halifax and St. John firms have both brought in certain articles of dry goods and hardware through Montreal and western points.

All this, it can easily be seen, is manifestly unfair. The only remedy is a Dominion Board of Appraisers, such as they have in the States, composed of experienced business men representing the different departments of trade, together with a good lawyer—no party hack. There are plenty of capable men to be found in the wholesale and retail houses throughout the country. There are, also, many other questions of importance for such a body to deal with.

## IDENTIFICATION.

PEOPLE who are not ashamed of anything they own will often put their monogram or name upon each. It is no disgrace to have a man's coat-of-arms on his handsome carriage or above his beautiful carriage-gates. It is policy to have his name at his place of business, either in the form of a brass plate or a gilded sign. His delivery wagons have his name, and even the glistening blinders of his well-groomed dray horses bear his initials in brass.

But many Canadian manufacturers seem ashamed to be known as the makers of the goods that they send out from their well-appointed factories. Why they should be no one knows.

The manufacturers of Great Britain, France, Germany, Japan and the United States act differently, and why should Canada be behind? True, the Government of this country has handicapped the registration of trade marks by imposing a very heavy registry fee, but an obstacle of this kind should not prevent the adoption of a good system.

Speaking of this matter, The Canadian Journal of Fabrics sagely remarks, in the strain THE REVIEW has been taking for years, that: "Those who have made special efforts to bring out 'novelties have been rewarded with success, while the mills 'who acted on the advice given in this journal, and identified 'their name with standard lines of goods they were not ashamed 'to own, have not regretted the step. The result of such a large 'production of anonymous goods has been that goods of really 'fine texture and of good wearing qualities have been sold to 'the consumer as foreign, while no doubt a considerable amount 'of poor foreign goods have been palmed off as Canadian. 'Thus, the home manufacturer who makes a good standard 'quality of goods has appeared under a double disadvantage 'before the consumer, and many are beginning to see their 'position, and some are now having their name or trade-mark 'put on every piece of goods at intervals of three or four yards, 'so that it cannot be taken off."

## IMITATION IS FLATTERY.

It is said that "Imitation is the sincerest flattery," and it is undoubtedly a great truth. The United States proposes to imitate Canada's banking system. Canada is flattered, but it is the United States that will be benefitted.

The United States Government has been trying to do a banking business long enough, and it is time they handed it over to those who make it a legitimate business. Of course, they must regulate this branch of the nation's business, but only in so far as regulation is necessary to prevent fraud and deception.

The futility of the Government's attempt at doing a banking business is seen in its utter inability to keep up the gold reserve, which is supposed to stand at \$100,000,000 of coin. When European investors withdrew their money from the United States, gold went out, and finally the reserve fell to about one half of its proper volume. The Government asked the banks for \$50,000,000 of gold to stock up with, and they got it by issuing bonds at the banks' prices.

Gold is still going out of the country, and the reserve is growing beautifully less each week. But it is going down faster than the export process warrants. This leads to the conclusion that the banks are collecting the gold again in anticipation of another \$50,000,000 loan at their own prices.

The Government of that great republic has grown tired of its banking function, because neither science nor common sense sanctions it. A currency secured by reliable assets and strict regulations is perfectly safe.

The Quebec Board of Trade have elected the following officers. President, Mr. E. B. Garneau (unanimously re-elected). 1st vice president, Mr. John Sharples (re-elected), 2nd vice president, Mr. Elzear Pelletier (re-elected); treasurer, Mr. Joseph Winfield. The board has passed a resolution calling upon the City Council to vote aid towards the construction of a railway from Quebec to Parry Sound on the Georgian Bay.



## OUR POLICY.

EVERY journal of repute must have a policy, and THE REVIEW flatters itself that it is a journal of repute. So far as possible, its columns have been kept free from articles which might be instigated by sordid motives, or the schemes of isolated persons.

The main object of this journal is to guard the interests of the great body of Canadian retailers of dry goods, and furnish them with information from the manufacturing and wholesale markets on which they can rely. No reading matter has ever been admitted into this journal except for one reason, and that is that it was information for its readers. No notices of new goods, write-ups, or descriptions have ever been paid for by those immediately concerned. All these have been inserted merely because they were considered genuine information. No bias to any information has ever been given in order that the publishers might reap a pecuniary benefit.

In a word, the publishers of this journal have never sold a line of reading matter, and have no intention of doing so. Independence is to a trade journal what virtue is to a female—without it, all is lost.

THE REVIEW is not an organ for the sole purpose of booming the wholesaler or the manufacturer. From both these classes it draws considerable of its revenue, and hence has always endeavored, and will always endeavor, to treat them well. But should either of these classes, or any one of them, do anything which the trade as a whole will not approve, THE REVIEW is bound to state its opinion fairly and fearlessly. It could not assume any other position and guard the interests of the trade which it has the honor to represent.

This is the policy which has caused this journal to have a wonderful growth since its inception four years ago this month. So far as it is possible for human beings—always liable to err—to maintain this policy, it will be maintained.

## FAKES TO DRAW TRADE.

Phillips & Co., clothing and men's furnishings, Truro, have worked three good schemes for drawing trade during the year, which they say were profitable.

They advertised that every boy who bought a suit would get a cabinet photograph of himself free. These were taken by a local photographer, who charged 50 cents, which he said was cost, as he expected to make his profit on additional orders that might come from the boys' families for his picture.

The next scheme was to give a boy writing the best advertisement of Phillips & Co.'s goods a watch. This cost \$3.75. It interested the boy and all his friends, and the stock-in-trade was discussed.

They are now closing up a \$15 prize. Everyone who bought \$1 worth of goods received a key to a cabinet containing \$15 in gold. There were 1,000 keys, but only one fitted the lock on the cabinet. They say this almost doubled their business.

## IT IS UNTRUE.

Into a Montreal textile journal for December the following item found its way:

"John Macdonald & Co., wholesale dry goods dealers, Toronto, have cut the wages of their employes twenty-five per

cent. There is some anxiety in the city trade as to whether this example will not be followed by other wholesale houses."

This house has been in business forty-five years, and has a record enviable, indeed, for during these long years of business activity or business depression it has never been found wise or essential to reduce salaries. With such a record in view it is hardly necessary to state that the above paragraph is absolutely untrue.

The policy of the house is well known. The heads of the firm are against a reduction of any employe's salary under any conditions. They consider also that those who have served them faithfully and well, and through whose instrumentality their profits have been augmented in good times, are entitled to be kept on when things are different. They recognize that an employe has rights as well as an employer, and these have always been sacredly respected.

## TAX ON COMMERCIAL TRAVELERS.

The commercial travelers in the Lower Provinces are up in arms. The City Council of Halifax adopted a new assessment scheme the other day, and that scheme included the item, "\$25 on commercial travelers." Protests are being sent in from all quarters, and correspondents are writing to the papers to show that the city has not the power to enact such a law. But the item is not to remain in the scheme. It was never intended to remain there. The framers of the scheme say they put that item and several others in the scheme which they did not intend to vote for themselves. By a ruling of the Chair the scheme could not be discussed clause by clause, and had to be adopted as a whole. In order to weed out the objectionable parts, the promoters carried a resolution relegating the scheme to a select committee, who are to prepare an Act in accordance therewith for submission to the Legislature. The tax on commercial travelers will not appear therein.

## \* FROSTY SHOW-WINDOWS.

A CORRESPONDENT wrote last month asking how to keep show-windows clear of frost. Mr. W. G. Cameron, of Victoria, B.C., wrote the questioner, giving his experience. He keeps his clear by keeping the air inside the window as cold as the air outside. To do this the window-back, or the partition of glass between the window space and the store, must be close-fitting, so as to prevent the warm air of the store coming in contact with the outside glass. When this warm air strikes cold glass, the moisture in it condenses and freezes on the pane. Mr. Cameron has openings in the bottom of his window to admit cold air and a six-inch sash at the top which can be opened and shut with cords. This provides a current of cold air in the window and close to the outside glass, so that the great rule is carried out, viz., keeping the air inside the window as cold as the air outside.

If electric lights are used in the windows the current of cold air does not need to be so strong. But when gas or coal oil is used the current of air must be much stronger, so as to neutralize the heat thrown out from the jets or lamps. Three or four large augur holes in the outside sash at the bottom and the same number at the top generally suffice. A transom, six inches or more in width, is preferable for the top, and should be hung at the bottom by hinges, and opened by cords.

## A RECORD IN FOOTBALL.

A SPLENDID record in the football field has been made by the team from Gordon Mackay & Co.'s wholesale warehouse, Toronto. The season that has just closed showed that their team was athletic, enthusiastic and well managed. They came out first in the Wholesale Dry Goods League, and carried off THE DRY GOODS REVIEW'S Shield for the second time. In the Toronto Intermediate League they secured second place, and pushed the leaders hard.

The following particulars concerning their season are interesting:

## TORONTO INTERMEDIATE F. B. LEAGUE GAMES.

- Oct. 6--Tecumseth vs. Gordon, Mackay & Co.; 4 to 0 in favor of G., M. & Co.
- Oct. 13--Riverside vs. Gordon, Mackay & Co. 2 to 1 in favor of G., M. & Co.
- Oct. 20--Varsity vs. Gordon Mackay & Co.; 1 to 0 in favor of Varsity.
- Oct. 27--Athletics vs. Gordon, Mackay & Co.; 2 to 1 in favor of G., M. & Co.
- Nov. 3--Gore Vale vs. Gordon, Mackay & Co., draw (1 to 1).
- Nov. 17--Bell Telephone Co. vs. Gordon, Mackay & Co.; 6 to 0 in favor of G., M. & Co.

## DRY GOODS LEAGUE:

- Oct. 27--Caldecott, Burton & Spence vs Gordon, Mackay & Co.; 2 to 0 in favor of G., M. & Co.

Team against C., B. & S.: Meron (goal); Ewing and Tozer (backs); Palin, Knowles and McMillan (half-backs). Burns, Bonsall, Humphries, Labatt and Turnbull (forwards).

Teams against the Intermediate League Clubs were selected

from the following players: Meron, McTaggart, Tozer, Palin, Knowles, McMillan, Turnbull, Labatt, Ewing, Riddell, Bonsall, Wright and Burns.

The total number of goals lost was 4, and the total number of those won was 17.

J. W. Wood is president, D. I. Barnett sec.-treas., and Peter Knowles captain.

## A FAULT IN BRITISH GOODS.

There are two classes of British goods which are unsatisfactory because they are poorly made. These two classes are suspenders and flannelette shirts.

The suspenders in most cases are about three inches too short, and when these goods come into competition with United States and Canadian goods they are discarded by the best and largest dealers.

A flannelette shirt shown to the writer a few days ago was about four inches too wide in the body and four inches too short in the sleeve. There was more than enough goods to spare in the body to make the sleeves their proper length. Why this should be is hard to explain, unless it is that Canadians are longer in the reach than Britishers. Yet this is not probable.

The inferiority of British cloaks in point of fit, as compared with German garments, has long been known, and has crowded the former nearly out of this market.

If the British manufacturer desires to hold this market and exploit it for his own benefit, he had better get some particulars as to the average size of the Canadians. Unless he does this, and does it right suddenly, he is going to fall into a disrepute which may prevent him ever regaining his lost ground.

# KNOX, MORGAN & CO.

Wholesale  
Dry Goods . . .

**HAMILTON, ONT.**

SPECIAL OFFER IN . . . .

## Top Shirts

A big clearing lot bought at a sacrifice. You can secure a portion of these at mill prices if you order at once. Order by letter or through traveler.

## Xmas Novelties

Some very special things in Fancy Muslin Handkerchiefs, Silk Handkerchiefs, Silk Collarettes, Ties, Braces, Purses, Knitted Shawls, Chenille Table Covers, etc., etc.

## Ladies' Underwear

We have decided to keep our stock complete up to end of January. Send us your repeats.

## TRADE CHAT.

**S**HOREY & CO., clothing manufacturers, Montreal, are sending a representative to Australia. They have already built up a West India trade.

St. Jacobs, Ont., has a carpet weaving establishment now.

Milton Dayton, general merchant, St. Mary's, N.B., is dead.

The Weston woolen mills have again started, after a break-down.

Windsor merchants will close their stores at 8 p.m. this winter.

H. McLaren goes to Australia in the interest of the cotton companies.

The Glasgow Woolen Mills, Bolton, Ont., are now illuminated by electricity.

Mr. T. F. Kingsmill, of London, has gone to Great Britain on a purchasing trip.

John Baird, proprietor of the woolen mill at Almonte, died recently, aged 74 years.

Recently the Listowel woolen mill sent seven carloads of wool to the States, valued at \$15,000.

Bell & Co.'s tannery at Tilsonburg was robbed of \$300 worth of furs on the night of December 4.

The store of Christie, Bailey & Co., of Millwood, Man., was broken into, and dry goods and cash taken to the value of \$500.

The funeral of the late Mr. Andrew McDougall, merchant tailor, took place from 141 Bleury street, Montreal, on December 14th.

St. Catharines has a new haircloth factory. Stagg Bros. have built it. This fabric is still in great demand for the back of skirts.

W. B. Griffith, who bought the assets of the Royal Corset Co., Sherbrooke, Que., for \$23,000, is organizing a new company.

The Canada Garnetting Co., under the management of Robert S. Fraser, are fitting up a factory in Montreal for garnetting fine wool stock.

H. A. Yuille, who used to represent Duncan Bell, of Montreal, in Western Ontario, has severed his connection, and will continue business on his own account in Toronto.

Mr. J. L. Blair, who several years ago conducted an extensive dry goods business in Winnipeg, is now "floor walker" in one of the largest dry goods establishments in San Francisco.

The Maritime Commercial Travelers' Association has contracted with the Manufacturers' Accident Insurance Co., of Canada, for the insurance of all its members against accidents.

On Dec. 16th there were two fires worth noting. D. McCallum's carpet factory, Strathroy, was destroyed. About \$6,000 damage was done to the hat and fur store of Alexander Wheeler, Quebec.

The case of the Northwest Commercial Travelers' Association against the London Guarantee and Accident Company, which has excited considerable interest for some time, was decided at Winnipeg, on Tuesday, in favor of the plaintiffs. This was the case in which the Travelers' Association took out a policy of \$1,000 on the life of C. F. Church, who was frozen to death in 1892, in a storm, between Lethbridge and Macleod.

The insurance people refused to pay the policy, claiming that the word "accident" did not cover cases of death by freezing. Justice Bain, however, held differently, and gave verdict for the plaintiffs.

The Whitehead & Hoag Co., of Newark, N.J., manufacturers of ribbon, metal, celluloid and enamel ivory badges, have opened an office at 71 Yonge street, Toronto. Mr. J. B. Short is manager of this branch.

Cowling & Co., Moncton, are now devoting special attention to dress goods and ladies' furnishings. They have given up men's furnishings and clothing, which have been taken up by E. A. Harris, next door.

Phillips & Co., Truro, filled in the back of one of their windows with a screen made of cheap cotton stretched on a rough pine frame. On this they hung samples of all kinds and colors of caps in stock.

The Richards Company, whose offer to purchase the Dominion Steamship Company Line has been accepted, is said to be financed by Manchester cattle traders, who propose to import cattle by way of the ship canal.

The St. John, N.B., Board of Trade reports a larger volume of wholesale trade this season than in 1893. Wholesale trade cannot noticeably improve without other trade doing likewise. New Brunswick is evidently to be congratulated.

The Montreal Wholesale Dry Goods Association held their annual meeting on the 12th inst., and elected the following officers: President, A. A. Thibaudeau; vice-president, E. B. Greenshields; treasurer, Wm. Reid; board of directors, R. L. Gault, Wm. Kissock, S. O. Shorey and James Slessor.

The business men of Richmond, Que., to the number of forty-seven, have formed a Board of Trade. The officers elected are: Mr. W. L. Ball, president; Mr. A. J. Hudon, vice-president; council, J. C. Sutherland, R. F. McKee, H. P. Wales, E. S. Bernard, J. Bedard, W. E. Jones, James Alexander, Hon. H. Aylmer, J. Ewing and R. Sullivan.

The Portage la Prairie Board of Trade held its annual meeting on December 11th., and elected the following officers. President, Ed. Brown; vice-president, H. S. Patterson; secretary-treasurer, P. Whimster; council, S. R. Marlatt, F. Phillips, T. B. Millar, J. M. Taylor, W. Forsyth, Jno. Watson, G. C. Hall, Chas. Graban, F. L. Newman and A. Laurens.

Frederick W. Watkins left Hamilton on a buying trip on Nov. 7, and returned on Dec. 8. During that time he traveled over 8,000 miles, and bought goods in New York, Berlin and London. These goods were shipped in time to be shown among Pratt & Watkins' Christmas offerings. This is remarkable evidence of modern business enterprise and of modern facilities for travel.

The Drapers' World, of London, Eng., contained the following paragraph early in December: "The following Canadian buyers are now operating on this side: Mr. J. D. Ivey, of Messrs. J. D. Ivey & Co. (general dry goods); Toronto; Mr. W. R. Johnston, of Messrs. W. R. Johnston & Co. (woolen merchants), Toronto, and Mr. J. B. Heyes, of Messrs. T. Eaton & Co., Toronto. Spring orders are now coming to hand, but they are by no means large. In fact, the outlook for the new season's trade, as far as the Dominion of Canada is concerned, is far from bright. Reports from Australia in regard to the retail trade of Victoria are somewhat discouraging, but the prospects in the other departments are brighter."

# The "Distingue"

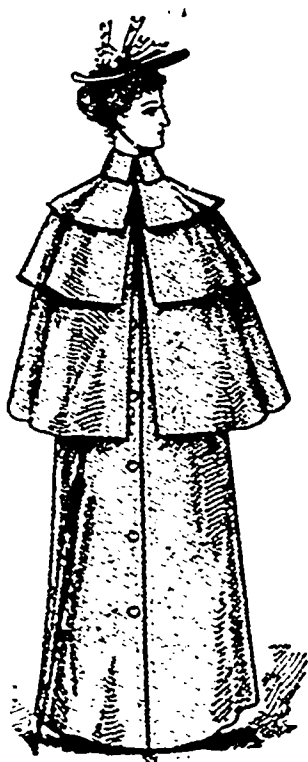
## WATERPROOF

Is admittedly the Best Selling . . .

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

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

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



VICTORIA.  
The Distingue Water-proof

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

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

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

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

WYLD, GRASETT & DARLING, Toronto,  
"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly water-proof, and have given entire satisfaction."

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

LONSDALE REID & CO.  
say: "The Distingue Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.  
The Distingue Water proof

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

ASK TO SEE SAMPLES.

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

# "The Distingue."

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

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

## THE DRUMMERS' CORNER.



On the night of Dec. 23rd, Montreal's great body of drummers held their annual banquet, and as usual it was a great affair, reflecting in no mean way the largeness of heart and generousness of spirit which characterizes the "men of the grip." Lord Aberdeen lent his brilliant name, titles, and language for the occasion, and paid a glowing tribute to the memory of Canada's lamented Premier. This Britisher spoke truly when he remarked that the expressions of sympathy demonstrated fully

that the people of this country are Canadians first and politicians afterwards. Ten years from now this same feeling will be so strong that all the world will know it, and it will have ceased to have been remarkable. Ten years ago patriotism was not one half so strong as it is to-day, and those who wish to see this country grow strong, mighty, and rich, must have noticed with great pleasure the growth of that which has contributed most to the upbuilding of all great nations. But to return—Hon. G. E. Foster and Hon. Mr. Laurier spoke, but Sunday morning came too soon to enable the chairman to finish a brilliant toast list.

I sat in a clubroom in one of our small Canadian cities one night, recently, and the social merits and demerits of the "bag man" were discussed. Without breaking confidence, I may say that the conclusion arrived at was that the profession was a most honorable one, yet disgraced with a few men unworthy of the name of "gentleman." One speaker remarked that these objectionable men were being "weeded out," and that the standard of general merit, viewing them both as individuals and as citizens, had been considerably raised during the past decade. These ideas are not new, but, seeing they come from men who were not commercial travelers, and who viewed the subject from an outsider's standpoint, they strike upon us with new force. The role of a commercial traveler is an honorable one, and the last sparks of opposition to this idea are passing into deepest blackness—the blackness of oblivion.

The annual meeting of the Mutual Benefit Society at London showed that the number of new members during the year was greater than in either of the two previous years, namely, 119. The financial statement showed the receipts of the year to be \$13,034.90; the disbursements, \$10,029.68, and the balance on hand, \$3,005.90. The reserve fund amounts to \$7,807.65. The various reports were unanimously adopted.

Commercial travelers who have gone north of Gravenhurst during the past three weeks are complaining bitterly regarding the train service, the "way freight" that used to leave that place on the arrival of the 1.30 train having been taken off. The first train going north from Gravenhurst does not leave till about three and a half hours after the 1.30 train has arrived, thus causing passengers several hours of unnecessary delay. To commercial travelers, with whom time is money, this inadequate train service is particularly annoying.

On the 15th inst. the rooms of the Dominion Commercial Travelers' Association, in Montreal, contained a large number

anxious to hear the result of the contest for office holders for the ensuing year. The vote for the presidency was as follows: Lieut.-Col. Fred. Massey, 1,086; Jos. H. Morin, 632; majority for Massey, 454. Last year the poll stood for the same officer—David Watson, 1,085; L. Wilson, 530. The votes cast for the four candidates running for the vice-presidency are as follows: Alfred Elliot, 525; Max Murdock, 464; John Rogers, 350; John Taylor, 331. Mr. Alfred Elliot is, consequently, elected vice-president of the Dominion Commercial Travelers' Association, while the new directors are the first five in the following list, with the number of votes cast for each of the eleven candidates: James Armstrong, 988; C. A. Prevost, 920; W. D. McLaren, Jr., 713; N. Tucker, 709; J. T. McBride, 705; C. H. Cochrane, 662; N. C. Wonham, 533; A. D. Gall, 341; Joseph Youngheart, 333; John Fales, 303; John Stewart, 260. General business and some speech-making followed.

The annual meeting of the Northwest Commercial Travelers' Association was held in the Board of Trade rooms, Winnipeg, on Saturday evening, December 1, to nominate officers for 1895. The result was the election by acclamation of J. Y. Griffin, president; H. S. Binns, of R. J. Whitla & Co., vice-president; James Mundie, of J. W. Peck & Co., treasurer; John M. O'Loughlin, secretary; J. W. Gatter, of J. W. Peck & Co., Vancouver, secretary for British Columbia; A. R. Tuffits, director for British Columbia, and James Lindsay, of James Robertson & Co., and S. S. Cummings, auditors. The nominations for directors were as follows, seven to be elected: H. Bruce Gordon and Fred. Chillcott, of Thompson, Codville & Co.; J. C. Gillespie, of Geo. D. Wood & Co.; J. K. Whinnery, of Stobart, Sons & Co.; M. R. O'Loughlin, A. L. Johnston, of Ames, Holden & Co.; L. C. McIntyre and J. M. Lamb, of Paulin & Co.; W. Burns, of G. F. & J. Galt; M. W. Rublee, Fred. W. Persse, Andrew Strang, F. J. Cox.

At a meeting held in Toronto of the Commercial Travelers' Association of Canada, for the purpose of nominating officers for the following year, President C. C. Van Norman was in the chair. Mr. Van Norman has been presiding officer for two years, and is now retiring from the position. Mr. James Sargant, secretary of the association, presented a highly satisfactory report, which was adopted. Nominations were then made, as follows: President, R. H. Gray (acclamation); first vice-presidents, James Haywood and R. J. Orr; second vice-presidents, M. C. Ellis and C. E. Kyle; treasurer, James C. Black (acclamation); directors (Toronto branch), H. Bedlington, John Burns, William Caldwell, R. H. Cosby, J. H. Devany, E. Fielding, J. B. Gillespie, H. Goodman, Alexander Hart, Richard Ivens, H. Leeson, John Muldrew, C. H. Murdock, J. R. Muir, J. Mackay, John Orr, E. E. Starr, R. J. Salisbury, J. Taylor, Geo. West and G. M. White. From these nine were to be chosen. The Hamilton Board is as follows: First vice-president, H. G. Wright (acclamation); second vice-president, John Hooper (acclamation); directors, W. G. Reid, J. H. Herring, J. Stoneman, W. E. La Chance, James Hooper, T. M. Davis, W. B. Croy, F. Singe, W. T. Hall, J. P. Allen, W. Bremner, Geo. Matheson, Fred. Johnston, G. A. Black. From these, six were to be elected. E. A. Dalley, who has been a member of the association for nineteen years, was also nominated, but retired, owing to ill-health. Ross Wilson, who was

nominated, likewise retired. The contest in Kingston was between M. S. Sutherland, B. W. Robertson and W. Dalton.

The result of the voting, as announced last Saturday, is:—  
President—R. H. Gray (acclamation).

First vice president—R. J. Orr, 879 (defeated Joseph Haywood, 416).

Second vice-president—C. E. Kyle, 707 (defeated M. C. Ellis, 555).

Directors, Toronto Board—Joseph Taylor, 654, John Burns, 608; R. H. Cosby, 578; E. E. Starr, 564, John Muldrew, 531, H. Goodman, 518; J. H. Devany, 517; C. H. Murdoch, 511; Alex. Hart, 458.

Directors, Hamilton Board—W. Bremner, 731, W. L. Chance, 616, James Hooper, 423, J. H. Herrng, 383, G. A. Black, 372; W. G. Reid, 364.

### RAW SILK.

The Lyons correspondent of The Dry Goods Chronicle, writing on December 1st, says:

"It is really disagreeable to be of an optimistic turn of mind, and to prognosticate from time to time that affairs will soon improve, when they haven't the least inclination to do so. These cogitations were induced by the present situation of the raw silk market, which is perverse enough to fly in the face of all the results of experience gathered for twenty five years. Although the business in silk fabrics has since the commencement of fall improved steadily, without a single slip backward, and although America's purchases of both raw silk and silk fabrics are again becoming factors in the several markets, there is not the ghost

of a chance that prices will ever again improve even one point. Beside this, the consumption of raw silk, according to the reports of twenty of the largest conditioning establishments of Europe, has increased fully 4 per cent. from January 1 to October 31, and prices are fluctuating with a decided downward tendency. Endeavors are occasionally made by holders to keep a stiff upper lip. The results, however, are that buyers play the game of hide and seek."

A cable from Yokohama, under date of December 12, says: Good demand. Prices firmer. Market has advanced 5 yens all round. Extra filatures, M.D. 825.

Comparing the imports of raw silk into the United States with the total visible consumption and with the quantities consumed in Europe, it is estimated that the United States consumed in the five years—1881 to 1885—16.57 per cent. of the total world's production, Europe consuming 69.63 per cent. In the years 1886 to 1890 the United States consumed 22.91 per cent., and Europe 68.60 per cent. These percentages are based on the figures given by the Silk Association of Zurich, the quantities used in the United States being actual imports, while those consumed by Europe are based on the figures registered at all the conditioning works, one-half of the figures registered being supposed to be the actual consumption.

Permission has been granted by the Department of Customs for the establishment of a general bonded warehouse in Winnipeg. This will supply a long felt want, and provides for the general importing public the bonded facilities which the owners of private warehouses have. John D. Clarke has control of the enterprise.

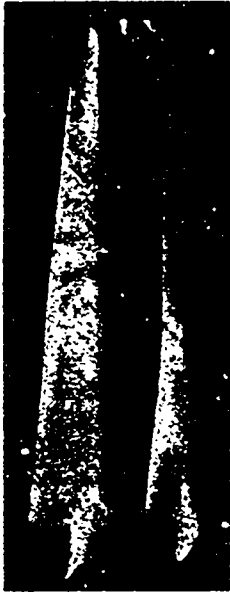
**YOU SEE  
THAT  
MAN?**

When he calls on you pay  
him a year's subscription  
to this journal.



## MEN'S FURNISHINGS.

ONE great difference between a well-dressed Englishman and a well-dressed Canadian is that the latter is usually satisfied to wear detachable cuffs, while the former is never well dressed unless his cuffs are attached to the shirt. The Canadian



No. 149-E. &amp; S. C.

way is the American way, which is not nearly so delicately artistic as the English fashion. The detachable cuff is designed to economize in laundry bills, and has grown very popular on this side of the Atlantic. On the other side it is strictly tabooed, entirely and undeniably so on dress occasions.

This year cotton shirts are to be cheaper than last year. A staple line of laundered shirts to retail at 50 cents has made its first appearance, and promises to be a fixture, if cotton remains at its present low price. This is not an anomaly in the market, but simply a result of the present slump in cotton prices.

The shirt which will be worn next summer by leaders and close followers of fashion will have a starched collar, starched cuffs and unlaundried bosom. The cuffs will be mostly separate, and soft collars will be unknown.

In regattas the great trouble of last season was that the goods were washable, but not capable of standing the attacks of perspiration. Therefore there is a big demand this season for perspiration-proof fabrics.



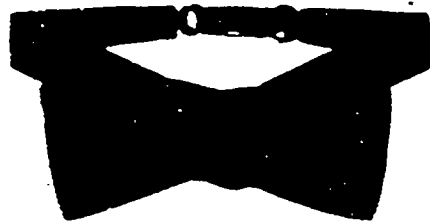
No. 158-E. &amp; S. C.

Foreign-made flannelette shirts are being laid down in Toronto as low as \$2, and domestics at \$2.25 per dozen.

WYLD, GRASSETT & DARLING.

In white shirts to retail at \$1, Wyld, Grasset & Darling claim to be showing superb value. The cloth

is of a very fine texture and the shirt is of superior workmanship. They report an increasing demand for open fronts, both with bands and with attached cuffs. They have a splendid range of colored shirts, the patterns being mostly hair-line stripes, in blues, pinks, and reds. Colored collars to match are also shown.



No. 157-E. &amp; S. C.

Some zephyr cloth shirts were shown on this market last year, but the price was out of reach for the general trade. This year they have succeeded in getting a line of shirts made of this fabric at a lower price, and they are more suitable to the trade.

## NEW NECK WEAR.

E. & S. Currie announce some new styles, illustrated herewith. No. 157 is a new departure in bows, having a twisted crosspiece, giving it the easy effect of a natural tied scarf. It is shown in the lower grades up to 25 cents. No. 158 is a fine

all-silk bow, so that nothing else is used in its construction. The generous ends give it a pleasant drooping effect. No. 159 is a graduated Derby, shown in a variety of white pique. Lightness and thinness are secured by having a muslin lining, but this being wiry, also gives the tie a valuable springiness, which is necessary in a light tie of this nature. No. 160 is an entirely new effect in a Teck. It is made from cloths of new styles and new colorings. It resembles a loosely-tied four-in-hand.

JOHN MACDONALD & CO

John Macdonald & Co. handle the celebrated German make of shirts, cuffs and collars, on every box of which is the trade-mark W & G. A court front shirt (No. 8107) is here shown. It has attached cuffs, has a wide, well-shaped front, is well-made in every particular, such as hand-sewed button-holes, and reinforced in all parts. It retails at \$2, and they claim to be offering a rare bargain in this shirt. Two collars are also illustrated. The Queenstown is carried only in the 2½-inch height, but the San Francisco is shown in 2, 2½ and 3 inch varieties. These collars are well-made and well shaped, and the styles speak for themselves. They retail at 25 cents, with a very large profit to the retailer.

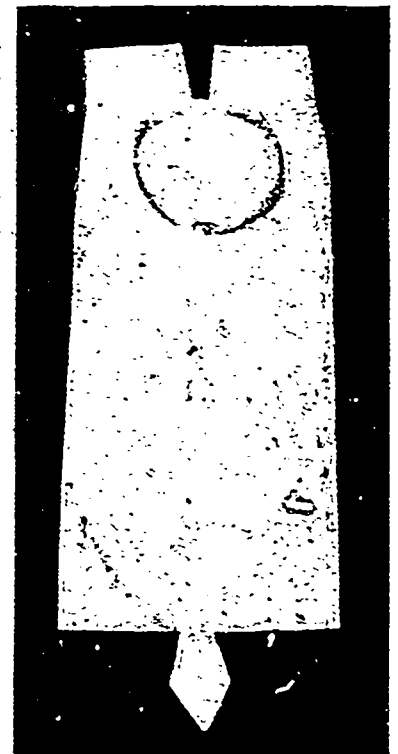


No. 160-E. &amp; S. C.

## ART DRAPERIES.

Boulter & Stewart show the famous American "Wash Silks," and claim that they surpass anything of the kind in the world. Their sample-rooms, at 30 Wellington street east, Toronto, are filled with samples and stocks of these beautiful goods.

Art draperies are growing more and more popular, more and more sought after by those women who are always anxious to be adding to the ornaments of their rooms. Boulter & Stewart have a magnificent range in silks, silkolines and sateens. The two newest things in the silk line are the creped art silk and the Paisley-patterned silk. Both these lines are magnificent in design and quality, and promise to become very popular with those of delicate and educated taste. The prices are not too high for this market, even though the patterns are woven in, instead of being printed as in common art

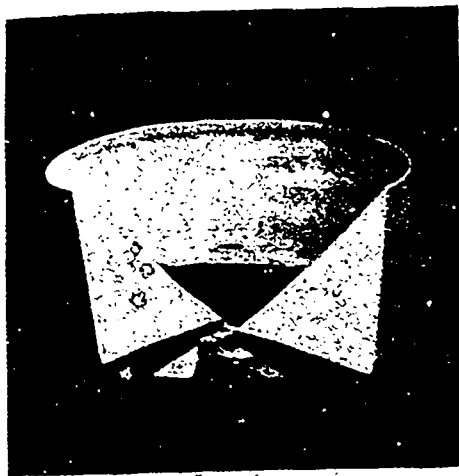


No. 8107-J. M. &amp; Co.

goods. Nile greens are much shown in sateens, and in fact green is a very predominating color in all these goods this year. The old gold color has taken a back seat, and greens and old blues are basking in the sunshine of the smiles of fickle fashion.

Chrysanthemums, petunias, sweet peas, etc., are leading features of the patterns shown and predominate in the ranges.

This firm also handle a great range of children's head wear. Silk and muslin tams, and all sorts of hoods are shown. Some of these are imported and some made in the city. The latest hood is a cream silk with hand-crocheted covering and with wide silk ties. They



SAN FRANCISCO—J. M. & Co.

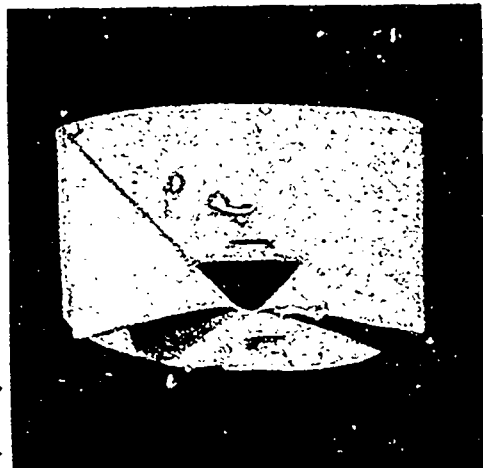
also handle down cushions, pillows, comforters, etc., and offer some good values in this class of goods.

Messrs. Boulter & Stewart have special facilities for supplying these goods, and for this reason their prices are likely to be correct.

SPRING GOODS.

One instalment of spring prints has been passed into stock by John Macdonald & Co., and orders will soon be filled. Cretons and Oxford shirtings are also to hand, and a large range in linens and art muslins. The most striking feature of the trade in all these lines is the enormous demand for regatta prints. It should also be noted that prices of linens and cottons are much lower than in previous seasons, although prints cannot be bought at a reduction worth mentioning.

The orders they are receiving for carpets on spring delivery have been very satisfactory, and they claim that they total higher than those of last spring. This is said to be due to the more hopeful feeling prevalent among buyers. The demand is also more for medium and high grades, and less for the very cheap qualities. Trashy stuff is playing out. The feature of the patterns is the prominence given to green in nearly all of them.



QUEBEC—J. M. & Co.

# Black

Was never more popular than at present. The highest class of Black Dress Fabrics "For Gentlewomen."

Black Crepon  
Fancy Crepon

Silver Crepon  
Cream Crepon

Silk Mixed Crepon  
White Crepon

ESTAMINES, in Black, Navy and Cream. COATING SERGES, in all the leading shades at popular prices.

Fancy Colored Dress Goods  
Fancy Silk Mixed Dress Goods  
Tweed Effect Dress Goods  
Ladies' Costume Dress Goods  
Mourning and Half Mourning Dress Goods

All with Trimmings to Match

Plain and Fancy White Cotton Dress Fabrics.  
Washing Zephyrs, Plain and Fancy.

It will pay you to buy . . . **OUR LINENS**

Prints are now arriving and will be shipped early in January. Special lines, extra value, in Sunshades and Umbrellas.

Hosiery, Gloves  
Underclothing  
Laces

Embroideries  
Handkerchiefs  
Our Specialties

**BROPHY, CAINS & Co.**

196 MCGILL STREET

**MONTREAL**



## FRANK DOWLER.

**M**OST men who move about from place to place generally lose by so doing. This does not seem to have been the case with Frank Dowler, whose portrait accompanies this sketch. For seven years he has been doing business in Guelph, Ont., and has in that time quadrupled his business. He has a most convenient and well-appointed store, owns his own building, and pays cash for his goods.



FRANK DOWLER.

Mr. Dowler never attempted too much. He kept his expenditure well within his income and accumulated capital. He kept himself well in front of his business, and never allowed it to get the start of him. He sells for cash only, and this enables him to buy for cash, take all discounts and give his customers the benefit of the many bargains which a man with the cash can always secure. He uses his customers properly, and has gained the confidence of a large clientele.

Mr. Dowler came from Ireland to Canada in 1869, and, three years later, entered into partnership in Bradford, Ont., with his brother, James Dowler, who had formerly been in the silk department of Murray's, Toronto. A railroad cut off part of Bradford's trade, and in 1880 they opened up a small business at Barrie, and soon after a branch at Gravenhurst. He finally bought out the Bradford business from his brother, and continued to run it. Being anxious to do only a cash business, he secured the establishment of a market in Bradford, so that the farmers might get cash for their produce. This market is still a flourishing institution. In 1887 he sold out the Bradford business, and bought the insolvent estate of the Jones Dry Goods Co. at Guelph. Here he has made his greatest success.

The lessons of Mr. Dowler's career are to always go steadily forward, making sure of the ground, and always to sell and buy for cash only.

Two weeks ago Mr. Dowler added 800 square feet of floor area to his store. It is in the basement, and will be used for a clothing and furnishing department, to be run in connection with the boot and shoe department.

## BROPHY, CAINS &amp; CO.

English flannelettes, in pretty designs, for babies' and children's goods, that will wash, are being shown by that enterprising Montreal firm, Brophy, Cains & Co. Woven tartan flannelettes, all the clans, are shown, and look like real Scotch wool tartans.

A nice range of the newest crepons is being shown. Silk spots and stripes are leading, while in evening wear goods, very transparent fabrics, woven fine so as to show a colored silk lining, are the latest.

In fashionable fabric gloves and mitts they claim to have a complete range that embraces gloves for church, for evening

wear, for shopping, for driving and for walking, in four to twenty-four button lengths.

They are making silks a leading feature of their stock. For slight figures they have the light colored blouse silks, and for the more portly mesdames they have the fashionable close-fitting vests with fancy silk fronts.

## GEORGE CAUDWELL.

In 1878 George Caudwell established a business in Brantford, and since then he has been a most successful dealer in fancy goods and general dry goods. At the present time he employs twenty-five hands, most of them being young ladies employed as clerks.

During all the time that he has been in business he has managed to pay one hundred cents in the dollar, and has never had to resort to "selling off," or other kinds of fake sales. His advertisements are numerous, and have been referred to in previous issues, but their chief importance lies in the fact that people have learned to trust them implicitly, and, as a consequence, his double store is continually thronged with well-pleased patrons.

In the one store are kept staple goods, such as dress goods, linens, flannels, linings, hosiery, gloves, plushes, velvets and corsets. In the fancy goods store are a thousand and one articles, such as ribbons, wools, braids, cords, soaps, pictures, silverware, perfumes, combs, brushes, stamped goods, baskets, dolls, yarns, stationery, jewelry, games, toys, Christmas goods and Yankee notions. The second flat over the stores is devoted to house furnishings, curtains, floor oilcloth, tickings, blankets, lace and chenille curtains, cretons, bicycles, tricycles, wagons, carpets, etc.

Mr. Caudwell was educated in Reading, Eng., and received his business training in London and Manchester. The manager of the staple store is Mr. Jas. Beckett, who has been Mr. Caudwell's right hand man for over eight years. The fancy goods department is presided over by L. E. Clemens.

They had a beautiful display of Christmas goods and dolls in six plate-glass windows, for which they expect to get THE DRY GOODS REVIEW's prize for the best dressed windows in Canada.

Mr. Caudwell says the reason of his success is that he has sold for cash only for over sixteen years; therefore, he has been able to buy better and take all discounts. Perfect cash system, and no leakage or worry enabled him to make and keep success, and when wet days and hard times came he never said die, but kept the ship in good working order.

He had a good Christmas trade, mostly dolls and silverware. More customers were present, but the total amount of sales was not quite so much as last year. On Saturday, Dec. 22, he served 1,715 spot cash customers.



GEORGE CAUDWELL.

We start the year's business  
.. with ..

# A Drive in Silks



18 in. Pure Silk Pongee  
22 in. Pongee Silk  
21 in. Pongor

All One Price **21**Cts.

SEND FOR SAMPLES

**Macabe,  
Robertson  
& Co.**

8 Wellington Street  
West .....

**TORONTO**

# Menzie, Turner & Co.

Manufacturers of



Office, Warehouse, and Factories,  
former premises of the late

**MACFARLANE  
WINDOW SHADE CO., Ltd.**

8, 10 and 12 Liberty St.,  
opposite King Street Subway.

Down Town Sample and Showrooms,

**OSGOODBY BUILDING**

**29, 31 and 33**

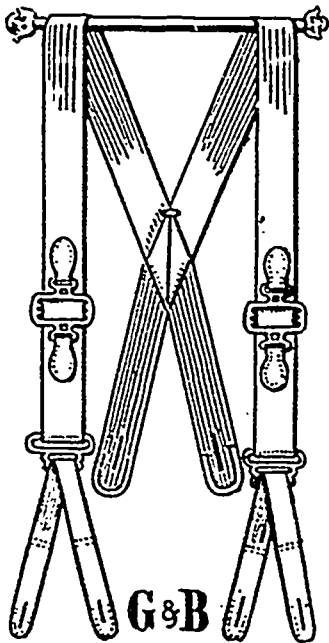
**Melinda Street**

**.. TORONTO, CANADA ..**

Send for Catalogue,  
Color Books and  
Price List.

Sole Manufacturers of

**IMPERIAL SHADES**



# Bonne-Tenue Braces

Expositions  
Universelles

PARIS { 1878, Medaille D'or  
1889, Grand Prix

**T**HIS sanitary brace is the most stylish, the lightest, most comfortable, and durable; elastic only at the back two lower ends; no rubber over shoulders; the most desirable for the medium class to the highest. No brace will represent so many advantages. Whoever uses them once will never change. They are made only in neat stripes on light ground, Selfs, White, Fawn, and Black. To suspender buyers we offer all advantages. Selections from English, French, German, American, and Canadian makers, from the old reliable two-piece brace without leather, to the highest grades in silk.

## Neckwear

## Summer Vests

**2,000** Patterns to select from. Representatives in all provinces.

Fancy Cashmere Effects, Steel Checks and Stripes, \$9.00, \$10.50, \$13.50, \$15.00, \$18.00, \$21.00, \$24.00.

Navy Cashmere Vests with White and Colored Spots and Figures, \$16.50, \$18.00, \$21.00, \$24.00.

White Ducks, detached buttons, \$9.00, \$10.50.

Wholesale Importers and  
Manufacturers  
Men's Furnishings

184 MCGILL STREET

**MONTREAL**

# GLOVER & BRAIS

## HINTS ON SPRING GOODS.

It may be a little early to speak to buyers regarding the question of spring goods before they are over the holiday rush, but at the same time THE REVIEW considers that instructive conversations that it had with two Montreal wholesalers on the point will be interesting to its readers. The first chat was



ONE OF THE LATEST FROM PARIS.

had with Messrs. Brophy and Howell, of the firm of Brophy, Cains & Co. In response to his query for information, the writer was informed that in dress goods this spring the expectation was that black will be much worn, especially in bright mohair and silk figures. Alpacas were also coming to the front again. For walking costumes or street wear shepherd checks and small, neat tweed effects will be very fashionable. Serges, which are always lady-like and serviceable, will be worn, particularly in black, navy, and cream. Browns and fawns will also be in demand.

For evening wear the handsomest and most fashionable goods are crepons, the very latest being "crepon de laine et de soie." These are now all the rage in Paris, London, and New York, and are being eagerly asked for by the best trade in Montreal. White was never more fashionable than it is at present, and for evening dresses especially it reigns supreme, in satin, pongee and crepon. Among the leading lines in white, cream, and fancy wash goods, lace effects and dotted Swiss muslins, in pin-head and other similar designs, trimmed with embroideries and insertions to match, are expected to have a monopoly in the summer trade. These goods are manufactured in Switzerland, and as large orders have been placed by American buyers, it is expected that they will be very scarce when the season opens.

Silks will be shown in a great variety of colors and designs. The grounds and patterns are very delicate and the goods extremely dainty, either for evening, matinee, or home attire, and, the best of it all, at prices within easy reach of the great bulk of the public. Brighter colors will be worn in silk blouses and vests than formerly. With one skirt, several waists can be combined; for instance, over a black or navy serge, or figured

mohair, a blouse in self color or self ground, with fancy design, can be worn, and a change of costume easily secured at small additional expense.

In trimmings, lace will be the favorite for washing and white goods; for fabrics, jetted gings and passementeries, and for evening dresses, white, gold, silver, and steel trimmings.

It is an axiom with the trade that prints are always wanted, and this season patterns in the finer imported descriptions run to hair lines, pin-head spots, small gingham checks, and tiny figures of such nature. In smallwares, white and cream fabric gloves, and silk mits will continue to be much worn, also black and cream cotton hosiery. In ladies' underwear the elastic ribbed goods appear to have superseded most others. Chemises are made open in front and trimmed with lace. In umbrellas and sunshades the demand is expected to be for fancy handles.

"In a word," said Mr. Howell, "the handles will sell the umbrella. In conclusion, if you have a line to spare just say that velvets and velveteens are good stock this coming spring, for in advices just to hand by the Drapers' Record, we read that during the past fortnight velveteen shipments to the United States averaged nearly £1,000 a day, and there is a steady demand from all parts of Canada."

Shortly after THE REVIEW had parted from Messrs. Brophy and Howell, it ran across Mr. Wm. Agnew, of Wm. Agnew & Co. That gentleman gave some additional facts. He said that tweed effects, covered coatings, clay twills in colors and black were selling largely. It is expected that Lama and Thibet as well as creponne, will be much sought after. "Satin Royal," slightly different from cashmere, but with that bright-faced finish, is expected to be a very favorite line of dress goods. Quiet colors in various shades of drab are the proper thing this spring, such as fawns, bluetts, etc. There is also an increased



ONE OF THE LATEST FROM PARIS.

call for Velours cashmeres. A great favorite last fall was rock-faced moire, and it promises to be a great seller during the ensuing spring. In serges, cheviot, estamene, etc., are in con-

# SAMSON, KENNEDY & CO.

THE

## Great Fancy Dry Goods House

.. OF CANADA ..

IMPORTERS OF IRISH LINENS AND DEALERS  
IN DOMESTIC STAPLES

Motto: "We Always Lead; We Never Follow"

*WISH THEIR CUSTOMERS AND FRIENDS*

### A Prosperous New Year.


**ON WEDNESDAY, THE 2ND JANUARY** We start our Spring Campaign, better equipped than at any

previous period. Eighteen (18) first-class travelling salesmen will place our samples before the trade.

Our buyers have returned from the European Markets, having visited the various sources of supply and made careful selections in England, Scotland, Ireland and Germany.

Our vast experience in the foreign markets and accurate acquaintance with the wants of the Canadian trade are a sufficient guarantee that our numerous customers will find suitable goods with us, and at prices which cannot be beaten by our competitors.

**OUR IMPORTS** are now coming to hand daily, and are opened out as they arrive. We bespeak for our travelers a careful inspection of their samples, assuring our friends that the accustomed care will be bestowed in the execution of their orders.

 *No order so large that its details escape our attention.  
No order so small that we do not cater for it.*

# SAMSON, KENNEDY & CO.

44, 46 and 48 Scott Street, 15, 17 and 19 Colborne Street,

And 25 Old Change,

LONDON, ENGLAND.

.....TORONTO

stant demand. In respect to velveteens and velvets, advices from primary centres state that the home demand is such that makers have all they can do to keep up with it. For this reason it is expected that prices for export account will rule exceedingly firm, especially as the demand from those markets is already very active.

#### BRITISH EXPORTS TO CANADA.

The Drapers' Record of December 8 says: "It will be noted with regret that the exports of wool and textile fabrics from Great Britain to Canada for September show a considerable falling off in every item except raw wool. For the nine months ending with September even that exception cannot be made. Taking the monthly report first, we find that while the imports of raw wool for September of last year amounted to only £92, they reached the value of £1,500 in September of this year. But for the corresponding nine months in the two years the difference is all the other way. Last year the imports amounted to £14,500; this year they reach only £8,078. In cotton goods the imports have fallen in the same periods from £433,453 to £339,633, while in worsted fabrics the discrepancy is still greater, the return showing £576,284 for last year, and only £392,180 this year. Haberdashery has fallen from £225,432 to £131,282, woolen fabrics from £315,925 to £225,787, linen piece-goods from £117,660 to £91,258, and silk and lace from £31,965 to £27,831. The record is not an encouraging one."

#### FANCY UMBRELLAS.

All the indications point to a season of fancy parasols. Two of these are illustrated here, and the fact that they are Canadian made should be an additional recommend for them. The same firm that produced these is producing a line of fancy parasols and umbrellas which found their way on to the counters of the very best city retailers for the holiday trade. For a firm as

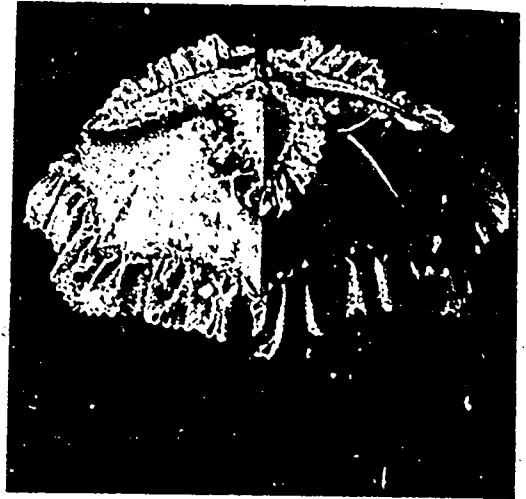


No. 157.—I. & Co.

young in the business as Irving & Co., Toronto, to score a success of this kind is quite encouraging. Their "tight-rollers" are quite taking in appearance. The fancy handles are almost indescribable, but are smaller than usual and brighter in color in the case of parasols. The natural wood is still holding in umbrellas for both sexes, but gold and silver handles in solid metal, and in filagree work over colored ware forms or over natural stone, are leading for fancy parasols.

No. 157 is a fancy black parasol with black carved handle. The top is of Japanese silk with frill of the same material. Its great beauty lies in its zig-zag chiffon trimming with rosettes of a similar material.

No. 228 is a parasol of cream Japanese silk, frilled and trimmed with the same material. The handle is of bright-colored natural wood. Some of the parasols of this range have bamboo handles.



No. 228.—I. & Co.

Irving & Co. import part of their materials from Europe and part from the United States. They also follow the United States styles closely and turn out nattier goods than are generally procurable in English made stuff. However, THE REVIEW predicts for them a stiff struggle in overcoming the prejudice which seems to stand in the way of Canadian goods. Perhaps in the case of umbrellas the prejudice is just, as much of the goods hitherto turned out was not very attractive. Irving & Co. seem to be striking out on bolder lines, and they may win where others have lost.

#### GLOVE NOTES.

Among the daintiest and most comfortable gloves of the day are the Suede ones lined with the finest and thinnest Jersey woven silk. They slip on and off like magic, and protect the hands in a marvellous manner. Silk and Suede combined form a special antidote to the miseries of defective circulation. The very correct things for evening wear are the Operetta white kid mousquetaire gloves of 12, 16 and 20 button lengths.

A lady, writing to a contemporary, is good enough to give a solemn warning, and that is, never to wear too tight gloves. The Parisian ladies never commit such an enormity—they know better. They are the best gloved women in the world, but most of them wear 6¼ or 6¾ gloves. These are not the smallest sizes for a pretty hand, but are those worn by many of the fairest of the sex nevertheless, for a tight glove is a perfect abomination. It makes the hand look larger instead of smaller, and the attempt to squeeze one's poor "paw" into such a minute space results in making it look fat and swollen.

With regard to spring sellers, The Economist says: "In addition to the lines mentioned many times as being largely ordered for spring, a strong demand is making itself felt for five and seven hooked gloves in the medium and better qualities in black and staple colors. On four-button Suedes to retail for \$1, which are warranted, a good business is being done. The outlook for chamois gloves for next season is very promising in mousquetaires and four-button lengths. One prominent importer states that natural chamois will be brought out in unusually attractive goods for spring. For men's street wear pearl-colored Suede piques in high-priced goods continue to meet with much favor, and some excellent orders have been booked."

# Wyld, Grasett & Darling..

1895...

...1895

Our Travellers are now on their respective routes with very complete ranges of Spring samples of

**GENERAL DRY GOODS  
IMPORTED AND  
CANADIAN WOOLLENS  
TAILORS' TRIMMINGS  
MEN'S FURNISHINGS  
ETC., ETC.**

*Inspection of our Samples invited.  
Orders respectfully solicited.*

**WYLD, GRASETT & DARLING**  
TORONTO.

# Mantles

We are busy getting up our range of new Spring Mantles, Cloaks, Golf Capes, etc., samples of which are now well forward and will be in the hands of our special mantle travelers on an early date. Our collection is very attractive, and embraces the very latest New York advanced styles, and at popular prices.

**Alexander & Anderson**  
MANTLE MANUFACTURERS  
TORONTO.

## Ready for Spring Trade

*Neatness  
and  
Economy  
Combined.*



RETURNED  
2/2/97.  
*Strength,  
Durability  
and a  
Novelty.*

The American Fashion for . . . .

**LADIES AND GENTLEMEN**

We claim that for the better class of trade our "Tight Rollers" will have preference over every other style.

**SAMPLES NOW ON THE ROAD**

**Irving & Co.** Cor. Yonge and Walton Sts.  
TORONTO  
MAKERS

## Neckwear Novelties

For the . . . .

## Holiday Trade



We are showing a large range of styles which we make in

**White Cord  
White Brocade  
And  
Light Fancies**

Especially designed for the

**CHRISTMAS TRADE**

**E. & S. CURRIE** 64 BAY ST.  
TORONTO

## NEW PREMISES.

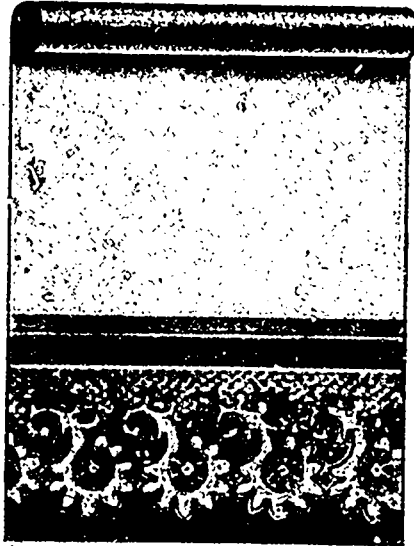
**N**OW that Menzie, Turner & Co. have established themselves in their new factory at 8, 10 and 12 Liberty street, Toronto, they are proposing to do an increased trade. In this factory they have concentrated their coloring and decorating machinery, which is the finest in the world, being patented in foreign countries also, together with their hand appliances for coloring shade goods. It is a most complete concern, and when it is known that they can manufacture for export, it will be recognized that they have excellent means for producing goods for home consumption.

They are the sole manufacturers of the brand of shades known as "Imperial," and are the only manufacturers in Canada who make both hand and machine-oil-painted opaque goods.

In order that city dealers and visiting buyers may see their samples without difficulty, they have established a sample room on the first floor of the Osgoodby building, Nos. 29, 31 and 33 Melinda street. This will be a convenience to their many customers.

Their travelers will be out at once with a full line of shades, laces and brass goods. They will show also a great many novelties, such as towel rings, towel brackets, fancy brass goods, etc.

A special shade is here illustrated, and is what the trade have been looking for, viz., a lace shade to retail at 75 cents. It is mounted on a genuine Hartshorn roller, and is shown in cream only. The number of this shade is L. 11.



L. 11.—MENZIE, TURNER & CO.

## SPECIAL MONTREAL NEWS.

**A**T the present time of writing travelers are all at home for the holidays, and there is very little animation observable about the different dry goods houses in Montreal, as a tour by THE REVIEW plainly showed. Still trade is not altogether dead, and the hope is expressed that after the holidays are over the retailers will discover that they want something, and act accordingly. For this reason no particular animation is looked for until the second week in January, by which time it is expected that conditions will have subsided from their holiday excitement, and people will be able to attend to business again. One thing, however, the trade are agreed on, and that is that had the snow-fall come two weeks earlier than it did, it would have had a material effect on the returns from travelers on their recently concluded trips.

A satisfactory fact is that all the houses agree that stocks of fall goods are down to a very low level, much lower than usual in fact, with one or two of the large general houses.

As far as can be learned, the city retail firms have done a fair holiday trade, but they require a good deal to make up for their unfavorable experiences last fall. Payments have been

fair, but, of course, the trade as a whole are anxiously awaiting the 4th of January, of which nothing can be predicted at the date of present writing.

Mr. George B. Fraser, of the firm of S. Greenshields, Son & Co., returned from Great Britain and the Continent during the month. He reports a remarkably firm feeling on-worsted.

Cashmeres, as usual, are expected to be a staple line again this spring, and Gault Bros. have made ample preparation for it. They offer a large range of these goods, comprising over fifty shades.

James Fisher & Co. are at present actively engaged in receiving extensive supplies of spring woollens and gentlemen's trimmings.

In velvets and velveteens James Johnston & Co. expect as good a season as last spring, when they did an unusually large trade. They have an ample stock of these goods in expectation of this.

S. Greenshields, Son & Co. expect another good spring for laces this season, and their stock is an unusually full one in consequence. The same remark applies to their supply of braids and other trimmings.

Thibaudeau Bros. are busy at present receiving supplies of spring goods. This firm has a large turnover of staple dry goods, and their supply of flannelettes, cottons, etc., is an exceedingly ample one.

Matthews, Towers & Co.'s travelers, who have been out on their spring placing trip, report a good demand on this account, up to the time they came home for the holidays, for gents' furnishings of all kinds.

Spring orders for Priestley's dress fabrics up to the time their travelers came in for the holidays were very satisfactory with S. Greenshields, Son & Co.

## COTTON POSITION IN MONTREAL.

There is nothing special in the cotton situation in Montreal since our last report, but toward the end of December some offers on American account were made to one or two of the wholesalers in that city, which, though they have not led to developments as yet, may do so before the date of next writing. The offers in question were on colored goods, and were very low; in fact, it is claimed that they were so low that they were lower laid down in buyers' hands than Canadian goods could be, and that some of the firms to whom the offers were made closed for small quantities. This could not be verified definitely, but if it is true, we may look for further interesting developments in the shape of lower prices.

The retaliatory struggle between Spain and the United States is likely to culminate in an imposition by the latter country of duty on all goods carried under the Spanish flag.

Among the prisoners who spent their Christmas Day in the cells of a Toronto police station was William Dean, a traveling agent for F. V. Tobias, manufacturers' agent, 67 Adelaide street east. He was arrested at his home early in the morning, upon a warrant, charging him with defrauding his employer out of moneys and goods to the amount of several hundred dollars. The alleged defalcations have, it is claimed, extended over a considerable period.

# A. A. ALLAN & CO.

MANUFACTURERS OF

## FINE FURS

Stock well assorted for the Christmas Trade.

### Robes Robes Robes

A large stock to select from. Special prices.  
Inspection invited.

LETTER ORDERS  
CAREFULLY ATTENDED TO.

A. A. Allan & Co.

51 Bay Street, TORONTO.

# "THE WILD WEST"

## HAT

WE have secured a special lot of these, which we can sell at \$21 per dozen. They are exactly as worn by Buffalo Bill and other famous cow-boys. They are a good seller. Write for circular.

D. MAGEE'S SONS,

ST. JOHN, N.B.

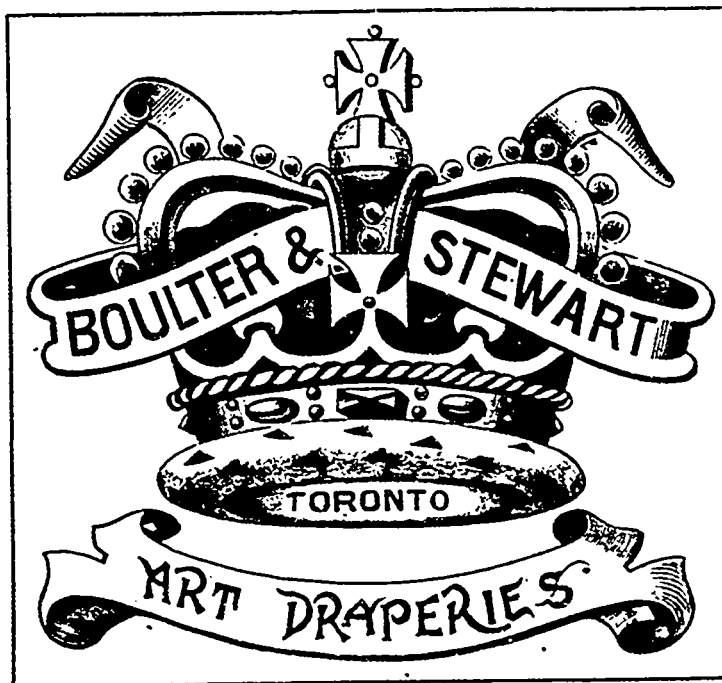
# These Are

# Just What Your Trade Wants

**SHARP BUYERS**

Will only buy the newest.

Bad Shades and Poor Designs Are Dear At any Price



American Art . . . Draperies

IS SILK SILKOLINE SATEEN

Also many new Fabrics in designs never before shown.

# BOULTER & STEWART

30 Wellington Street East

TORONTO



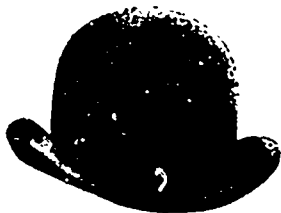
SPRING HATS.

THREE lines of new spring shapes, shown by A. A. Allan & Co., are illustrated herewith. These are American blocks, and conform to the latest New York ideas. They are special lines made in black only. The Hawes has a full round crown,



HAWES

The crown is round, like the Hawes, but is of smaller dimensions. The same remark applies to the brim.



WILCOX

The whiskholder is made

of fine press-board with brass suspender. On the front of the band portion is printed the advertisement of the particular retailer who wants a gross of these to give away to his best customers. The whisk is not too large and of good quality. A splendid use of this could be made for the spring trade by showing a windowful of them and announcing that one would be given away to every purchaser of a spring felt hat of the value of two dollars or over. It would take well, especially with rural customers.



AVENUE

the spring trade by showing

of fine press-board with brass suspender. On the front of the band portion is printed the advertisement of the particular retailer who wants a gross of these to give away to his best customers. The whisk is not too large and of good quality. A splendid use of this could be made for the spring trade by showing a windowful of them and announcing that one would be given away to every purchaser of a spring felt hat of the value of two dollars or over. It would take well, especially with rural customers.



One dealer who purchased announced that he considers them of enough value to be sold, and is accordingly intending to offer them at the extremely low price of seven cents.

Mr. J. D. Allan, of this firm, leaves this week for the European markets. Mr. Allan spends from three to six months of each year in these foreign markets and has a reputation as a buyer which is to be envied.

THE SEAL SALES.

Speaking of the November seal sales, The London Drapers' Record says: "The gathering of one hundred and fifty is about as representative as any other assembly in London except the colonial wool sales. But probably in point of wealth relatively the fur and skin men stand first. Messrs. Blatspiel, Stamp & Heacock report that, although the regulations for pelagic sealing

were presumably fairly enforced, the total catch has largely increased this year, and the cargoes having been hurried forward, the very important total of 180,411 salted fur seals were offered and sold in two days, leaving probably 20,000 Northwest Coast skins to be sold in January next. The fall in prices, which shows an average of about 20 per cent., is due to the increase in the number of skins thrown upon the market, as compared with last year. Roughly speaking, there are 26,000 skins more in 1894 than in 1893, but Messrs. Blatspiel, Stamp & Heacock pointed out that the condition of the catch was hardly as good as in 1893, several of the cargoes having been affected either by the weather or the mode of salting. It was also noticeable that small skins preponderated. The Northwest Coast skin still remains the favorite in England and the continent, but this year American buyers have secured more of this class than in the past. The damage from shooting was rather less, and the assortment of the Hudson's Bay Co. in particular (over 30 per cent.), and of Messrs. Lampson & Co. (25 per cent.) was very liberal in the matter of throwing out indifferent skins. Messrs. Culverwell, Brooks & Co. only rejected 12 1/2 per cent., but this house, on the contrary, was most liberal in sizing the small skins, which to a great extent counterbalanced the action referred to. The average price for Alaskas was 86s., and Copper Island 57s. In round figures the total sales realized £380,000."

MARITIME PROVINCE NEWS.

HALIFAX, Dec. 29, 1894.

The dry goods business throughout the province during the month, generally speaking, has only been fair. When trade is only fair merchants blame the weather, but in this case they have not the weather to blame. That was all that could be desired. As a substitute, therefore, the merchants say it was the

Thibaudeau Bros. & Co.

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.,

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

caution displayed by buyers. Orders have been very light, and the lighter they are for the next two months the better it will be for the trade in general. Collections are slow, particularly from the western shore, where two railways are being built and where merchants are giving credit to the extent of thousands, whereas they are not in a position to give credit at all. The Nova Scotia field is looked upon as a very rich one by Quebec and Ontario houses, and the anxiety and willingness of travelers to sell large bills is very apparent. If a crash comes the Upper Province man gets stuck every time. When the Halifax merchant finds one of his customers going behind in his payments, he at once arranges matters. He calls on his customer for a settlement in full. The customer cannot settle in full, but arranges to pay in instalments, and likewise gives a bill of sale. The Halifax merchant does not stop supplying his customer. That would not do. He advises him to order closely. Then the Upper Province traveler comes upon the scene and finds a ready customer. Away goes a big order. The goods come down, and so does the draft, but before it is met, the Halifax man steps in with his bill of sale and takes everything. That has happened before, and it will happen again. The prospects for a good trade next year are only fair. Orders for spring delivery are being taken, but they are generally small.

The draping of the public buildings for the funeral of Sir John Thompson has caused a boom in black material. Thousands of yards are being used, and all the available stuff of reasonable price has been bought up. Ten thousand yards will be used in St. Mary's Cathedral alone.

The fur trade has not been good, owing, doubtless, to the open weather. One of the largest dealers in hats reports the

poorest business in his line for five years. The general clothing trade is also backward. City trade, however, in nearly all lines, has been very good—some say extra good particularly during the past month.

TAUNTON.

ST. JOHN, N.B., Dec. 27, 1894.

St. John merchants have never done a larger holiday trade than they have this Christmas. The demand seemed to be more for the better class of goods, although large quantities of novelties found ready sales.

The fur dealers had no difficulty in selling heavy stocks of fur goods, and got good prices for them.

The clothing stores agree that everything was satisfactory. Sales were prompt and large, and there was plenty of ready cash. In the dry goods business there has evidently been no disappointment.

Messrs. Macaulay Bros. & Co. did an immense trade. A member of the firm said yesterday that they had broken the record for the month, for the week, and for the day, as compared with last year.

Manchester, Robertson & Allison's sales were much larger than last year.

Had there been some snow on the ground, Christmas would have been more like the day as we are used to having it, but as it was, everything went off very merrily. There was good skating, a fact which impressed itself on dealers in gloves, mufflers and such goods, and the theatres were largely patronized. The stores about the city have been very prettily trimmed for the holidays, and in many of the establishments some very cleverly arranged decorations are seen.

GEO. McLEAN.

# Stealing from Nature

Is our business. Taking all her colors and putting them into woven fabrics, changing old goods to new, creating a life and spirit where before fadedness, deadness were the only features.

# Creating Value

Where none existed. To the merchants who are burdened with unsalable stock of Dress Goods, Tweeds, Braids, Hose, Plumes, Soft Silks and Union Ribbons, we say—send us your stock, we'll make it salable. Our charges are very low, and our work is artistic. Don't waste money. Send for Price List.

## R. Parker & Company

DYERS AND FINISHERS.

—787 to 791 Yonge Street

Toronto, Ont.

Telephones: 3637, 2143, 3640 and 1094.

## ADVERTISING HONESTY.

BY NATHANIEL C. FOWLER, JR.

IN my last article, "Correct Catalogues," I touched on honesty in publicity. In this article I refer to nothing else. Business men have tried every method of advertising.

They've lied bald-headedly.

They've lied all the time.

They've lied part of the time.

They've lied a little of the time.

They've lied once in a while.

That is, some business men have.

They have exaggerated.

They have burned red fire around their goods.

They have covered up the deficiencies and double varnished the good points.

Rivalry in business has appeared to force advertisers to say anything and do anything which they think will sell goods and keep the other fellow under them.

This article will not discuss honesty and dishonesty from moral standpoints.

It will treat them from the cold-blooded standpoint of hard business.

Dishonesty in advertising is overdone.

Exaggeration in advertising is as common as the everlasting breezes.

Mis-statements are expected, and almost universally indulged in.

Lying advertisements are the order of the day.

Ninety-nine per cent. of people don't believe advertisements, and they have a perfect right not to.

To-day honesty is originality.

Honesty is never overdone.

Honesty cannot be overdone.

Honesty is the only thing that is left to the advertiser, for everything else is overworked.

One should be honest from policy, irrespective of being honest from principle.

The honest advertiser always does the business.

The honest store always makes the money in the long run.

The dishonest store may make more in the short run.

If the advertiser intends to do business for a week or a month very likely he can make more profit by lying, but if he is in business to stay, to establish a local or national reputation, and proposes to do business year in and year out, and leave his business to posterity, he will find that honesty will pay him.

Extreme honesty, so long as it isn't made ridiculous, will be considered by the public as a manifestation of startling originality, and will be appreciated.

One thing is certain: the public believe all men are liars, particularly all men that advertise.

The public believe that there are few goods as they are represented to be.

Nearly every advertisement is in big type, with bold headings, filled with deliberate lies or with the truth peeled so thin that the microscope cannot reveal the dividing line between cripple truth and direct dishonesty.

There are firms in New York city, and in all large cities, which have become rich through misrepresentation. But ask the cashier of the bank they do business with if he will discount

as much of their paper as he will of the straightforward, honest concern, and the answer, if he dares to give an answer, will teach a lesson in honesty which can never be forgotten.

I do not believe in over-conservatism.

I do not believe that conservatism is necessarily a part of honesty.

I believe a man can be just as much of a boomer, just as much of a hustler, and be honest, as he can by practising any other method of business-drawing.

Honesty can be bold. It simply must be handled carefully.

Honesty can be made the leader of the store.

It isn't necessary for a man to advertise that he is honest.

If he does, folks will believe he is lying, but he can so present his goods and so run his store, that people will learn for themselves that his word is as good as law, and that everything he sells is just what it is represented to be.

The honest advertiser is practically above competition, because competition cannot reach him.

There is always room for honest advertisers.

The public will find the outs of every article advertised, whether the advertiser calls their attention to them or not, and if the advertiser takes particular pains to cover up the shortcomings of his goods, the public will find these shortcomings, and so magnify them that they will appear to be more serious than they are.

Let me illustrate my argument by taking a very simple example.

I have a horse.

I want to sell it.

I know that the horse cribs.

Otherwise he is all right.

I know it is possible to break him of cribbing.

The horse trots well, is gentle, and, so far as I know, a perfect horse outside of cribbing.

I can advertise that the horse is perfect, that there are no outs about it, and the chances are mighty few that people will call to look at him, because they will believe I am lying.

A horse without an out isn't generally for sale.

They will imagine that the horse has a good many outs because I say he has none.

If I advertise that the horse is all right except that he cribs, and that because he cribs I am willing to sell him for a certain price, horse buyers who want horses will come to look at the horse, and they won't believe that cribbing is half as bad as it really is.

They will believe they can cure the horse of cribbing, and so they can if they take time.

I have presented to them the out of the horse.

I have disarmed their argument, and have told them exactly what they are likely to find out themselves.

I have not injured the sale of the horse. I have simply made it easier to sell the horse.

The same argument applies to every line of goods, whether sold at wholesale or retail.

If the advertiser presents the outs he will disarm argument, and will take from the mouth of his prospective buyer opportunity to kick.

It doesn't cost much to take back goods, if the goods are not satisfactory, even though the dissatisfaction is entirely the fault of the buyer.

# GIVING UP BUSINESS

## *The Worsted Weaving Company*

Now *Selling Out* their entire stock, have still a few lines of Worsteds and Cheviots, and Dress Serges left, and buyers would do well to call and see same or write for samples before placing their spring orders. All goods selling at laid down cost, or less, to ensure a speedy clearance.

## The Worsted Weaving Co.

54 Bay Street

And BRADFORD, ENG.

TORONTO

Manager: ALFRED H. LEWIS.

# Carpets

## TO THE TRADE

IT'S easy enough to keep going after you have got the start. By handling for years only first class goods and studying our patrons' wants, we are enabled from our unrivalled stock to fill orders for Carpets, Linoleums, or Oilcloths. We are able to supply you with samples of sure selling goods. State your wants, and by either Freight or Express we will forward your order. You are saved all the annoyance of hunting through samples. We arrange all that for you.

We give special attention to Church Carpets, handling several lines exclusively.

## John Kay, Son & Co.

34 King Street  
West.

TORONTO

# Our New Spring Patterns

Have struck the popular fancy and are going with a rush.  
Now let us call attention to our

*Just as Novel*  
*Just as Pretty*  
*Just as Good*  
*Just as Desirable*  
In every way.

Beaver Brand of 3 Plys  
Empire Extra Super  
Cotton Chain Extras  
Fine All Wools  
Empire Extra Heavy Super Unions  
Medium Unions and  
Light Unions

SEE THEM.

# EMPIRE CARPET WORKS

Selling Agents:

Chas. T. Doyle, J. E. Kent, A. Galloway.

ST. CATHARINES.

ART SQUARES  
and  
STAIR CARPETS

The outs are going to be discovered, or the buyer is going to imagine that he has discovered them.

A buyer comes to buy something.

He becomes dissatisfied.

You are not to blame; the goods are not to blame.

The buyer is fussy.

Take back the goods.

Show the buyer that you propose to treat him even more liberally than you would yourself.

You will make of him a perpetual advertiser, who will, mean though he may be, give his whole trade to you, and make all those under his influence come to you.

It practically costs nothing to be honest.

It may cost a great deal to be dishonest.

You never know what dishonest advertising is going to bring forth.

Honest advertising will never do you any harm.

Tell the truth, and not only tell the truth, but the whole truth. Tell it so the people will believe you, and stand by you.

They will occasionally go to the Cheap John store, but the honest advertiser and the honest business man will get the bulk of the trade and hold the bulk of the trade.

Honesty in advertising means permanency in business.

Dishonesty in advertising means transient profit, with great opportunity for sooner or later failure.

Never advertise goods at less than cost unless you can prove that you are selling them for less than cost.

Never advertise unparalleled bargains, unless you present with the statement positive evidence that the bargains are what you say they are.

People think that the man who is advertising goods at less than cost is a liar.

They won't believe that your unparalleled bargains are unparalleled, unless you can prove it.

Place yourself in the place of the buyer, criticise your own advertising as you criticise the advertising of others, and see if you take any stock in statements of "less than cost," "tremendous sacrifices," and "fire, smoke and water."

Talk to your wife about it.

Talk to your brother.

Talk to your brother-in-law.

Talk to all your relations.

Talk to yourself.

Find out where you all go when you want to purchase something good for anything.

You go to the store which never lies in its advertisements, and which sells goods you can depend upon.

If you and yours demand honesty in advertising, why shouldn't others demand the same thing of you?

You and your relatives represent the great masses.

Never advertise, and never do yourself what you wouldn't appreciate if done by others.

If every advertiser would enter his own store as a stranger, and criticise his own business methods as he criticises the methods of others, there would be a wonderful change in advertising and a wonderful change in the management of every business under the light of the business sun.

The City Council of Brantford has decided to tax auctioneers selling bankrupt stocks \$25 a day.

## OUR EXPORT TRADE.

An excellent summary of Canada's export trade is given by The Halifax Herald. "Our export trade is lively, as the following statement for the past seven months will show:

1894.	Export value.
May.....	\$7,863,960
June.....	13,225,873
July.....	11,451,527
August.....	11,107,892
September.....	11,996,052
October.....	14,603,666
November.....	15,964,149
Total.....	\$86,213,119

"This total export for seven months is about \$9,000,000 more than the entire export for the whole year 1877-78. But there are other features about it which show the present industrial vigor of Canada, in comparison with that of 1878, in a still more striking light. Of the \$77,000,000 worth exported from Canada in 1877-8, over 11,000,000 worth were not the produce of Canada at all, but were Yankee products from across the line; that is, of the total exports that year over one-seventh were foreign goods. But during the past seven months, with the St. Lawrence ports open throughout, of the \$86,000,000 worth exported, all but \$5,000,000 were of Canadian production; that is, of the entire exports the past season, less than one-seventeenth were foreign goods. If allowance were made for the summer season, as compared with the whole year, the difference in favor of the Canadian character of our present export trade would be still greater.

"This is certainly an excellent showing for the past season, and represents more Canadian activity, production, industry, than any other season in our history. Nor is there any decline as the season advanced, for the last two months make the finest showing of all. It is true that we have bought only \$65,000,000 worth, but we have sold over \$86,000,000 worth, or about \$4 worth for every \$3 worth that we needed to buy."

## WINNIPEG CLEARING HOUSE.

On the 30th November the Winnipeg Clearing House completed the first year of its operations. The total bank clearings for the year amount to \$50,311,700. These figures do not include the clearings of the Bank of British North America, who are not members of the association. The total clearings by months are as follows:

December, 1893.....	\$4,970,725
January, 1894.....	4,318,346
February, 1894.....	3,132,537
March, 1894.....	3,510,411
April, 1894.....	2,958,886
May, 1894.....	3,455,639
June, 1894.....	3,329,427
July, 1894.....	3,570,221
August, 1894.....	3,695,874
September, 1894.....	3,975,406
October, 1894.....	6,786,730
November, 1894.....	6,607,498

\$50,311,700

ENGLISH-MADE

MILLINERY VELVETS  
BLACK AND COLORS.

LISTER'S

PERFECT IN FINISH  
EXCEPTIONAL VALUE

To be Obtained from the Leading Warehousemen.

LISTER & CO. Manningham Mills Bradford  
Limited.

SOLE AGENTS FOR CANADA:

H. L. SMYTH & CO.

Montreal . . . .

. . . . Toronto.

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors  
Throughout the World

DEMAND

KNOX'S

AND TAKE  
NO OTHER

WHALEBONE

Your Notion Department will not be complete without the new patent continuous Dress Bones.

(Rosenwald's Patent)

"Antarctic"

Finest  
Genuine  
Whalebone

This article is made in continuous coils of 12 yards.  
NO WASTE. CANNOT SPLIT. Very easy to sew  
into Bodice. Can be stitched down the centre or sides.

CAN BE OBTAINED OF

John Macdonald & Co.

TORONTO.

Jas. Johnston & Co.

MONTREAL.

And of other leading Wholesale Houses.

## PRIZE ESSAY ON WINDOW DRESSING.\*



DO not desire to ignore or to minimize the importance of keen, experienced buyers, of sharp and active shopwalkers, or of good managers, both financial and general; but it is a generally recognized fact that it is the practical and modern window dresser that plays the most important part in connection with drapery concerns at the present time. For, in a going concern, the possession of real "saleable windows" is the very key to its success, and the mainspring to its prosperity. In the attainment of a high standard of excellence in the art of window dressing, there are a few principles of fundamental importance which must be attended to.

First, then, as regards the general

## APPEARANCE OF A MODERN SHOP FRONTAGE.

The name of the owner or firm should be large, printed in plain black letters, not only above the windows, but also on the brass in the front and lobby. It should also be registered on goods shown with bands on, such as gloves, dress-lengths of prints, bundles of tapes, etc. By these means, together with cheapness and good quality, the firm will establish a name which, in a very short time, will become a household word among the surrounding inhabitants. A frontage with a business-like appearance adds greatly to a commanding window, especially when the same is dressed in the most modern and tasty fashion. Another important point in window dressing is cleanliness. We cannot impart a good business appearance to a frontage unless it is kept perfectly clean and bright. Cleanliness in a good, fashionable window is a great attraction. Some of the greatest blemishes which characterize some shops, even in the metropolis, are the unbrightened brass, the unpolished panes of glass, and, most noticeable of all, the dirty old tickets placed on new goods. Both the windows and brass should be cleaned every morning, and should a shower of rain fall during the day, another rub over the same ground is required at once. When the practical dresser enters the window, his first observations are directed to the rods, boards, brackets, wires, etc. He carefully examines them, and when he is satisfied with their clean condition, he makes a start upon his work.

## DIRTY TICKETS ARE A GREAT DISCREDIT

to every respectable firm. Tickets should be clean and properly shaped, should harmonise with the goods which they describe. New sets of tickets should be provided twice a year, according to the season, and in every case when a special cheap line is secured in any department. No business house with true business ideas will use old-fashioned tickets, such as "Only 1s. 0 $\frac{3}{4}$ d," "Cheap 1s. 0 $\frac{3}{4}$ d." The ticket must be descriptive, a representation, both in cheapness and character, of the article on which it is placed. To have colored tickets on colored goods shows very bad taste indeed. A green ticket on white underclothing is not out of place. But for uniformity and general appearance, preference should always be given to white. As one who has had fifteen years' experience in window dressing, and who has dressed between 2,000 and 3,000 windows in that time, my candid opinion is that good, plain, descriptive tickets, well arranged with uniformity, and a commanding appearance, are the chief point in the art of dressing windows, and as the subject is so important, perhaps a few remarks as to shape and style will not be out of place.

Always avoid putting gum-tabs on tickets to fix them on the glass. This method does not answer, especially if the window should happen to steam. To pin the tickets to the goods is more business-like. The writing on tickets should be plain and distinct, so that it may be easily understood, and the figures should be as large as the space will admit.

Two good sizes for ticketing gloves are 7 by 5 $\frac{1}{2}$  and 9 by 7, and for hosiery, 7 by 5 $\frac{1}{2}$  and 8 by 12, the latter being suitable for two or three good piles on the floor of the window at each corner, and in the centre. A well-shaped ticket for ribbon is 3 by 4 $\frac{1}{2}$  for pile, or 1 $\frac{1}{4}$  by 4 for ribbons shown in loops. For laces, 1 $\frac{1}{4}$  by 4 and 2 $\frac{1}{2}$  by 7 $\frac{1}{2}$ . For outfitting and trimming, 2 $\frac{1}{2}$  by 7 $\frac{1}{2}$ . For dresses and drapery, 9 $\frac{1}{2}$  by 12, or 4 $\frac{1}{2}$  by 12. For flowers and feathers, a small diamond-shaped ticket is very fashionable. For miscellaneous purposes and general use, a ticket such as "Special value," or "As worn," etc., is very suitable.

Never dress a window without the use of tickets. A window without tickets is like a ship without sails, or a bird without wings: it can neither stir, nor attract attention. To use dirty tickets is almost worse, for it tends to create in the minds of customers a dislike to the shop, besides being a disgrace to a firm which allows such a slovenly practice.

Byron says, "to be a poet, a man must be born a poet." I would, of course, not say as much as regards a window dresser. At the same time, it must always be remembered that a successful practical window dresser must be

## A MAN OF NATURAL TASTE AND SKILL,

and with business ideas to enable him to attract the attention of customers in these times of general trade competition.

In the conditions of this window dressing competition, the two front windows are each supposed to be twelve feet. A fancy window of four yards wide is a size not often seen, for the reason, I suppose, that the brass rods, on which heavy weights of goods are sometimes displayed, would bend, and would consequently disfigure the tasteful arrangement and general appearance of the window. To avoid this ugliness, let the large window be divided, by means of "brass uppers" with sockets, screwed to the floor and ceiling, a little distance from the glass, so as to rest the rods on them. Then place some cheap saleable articles in front of the "uppers," that is, the middle and the two corner ones, so that they may rest and be supported by the same, and let a commanding ticket be attached to them. For instance, the "uppers" can support boxes of gloves in the centre, while vests and trimmings can be placed in front of the corner ones in the one window, and Swiss embroidery and fall net in the other. In this way, not only do the "uppers" support the goods, but the goods also hide the bareness of the "uppers," and cause the same to be invisible. "Brass uppers" are very much more convenient than the old-fashioned wires. With the use of the "uppers," the dresser can make a better display, and has more room to dress the window backwards if desired, besides giving it a more modern and tasty appearance.

Good fittings, as well as good tickets, are essential to proper window dressing, for even an expert cannot work with bad tools.

The next important point is to place "special cheap lines" in the best part of the window, so as to catch the eye of the passers-by. The practical fancy window-dresser always begins his window about four feet from the ground. Suppose, for



## Kantopen Spring Hook

We will continue our offer of last month, to send two gross cards, express prepaid, which can be returned to us, all or part, in 60 days at our expense. Price, 3 $\frac{1}{2}$  cents per card of two dozen.

\*The London, England, Drapers' Record recently held a competition for Window Dressing Essays. This is the Prize Essay.

**JOHN FISHER**  
**SON & CO...**

**WOOLLENS**  
.. AND ..  
**TAILORS' TRIMMINGS**

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

... ALSO ...

60 BAY STREET

**Toronto**

13 ST. JAMES STREET

**Quebec**

**JOHN FISHER & SONS**

Huddersfield, Eng.  
London, Eng.  
Glasgow, Scotland  
Belfast, Ireland

**S. Greenshields, Son & Co.**

MONTREAL AND VANCOUVER, B.C.

FOR

**SPRING, 1895**

Our travelers are now showing a full range of Imported and Domestic Samples. Extra value in Dress Goods, Peau de Soie, Gloves, Hosiery and Linens.

**CANADIAN GOODS**

See our samples of Grey and White Cottons before placing orders. Full range of Prints, Linings, etc.

**Thouret, Fitzgibbon**  
**& Co.** **MONTREAL**

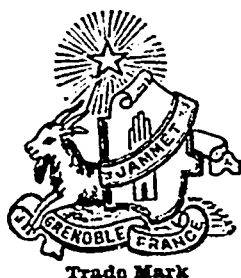
Sole Agency

And BERLIN, Germany

Jammet's  
French Kid

**Gloves**

Orders  
for  
Sample  
Packages  
Solicited.



Trade Mark

La Chartreuse  
Laced

Andree . .  
Button

SPECIALTIES.

**NO OLD STOCK CARRIED.**

**Fresh Goods** **Blacks**

in Tans  
Tans and Browns  
and Darks

Very Choice

**JUST RECEIVED**

**"Come let us anew  
our journey pursue"**

— not in a half-hearted un-  
decided manner (such as "mak-  
ing shift" with an old worn out  
safe about six sizes too small)—  
but with such energy and per-  
sistency as will make things  
"hum" during 1895.

**J. & J. Taylor**



instance, a dresser was dressing a glove window; if he had a special line of gloves, he would make a specially large show of this cheap lot in the best part of the window. This, catching the eyes of the passers-by, will

AT ONCE CREATE A FAVORABLE IMPRESSION,

and will invite them to glance at other lines shown in the same window, the result being that customers are caught by the special line exhibited in the centre. By these means a sale frequently does not end with the mere purchase of a pair of gloves, but the attention and perseverance of experienced salesmen often lead to the sale of a large parcel. All this is due to the prominent position given to special leading lines in the "practical window" of to-day.

Another important fact—the result of my experience—is the desirability of always exhibiting the same class of goods in the same window. To change windows about, especially fancy windows, is often a loss. Ladies at times go out for the purpose of "looking on," as we say. Their fancy is taken up by the attractiveness and remarkable cheapness of certain articles in a window—say, for example, mantles, but as they are only out on a "look," and not with the intention of buying, they "pass along" to other shops, but with full intention of calling and doing their shopping in a few days. The following week they go out to buy a mantle at the shop where their attention was called to a certain kind the previous week. But when near the window they find none shown, and being doubtful whether it is the right shop or not, they pass on to other establishments. At last they enter one haphazard, and after being shown a few samples, they find them possibly inferior to the particular one they fancied the day before, and they make their selection in disgust. The changing of windows, therefore, is a loss to the trade, and causes annoyance to purchasers when it leads to a difficulty in identifying windows, more especially in the cases of hats, bonnets, and the leading new fancy goods for the season.

In dressing a window it is well to know that dark goods should not at any time be put at the top. It is not often that customers' attention is directed to the high parts of the windows, and in such cases white, or light articles, tastily arranged on the top rods, are more advantageous for the purpose of attracting on-lookers than anything else. The lobby, also, should be dressed with light goods, and near to the glass. A good way of showing handkerchiefs is to place about nine half corner ways. Hosiery is best displayed in piles of packets at the bottom of the window with a few loose ones on the top. The new way of showing laces is to fold them on a bracket fixed to two rods, or, when displaying the wide laces, such as torchon or guipure, it is best to do without the bracket, using merely the two rods widely apart, so as to give space for showing the pattern, while a narrow lace

MAY BE ARRANGED TO GREAT ADVANTAGE

between the wide. In showing black laces on cards green or buff paper is good, but for richness and style the best is gold tinselled paper.

Dressers should at all times make a point of putting the goods that are most run on in the front.

Regularity and punctuality should always be one of the window-dresser's chief mottoes. A window should be dressed at least once every week, and, indeed, oftener if the same happens not to be a "taking" one, but each dressing should not take more time than four hours and a half to do. I do not, of course, suggest that a limited time should be imposed on the window-dresser, for I know from experience how tiring it is to balance oneself on the tips of one's toes on a high pair of steps for some hours. Yet, allowing for all this, I think that a reasonable time to dress a window would be from half-past-eight till one o'clock, and a good practical show should be made in that time.

Window dressing should always be conducted on the most straight-forward lines. That is to say, never ticket a row of articles at a certain price when other prices are included in the same row. For instance, suppose a dozen umbrellas were shown on a bracket, ranging from 3s. 11d. to 9s. 11d. in prices,

and a ticket of 4s. 11d. pinned on them. A customer comes into the shop, admiring the handle of a certain one shown, and requests the same to be taken from the window. The assistant, having failed to persuade the customer to have any other, at last gets the one desired out of the window, and, knowing the price to be more than 4s. 11d., he makes an apology, and goes to explain that it is a mistake that the said umbrella was taken at 4s. 11d., the price being 7s. 11d. After considerable talking and arguing, the customer decides to take it, but, in her own mind, she probably declares she will never more enter the establishment. It is occurrences of this kind which have made our customers of to-day so suspicious, and which so often call forth the remark, "This is not the same as in the window." Straight forwardness is the most important essential in the establishment of a good name.

## NURSING VESTS.

The Elysian nursing vest, made by S. Lennard & Sons, Dundas, Ont., and sold by nearly all wholesalers, possesses several features which make it a fast selling article. Any woman can perceive its utility at a glance, and it is superseding the old style of open fronts, as being much more suitable for women who are nursing children. There is little or no danger of the wearer taking cold, and this, added to its convenience, makes it an article which women appreciate and will recommend to one another. Thus, a steady and increasing trade is assured to the retailer handling it.

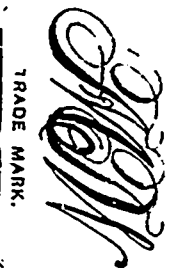
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CORDS, BARREL BUTTONS

Tassels, Pompons,  
Chenilles . . .

Manufactured by

MOULTON & CO., MONTREAL



Been Making Homespuns 28 Years.

Oxford  
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OXFORD,  
Nova Scotia

We make a specialty of  
Novelties in

HOMESPUN SUITINGS

(Often called Halifax Tweeds.)

We Own Patents for machines  
which produce correct effects.

John Fraser - Montreal

Sells to the Wholesale Trade.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.  
Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, E.C.

By all principal dealers in perfumery.



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HIGHEST AWARD  
WORLD'S FAIR  
CHICAGO 1893 FOR  
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CARPETS

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HIGHEST AWARD  
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CHICAGO 1893 FOR  
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The Maple  
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ART SQUARES  
IN ALL SIZES  
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IN ALL  
QUALITIES

AXMINSTER  
SQUARES, RUGS, MATS,  
BODIES  
BORDEPS  
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Received the only medal  
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TORONTO EXHIBITIONS  
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A. B. MITCHELL'S

**RUBBERINE AND WATERPROOF LINEN**

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**A. C. NEFF,** CHARTERED ACCOUNTANT, AUDITOR, ASSIGNER, ETC.

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"MALTESE CROSS"

**MACKINTOSHES**

Sold by all leading Wholesale Houses.

*Fac-Simile of our Woven Silk Label.*

Latest patterns in English and Scotch Tweeds, Paramattas and Worsteds now ready.

Absolutely Odorless.

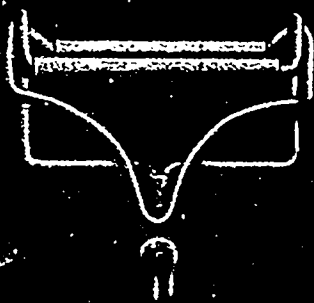
Will not Grow Hard.

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For Durability, Simplicity and perfection, this Brace Buckle stands supreme. It's without teeth and cannot slip. The harder the pull, the tighter it gets. No need to take off the ends to adjust it up or down. A favorite with everyone who wears it, and a seller every time.

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

COMET OPERA HANLAN '76 ORO MARQUIS MOZART CUFFS, RAPHAEL, ANGELO Reversible Linen Collars & Cuffs

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



"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 world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

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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.

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All kinds of Dry Goods in the piece RE-DYED, FINISHED and PUT UP.

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

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MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all-Wool, Merino and Medium. Men's Full-Fashioned Underwear in all-Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

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**WESTERN** Incorporated 1851.  
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**FIRE  
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Head Office Toronto Ont. Capital . . . \$2,000,000.00  
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Wholesale Men's Furnishings - - MONTREAL.

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# JOHN MACDONALD & CO.

TO THE TRADE

WITH the kind greetings of the year, we desire to call your careful attention to our new importations for the **SPRING SEASON OF 1895**. With the keen competition of trade of late we have been stimulated to greater care and keenness in buying, which, supplemented with our ability to buy for cash, has resulted in our making purchases for this season that will enable those buying from us to make that necessary desideratum—a **PROFIT**. During the past fortnight we have received large shipments in Prints and Linens.

## PRINTS . . . .

The variety of styles and patterns is much superior to previous seasons, embracing the latest novelties in our

### FAMOUS WIDE CLOTH.

The superior finish, durability of wear and fastness of color, have gained for our prints a reputation superior to anything in the Dominion. It will be to your profit to inspect and order same.

Orders Solicited.

## LINENS . . . .

Our Linens are simply something wonderful in value, and are now in stock, occupying one entire flat, and embracing the best value of the Irish and Scotch manufacturers in

Rough Brown Hollands.  
Dressed Hollands.  
Towelings in 42 different ranges.  
Bleached, Loom and Turkey  
Red Tablings.  
Embroidery and Fronting Linens.  
Interlinings.  
Table Napkins and Cloths,  
With and without Fringe.

Glass Cloth, Tea Cloth.  
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Towels in Huck, Diaper,  
Damask and Turkish.  
French Canvas,  
Stiff Canvas, and  
Paris Duck.

Filling Letter Orders a Specialty.

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WELLINGTON AND  
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ESTABLISHED 1878.



# “ ELYSIAN ”

## NURSING

# . . . . VESTS

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WHOLESALE TRADE ONLY