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THE CANADIAN DRY GOODS REVIEW

SEPTEMBER

A Dominion Exhibition



All over Canada, in every city and town, in the windows of the principal dry goods stores there will be an exhibit of the famous

"HEALTH"

BRAND

MEN'S UNDERWEAR

These windows will be set apart to give the public an opportunity of seeing the great variety of styles and shades produced in the "Health Brand."

You will see that the finest underwear can be sold at reasonable prices—that a perfect fit and a perfect finish can be produced by Canadian skill. Above all, that the "Health Brand" is made of purest wool—made absorbent, but not irritant—made in sizes to fit any figure—made, in fact, to be returned if not just right. Can you ask more? An endless variety of Ladies' and Children's underwear is also made in the "Health Brand."

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

MILLINERY
CLOTHING

HATS
GENTS' FURS

ASK THE WHOLESALE HOUSES FOR



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



Rooster Brand
Flannel Shirts

GREY, NAVY,
FANCIES, ETO., ETO.

Heavy Shirts
for Lumbermen

"I CROW OVER ALL."

All kinds of **SHIRTS** for all kinds of people.

Overalls and Jackets

Every variety for every class of Mechanic.

Barbers' and Waiters' Coats.

Long, White Duck Coats for Butchers.

Corduroy Vests, Embroidered in Silk.

Manufactured by

ROBERT C. WILKINS

198 McGill Street, MONTREAL.

DISTINCT

—AND—

Valuable Advantages

ARE SECURED BY A

POLICY

IN THE

**CONFEDERATION LIFE
ASSOCIATION**

..... HEAD OFFICE: TORONTO

UNCONDITIONAL
EXTENDED INSURANCE
PAID-UP POLICY GUARANTEED
CASH VALUE GUARANTEED

A simple promise to pay to the heirs of the insured the amount of the policy dependent only upon the due payment of the premium.

Send for particulars to the Head Office, Toronto, or to any of the Company's agents.

S. Greenshields, Son & Co.

15, 17, 19, and 21 Victoria Sq. MONTREAL VANCOUVER, B.C. Van Horne Block
730, 732, 734, 736 Craig St.

Fall and Winter, 1896

ALL
DEPARTMENTS
NOW

FULLY ASSORTED

Inspection Invited

Letter orders carefully attended to.

Sole Selling Agents for Canada for

Priestley's Celebrated Dress Fabrics

— AND —

Leigh Mills Co.'s Dress Serges and Coatings



C. K. HAGEDORN, Manager.

Trade Mark



Suspenders AND Buttons

Our Samples for Fall Trade are now being shown by our representatives in all parts of Canada.

Our Suspenders in past seasons were much appreciated, and to further increase their popularity we have greatly improved the selection in both value and variety.

We show a magnificent range of Tailors', Mantle, Jacket and Dress Buttons, in either Ivory, Horn, Pearl, Cloth-Covered or Jet.

Remember, "We Fear Nae Foe." From those to whom we are still strangers we would solicit a trial order. Satisfaction Guaranteed.

THE BERLIN SUSPENDER & BUTTON CO.

Manufacturers

BERLIN, ONT.

ED. SCHULTZE, SON & Co.

Montreal

Sole Agents for Canada.

Grand Prix d'Honneur, Paris Exposition, 1889

TREFOUSSE & CO.

Highest Grade French Kid Gloves

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

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

INCLUDING

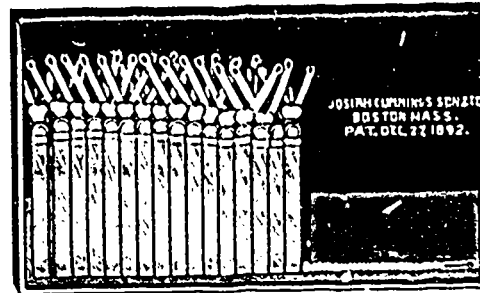
English, Belgian, German and Austrian
Manufactures

Sample Trunks and Sample Cases

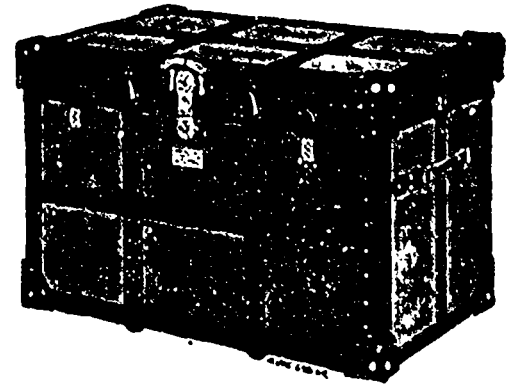
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- Steel Trunks
- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Canvas Trunks
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In all grades
For all kinds of business.



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

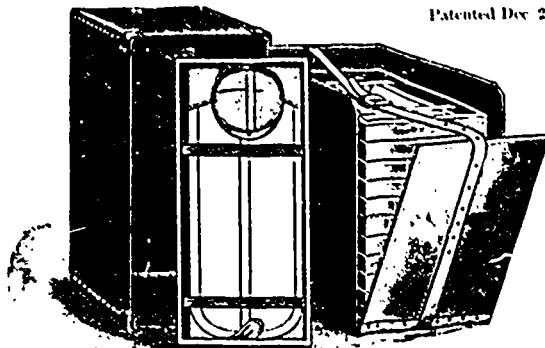


Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of

“Hub Fibre” Trunks and Sample Cases

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



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

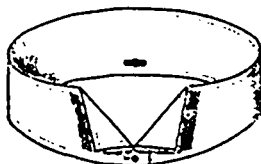
“CELLULOID” Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows :

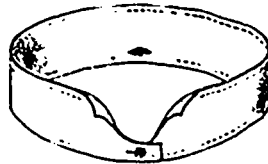
Absolutely No



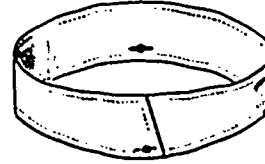
Others Genuine



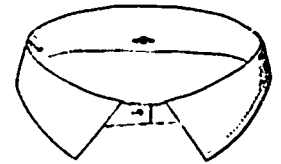
STERLING
Sizes 12 to 18 1/2 in.
Front 2 in.
Back 1 1/2 in.



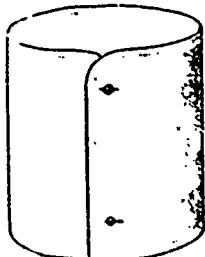
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



BRIGHTON
Sizes 14 to 18 in.
Front 1 3/4 in.
Back 1 1/2 in.



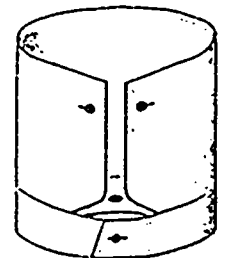
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/4 in.



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

CAUTION

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



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

THE CELLULOID COMPANY

W. R. BROCK & CO.

Are successfully **OVERCOMING THE REVOLUTION** that has taken place in the Dry Goods business of the country.

1896

OUR STOCK is larger and more varied.
OUR PRICES a chief factor in success.
OUR TERMS to meet all fair competition.
OUR CUSTOMERS the best paying and closest buyers in Canada.
OUR STAFF experienced and obliging.
OURSELVES attentive to business.

1896

The Trade invited to inspect.

Letter Orders Solicited.

W. R. BROCK & CO. - TORONTO

KEEN COMPETITION TESTS ABILITY
 PROFIT MAKING shows the **SUCCESSFUL MERCHANT**

Exclusive Styles Will Yield Profit

We give from our great range of **DRESS MATERIALS** control of our designs in our customers' market. We cordially invite buyers to see our . . .

Dress Goods Department

Which contains the Latest Novelties in Broches, Tete de Nigre, Jacquards, Cheviot Effects, Tweed Effects, Silk Check Plaids, Honey-Comb Plaids, Scotch Plaids, German Plaids, Accordion Plaids, Knicker Tweeds, Striped, Checked and Plain Boucles, Etc.

OUR BLACK DRESS GOODS

Include Figured Crepons, Figured Jacquard Lustres, Soliels, Figured Boucles, Armures, Sepastopols, Henriettas, Cheviots, Serges, Estamenes, e'tc., all "Congo Black" dye, which we guarantee resists acids and lemon juices

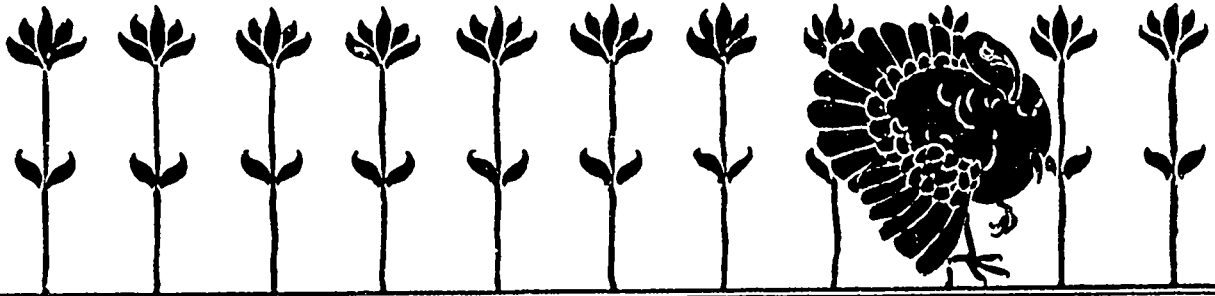
The stock is exceptionally large in all departments and buyers will receive courteous attention.

CALDECOTT, BURTON & SPENCE - TORONTO

DRESS GOODS CONVERTERS AND IMPORTERS

THE DRY GOODS REVIEW

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



Vol. VI.

MONTREAL AND TORONTO, SEPTEMBER, 1896.

No. 9.

The MacLean Publishing Co., Ltd.

TRADE NEWSPAPER PUBLISHERS,

AND

FINE MAGAZINE PRINTERS.

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

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

LONDON, ENG., - - - - - Canadian Government Offices,
K. Hargreaves, Representative.

Subscription, \$2.00.

Published the First of each Month.

OUR SILVER ALL RIGHT.

IN going round among the business men of Canada it is noticeable that some of them are paying their bills, as far as possible, in silver. This tendency evidently arises from the silver scare south of us. It is a natural desire to dispose of all American silver while it still can be disposed of, but the feeling of uneasiness in regard to our own silver is surely without reasonable foundation.

To Canadians and to most citizens of the United States also the free silver cry is somewhat childish. The free coinage advocate, with his fifty-cent dollar, is much like the child who would rather have five coppers than a five-cent piece. That part of the question Canadians are settled on. What does interest Canadians is what effect the election of the free silver candidates would have on our currency. It can be answered in one word—none. Silver passes for its stamped value, not because of the value of the silver, but on account of the Government stamp, which practically means that the Government will redeem the silver with gold if so desired. As long then as a Government does not issue more silver than it can redeem, silver coin is well worth its stamped value. The Canadian Government can redeem its silver. The action of the people in the United States cannot affect the standing of our own Government in this respect in the slightest degree.

THE SENATE.

A DOZEN first class business men added to the Senate would tend greatly to remove the dis-esteem in which that body is held. The choice of Mr. Thibaudeau is in the right direction. If the Senate contained men like Mr. Gault, Mr. Brock, Mr. Greenshields, and others of the same kind, the country would look with interest to hear what they would say on great commercial issues. But think of the present condition of things. Next year the tariff question comes up. Does anyone expect a debate of any moment on tariff policy in the Senate? Although the second chamber cannot veto a financial measure under our constitution, the views of its members ought to have great weight in the country. At present it carries no influence whatsoever. The death of Sir David Macpherson created an Ontario vacancy the other day, and a man who has just come from Ottawa tells THE REVIEW that the lobbying for the position by professional politicians is appalling. As matters stand, the tariff debate in the Commons next year will be conducted chiefly by lawyers and professional politicians. We would like to know how long the merchants of the country are going to stand this sort of thing? The remedy is in their own hands.

THE LOCAL MERCHANT.

WE have heard more complaints than usual this summer, from readers in different parts of Canada, of local residents going to large cities to buy retail. In towns which have steamboat as well as train connection with the larger centres a great many boat excursions are organized during August, and these have been productive of much city buying. Not only do people purchase for themselves, but they will undertake to do so for friends who remain at home, and thus they come back laden with parcels.

This practice is, of course, grossly unfair to the local merchant, who has a right to expect the local trade. He is supposed to pay his taxes promptly, to keep a good store, to promote the various interests of the town in which he lives. Yet, in return, his townsmen are not willing to do their share. No doubt

there are cases where city buying is reasonable enough. People on a visit to the city will naturally buy something. But for an organized system of making purchases for friends, no good word can be said.

A partial remedy, at least, is for the merchant—who is generally an advertiser—to lay the whole matter before the editor of the local newspaper. Have the question thoroughly ventilated in a courteous way, appealing to the fairmindedness of the community. Many will respond to this, especially those who own property in the place and realize that the more business done there the better for them.

THE FLANNELETTE WAR.

NOTHING has occurred in this matter since THE REVIEW'S last article to shed any new light on the policy of cutting mill prices below cost and disturbing the trade in staples generally. Nor has the general opinion against the policy undergone any alteration. The wholesalers, some of them at least, followed suit, and cut prices down, until, we hear, some orders were placed at 5c. We cannot see that anyone benefits from this kind of thing, or that it is based on sound business principles.

The fact that the Parks Company put lighter makes on the market at 6c., was no justification for the Canadian Company dropping their heavier weights, quoted previously at 6½, to 5c. It bears every appearance of an attempt to freeze out the St. John mills in the lines of flannelettes they started to make, because we hear of no general reduction in flannelettes, such as in those lines where there is no domestic competition. If the goods were being sold too high we might expect a reduction all round, but this has, up to the present, not taken place. What other inference can be drawn than that the cut was a pure squeeze, undertaken without consideration of the orders placed by wholesale houses, who in turn had sold to merchants on the understanding that prices would in any event go no lower than 6c? Credit notes have, therefore, been one way out of the difficulty.

It transpires that the decision of the Canadian Company was announced when Mr. A. F. Gault, a prominent member of the board, was absent from Canada. It does not seem probable that his view would have been in favor of so enormous a cut at the time it came. Mr. Gault's judgment is sought by the commercial community generally because he is known to be a safe man, with long experience and full knowledge of business conditions, and it is unfortunate that so serious a step should have been taken without his being at hand at the moment it was decided upon. It does not look like good policy to raise the tariff issue in this form just now, and if the manufacture of textiles in Canada is to get a fair chance in the coming tariff revision, as it ought to do, we cannot see that proclaiming to the country that 32-inch flannelettes can be sold down to 5c. is going to help this result.

EMPLOYES AND LONG SERVICE.

IT always speaks well for a house that it keeps its employes a long time. Such a condition of affairs indicates a good selection at the start, fair treatment and faithful service. In the Old Country long connection between employer and employe is regarded as a favorable omen on both sides, and a man likes to quote lengthy, continuous service as showing steady merit on his part and the permanence and stability of the house.

Though we have not in Canada firms as long-established as those across the ocean, we seem to be in a fair way of following the safe old ways of British trade in this respect. The other day THE REVIEW had the curiosity to enquire of Messrs. John Macdonald & Co. what the experience of this big house was in the matter of long terms of service. The answer showed that a careful record was kept of the dates when employes entered the office or the warehouse, and that an accurate statement could, if desired, be made up. Thinking the result would be of general interest, the courteous offer was accepted, and the details are here presented.

Taking the cases of employes who have been ten years and longer with the firm, the list begins with one man who has been there for 27 years. This is a long record. Two have been in the house for 22 years; two for 17 years; one for 16 years; four for 15 years; six for 14 years; one for 13 years; eight for 12 years, and six for 10 years. Men like this must naturally grow to be a part of the house, share the pride in its success, and make their own and their employers' interests identical.

The shorter records—short only by comparison—indicate the same permanence of connection. Five employes have been with the firm for 9 years; five others for 8 years; two for 7 years; seven for 6 years; four for 5 years; seven for 4 years; two for 3 years, and two for 2 years. Not less remarkable is the fact that of the eighty employes now with John Macdonald & Co. thirty-seven have never been in any other house.

Taken altogether, this is a striking and creditable record, one from which neither the firm nor its staff need shrink, and THE REVIEW would be glad to chronicle others if they are forthcoming.

THE TRADE IN CYCLING GOODS.

OWING to the craze for bicycling in England and the tendency to use the bloomer costume, it was expected that the divided knicker would prevail extensively. The illustrated papers contain actresses and others riding bicycles in full bloomer and sweater costume, but the average woman is not doing much with attire so masculine. However, the English retail merchants report an enormous trade in requisites for lady cyclists, and the divided knicker is shown in several materials, including washing zephyrs, tweeds, serges and alpacas. THE REVIEW has not altered its opinion, expressed some time ago, that the trade in specialties for lady cyclists would continue profitable. A woman will more and more desire to be as dressy on the wheel as on the street. The new autumn hats,

we observe, are close-fitting, so that the bicyclist need not leave all her millinery behind her. Every new idea in ladies' costumes tends to greater taste and display for wheel use. This is natural. The salesman should gently point out to his customer that the day of severely plain dress for cycling is going by, and a reasonable amount of adornment is necessary.

A HINT TO THE COTTON MEN.

A MEMBER of the Laurier Government in conversation with a reader of this paper and one who happens to be a strong Liberal and a friend of the Ministers, declared that the coming tariff revision was to be searching and thorough. "It is not proposed," he said, "to inflict needless injury upon any branch of trade. But as for these combinations, they will have to show a pretty clear case, or they will get it in the neck."

GIVE PARTICULARS IN YOUR ADS.

AFTER the result of the recent general election was known, the papers were full of such items as this: "Mr. Laurier breakfasted at the Windsor and afterwards drove to St. James' Club." Did you notice how eagerly they were "devoured?" Not by politicians merely, but by everyone, yourself included. And the example of the same tendency is seen in the popular novel. In the life of some of the characters, five, ten or fifteen years is slipped over with a few words and in general terms. On the other hand the minutest details of some parts of the life are given, and in this consists the attractiveness of the book.

Considerable use may be made of this in retail advertising, especially in dry goods, where the appeal is to the ladies, who have more time to read the papers than have their husbands. Don't tell details of all your stock. That would simply be wearisome without gaining anything. Pick out something interesting, something new, and describe it in detail. The ladies will read it with interest, just as political and other particular items are eagerly read by the public. This has been tried by up-to-date business men and is no mere untried theory.

TARIFF CHANGES IN THE STATES.

THE elections in the United States take place of Tuesday, November 3rd. The general opinion in Canada is that a victory for McKinley would mean a higher tariff. The New York Dry Goods Economist controverts this view. It points out that the McKinley tariff of 1890 was passed through Congress by means of a compromise with the silver element. Consequently, it argues. "There is now not the slightest reason to believe that Mr. McKinley would, if President, countenance any similar concessions, and yet unless a sufficient number of States can be carried by the Republicans this fall to reduce the strength of this silver element any tariff legislation unaccompanied by something on behalf of silver is certain to be blocked." It will be two years before any important tariff legislation could, under these circumstances, be got through Congress. This is an interesting pointer to buyers and merchants in Canada.

CANADIAN WOOLENS.

WHY are Canadian woollens not better appreciated by Canadians, and why do they not command better prices?

These questions are often asked, and some woollen manufacturers are offended when plain answers are given. Yet, if we are to get at the facts, it is useless to mince matters. It is well known that first-class tailors in Canadian cities decline to use domestic tweeds, and if a customer asks for them profess not to keep any in stock. Sometimes the Canadian article is passed off as an imported line. In any event, the net result is to assign Canadian woollens to a place far below what their merits deserve.

Now, what is the cause and what the remedy for this state of things? In great measure we blame the native manufacturer. For years our mills made cheap, inferior goods as being the more easily sold, and the trade and the public got the impression that a domestic material was necessarily inferior. In ready-made clothing the cheapest lines were always made up in native goods, and the consequence was that Canadian woollens failed to attract the patronage of the best trade.

But these conditions have passed away. The leading mills of Canada are now making cloths that cannot be surpassed anywhere; their machinery is expensive and thoroughly up-to-date; the patterns used are abreast of those in Europe and the United States. Still Canadian woollens do not command the price they should, and their reputation in their own market is not what it might be.

Now, who is to blame? There may be there usually is in all lines of manufactures a foolish prejudice against domestic goods to fight against. A prophet is not without honor save in his own country. But vigorous pushing, excellence in manufacture, and the adoption of a trade mark, so that the merits of a particular line can always be distinguished, will in time overcome this.

Many manufacturers neglect these precautions. They cut prices, so that the wholesale houses can get a better profit on imported woollens and therefore prefer to handle them. They seldom advertise their goods, or, when the utility of this course is pointed out to them, do so grudgingly and unwillingly. Nine Canadians out of ten know next to nothing about the big woolen mills of the country, do not know where they are situated, and have only the vague ideas of the goods being made there. Who is to tell them? The retail trade, who could do most to push the real merits of Canadian woollens, never hear of the individual manufacturer, know nothing of his trade mark if he has one—and are consequently quite apathetic in the matter. THE REVIEW asked a large western buyer the other day if he knew three or four of the large Canadian mills (naming them), and he professed entire ignorance of them.

If the manufacturer wants to remedy this condition of things let him reflect upon the impossibility of his goods com-

ing into popular favor unless he takes the proper steps to bring them before the trade and the general public. These remarks do not apply to every mill in Canada, but they do to the great majority, and if the old sleepy policy is pursued, if the manufacturer, like the ostrich, keeps his head buried in the sand and imagines that the wholesale and retail trade are going to push domestic woollens for pure love of the manufacturer, the sooner he wakes up to the actual facts the better. This journal has always championed the home interests; has tried its best to combat prejudice and stimulate demand for Canadian goods of all kinds, and the remarks we have felt impelled to make are intended in the kindest spirit, and solely for the purpose of bringing about a better state of things.

CANADIAN FLANNELETTES.

SINCE our last advices the mill price of 32 inch flannelles has continued at 5c., and jobbers are asking very little advance on this figure. A new feature is that D. Morrice & Co. have placed orders for spring delivery of these goods at 5c., showing a determination to continue the cut-rate war. Wm. Parks & Son, Ltd., have followed suit and are now taking orders for spring delivery at the same figure.

INTERVIEW WITH MR. PARKS.

In conversation with The St. John Sun Mr. John H. Parks stated that the cutting was done by the combine. His company a short time ago bought out a line of flannelettes of designs and colors different from any other mills. They placed it on the market at the price of goods of similar weight turned out by the combine. A demand set in, and the combine cut the price of that line of their goods which was nearest in weight and selling price to that made by the Parks company. They did not cut the price of either their lower or higher priced grades—but just this one line. And that caused trouble among the dealers, for nobody would buy the cheaper makes—say a 4½c. article—when a 6½c. article was being offered at 5c. Mr. Parks says he had no intention of cutting prices, but marked his goods at what he considered equivalent to what the combine was charging for similar goods, though different in designs and colorings. The cut was therefore a great surprise to him. He had met the reduction, and that was all there was about it. The combine had cut the price of gray cotton when he was in that line, and he had gone out of it. They had also lately cut the price of cotton yarns, which he manufactures quite extensively, although the cotton market has been steadily advancing of late.

Speaking of the cotton industry in general, Mr. Parks referred to a proposition he had made to the late Government, and which he purposed bringing to the new Government's attention. There is only one print mill in Canada, that at Magog, and owned by the combine. One print mill can keep a number of other mills employed. Their products, in the form of print cloths, are taken to it to be finished. Now Canada in the last fiscal year, despite the existence of the Magog mill, imported over 30,000,000 yards of prints, an increase of 8,000,000 over the previous year. Mr. Parks' proposition to the Government was that he be permitted to send print cloths either to the United States or England to be finished, and on their re-entry he be required to pay duty on the improvement only. He had made arrangements with a mill near Boston to have the work

done, and had arranged with the United States Government to get a refund of the duty he paid there, when the goods were brought away again, the Treasury Department agreeing with his proposition that print cloths were raw material for their print mills. Mr. Parks claims that if Canadian mills were allowed to do that they could do a much larger business in the manufacture of print cloths, in addition to their present line of cotton goods. The late Government could not, at the last session of Parliament, take action in the matter, but the new Government may take it up.

With regard to flannelettes Mr. Parks was in Lowell the other day and saw a mill working night and day on flannelettes, and even in the face of the present depression there getting higher prices than he gets for the same class of goods.

PROSPECTS IN NEWFOUNDLAND.

MR. BEGG, woolen buyer for John Macdonald & Co., returned last week from his usual continental purchasing trip. He came by way of Newfoundland, which he had not visited for 28 years. Mr. Begg, for three years after leaving Scotland, was a resident of St. John's with one of the old commercial houses there, now gone out of existence, and came to Canada from the Island. St. John's, Mr. Begg says, owing to the fire and the financial panic, has not made the progress since he saw it that one might expect. However, there are some new buildings over 20 dry goods stores altogether in all—and trade is fair, depending a good deal at present upon the results of the fisheries. The railway is still under construction, and about 6,000 people are employed upon it. If union with Canada carries, a good many Canadian goods will go to the Island and displace imported goods, which are now the rule. The present tariff is as high as Canada's, 30 per cent. Prices of produce are high, and farming does not develop much. "You will pay," said Mr. Begg, "as much as 25c. for a cabbage, for instance." He spent a day in Halifax on the way to Toronto, and reports a perceptible improvement in that fine city. The new electric street service is excellent, and Halifax seems to be forging ahead.

KID GLOVE NOTES.

BUSINESS continues quiet, as usual at this season of the year. No activity can be expected till signs of cooler weather and autumn costumes are being considered. Those buyers who have not fully placed their fall requirements are beginning to make enquiry as to local sources of supply, which we think will be more than usually limited this fall, as jobbers and glove houses have not had sufficient encouragement to discount the prospects. Consequently should a fairly good trade eventuate there will likely be little choice left, even in standard lines of well-known French makes. Meantime some heavy lots have already been received by agencies here, and deliveries have already commenced. No change in foreign prices is advised, though skins, French, remain firm. Colors continue much as last fall, tans, gold-tans, browns, etc., being in favor; suedes, in good qualities, are in demand; a vique, sewn, with two large black lock fasteners, black trimmed, sold by the Eugene Jammet people, has been much appreciated by fall buyers. Ladies' kangaroo, 4 horn buttons, has also been a decided success in the same hands. We think gloves of this character very safe stock for autumn and winter requirements. Thoughtful dealers have already anticipated the demand. The others must risk supply from stock.

CHINESE COTTON COMPETITION.

JUDGING from recent advices from China, the cotton manufacturers here will soon have a formidable rival. The area suitable for the cultivation of cotton is almost unlimited. This, together with the cheapness of labor, will make the large production of cotton in China only a matter of time till the mills get in shape to turn out an article to compete against American and European goods. In Shanghai alone 45 new manufacturing plants have been started in the last six years.

THE HON. SENATOR THIBAUDEAU.

The following notice appeared in The Canada Gazette on August 29: His Excellency the Governor-General has been pleased to summon to the Senate, by letters patent under the Great Seal,— Alfred A. Thibau-deau, Esq., of the city of Montreal, for the electoral division of de la Valliere, in the province of Quebec, vice the Honorable Auguste Real Angers, who has resigned.

Mr. Thibau-deau, of whom a picture is given here, is the head of the firm of Thibau-deau Bros. & Co., of Montreal, and Thibau-deau Freres & Cie., of Quebec. This firm is one of the oldest firms in the dry goods line in Canada, having been formed in Quebec about three-quarters of a century ago by the grandfather of Senator Thibau-deau.

Mr. Thibau-deau was once a member of the Council of the Board of Trade, and is at present a director of the Great Western Life Assurance Co., and president of the Dry Goods Association of Montreal. The appointment is looked on generally with much favor as one of the proper kind. The men who are carrying on extensive enterprises are surely the men to look after the business of the country.

CHANGES IN SLEEVES AND SKIRTS.

I wonder if any of my readers remember, says Jeanne, the Paris correspondent, what a fashionable lady looked like a few months back. Her waist had all the effect of a tiny

ring, tying two enormous ballons. One of these ballons was the skirt, the other the two sleeves. This silhouette no longer exists.

When the fashion of godets and ballon sleeves came in every one made fun of them. For a very long time they afforded scope for the caricaturists to exercise their talents; then one became accustomed to them, as in former days one became accustomed to the crinoline. Intelligent women borrowed from the fashion that which suited them, but foolish ones exaggerated the style, and became the laughing stock of many.

And the skirts? Many were 22 metres round the bottom! Regular Loie Fullers. And what a weight they were to carry! But n'importe, every lady would have her little Loie Fuller. It

was so chic. A week or so back skirts were full; still, the figure of almost every woman was lost in her skirts and sleeves, and at one time it was even thought that crinolines would come in again. We have only to thank the Parisian ladies that this is not the case. And now see what has happened in consequence of so much exaggeration. We are going just the other way. Ladies are diminishing in size to a most alarming extent, and if this new fashion continues, women will very soon have all the appearance of walking out of the sea in a long bathing dress, or of posing for their picture in the salon in the new style au.

Yes, the godets which gave so much volume to the skirts are over, as are also the gigot sleeves, and those sleeves

more voluminous still, which almost hid the neck. They are all things of the past. Skirts are one half the size they were. The new skirt fits tightly on the hips, and is very narrow, in a word, it outlines all that which was before entirely hidden from view. The sleeves fit tightly over the arm, whether that arm be fat or thin, well or badly shaped. There is a little trimming at the top in the form of two small bird's wings, but this is only for the sake of form, and will very soon disappear. Nor does this revolution in fashions pertain to dresses only. Hats have undergone a similar change. The new shapes are low, and the trimming is low also.



THE HON. SENATOR THIBAUDEAU.



THE DUTIES OF SALESMEN.

Editor DRY GOODS REVIEW:

WE find some very strange statements in the DRY GOODS REVIEW, and it is evident, to one trained to the business, that these statements do not come from one who has had a practical counter training. Some time ago you had an article on the duty and necessity of salesmen or women having a knowledge of the stocks under their charge. This you illustrated by a highly colored pen picture of the lady matching the ribbon. If that article was inspired it must have come from some very smoky corner in dreamland. In your last issue you have an article "Hints to Employes," where you pen-picture a New Jersey episode. Mr. Editor, is that not overdrawn and too thin? You can just fancy this New Jersey store with only one salesman, who seems to be perfectly indifferent to all his surroundings, and more particularly to the wants of his customers. I think that the writer of that article must have gone into some tobacconist's at some cross-roads, away from civilization.

After rapping the employes over the knuckles in that peculiar fashion, embellishing your remarks with such artistic pen pictures as your New Jersey experience, you must have a fling at the employers, taking them to task for their apparent inhumanity.

In your hints to employers you have drawn a wet blanket over the article to employes, by its inconsistency. You asked to have chairs provided for employes when they have nothing to do. You might have added lounges, cigars and dime novels to make the thing complete, and then have Parliament petitioned to enact a law for the carrying out of these reforms.

Now sir, who ever heard of a dry goods clerk who has been trained to the business, that during his hours of labor needs ever be without something to do? The selling of goods must be paramount in the minds of every dry goods clerk, but that is not all. He has his stock to keep in saleable shape. He has to learn the values of the different goods entrusted to his care, and literary idiosyncrasies only tend to hurt young men and poison their minds with other matter than their duty to themselves and their employers.

I am sure even you would consider a farmer insane who would provide chairs and umbrellas for his hands in the harvest field.

They are laborers in the battle of life, and deserve the same maternal nursing as the dry goods clerk. I am sure salesmen of spirit would not thank any employer for introducing chairs for their use. How effeminate it would make them. It is a well-known fact that the less work you have to do the less you want to do, and the introducing of chairs would soon so demoralise the business, that indolence would be at a premium. If this will bring out an intelligent discussion on the duties and relative relation of employer and employe it will have attained a very desirable end.

Yours, etc.,

SALESMAN.

St. Mary's, Sept. 1.

[We are glad to hear from our correspondent, who has as much right to his opinions as we have to ours. No doubt the

arguments lately quoted from a contemporary, to which "Salesman" refers, are intended to apply to the young girls in large city stores more than elsewhere. Yet, we do contend that a good salesman anywhere is good property, and should be well treated so as to be as fresh at 5 p.m. as at 10 p.m. A lounge and a cigar are not necessary to effect this. As to the general question of the relations between employer and employe these columns are open at any time for such a discussion, and we shall be glad to hear from "Salesman" again.—EDITOR DRY GOODS REVIEW.]

CAUTIOUS BUYING.

IN looking over the columns of a Chicago contemporary the other day, the following item caught the eye: "It cannot be too emphatically stated to the dry goods merchants of the west that they will make the mistake of their lives if they fail to give full and prompt attention to buying fall stocks. Their very act of buying freely will be enough to re-open the cotton and woolen mills and create the coveted link of confidence."

This is intended to meet the situation in the States, where business is bad, and dealers are doubtless afraid to purchase to the usual figure in view of the threat to alter the currency system.

But the remark has interest for us, too. In this country there has been noticeable in some quarters a tendency to buy less than usual this season. Caution is a good thing in its way, and THE REVIEW is no friend to overloading. But the merchant must take care not to fall into the other trap. Remember that holding back is a game that the customer can play at as well as the dealer. If you haven't the goods when the notion to buy seizes the customer, the chances are against a sale later on. The season changes, and the man who wanted underwear, or the woman who wanted something bright for a blouse, may decide to do without. Catch the early trade, especially in dull times, is a good rule.

BIG SALARIED TRAVELERS.

The salaries earned by some of the foreign travelers of the Bradford houses are very large. A gentleman, says The DRAPERS Record, who had a dispute with his present principals, made overtures to another Yorkshire house to represent them throughout the world, and the terms asked were £600 expenses, £1,000 salary and 1 per cent. commission. He produced proofs that his average annual turnover was £90,000, and, provided he was able to do the same turnover for his new firm as for his old, which there was no reason to doubt, both being old-established houses of similar standing, his net income would not have been less than £1,900 per annum. The gentleman referred to speaks seven languages fluently, including English, German, French, Italian and Spanish. He asserts that as safe a trade can be done in Persia as in Birmingham by one who knows the ropes.

A CHINESE DRUMMER.

It is announced that a British firm, which does a considerable business with the far east, is about to try the experiment of appointing as a commercial traveler a Chinaman. It is said that this native "trade drummer" will spend the next winter in exploiting the Celestial Empire on behalf of the firm in question, and that he will carry with him a well chosen assortment of British textiles. The experiment will doubtless be watched with interest.—Textile Mercury.

Stock Complete

*** IN EVERY DEPARTMENT

INSPECTION SOLICITED

Brophy, Cains & Co. 196 McGill Street — Montreal.

Don't Show Her Those

old, off-color, mussy-looking dress goods. When women are shown the same identical pieces time after time they begin to "guess that store isn't up-to-date"---and they look elsewhere.



Nine to one those unsalable goods can be made quick sellers. We can make them any desirable color, and our dyes will never crock. We do the work so well that not one person in a thousand could ever tell that the stuffs were ever of a different color.

The cost of having it done is very light. Interested people may have printed matter telling all about this most perfect dye works.

R. PARKER & CO. *DYERS AND FINISHERS* **Toronto**
Dye Works and Head Office, 787-791 Yonge St.

TELEPHONES: 3037, 3640, 2143 AND 1004

WOOLENS.

THE diploma and medal awarded at the Chicago World's Fair to the exhibit of tweeds and homespuns shown there by the Oxford Manufacturing Co., of Oxford, N. S., express the reasons the judges had for making the award in terms that a Canadian maker should be well pleased to hear. The award said: "Tweeds: for excellent quality and desirable color," and "Homespuns: for excellent quality, color, and durability." When a Canadian mill can show goods in competition with the world, and obtain a verdict like this, the same goods can afford to be pushed on their merits, in this or any other market.

The Perle finish worsted venetians are a feature with the Gault Bros. Co., Ltd.

In suitings for this season great taste has been shown by the mills. John Muldrew & Co. are showing a line of domestic suitings in Scotch effects, which the trade will find of superior value.

A special bargain in 112 and 128 trousering is being shown by the Gault Bros. Co., Ltd., and the trade may, by writing, get samples.

In golf cloakings, John Muldrew & Co. are showing new goods. One line, a dark grey with small shepherd's check reverse, is specially attractive, and the whole range is well worth inspection.

A new range of Irish serge, medium priced, in blacks and blues, has just been secured for this market by John Macdonald & Co. Its name is the Kilkenny, and its weight and finish will be appreciated by the trade.

A handsome range in fancy vestings was seen at John Muldrew & Co's this week. The range includes a number of moderate priced lines, and some fine silk and wool goods. All the patterns are in excellent taste, and would suit any trade.

A Canadian buyer just back from Britain says trade there is good. The firm price of the raw material is offset by the depressed state of the American trade in woolens. Still, English and Scotch makers are not sacrificing their stuff. The domestic demand for all classes of bicycling material is booming.

Costume cloths for ladies are amongst the most fashionable goods this season. Late styles are in subdued tints with a variety of patterns. John Muldrew & Co. pointed out a large range to THE REVIEW, and they include some beautiful patterns in stripes and figured designs, all the latest ideas thoroughly up-to-date, and a credit to our domestic makers.

Shipments of their own celebrated "Crown" beaver for ladies' and men's wear are reported by the Gault Bros. Co., Ltd. They are special agents for the well-known Belwarp serges, and will send samples of these to the trade who desire. The trade are informed that the house is keeping up its range of golf and Columbian costume and mantle cloths.

Large drives in fine worsted pantings, at 25 per cent. under regular prices, and in fancy silesias at correspondingly low

figures, are reported by John Macdonald & Co. this month. A fine range of mantle cloths are being shown—serges, beavers, naps, tweeds, friezes, etc. In men's wear the usual full range of Belwarp serges and worsteds is to be seen. For costume tweeds some very pretty 6-4 goods, Canadian and imported, are in stock, as well as box cloths in all shades for costumes.

Chalcraft, Simpson & Co., whose announcement appears elsewhere, are sending their travelers out this week to the Northwest, British Columbia and the Maritime Provinces with spring goods. This firm make a specialty of superior grades of clothing, and find that good workmanship is appreciated. For spring they are showing all the new patterns in well-finished, saleable stuff.

Messrs. McMaster & Co. exhibit some very nobby effects in suitings, both tweeds and worsteds. Cheviots and vicunas are the leading lines for fine work and are much in demand, as are also meltons and beavers. They show some special values in black venetians and twill worsteds. Their new imports of mantlings, in curls, golfs, beavers and sealettes, are well worthy of inspection and have been largely cut into to supply orders already placed.

Wyld, Grasett & Darling report a good business in Scotch tweeds for suitings. The favorite lines are those with a tinge of green. The new styles are broader in stripe and plaid, yet this is subdued by the coloring, so that even bright effects are quiet in shade and appeal to good taste. Neat effects go well in this market, the over-check being the latest feature. For overcoatings, meltons and beavers best suit the average trade, and the rougher effects go mostly to the fashionable centres.

W. R. Brock & Co. say that tailors are waking up to the new materials. For staple suitings the favorite shades are blacks, blues and then browns. In fancy tweeds the green and green mixed brown are leading, followed by tints of blue and the darker fawns. Vicunas for dress purposes, morning coats and dress suits grow in favor. The firm are showing a nice range of fancy vestings in dark mixtures, neat figures and spots. Corduroys are nearly as popular as ever in plain and silk spots.

MONTREAL HOUSES TAKEN IN.

Several wholesale merchants of Montreal were "worked" for a considerable amount of goods lately. A man entered a house and presented a large order from a well-known country merchant, passing himself off as his brother. Part of each order he took with him, the rest to be sent as freight. Shortly afterwards, wholesale houses received letters from the merchant asking an explanation, as he had never ordered such goods. Then the fraud was discovered. In the meantime, however, the sharper had got away with considerable merchandise.

TORONTO NOTES.

Mr. Drynan, of W. A. Murray & Co., spent ten days in Philadelphia, New York and other American trade centres before the September and Exhibition trade opened.

Mr. H. L. Smythe sails for Great Britain on the 16th, by the Britannic, on his 94th ocean trip. On the same vessel will go Messrs. Geo. Hyslop for H. J. Caulfeild & Co., and Geo. Beck for Flett, Lowndes & Co.

CHEAPER THAN BLANKETS



CHEAPER THAN BLANKETS

YOU DO NOT need to live in Zululand

OUR QUILTS are equal to 120° in the shade

A TRADE SNAP

Wadded Quilts Pure White Wadding
To Retail \$1.75 to \$2.50

Covered in beautiful art designs from a large clearing of imitation silks.

Fancy Pillows To Retail from 50c. to \$5.00
Our range now complete.

TORONTO FEATHER & DOWN CO.

BOULTER & STEWART

Sole Agents

30 Wellington East, TORONTO

THE SEASON FOR BOAS.

THE trade demand for boas this season should be large, and R. Landheim, 652 Broadway, New York, whose announcement appears on the opposite page, makes a specialty of these goods. All the novelties in ostrich, coque and fancy boas are there in great number, and it is the boast of the house that "you will find a larger assortment, better made, more style and more novelties in the boa line than in any other house in America." Send a card for their catalogue and prices.

MARKET NOTES.

IN the silk and ribbon departments, James Johnston & Co. are showing full ranges of plain black and colored silks, ribbons and velvets, and all the latest novelties in blouse silks and fancy ribbons.

Sealettes, to retail from \$2.50 to \$15 per yard, are shown by Brophy, Cains & Co. Most of them are rain-proof.

The Gault Bros. Co., Ltd., are showing a most attractive stock of fancy knitted goods for this fall season's trade, comprising in part shawls, clouds, tam o'shanters, hoods, tuques, mittens, bootees, infantees, etc.

Caldecott, Burton & Spence show all the novelties in trimmings, in sequin, pearl, jet, steel, gilt, etc., in shades to match dress materials. Buyers' attention is drawn to this department in their house.

In the extensive carpet department of the Gault Bros. Co., Ltd., will be found for this season's trade the latest styles and colorings in Japanese rugs and mats, also in British art squares.

Brophy, Cains & Co are showing black curl mantlings, to

retail at \$1.25 to \$4. They also have curls in self colors and shot effects and black knot mantlings. These lines all make very "chic" short capes.

W. R. Brock & Co. have just passed into stock a well-selected assortment and special values in silk handkerchiefs from Yokohama, and embroidered lawn handkerchiefs from St. Gall, Switzerland.

The first week of September has seen a most unusual number of buyers in this market from all the provinces. James Johnston & Co. tell us that they have sold more silks, velvets, ribbons, dress goods, trimmings, etc., than they have done at any previous opening for years back.

W. R. Brock & Co. have in stock a nice range of the latest ideas in ladies' turn-down collars and cuffs. They also show a tremendous range of hosiery and underwear, all kinds, all sizes, all prices, also special cut lines to meet any kind of competition.

Caldecott, Burton & Spence's stock of black dress goods contains all the new black fabrics, including black figured lustrés, black boucles, black armures, black sebastopols, black henriettas, black serges, black cheviots. Black will be the favorite color for the coming season in dress goods.

TWEED COSTUME GOODS.

From 15c. to \$1.50 per yard should be a sufficiently large range to meet all trade requirements. Brophy, Cains & Co. have them.

RIBBONS.

W. R. Brock & Co. are showing a full stock of staple ribbons, including a good line of satin-back velvet; good value is their recommendation.

READY FOR FALL

Our travellers are now on their respective routes with a full line of samples for Fall trade, gathered through the best facilities and selected with care from the world's first markets.

Stocks will shortly be complete in every department, and while we invite your personal inspection at our warehouse, we beg to solicit your usual kind consideration for our representatives. We are showing

Special Values in all our Departments

DEPT. A

Linens
Towelings, Taldings, etc.
Shirts and Drawers
Cotton Blankets

DEPT. B

Flannels . . .
Mantlings . . .
Worsteds and Tweeds
Floor and Table Oil-Cloths

DEPT. C

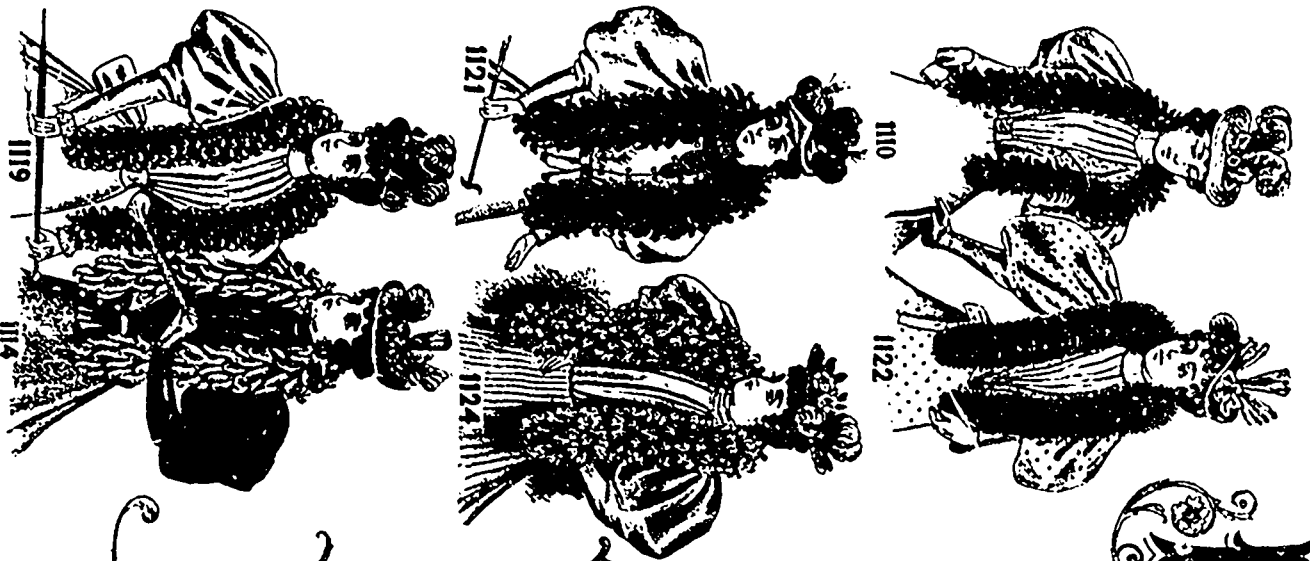
Dress Goods
Velveteens . . .
Magog Novelties
In Tartans and Wrappettes.
Gents' Furnishings

DEPT. D

Hosiery, Shawls
Ladies' Underwear
Gloves and Mitts
Yarns, Baldwin's
Canadian Fingerings

Enquiries for samples promptly attended to.

KNOX, MORGAN & CO. - HAMILTON



ROSENBERG
OSTRICH & COQUE
BOAS

 A large central illustration of a woman in a long, dark, fur-trimmed coat standing in a landscape. The illustration is framed by ornate scrollwork.

652 BROADWAY, NEW YORK



WINDOW DRESSING.

BE ADVISED IN THIS MATTER.

It takes time to keep the window dressed, and perhaps your staff is not large enough, you think, to spare the hours required to keep changing the display. But remember that the well-dressed window is simply an addition to your list of clerks. It sells goods just as they do. The stores of a town where the windows are brightly and tastefully dressed keep trade at home. If you don't want the townspeople to go away to the cities to buy, see that your store is attractive. No successful dry goods man that we ever heard of neglects the display of his stock. Did you ever notice how well even the wholesale warehouse is made to look at exhibition season or at times of cheap excursions when the country merchant is expected to visit the houses he buys from? The retailer has far more need of these tactics than the jobber. The merchant has many lady customers, and all women have more or less taste, principally more. It pays to attract them.

AUTUMN PROGRAMME.

A window during the coming months should be warm and bright in tints. The new dress fabrics include many warm, rich colors and can be used freely. These, with gloves, umbrellas with their new, bright handles, a few trimmings and some Swiss handkerchiefs can be combined into a lovely window. Change often, even if the same goods are used, though it is better to change both the order of display and the goods employed. The central idea should be to sell goods, of course. This may necessitate your not crowding the window with too many goods, but that is a good general rule to keep in mind at any time. It need not hinder an artistic display.

A contemporary, *The Dry Goods Economist*, of New York, has the accompanying simple display of nicely draped dress goods.

A PRACTICAL MAN'S EXPERIENCE.

A Pennsylvania window dresser, writing to *The Economist*, has some very sensible things to say:

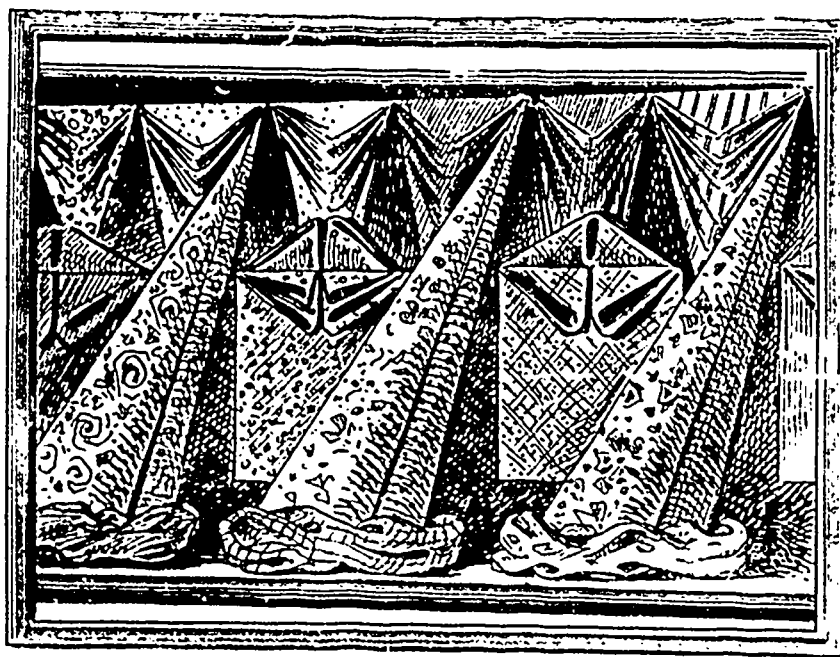
"My experience, both in this country and abroad, has taught me that window dressing should be closely allied to newspaper advertising, one acting as a help to the other. I do not consider that a truly artistic window is productive of good results during the entire twelve months of the year, but the

foundation of window dressing rests upon the ability of the decorator to turn out artistic displays at a moment's notice.

"What the merchant wants to-day is buyers for his merchandise. How to obtain that result should be the constant thought of the window trimmer and he can receive no praise so great or beneficial as the knowledge that his windows have sold goods. They should be the silent salesmen and the more practical they are the better for the interests of the merchant.

"I have in my work here to show windows elaborately constructed and built strictly in accordance with modern ideas. I find at certain periods of the year—especially during the time when silks and dress goods are to be worn—that my windows must form a picture of the styles prevalent at that season. I do not think it good form to mix ribbons, laces and dress trimmings through the display. The forms should be draped in the prevalent style, presenting a true impression of the dress or garment as it would appear when made up, and this dress should be accompanied with all accessories placed in their proper positions.

"Strictly mechanical windows should be employed only during the holiday season. A window trimmer, in preference to dressing his windows in strict rotation, should suit them to each emergency as it arises. If a house has a steady trade, peculiar to itself, neither adding to nor diminishing its custom, it is well to have a rotation of artistic pictures showing the best articles as they are received from the markets, but in a department store my habit has always been

From *Dry Goods Economist*.

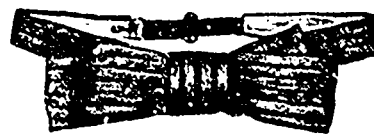
DISPLAY OF DRESS GOODS.

to watch the advertising of the house and to illustrate as nearly as possible the kind of sale that is about to take place. If, for instance, the house advertised a clearing sale, my windows would be made up of a general assortment of merchandise, with prices marked on, for in my opinion the 'cut-price' card has never failed to prove an attraction to the general public.

"Original ideas in window decorations are attractive and insure popularity for the firm fortunate enough to possess a window dresser endowed with original ideas. Sometimes the effect of these windows is not at once felt, but sooner or later the public, having received an impression from such windows, is again attracted, just as a lover of the arts might receive a lasting impression from a painting by a noted artist.

"I agree with my co-laborers that a successful window dresser must be a good business man in every sense of the word, and should be informed of every enterprise contemplated by the establishment wherein he is employed. He should show the same consideration to every-day, homely merchandise as he

Buy
A
Taylor
Safe
Best made



E. & S. CURRIE
Neckwear
Manufacturers
32 Wellington West
TORONTO

WOOLLENS

Merchants requiring any of the following lines in Woollens during September, October or November, will find with us a new stock of the **Nobbiest Goods** in the market, from which to make a selection :

Fancy Suitings
Worsted Trouserings
Fancy Vestings
Venetian Worsteds
Ladies' Domestic Dress Goods

Plain Suitings
Wool Trouserings
Twill Worsteds
Ladies' Golf Cloakings

We make a specialty of above lines and respectfully ask buyers visiting this market, to look through our stock.

JOHN MULDREW & CO.

22 Front St. West

TORONTO

does to the more majestic silks, and should take as much interest in dressing the window with housefurnishing goods, including all the knick-knacks known to the kitchen, as he should if he were called upon to dress a window with the finest of the world's fabrics."

Here is some advice from an experienced window dresser that is pointed, says The Chicago D. G. Reporter: "My first advice to all window dressers is, in entering a new situation never to use their smartest ideas first; dress your first window moderately, and go on improving every week. I have found in my experience, and I am sure many window dressers will say the same, that neither the novice nor expert is seen in his best form if the master is hanging around and worrying him. Many a good window dresser loses his patience and ideas through being called out of a window to serve customers. This interruption should, if possible, be avoided."

A creditable millinery display was seen recently in which but five hats afforded the whole attraction. The window was of medium size, too. The background was a tasty production, consisting of plaited Nile green cheese cloth, over which was draped white momie cloth and white cords. The floor was puffed in white.

DRESS GOODS.

Lonsdale, Reid & Co report a good demand for ladies' fall wheeling blouses. These goods are warm and stylish.

Lonsdale, Reid & Co. have in stock a paddock melton rubber-proofed coat. This is the best coat in the market for the money, and should be seen.

McMaster & Co. report black crepons in fall weights as being in good demand. This applies equally well to boucles and Scotch tweed mixtures. They show some attractive designs in French plaid dress goods, which are being picked up lively.

Lonsdale, Reid & Co. have just placed in stock for excursion and millinery openings some rare lines in French boucle dress goods, from 5c. to \$1.25 per yard.

The exclusive styles in dress fabrics have been much in demand with Caldecott, Burton & Spence. Each retail merchant is wishful to make a fair profit, and this method of getting control of lines for his town enables the storekeeper to get a reasonable return for his labor.

Evidently silks are coming back to favor, if we are to judge by the splendid stock of these goods now being shown by Caldecott, Burton & Spence. Besides a fine range of black staple silks, they show some beautiful designs in Dresden, Lyons and Japanese fancies.

The newest things in dress goods are being shown by Caldecott, Burton & Spence. Their importation of dress materials has been the largest they have yet brought to the notice of Canadian buyers. Buyers cannot do a better thing than inspect this stock, which is full of fresh and interesting goods for the fall and winter trade. Silk and wool boucles, silk and wool brocades, silk and wool broches, silk and wool jacquards are

shown in great variety. They are very fashionable in Paris, London and Berlin.

The Gault Bros. Co. have just opened up a stylish lot of the latest novelties in fancy dress goods, including moires, boucles, curls and Scotch tweed suitings. They have also received an assortment of their celebrated "Dream" velveteen in black and colors, and are offering a line of colored velvets at a special job price.

James Johnston & Co. have their stock complete in this department, and are showing a very great variety in black goods, plain and figured; colored, plain and figured; including shot grenades, shot sicilians, curl cheviots and plain and boucle tartans, etc. In velveteens their own brand cannot be beaten. They are prepared to quote special prices on men's Scotch knit shirts and drawers.

A PLEASANT CUSTOM.

The good feeling which should exist between employer and employe is well illustrated by the following incident chronicled in The Charlottetown Guardian of Sept. 1: "Yesterday morning some dozen carriages gathered in front of Messrs. James Paton & Co.'s store, into which the employes, accompanied by Mr. and Mrs. James Paton and their friend Mrs. McLaren, gathered for a charming drive to Mutch's Hotel, Stanhope. On their arrival there a choice dinner was partaken off, after which a sail was enjoyed in Mr. Devlin's handsome launch, kindly placed at Mr. Paton's disposal by its gentlemanly owner. Each year Mr. Paton gives his employes an outing, and these happy occasions tend to still further cement the bond of good feeling existing between employer and employes, while stimulating all to increased effort in the advancement of the firm's interest. The employes appreciated the outing very much and feel indebted to the firm for the sincere kindness bestowed upon them."

GOLD.

Nowadays, when everyone is talking gold, nothing could be more in line than the determination of the manufacturers of Textile Buckskin and Royal interlining to stamp the name and trade-mark on every yard of their output in gold leaf. The idea is to not only give these interlinings a rich appearance in keeping with their superior quality, but to give them a distinctive appearance, so that they cannot by any possibility be confounded with any other makes. The manufacturers intend to advertise the head of a buck chamois in gold on every yard so thoroughly that it will be a household word throughout Canada.

MANTLE AND DRESS BUTTONS.

Brock's assortment of mantle and dress buttons is unusually attractive in pearl, jet, pearlita, ivory and metal effects. Buyers in search of mantle buttons to match the new green, blue, brown and fawn mixtures in mantle cloths should not fail to inspect the "Yaw," "Albani," "Melba" and "Patti" styles in Brock's button department.

SILK WARP HENRIETTA.

In addition to their regular lines of these goods, Brophy, Cains & Co. this season brought out a few special numbers, to retail at from 80c. to \$1.50.

THE
Irving Umbrella Co.

Limited

20 Front Street West

Toronto

MANUFACTURERS
PARASOLS and UMBRELLAS

Christmas Samples
NOW READY

Sorting Orders filled in one clear day.



NOW IN STOCK

SPECIALY IMPORTED FOR

THIS
**SEASON'S
TRADE**



LINENS

DAMASK TABLE LINENS
BLEACHED TABLE LINENS
BUTCHERS' LINENS
EMBROIDERY LINENS
BORDERED APRON LINENS

SEALETTES

CURLS AND NOPPLE SERGES

DRESS GOODS

FALL WEIGHTS IN BLACK CREPONS
6/4 BOUCLE TWEEDS
SILK AND WOOL PLAIDS
COVERT COSTUME CLOTHS
SILK NOILE MIXED TWEEDS
TWO TONE BOUCLES AND BOUCLE PLAIDS



THE LATEST DESIGNS
IN ALL GRADES OF
**CARPETS AND
LINOLEUMS**

GENT'S SILK SCARFS

IN DERBY KNOTS AND BOWS

THE LATEST STYLE
ENGLISH COLLARS

CASHMERE HOSE
KNITTED AND
CASHMERE GLOVES

BRACES

ENGLISH
CANADIAN
AND AMERICAN



ALSO IN
30 INCH
FLANNELETTES
WHITE WOOL
BLANKETS
UNDERWEAR
AND FLANNELS



SNAPS IN

SCOTCH SUITINGS
FANCY TROUSERINGS
CANADA TWEEDS
BLACK TWILL WORSTEDS
FRIEZES AND GOLF CLOAKINGS



McMASTER & CO.

TORONTO



WHOLESALE DRY GOODS, 12 FRONT STREET WEST

THE MILLINERY SEASON.

THE openings, which began on the 31st of August and continued throughout the first week of September, have been unusually successful. There was a good attendance, and buyers spoke in a more hopeful tone of future prospects. Stocks were splendidly assorted and thoroughly up-to-date, and a good house trade is being done in the second week of September.

The Toronto houses complain that buyers from the Maritime Provinces were not able to get cheap railway rates through to Toronto until after the openings had taken place, although tickets at reduced fares prevailed to Montreal before the 31st.

J. D. IVEY & CO.

This house had a most successful opening, and though parcels are not as large as last year, there are more of them. The staff are now busy day and night getting goods out, and the best efforts are being put forth to oblige customers with early deliveries. An entry for new goods passed the Customs on the 5th, and this has again brightened up the stock.

A great quantity of felt hats were sold since the opening of the season, and purchases in every department are up to the average. Chenille trimmings, velvets, ospreys, ostrich feathers and stiff wings have been much in demand, and milliners speak as if they counted on a good season.

D. McCALL & CO.

The opening with Messrs. McCall was very satisfactory, customers coming from all parts of the country and speaking hopefully of better times. The purchases in the hat department were large, and a feature of the season was the all-round demand for trimmings of the different kinds. The chenille trimmings were in vogue, also wings, fancy feathers, large crush roses, etc. The house received many compliments from buyers for the range and attractiveness of the stock.

HAT HINTS.

One of the new hats seen in the west end of London, the other day, by a Canadian visitor, was in fawn felt with band of green velvet, veiled with lace applique. On each side was a bunch of pansies and three black wings sticking out. The effect was neat and dainty. Another was a white felt sailor, a bunch of violets in front, two smaller ones at the side, and a bow in green velvet behind.

RECENT TRIMMINGS.

Our Canadian houses are thoroughly up-to-date in trimmings, and the very latest English advices show that chenille and straw and chenille and shot cord are the favorites. Velvet edged ribbon is being used with charming effect. Bicycling hats in England are green felt trimmed with black velvet bands round the crown, and set off with quills, wings or coque and satin ribbon. White felts with black velvet-bound brims are popular, with bands of black velvet around the crown and white ostrich feather mounts at the sides. White ostrich feathers, and coque and feather mounts, and quills of all sizes in colors decorate every kind of English walking hat.

FALL MANTLES IN THE STATES.

Regarding the American fall fashions *Crerand's Cloak Journal* says: The tendency in favor of short jackets is very

pronounced. Twenty-six inches is the length which seems to have the preference of capable and experienced buyers.

Another question of great perplexity is the question of the backs. The general decision is to have less fullness in the skirt. As large bustles, so much talked of, have not yet come to stay, the backs are being made much less full than was expected.

The sleeve has come to stay in much less voluminous form than heretofore. It is growing tighter and tighter. For outdoor garments, sleeves too tight are to be avoided, though sleeves decidedly less full than those of last year will be acceptable.

An especially novel and pretty sleeve has a very full puff at top, and is very tight from elbow to wrist. The puffs are held in place by elastics or bands.

Jackets are nearly all made high at the throat, with high Medici collars.

A word about these collars. Some manufacturers are making them in one piece with back of jacket, but they are more practical and more easily altered in stock if made separate. Manufacturers and buyers should pay attention to this.

Jackets, as previously noted, are high, and many buttoned only on one side with large buttons.

One very jaunty garment has one very large handsome pearl button, and three tiny ones put on perpendicularly below. Another double-breasted garment has three cloth tabs that button over the shoulder on one side, these little tabs serving to close the garment at the top, and the rest closing under a fly.

An exquisite light tan kersey jacket has a tight-fitting back, heavily corded on seams and on the lower part of sleeve.

A handsome green short jacket is made in the prevalent and desirable loose box-plaited front effect. From a yoke two full box plaits fall, these being held in place with tabs buttoned across.

Some backs are tight-fitting, with four small box plaits in skirts; others are made with loose wateau from neck down. These loose jackets are especially pretty in smaller sizes, because they are so youthful looking.

Some of these box plait effects are entirely braided on plaits; others have arabesques of cloth and velvet to form yokes. The latter, in tan and brown or green and black, are exceptionally pretty.

Some very handsome capes are shown in cloth. They will be somewhat less full than last year's, and made with high Stuart and Medici collars. Some very pretty ones of plush are embroidered in braid and silk and also in jet.

A very pretty style of cape is entirely made of box plaits from yoke around, these box plaits being drawn together and held in place by straps of passementerie heavily beaded, and caught by jet rosettes. Many have yokes all jetted and embroidered.

NEW YORK HATS AND BONNETS.

As a rule, the hats are on the plane of the summer hats, says *The Millinery Trade Review*, while the crowns, if stiff, are usually distinctly taller than was the general line of crowns in the hats of the summer, and in some cases they are quite tall and more or less tapering. Varying the shapes indicated, however, we find, in collections of untrimmed models, hats with low, small oval crowns in contrast with hats of medium tall and very broad square crowns, and trimmed models with the low

Gault Bros. Co.

MONTREAL



DEPARTMENTS

Cottons and Staples

Woollens Imported and Domestic

Mantlings and Costume Cloths

Dress Goods and Linens

Gent's Furnishing Goods

Smallwares, Curtains, Etc.

Carpets, Rugs and Squares

Shirt Factory

There will be an excursion during Exhibition week at very much reduced rates, between dates 11 to 19 September. We will be very pleased to see our friends and extend a warm welcome.

broad cap, or mushroom crown. The hats filling this description are medium large, and large in the circumference of the brim. The medium small hats are generally of a fanciful character, with the low, soft mushroom crown and undulating brim, the small hats being after the idea of the Oxford and English tourists' hats, distinguished by the narrow brim curled closely at the sides, with both plain and indented crowns.

Bonnets, even of the smallest shapes, are larger than they have been for the last several seasons, while in the grandmother's poke they reach dimensions as imposing as the bonnets of the time of Charles X. in France, the shape referred to being indeed a revival of that of the bonnet worn by the fashionable women of that period in French fashions. Some of the small bonnets have a definite crown and a definite brim, the crown square or ridged as the case may be; but as a rule the small bonnet finds shape according to the fancy of the milliner, becoming a dainty little trifle of no particular form or character. As frequently as otherwise it is fashioned of a square of velvet shirred, thus giving both the cap crown and the frill brim, the square being faced with velvet, the points held up by jewels, and bows and feathers constituting the trimming. As a matter of fact, it is difficult now to imagine what a bonnet is to be until it emerges from the hands of the modiste. Squares of rough camel's hair cloth are also used for crowns.

TRADE IN THE SOUTH POOR.

New York millinery in August was very dull and the openings not very successful. The Millinery Review says: "August did not show any great improvement in millinery business circles over the preceding month. On the contrary, the month opened with forebodings and predictions that seemed to dampen the ardor of every stray buyer that happened to come to the market. That same uncertainty that hampered the importer and manufacturer the opening month of the season was carried over to the succeeding month and handed down to the jobbers to dispose of, and they are now grappling with the momentous question, 'What shall the harvest be?' The jobbers' openings were not the harbingers of good-fellowship, good bills, and reunions of old friends that they were wont to be in years past. As one of our popular salesmen expresses it, 'We had a magnificent lot of lookers,' but it may be presumed that the 'takers' were not over numerous. There was some complaint from early buyers that stocks were not replete with such large assortments of novelties as they were in the habit of seeing, and yet in all candor they confessed that they would have purchased no larger bills even if they had much larger stocks to select from."

THE WORKROOM.

The heart of the millinery department is the workroom. Its head may be bright enough, in the shape of a competent buyer and manager, but if the workroom is not put on firm, sound economic principles, as well as having capacity to promptly produce artistic and popular goods, then thorough success is not possible.

There still remains, even in best conducted departments, a tendency to ignore the wants of the trade, the disposition being to trim and design goods that please the head milliner's individual taste.

This is the grand mistake of millinery. The public must be pleased and not the milliner. The salespeople know and understand most thoroughly the wants and dislikes of their

trade and should be consulted as early as possible as to the desirability of designs made and presented for sale.

Even here the house opinions may be at variance with general preference of the buyers and wearers of hats. The profit in millinery is in the hats which take in quantity. Prejudice must not cloud the business sight. Listen to the early premonitions and see that no class of trade is unprovided for in stock preparations.—N. Y. Economist.

Mr. F. A. Marr, proprietor of Le Bon Marche, millinery, of Halifax, N.S., and Mr. H. G. Marr, milliner, of Moncton, N.B., came to Toronto from the Lower Provinces to buy pattern hats and bonnets and novelties in millinery. Messrs. Marr had a chat with THE DRY GOODS REVIEW. They are both bright up-to-date business men, the true type of the successful merchant.

THE VIENNA MILLINERS.

The Vienna milliners charge excessively high prices for their confections. They, however, know how to keep their customers. Recently their business was threatened by a cheap form of straw hat, for which a reigning queen of fashion had created a passing craze. It required but little trimming, and its cost was trifling. The milliners at once called a secret meeting to consider the situation. A few days afterwards all the workwomen in Vienna appeared in the obnoxious cheap hats. The wily milliners had bought them up, and distributed them gratuitously. The noblesse, driven at bay, soon returned to the costly bonnet shown them with smiling alacrity by their autocratic providers, one of whom told the secret.

PRINCESS MAUD'S MILLINERY.

Toques reigned triumphant in the Princess's millinery. The travelling headgear is a burnt straw toque with fluted brim, softened with shaded pink roses. Emphasising the popularity of this style, a second is of brown satin straw, with a Tyrolese crown trimmed with brown tulle and tea roses, and a third brown, in rough wood straw, has brown quills at the side, and is trimmed with tea roses.



"Am I busy? You see that fly?"

"Distinctly."

"Well, he's been dar since mornin'. I ain't had time to brush him off."



The . . .

Dress Goods

TRADE

who have an ambition to do a select and paying business in the better lines of Dress Goods are sending to us for samples of our exclusive patterns in high-class goods.

These are cut in Dress lengths, giving the dealer an opportunity to secure a good range of patterns without loading himself up with a heavy purchase.

Only through our exceptional facilities for handling the best in Dress Goods in largest variety does this opportunity come to the general retail trade of the country. No other house can offer like opportunities.

Shrewd dealers will act quickly and write us.

The ROBERT SIMPSON CO., Ltd.
S.W. cor. Yonge and Queen streets
TORONTO

Wholesale Millinery

NEW GOODS - NEW IDEAS

We are receiving fresh shipments every day and are now fully prepared for the September trade. Enquiries cheerfully answered.

JOHN D. IVEY & CO.

16-18 Wellington Street
West TORONTO

.. WHOLESALE MILLINERY ..

*Our . . .
Millinery*

Superior in Style.
Faultless in Taste.
Moderate in Cost.

50 Cases Latest Novelties

**NEW YORK
HATS** —

The FALL Opening has been a great success. Our TRIMMED Goods were in such demand that the large assortment was picked up at once. We are giving this department special attention.

Our stock is being replenished daily—well assorted, tasty and prices moderate.

VELVETS

VELVETEENS

All in New Shades.

D. McCall & Co.

WHOLESALE
IMPORTERS

Toronto

MONTREAL, 1831 NOTRE DAME STREET.

THE GOLD MINING BOOM.

Contributed to THE DRY GOODS REVIEW by H. A. C.

THE British Columbia gold mining boom has struck the province of Ontario, and judging from the glittering advertisements that appear in our leading daily papers, as well as from the apparently very prosperous business done by numerous gold mining brokers, the disease seems to have become epidemic.

The public would do well to remember, however, that "all is not gold that glitters," and that anyone who embarks in an enterprise with a prospective big profit always takes the risk of a big loss.

Around Rossland is the principal field of operation for the gold mining companies, in which a small investment, according to the accounts of interested parties, is said to "lead on to fortune."

There no doubt is gold around Rossland, and very probably large quantities of it too, but that the richest gold mines in the world are there has not as yet been demonstrated to the satisfaction of unprejudiced practical business men, and it certainly is strange that the richest gold mines in the world were not discovered years ago when a live gold boom existed in British Columbia and prospectors from all the gold fields in the world scoured the country in search of the precious metal.

Judging from maps of the situation, every acre of ground for miles, north, south, east and west of Rossland, has been taken up as gold mining land, and mining companies are floated so fast that from present appearances there will soon be several hundreds of them. If all these adventures prove successful certainly the richest mines in the world are around Rossland, but it is absurd to suppose that all will turn out bonanzas, and no proper estimate can be formed of the mineral wealth of that locality until further development has been carried out, for at present there are not more than three or four of these mines paying dividends, and it is doubtful if there are many more even turning out ore at all.

The manner in which these gold mining companies are launched gives every chance for smart adventurers to pocket the shekels of unwary people with very little prospect of value being given in return. Anyone, therefore, who wishes to invest his money in shares, should study carefully the names of the men who control the company.

According to the mining laws of British Columbia any prospector can get a mining claim of 1,500 feet square (50 acres) by paying \$5 and doing \$100 worth of development work on it every year, or he can purchase the claim out and out for \$500 cash.

The prospector, after securing the claim, goes to a capitalist and sells it for, say, \$5,000, or he may give him an option to purchase at that figure for 30 days or more. The capitalist then forms a syndicate of, say, 10 men, including himself, who put in \$1,500 each, making in all \$15,000, so that he gets \$13,500 for what only costs him 5,000 and has one-tenth interest in the syndicate besides.

The next move is to form a joint-stock company, capitalized at, say, \$1,500,000, the members of the syndicate usually becoming directors, trustees, etc., or if they wish to secure a more influential man than any of themselves as president they may give such a man a number of shares for the use of his name.

They then put, say, \$500,000 of what they call treasury stock on the market at, say, 10c. in the \$, which will bring in

\$50,000, and this money is to be used, they say, in developing the mine, but before any of it is used for that purpose the \$15,000 is paid back out of it to the syndicate, and probably \$10,000 or more is spent in brokers' commissions, advertising, etc., leaving only \$25,000 or less to develop the mine.

All the money put into the venture comes from the purchasers of the treasury stock, who now own \$500,000, while the syndicate who floated the company have got \$1,000,000 in shares for nothing.

The \$25,000 left in the treasury may not be sufficient to develop the mine, and if that is the case the money put up by the purchasers of treasury stock is in all probability completely lost, for the members of the syndicate can, if they wish, sell out their stock at whatever it will bring and put the money in their pockets.

The whole thing is a lottery, in which the syndicate, or ground floor men, hold two-thirds of the tickets, which have cost them nothing, but as the gambling spirit is strong in human nature, thousands of people of limited means who cannot afford to lose the money will be tempted to take tickets, in the hope of bettering their condition in life.

Some of these mines in the hands of good men will probably turn out good paying investments, and the object of the writer is not to throw cold water on the legitimate development of what may turn out a source of wealth to a great many individuals, as well as to the whole country, but to show people the risk they run of investing their money in gold mining companies they know nothing about, and have no means of acquiring correct information about, at such a distance from the field of operation.

There is a very big boom on at present in British Columbia gold mining investments, and there is every danger that the boom will increase for some time instead of diminishing, and it is to be feared a large amount of money will go out of the province of Ontario into worthless companies that are simply the owners of 50 acres of ground, on which a prospector has dug a few holes, from which he has abstracted, or pretends to have abstracted, some specimens of ore.

The companies which have already placed their treasury stock on the market should be allowed to develop their mines and show whether they are likely to become paying concerns or not before the stock of new companies is taken up by the people of Ontario. As soon as these companies show they have real paying gold mines any amount of English capital required can be got into them. The English capitalists say, let you Canadians go on and develop your mines and show us that they are likely to become paying concerns and we will furnish all the capital you want to work them, but you must do your own development.

Would it not be better to develop a few at a time in place of trying to develop the whole mining region around Rossland and other places at once?

If mining companies are floated at the rate they are going at present, the bubble will burst before very long, and many people will be sadder but wiser from the experience: nor will the loss thus sustained be the only loss to the country, for English capitalists will be afraid to invest their money, and millions may be diverted into other channels, which might otherwise be sent here to work the mines.

It appears, also, that the smelting works in the vicinity of Rossland cannot do more than handle the ore of two or three

mines, and as these works are very expensive and not likely to be built very fast, what is going to become of the ore from the mines of the large number of companies being brought into existence? This feature of the question simply leads to the conclusion that for some years ore will be taken out from only a few mines, and from many of them none at all at any time.

There have been booms in this country before now, such as the Winnipeg and Toronto real estate booms, by which many people of moderate, and some even of considerable, means have been impoverished, and this Rosslund mining company boom may turn out the worst boom of all, coming on us at a time when the people of this country should keep their capital available for any emergency that may arise through the unsettled state of monetary affairs in the United States.

Toronto, Sept. 2, 1896.

NIGHT GARMENTS FOR MEN.

The popularity of pajamas for sleeping is steadily increasing, and the dream robe of our ancestors seems as if it has got to go. There is a steady and progressive increase in the demand for pajama suits. They are made in linen for summer, and in flannel of different weights for winter. The best kinds have no buttons, but are fastened by means of frogs of silk cord, with a knot in the loop, which sticks out over the edge, and is caught in another loop on the other side of the "jumper" (as the jacket portion of the suit is supposed to be called). The pajama proper, viz., the trousers part, is held by a heavy silk or cotton cord running in a tuck round the top, which is tied over the tum-tum of the wearer.—Haberdasher.

WYLD, GRASETT & DARLING.

Dress Goods Department.

Ranges in plain and fancy styles for this season are more attractive with us than any former season. We have added during the past few days some choice novelties in Blacks and Colors. Our popular make of Silk-Finished Velveteens, including light shades for millinery purposes, are meeting with ready sale; also a special line of 32-inch for Capes.

Smallware Department.

Cashmere Gloves, Ladies' and Children's in fine gauge, medium and fleeced. Ringwood Gloves, White, Black and Fancy Colors. Cashmere Hosiery, complete ranges of Plain and Ribbed Cashmere Hose. Boys' 6-fold Spliced Knees. Woollen Hosiery—Plain and Ribbed Wool Hose—Boys' extra heavy. Wool goods, great variety of Tams, Toques, Fancy Caps, Clouds, Gaiters, etc. Novelties in Jet Gimps, Trimmings and Fancy Dress Buttons. Letter orders solicited.

WYLD, GRASETT & DARLING
TORONTO.

H. J. CAULFEILD & Co.

WHOLESALE MEN'S FURNISHERS

Stock now complete in all lines, including many Novelties for the Fall Trade. In : : :

TIES

our stock is large and new, including the latest in Derbies, Lombards, Knots and Bows.

Regatta Shirts

will be largely worn this Fall and Winter. We have special values in leading lines.

Our White Shirts

Numbers 50B, 100B, 150B, 200B and B, to retail at 50c., 75c. and \$1.00, are without equal.

Full range of our well-known English Collars.
Special value in Boys' and Men's Braces.
See our range of Mohair Ends to sell at 25 cents.
A call respectfully solicited. Letter orders receive special attention.

H. J. CAULFEILD & CO. 17 Front St. West, TORONTO

HOW COUNTRY MERCHANTS CAN HOLD TRADE.

A STOCK grievance with merchants doing business in the villages and towns, says The Canadian Grocer, is the habit a large number of the consumers in the respective places have of going or sending to the larger cities for a great deal of the goods they require.

The practice of people going outside for what they can purchase at home is regrettable. Every dollar spent outside a town means a dollar less for the merchants of that town. And the loss is not borne by the merchants alone. One of the component parts of a town is its merchants. Consequently, whatever affects the merchants affects the town, favorably or unfavorably, as the case may be.

While the evil in question arises from an outside source, the remedy for this condition of affairs is at home.

People cannot be prevented from going to the city for their wares. The arm of the law cannot be invoked. It is next to useless to tell the people that they should be loyal to their own town. Let them only imagine that they can purchase this and that article cheaper at a city store than they can at any of the local stores, and loyalty is forgotten altogether.

People will buy where they can, or think they can, buy to the best advantage. And the same law governs the merchant as well as the consumer. Nearly every merchant will purchase his goods in London or New York if he can do so to better advantage than he can in one of the Canadian cities.

There is only one thing that will induce people to make their purchases in the local stores. That is, make them realize that they can do just as well or better at home. And this can only be accomplished by live and up-to-date methods.

Country stores must be bright and attractive. Country merchants, like the departmental men, must be ever on the alert for lines which they can push as leaders. Show the people that they can get bargains at home as well as abroad; and a little sermon on loyalty to the local stores can be appropriately sandwiched in at the same time.

Before you plead with a starving woman to trust in Providence you want to give her potatoes; and you can only effectually preach loyalty to home stores when you are in a position to give buyers as good bargains as the departmental stores.

Have the windows dressed well and have bright and obliging clerks behind the counter. Advertise systematically and liberally. Make the advertisement bright and readable, and change it with every issue of the journal in whose columns you place it. Do not attempt to put into your "ad." everything that is in your store. Advertise specialties as much as possible.

Departmental stores can be competed with, even by small storekeepers, and even by small stores that are within easy reach of these big stores. The Canadian Grocer could give evidence of this. These stores not only exist but grow in spite of departmental store competition. But they are managed by live, energetic men, men who have ideas and know how to use them. The people in the vicinity of these stores are realizing that they can do as well there in certain lines as they can at the down-town departmental stores, besides saving car-fare and time. Consequently, they are purchasing there many goods which they formerly went down town for.

Stores of this character are educating the people: are removing misconceptions as to the department stores being the place to go for everything from a needle to an anchor.

Country merchants who desire to hold their local trade

must work along the same lines. It is their only hope. And the satisfaction about it is that it is not an impossible task. All that is demanded for its accomplishment are live, up-to-date methods. These every merchant who will can cultivate.

GERMAN TEXTILE REPORTS.

THE textile trade, generally speaking, enjoys good prosperity, though some departments, through dulness of trade, afford a striking contrast to others, where orders steam in without interruption. The woolen business had been very quiet, in expectation of the wool markets, which are now going on, and which at this time of the year always contribute to the advance of money rates. Wool prices were, however, firm all the time, though the demand for worsted and for wool residue was small. Woolen yarn showed firmness of prices, to the disappointment of buyers. Trade in manufactures seems also on the increase. Since then the reports from the wool markets tend to show a spreading business with a corresponding advance of prices.

In Rhineland and Westphalia the spinners are doing a very large and profitable business. In the district of Crefeld, and in other parts, where the depression in the velvet trade was very much felt, it is now intended to start new spinning companies to employ the hands in a way profitable to all parties. In Crefeld, a company with a capital of about 1,600,000 marks is to be started soon. At a recent meeting or congress of the spinners in Rhineland, Westphalia, it was stated that large orders are still on the books, and that the stocks on hand are small. In other departments also the present state of affairs, as well as the outlook, are good; and for some time past it has been reported that the consumers' trade is also improving. It has never been bad, but at the beginning of the year it suffered through the effects of a well-known and ill-considered political manifestation, and later on, through the unfavorable change of prospects in the United States, as well as through the strikes here. In regard to the latter, it does not appear yet that the trade is out of all difficulties, for there is still some quarrelling about wages. It is evident that the public on this question sides with the men and women who insist on the higher wages arranged in February on mutual understanding. One of the salient features of this trade is, that it thrives chiefly on the extraordinary cheapness of labor. On the other side, the profit, especially on the export business, is large enough to admit of a moderate rise in wages. This, at least, is the view supported by public opinion.—Kuhlow's Review.

THE CORSET IS ALL RIGHT.

The silly season paragraphist has been exercising his mind on the "wasp" waist question. "Wasp" waists, we are solemnly informed, are going out, and in future the ample waist of the Venus of Milo is to be regarded as the recognized type of feminine beauty. The change is entirely due to the bicycle "boom," for those who pretend to know all about it declare that, when it became a question of tight lacing or easy cycling, ladies went full tilt for the latter. All of which is doubtless very interesting, but, at the same time, very silly. Tight lacing is going out. When, of late years, may we ask, did it come in? Corset manufacturers may, perhaps, be considered to know something of the matter, and they are very generally of the opinion that anything like abnormal tight-lacing has not been generally practised by the women of

this country for some years. The fact of the matter is that nowadays, thanks to the scientific principles upon which the modern corset is constructed, there is very little necessity for tight lacing to be indulged in by women desirous of appearing to have a more or less small waist. The corset of to-day is able to produce a slender appearance without the slightest danger to health. The end of the nineteenth century corset, it should be remembered, is not the stern unbending article in which our grandmothers used to encase themselves. It is manufactured by men who have studied it from every point of view, with the result that women who have athletic ambitions can ride, golf, play tennis, or cycle with corsets on, and experience little or no discomfort. —Drapery World.

HOW BRITISH TRADE IS UNDERMINED.

FOR many years past British manufacturers and merchants have been in the habit of "taking in" foreigners in a sense very different from that usually associated with the phrase. That is to say, they have opened their factories and warehouses to visitors from abroad who have marked, learned, and carefully remembered what they saw, and then gone home, and with the knowledge thus accumulated have started an opposition business. This process was rendered all the easier when the foreign observer could place a son in the counting house, who, besides picking up useful odds and ends of information, could at the same time get hold of a sufficient number of skilful workmen to lay the foundation of the rival business on foreign shores. The popularity of German clerks is due to their knowledge of one or two languages besides their own, and their willingness to make salary no object, the

fact being that their real purpose in many cases is the acquisition of knowledge which can subsequently be turned to eminently profitable account. So far as the giving away of trade secrets to occasional visitors is concerned, we are perhaps wiser than formerly; but when shall we be rid of the foreign clerk? Certainly not until one of the first essentials of commercial education in this country is the acquisition of a knowledge of foreign languages.

But our continental imitators are being surpassed in this respect by the Japanese, according to our contemporary, *The Textile Mercury*. Not only have they copied American methods of securing samples of our manufactures, and specifications of the appliances used in their productions, but have gone one better. They are visiting the manufacturers of textile machinery, and making themselves familiar with every crank and wheel, of which, in most cases, they obtain photographs; they are even getting samples of the tools with which such machinery is made, and thoroughly master all the detail of its manufacture, fitting up, and working. Then they return to their own country, and prove the truth of an estimate of their ability formed by a writer twenty years ago, who says. "They are excellent workers in metals, and there is no piece of foreign machinery which they cannot re-duplicate and imitate, even their sword blades are more finely tempered than those of Birmingham and Sheffield." Thus the Japanese are ceasing, not only to be customers for our textiles, but also for the machinery by which they are made. Let us hope that with our manufacturers thus forewarned they will prove to be also forearmed. —Drapers' Record.

You'll do the Trade if you keep What Your Customers Want

Last year's experience has proved conclusively that

Fibre Chamois Lined Clothing

offers an **all-weather** protection which is quite unequalled. The few extra cents in cost are repaid a hundred-fold by the healthful comfort gained, and people are going to insist on having this comfort.

The steady advertising of its merits has already created a large demand for the clothing so interlined, and this demand is rapidly and steadily increasing. Prepare your stock accordingly, and be ready with what everyone wants.

Good cuts for advertising are supplied free on application to the Canadian Fibre Chamois Co., Montreal, or your wholesale house, and keen, up-to-date merchants all over the country are realizing the full force of this and taking advantage of it.

A few attractive ads. of your own, now, calling attention to this line of clothing, are **sure** to attract customers to your store, and isn't that the main thing? After that, every ad. placed by the Fibre Chamois Co. will remind people of yours, giving you direct benefit.

COATS IN LONDON JUST NOW.

THE lower corners of jackets are usually cut square just now, and the fashion will catch on, if jackets supersede to any extent the prevailing frock coat, which is seen with such "damnable iteration" everywhere at present, says the London correspondent of *The Haberdasher*. This square cut is in the nature of a compromise. It is allied to the frock coat (jackets are cut a little longer than they used to be, also), and it gives a decidedly more dressy look to the jacket. If anything could remove the incongruity of a chimney-pot hat worn with a jacket, these square corners might be said to do so; and indeed, seen from in front, a man attired in this combination (particularly with trousers alien to the jacket) looks reasonable enough. From the rear, though, the effect is still (to me) rather grotesque, but it may be that my own taste obtrudes into this judgment unduly. Anyway it is a combination that will grow apace this fall, and you know who started it, because I have told you. Not that the frock coat is dead. They are still excessively numerous at the west end of the town, and the morning coat, despite a most determined effort on the part of some tailors to revive its vogue, is rare. The frock coat is cut, just now, to the knee, and the skirts are not too full in cut. The lapels are moderately liberal and are silk-faced, the facings being brought exactly to the end of the button-hole, still made on the left lapel. Three is the proper number of buttons, which are covered with bright silk twist, and the material of the garment is more often smooth than rough.

STYLISH AUTUMN CLOTH FROCK.

A very smart autumn frock is made of a smooth-surfaced cloth that shows a dove-grey background with a hair-line of dark blue traversing it. The skirt is moderately wide, the upper part being fitted closely to the figure, though the lower has a decided flare. The bodice is a fitted coat having a waistcoat of blue cloth matching the blue stripe set in the front, and buttoned down on each side with small silver buttons. The collar is a high plain one of blue satin, with overlapping points of the blue satin outlined with a silver cord. The sleeves are moderately full, shape in to fit the arms and have points of blue satin larger, but the same shape as those on the collar, turning back in cuff fashion on the lower part of each sleeve, and being fastened to place by a silver button on the extreme of each point. The hat is a soft grey felt with a band of grey about its crown, and a bunch of blue feathers at one side. The gloves are grey undressed kid.—*Ladies' Home Journal*.

THE POPULAR WATTEAU COATS.

THE Watteau effect in coats continues in vogue, and while it cannot be spoken of as having the natty air peculiar to a close-fitting jacket, it possesses, in its looseness, a special style of its own, particularly when worn by a slender woman. One of the Watteau coats has a double box-plait starting from the neck; another has two box-plaits that come from under a fitted yoke, while one occasionally sees the double box-plait flaring from under a yoke, though when this style is chosen for the back of a jacket the front is a simple sacque shape with no plaits. Sleeves are sufficiently large to slip easily over those in the new bodices, and this means that the sleeves are rather smaller than they were. The box-plaited sleeve—that is, the one with its fullness arranged in a double box-plait on the

shoulder—is given the greatest vogue, as it can be made, even in the heaviest cloths, to fit well.—*Isabel A. Mallon, in Ladies' Home Journal*.

THE POPULAR MILITARY JACKET.

A popular jacket is of blue cloth and fitted both in the back and front, fastening in front with hooks and eyes that are, of course, invisible. An elaborate braiding in black soutache is down each side of the front and extends well across the bust, shaping in toward the waist, while seven rows of soutache braid are the edge finish. The high collar is the usual military one of blue cloth, overlaid with seven rows of the black braid. The sleeves are full puffs gathered in to fitted cuffs, on which is the braiding pattern in long designs to harmonize with that on the front.

MADE TO ORDER.

Tommy (whose father is a clothier)—Mamma, did God make the world?

"Yes, dear."

"And everything there is in it?"

"Yes, darling."

"And did He make me?"

"Yes, Tommy; but do stop asking so many questions. Why do you do it?"

"Oh, nothing. I was only just wondering whether I was ready-made or made to order."—*Exchange*.

WHEELING, SAXONY AND FINGERING YARNS.

W. R. Brock & Co. are offering special quotations on these goods also on Baldwin's black Beehive.

A Gem

REPRESENTS GREAT VALUE
IN A SMALL COMPASS



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

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

There are
Others—
THE FEATHERWEIGHT
For instance.

ALL MADE BY

I. B. Kleinert Rubber Co.,

Toronto:

New York:

26 and 28 Front St. West.

715 to 727 Broadway

We are showing some Novelties in

VEILINGS



All styles of Meshes, Plain and Spot.

Handkerchiefs in Lawn and Linen, Plain and Swiss Embroidered (some special job lines in the latter). We make a specialty of

Silk Velvets in all the Newest Colorings, and our Special Brand "Eclipse" **Velveteen** excels all others.

Values of interest to every buyer. An inspection invited.

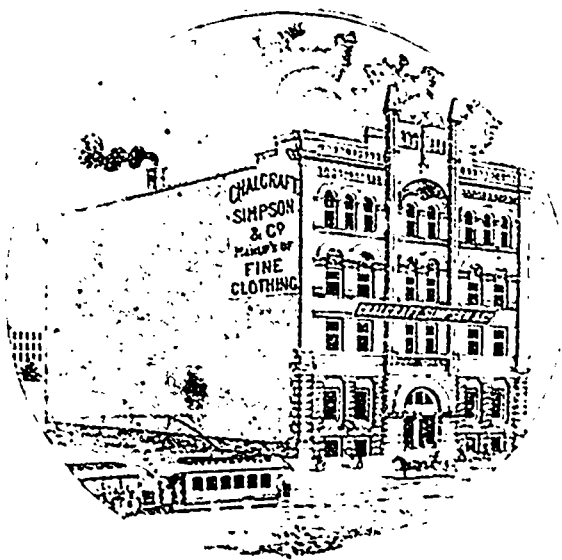
DINGMAN & CO.

Agents for . . .

WM. MORRIS & CO., Yarns
 W. R. McCALL & CO., Linens
 ARNOLD VON SCHWARZE, Laces
 STEINER, HEGERLE & CO., Silks—and others

56 Bay Street

TORONTO



Spring 1897

Our range of Samples is now complete and in the hands of our Travellers.

WE INVITE INSPECTION

Chalcraft, Simpson & Co.

Manufacturers of High-Grade Clothing

WHOLESALE

R. E. COOPER & CO.

Selling Agents for British Columbia Victoria
 Office—47½ Government Street

62 Front St. West, TORONTO

SIR ROBERT PEEL.

ONE of the most notable names in the development of the great cotton trade of Lancashire is that of Robert Peel. Robert has been a favorite name in the family. From the yeoman farmer of Blackburn in the middle of last century, and we believe even longer, there has been an unbroken succession of Roberts, counting seven from the farmer named, to the present bearer of the title. The son of the farmer, himself a farmer, became known afterwards as "Parsley Peel" from the design of one of his prints derived from the leaf of that garden plant. He became a great calico printer as well as a manufacturer. His son, the third Robert, became a greater and was made a baronet for raising and maintaining a regiment of soldiers during the Napoleonic wars. The next in descent, Robert IV., was trained for political life and became the distinguished Prime Minister who repealed the Corn Laws. He was succeeded by a Sir Robert in whom the fortunes of the family in the main line began to decline, both in means and influence. The late Speaker of the House of Commons, who has been raised to the peerage, was his youngest brother. This Robert died a few years ago, and his son, another Robert, recently followed him to the grave. "An Amurath to Amurath succeeds," and we have Robert VII. to day. He is a young man so far as we know, of estimable character, and whose name just now is somewhat prominent in the press and before the public notice. The nature of the matter which has given this prominence will be gleaned from the following announcement, which will be interesting in Lancashire beyond even the circle of the ladies: "Sir Robert Peel's engagement

to the Hon. Ella Williamson, Lord Ashton's elder daughter, has been rumored for some time, though it is only now so far settled as to be announced. Several weeks ago, in one of his candid speeches in his own locality, Sir Robert expressed the hope that Drayton Manor would shortly welcome a lady whose position and wealth would make her welcome to his Tamworth tenants and neighbors. The lady in question will, no doubt, be made welcome for her own sake as well, and more than merely local satisfaction may be felt that no break will now be necessary in the historic association between Drayton Manor and the name of Robert Peel." Cotton has come back to cotton, for it will be remembered that Lord Ashton is a successful cotton manufacturer in the nominal capital of the county. We wish the young people every happiness for old associations' sake.

Since The Textile Mercury published the above the engagement has been broken off.

QUICK DESPATCH.

How close is the connection between Chicago importers and European dry goods manufactures was shown this week, when an important order cabled by a leading jobber was actually filled and the goods on his shelves within ten days from the day of ordering. The goods included an invoice of laces, gloves, dress goods and silks from England and France, amounting to \$20,000. It would keep New York hustling to fill an order for domestic goods as quickly as this, while it would be impossible for a western merchant to get such prompt import service with reshipment through an eastern house.—Chicago D.G. Reporter.

... A Talking Machine Free ...

The "Talking Machine" is Edison's latest invention. It sings and plays all the latest airs and gives comic recitations, laughs and whistles as natural as life, and will tell your customers all about Textile Buckskin and Royal Interlining in such an entertaining way that they will be amused as well as instructed. It draws a crowd wherever exhibited. If you are interested, and would like the loan of one for a week to increase your sales of Royal Interlining and Textile Buckskin, drop us a card.

You should carry a stock of Royal and Textile Buckskin. Because they give the best satisfaction.

The name and trade mark being stamped in gold leaf on every yard gives them a rich appearance possessed by no other interlining.

They retail at the popular and long established prices 35c. and 25c. per yard.

There is more money spent in advertising them in a popular way than on any other brand.

They pay the retail merchant a larger percentage of profit than any other brand, and in addition we pay a bonus direct to the retailers.

ANY WHOLESALE HOUSE WILL QUOTE YOU PRICES.

THE KING-JONES CO. OF TORONTO, LIMITED.

44 FRONT STREET EAST, TORONTO.



Do You Gamble?

... IF SO ...

You can safely bet 16 to 1 that

"Corded Wakefield Skirt Binding"

will be all the rage for

"FALL AND WINTER DRESSES."

Up-to-date merchants will order early to insure prompt delivery.

Carried by all Wholesale Houses.

NEWEST SHADES -- MODERATE PRICES.

"CORDED WAKEFIELD SKIRT BINDING."

PATENTED 1896.

John Fisher Son & Co.

412 and 414 St. James St., Montreal

WOOLLENS And Tailors' Trimmings

◆◆◆◆

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

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

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

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

◆◆◆◆

John Fisher & Sons, St. George's Square, HUDDERSFIELD, ENG.

EUGÈNE JAMMET'S FRENCH Kid Gloves

... Our well known brands ...

La Chartreuse 7-Stud Lacing.

Muriel 5 Stud Lacing.

Andrée 3-Stud Button.

La Traviata . 4-Pearl Button.

GUARANTEED.

◆◆◆◆◆

Choice and reliable Suede (Mousquetaire 6 b.l.) in blacks and tans, and attractive lines in various qualities.

Ready for delivery
NOW

FITZGIBBON, SCHAFHEITLIN & CO.
... Montreal.

FALL

1896

Perrin's

Canadian Salesrooms

PERRIN FRERES & CIE.

7 Victoria Square

MONTREAL

Gloves

SPRING

1897

PARASOL AND UMBRELLA HANDLES.

THE accompanying cut represents a few of a handsome collection of handles for the holiday season. Christmas trade in umbrellas has for the past two or three years been finding its way into the dry goods stores, and now we find in the departmental shop high-class novelties which a short time since were monopolized by the jewelry trade entirely. An immense business in this way was done last holidays, the weather being helpful as well as the growing feeling to give a useful gift, and nothing strikes the average buyer so quickly as a nice umbrella.

The collection gotten together is one of which the Irving Co. may be proud, and stamps the concern as aggressive as well as being progressive. The samples were just arriving when THE REVIEW called, the variety being sufficient to strike an ordinary person with wonder as to where the amount of different styles came from. Suggesting this, we were told that this

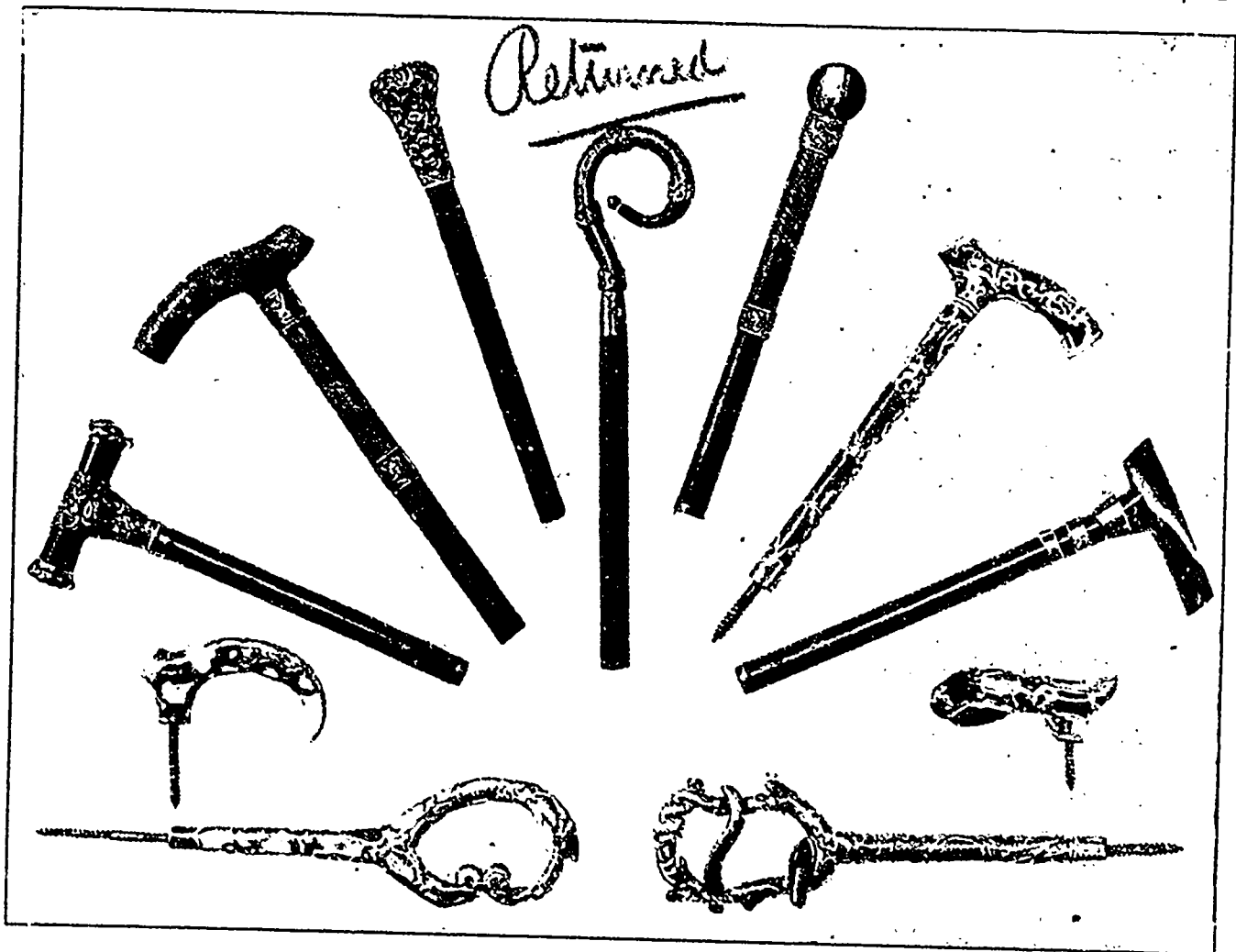
silver trimmings, and all stamped with the Hall mark, beautiful china and horn combinations, with sterling mounts with naturals trimmed with silver and gold in endless variety.

Extremely small styles have disappeared from the collection, of which manufacturers will be glad, as the small styles, not having sufficient strength, are liable to breakage. Steel rods, from their neat folding appearance, are reported better sorting than the wood sticks, although trade in the lower grades strongly favors the wood shank.

Parasol and umbrella departments during August are generally quiet, and this year was no exception, but September is opening up well, and activity prevails once more.

HOUSE FURNISHINGS.

W. R. Brock & Co. have lately passed into stock a manufacturer's over-production of chenille table covers in 6-4 and 8-4



particular lot were of Austrian make, although others were from Germany, England, France and the northern part of Italy and some from the United States. In the finer goods, stones with gold trimmings seem to predominate. We were informed, in answer to our query if they were the correct thing, that if our trade followed the best Paris and London styles they would be taken up well, as they were there the tip-top fashion. One stone worthy of notice, the crocidulite, from the beautiful shot colors—also agates, gold stones and colored pearls, nearly all with gold or

bought at greatly reduced prices, and being sold at prices which command a rapid sale. Three lines of chenille curtains in cardinal, fawn, terra-cotta, bronze and rose, with handsome double dado borders, are worthy of inspection.

BONUS VOTED.

The bylaw at Sherbrooke granting aid to the Talbot Brussels Carpet Co. was approved by the rate-payers, there being no dissenting votes. The bylaw gives the company \$30,000 and exemption from taxation on certain conditions.

“A Perfect Fitting Shirt”

This is the way our labels are marked. The goods are worthy the name. They are in every way a perfect fit, and carefully made. We have more than doubled our White Shirt Department, and we are now ready to sell at prices which will give a big profit to the retailer. We have a line at \$4.50 per dozen that no other maker can touch.

We are now handling the largest ranges of Shirts and Collars of all kinds; Regattas, Black Sateens, Flannels, Flannelettes, Tweeds and Fancy Stripe Sateens in black and colors, in Fancy Oxford and ordinary Shirtings.

We also carry a full range of Tweed Pants. All selected patterns and most carefully gotten up.

We have the largest line of Overalls in Canada, and our customers have found that they can always buy cheaper from us than from any other manufacturers, as our output is so large we can afford to sell at low profit.

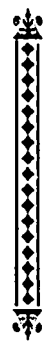
Our travellers are now on the road with Fall Goods and will start early for Spring with big ranges. Kindly reserve orders until you see our samples.

M. L. SCHLOMAN
MONTREAL

The Singer Underwear Co.



Manufacturers of the largest variety and latest styles of



Ladies' and Children's
Cotton Underwear,

Wrappers,

Blouses,

Shirt Waists,

Felt Skirts, Etc.

Send for Samples and Quotations



589 St. Paul Street - MONTREAL

FURNITURE COVERINGS In All Grades.

**Tapestry Curtains
Silk and Cotton
Draperies**

Wm. Taylor Bailey
27 and 29 Victoria Square
..... MONTREAL.

Our Specialties:

DRESS GOODS SILKS AND HENRIETTAS

English and Scotch Tweed
Effects.
French Silk and Wool Dress
Fabrics.
Coloured and Black Velvet-
eens.

WILLIAM AGNEW & CO.
305 and 305A St. James Street
Montreal



BARRYMORE HAT

Latest American Style for Fall.

Black Lined or Unlined. = Bay Brown Lined or Unlined.

ADVERTISING CARD FREE.

Selling Agents for Canada--

A. A. ALLAN & CO.

Wholesale Importers and
Manufacturers of
HATS, CAPS, FURS, etc.

51 Bay Street, Toronto

LISLE THREAD.

LISLE thread proper is prepared from pure cotton, the finest staple that can be had, the best quality of Sea Island being generally used. However, of late years it has been found by observation and experience that the softness and pliability necessary to the easy and safe working of this yarn or thread in hosiery and glove frame, as well as in the machinery making fine imitation laces of it, are best secured by the use of South American (Pernambuco) cotton, the latter being less harsh, softer, more elastic and regular in fibre, as well as being very fine in quality. The peculiarity of this thread, says The Economist, is its hard finish and the peculiar twist or manipulations which it undergoes before being ready for use. Each thread or strand passes through a flame, which divests it of all attaching fibre. This thread is also more elastic than the finest linen thread and breaks less. It also gives the finished article a more brilliant appearance, and is less costly than the latter. It derives its name from Lisle, a town in France, where it was first manufactured to a large extent, and, like many of the industrial arts, was originally brought from the east. It is now not only extensively produced in France, Belgium, and in other portions of continental Europe, but in Great Britain as well, and is sometimes called "Scotch thread," when made in that country in contra-

distinction to that made on the Continent. It is not only used largely for gloves, hosiery and trimmings, but also quite extensively in the manufacture of imitation laces, embroideries, etc. We believe some few years ago a suit was before the United States Court which involved the question of what constituted Lisle thread gloves, and was decided in favor of the importer, who proved that Lisle thread proper was made of the purest and finest cotton, and not of flax, as some maintained who had not investigated the subject of its manufacture. As far as we can learn, none of this thread is made in America, although attempts have been made to manufacture it, but from the cost and light demand prevailing were abandoned. The imports of it are also light, being confined chiefly to a few of our hosiery manufacturers.

En passant it may not be amiss to state that all the dictionaries fail to give a definition to the word "Lisle," which is not in reality the proper word after all, but a corruption of L'Isle Ryssel, in the French Netherlands (called the island, from its standing in a kind of lake formerly; but the waters are now drained off), situated in east longitude 3 deg., latitude 50 deg. 42 min., on the river Deule, 25 miles north of Arras, and 12 miles from Tournay. It is a large populous city, the capital of French Flanders, beautifully built, and was once strongly fortified. It has been noted for its silk manufacture, and fine linen or cambric, which have been made to great perfection there, as well as for its camlets, which are much admired.

HATS FOR THE SPRING OF 1897

Wholesale Agent in Canada for the following celebrated makers:

W. WILKINSON & CO., - - Regent St., London W.C.
HENRY CARTER, - 89 Buckingham Palace Road, London W.
GORDON BENNETT & CO., - Bond St., London W.C.
JOHN WHITE & CO. - - Oxford St., London W.C.

All orders entrusted to my care will receive prompt and careful attention.

7 Victoria Square,
... MONTREAL.

Z. PAQUET

165-171 St. Joseph St.,
QUEBEC.

THREAD

SEE OUR
NEW
COLORS
WARRANTED
FAST



NO
KNOTS
NO
SNARLS
NOTED FOR
STRENGTH

Our man is on the road, and will call on you before long. If he does not come soon enough, write us.

WM. CLAPPERTON & Co.

165 St. James Street MONTREAL

Strong LINEN Threads Give Best Results for All Uses.

BARBOUR'S SUPERIOR
to all other makes.

First Prize Medals at all Exhibitions.

ESTABLISHED
1784

5,000
EMPLOYEES

The
Best
Known



The
Best
Made

ALWAYS KEPT AT HIGH STANDARD.

When purchasing LINEN THREADS be sure that the name of **BARBOUR** and the trade mark of the hand are on each label. **Quality and Length Guaranteed.** Beware of short-length imitations, and of threads marked "linen finish" that are cotton.

Barbour's Laco Books, 1, 2, 3 and 4, contain instructions for embroidery and lace making. By mail, 10 cents each.

Barbour's Advertising Dolls, by mail on receipt of 6 cents.

Barbour's Advertising Yachts, by mail on receipt of 8 cents.

THOMAS SAMUEL & SON, Sole Agents for Canada.

8 St. Helen St., Montreal, or 22 Wellington West, Toronto.

WHOLESALE TRADE SUPPLIED.

We Can Spin a Yarn

equal to anyone, and it will be made of first-class material. It will contain nothing but wool, and there is no better wool than the Nova Scotia article.

We put it up four skeins to the pound and six pounds in a spindle, neatly papered and labeled, and the **Weight is Guaranteed.** Every spindle contains six pounds of yarn.

. . . Send for Samples and Prices . . .

EUREKA WOOLEN MFG. CO., Ltd.

EUREKA, N.S.

NOVELTIES

High-Class Dress Goods

JUST RECEIVED

Comprising the latest productions from the English, French and German manufacturers. Our collection for the Fall season will be found a mirror in the dry goods trade.

Silks, Velvets....
Mantlings.....
Velveteens



Ribbons, Gloves
Hosiery.....
Handkerchiefs..

Trimmings, Buttons, Smallwares, Etc.

When in the city we invite inspection from close and up-to-date buyers.

LONSDALE, REID & CO.

18 St. Helen St. MONTREAL

WHO IS LOSING BY THE BICYCLE?

IN The Forum some interesting data have been collected by J. B. Bishop to show the economic and social influence of the bicycle. He estimates that since the passion for wheeling got under full headway, less than five years ago, at least \$100,000,000 have been spent in the purchase of bicycles in the United States alone. The output for the present year is computed at from 750,000 to 1,000,000 machines, at an average retail price of \$80 each. Obviously, a million people cannot buy bicycles at the average price named and continue to supply themselves with as many other things as they would otherwise have bought. What are the other kinds of business which have been most seriously affected by the remarkable development of the new branch of manufacturing?

The makers of watches and jewelry are said to have been the first to feel the effects of the diversion of money to bicycles. It seems that formerly on Christmas day or a birthday the favorite present to the male members of a family was a watch; now it is a bicycle. The young girls on their part were accustomed to save their pin money for the purpose of buying earrings or a breastpin; now they hoard it for a bicycle. The grown-up daughter, who used to look forward to the purchase of a piano, now concludes that she will wait no longer and gets a bicycle instead. It is reported that the piano trade for the current year has fallen off fifty per cent. According to the furniture dealers, young women, when allowed by their parents to choose between a new set of parlor furniture and a bicycle, always choose the latter. Undoubtedly, however, the worst sufferers are the horse and carriage trades and the auxiliary lines of business. Saddle horses are a drug in the market; the livery stable business has been cut down from a half to two-thirds; for new carriages the demand has been so much reduced that several leading manufacturers have gone to the wall. The saddle and harness makers have been forced to turn their attention to the making of bicycle saddles. Riding academies have been turned into bicycle schools.

So far only the direct economical consequences of the bicycle craze have been considered. Mr. Bishop proceeds to discuss some of its indirect effects. The journals of the tobacco trade assert that the consumption of cigars has fallen off during the present year at the rate of a million cigars a day; this they ascribe to the fact that, as a rule, wheelmen do not smoke while riding. Saloon keepers say that they also suffer, because their rooms are deserted on pleasant evenings; even the wheelmen who visit them avoid strong drink, because riding requires a steady head. A large restaurant in New York which makes a specialty of table d'hote dinners has incurred this summer a loss of half its business through the desertion of wheelmen. Railway and steamboat men report that excursionists prefer to go to the country or seashore on the bicycle rather than by rail or water. Trolley and other street car lines from cities to their suburbs have had their receipts sensibly diminished. In cities the theatres are said to be injured by the bicycle even in winter, and to be ruined in summer. On the other hand, in country villages, the churches are fast losing the attendance of the young people on Sunday, and are trying to lure them back by providing storage room for their wheels. Shoemakers complain that they suffer materially because persons who formerly got their exercise by walking have taken to the wheel, upon which they ride in low-priced shoes, which are subject to little wear and tear. The hatters

say they are injured because bicyclists wear cheap caps. The tailors aver that their business has been damaged at least 25 per cent. because their customers do not wear out clothes as rapidly as formerly, spending much of their time in cheap, ready-made bicycle suits. Dealers in dry goods say that the predilection of young women for the wheel has reduced their sales of dress goods and expensive costumes from 25 to 50 per cent. because so many girls prefer an evening ride in bicycle garb to sitting at home in more elaborate apparel. Finally, the booksellers declare that much riding prevents much reading, and that their trade suffers. One great news agency in New York city, which deals in novels and periodicals, asserts that its loss in trade this year from bicycle competition does not fall short of a million dollars.

Some of the economical effects of the widely extended use of the bicycle will, no doubt, be lasting, but others are certain to be transitory. As Mr. Bishop remarks, people are not going to get on permanently without pianos or watches because they ride upon bicycles. As soon as a given community becomes stocked with bicycles and the changes and improvements become so unimportant as no longer to require the purchase of new machines every year, money will begin to flow back into some of its former channels.

JAPANESE SILK ON BELTS.

A new idea in leather belts is to cover them with Japanese silk of delicately tinted floral patterns. This silk is overlaid with a transparent film of celluloid, which is said to be washable and durable. For these 1½ inch girdles there is a buckle of light design, square, round or oblong, of silver or gold, through which the belt end slips and doubles over, being held together by a common pocketbook clasp.

FROM THE ORIENT.

Mr. Togou, the Canadian manager for Messrs. K. Ishikawa & Co., has just arrived from Japan, and has brought out with him a large assortment of white hemstitched silk handkerchiefs, these goods being manufactured under his personal supervision, especially for the Canadian trade. It will pay to examine these goods before placing Christmas orders.

THE SEASON FOR CARPETS.

The Gault Bros. Co., Ltd., have just to hand a full assortment of cork carpets, inlaid linoleums, printed linoleums, all widths and various qualities, also new effects and colorings in floor oil cloths.

WHAT ARE CALLED FOR.

The first week of Toronto Exhibition brought more customers to town, so report Wyld, Grasett & Darling, than in previous years. In men's furnishings, neckwear was active—black and fancy bows, clubhouse, graduated derbies and puff shapes. A two-tone effect in puffs is very attractive. Green shades are in favor. In woolen underwear plain is preferred to ribbed. Suspenders in medium qualities, men's and boys', are asked for both in farmers' heavy webs and fine fancy jacquards. Rubber coats, tweed patterns, sell well.

In smallwares, trimmings, etc., large-sized buttons go well. A fine line of large white pearl have been very popular. Jet trimmings have been much bought. Flannelette embroideries for night robes and children's wear are greatly in demand.

James Johnston & Co.

26 ST. HELEN STREET

MONTREAL

Staple and Fancy

DRY GOODS

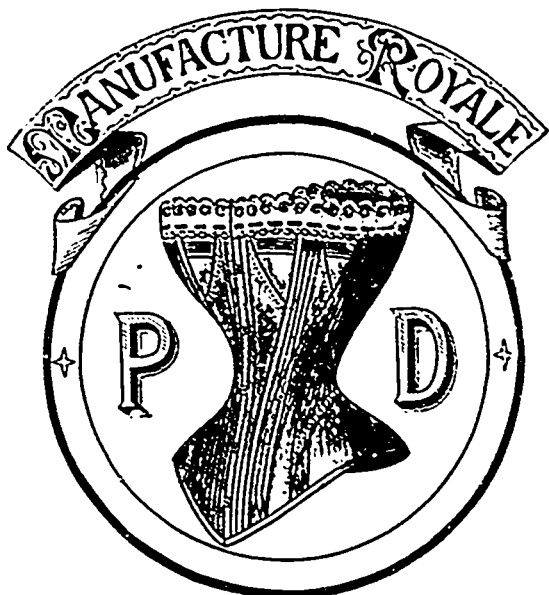
.. WHOLESALE ..

Our stock is now complete in all departments for Fall and Winter Trade. Our travelers are now out on the road with a full range of samples. They have some specially good lines in

Dress Goods, Silks, Ribbons, Hosiery and Neckwear.

Our stock is always well assorted and values right.

Letter Orders a Specialty



P.D. Corsets

The celebrated P.D. corsets are unrivalled for perfect fit, beauty of style and finish, and only the very finest materials are used for this Montreal corset. P.D. corsets have received the highest awards at all important International Exhibitions during the last 20 years.

At the Antwerp Exhibition of 1894 a member of the firm was appointed President of the International Jury, an honour generally conferred on the manufacturer who furnishes the finest exhibit and takes the lead in his particular branch of manufacture.

Solo Agents for Canada.

... WHOLESALE ONLY ...

KOENIG & STUFFMANN, 10 St. Helen St., Montreal

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

RETURNED FROM ABROAD.

Mr. J. Mickleborough, says The St. Thomas Times, has returned from an extended trip in Europe, looking up goods for the fall and winter trade. During his three months' absence he visited the leading manufacturing centres in England, Germany, France, etc., and contracted for larger shipments than the firm has ever launched into. This has been made necessary by large additions to his premises. Mr. Mickleborough reports a very successful trip.

Mr. R. M. Anderson, of the dry goods firm of Northway & Anderson, has also reached home after a three months' purchasing trip in Europe. His trip over from Liverpool was made in fast time. He left Liverpool on the ss. Lucama, on Saturday at 5 p.m., remaining over a day in New York. He visited France, Germany, England, Ireland, etc., in quest of new goods for their Toronto, Simcoe, Tilsonburg, Orillia and St. Thomas stores. These goods are now coming forward, and when their new store here is completed, which will be in the course of a week or ten days, the selling space of the firm will be fully utilized.

A DEMAND FOR VELVET CARPETS.

John Macdonald & Co. report quite a movement in velvet carpets, of which they showed several lines at medium prices. A repeat shipment of lace curtains is reported.

AN ISLAND BUYER.

Mr. I. G. Whear is visiting Montreal, Toronto and other Canadian centres to select fall stock for the firm of W. A. Weeks & Co., Charlottetown. Though this is Mr. Whear's first trip west as the firm's buyer, he has long experience and a keen knowledge of the trade.

VOUCHED FOR AS TRUE.

"I want to tell you a story with a moral pinned to it." So said a wholesale man who wore a brown suit and a triumphant smile as THE REVIEW hove in sight. "A large city store bought some of this line from me," pointing to the last of a line being cleared out, "but decided to import for itself. After some trouble its buyer found out where I had got the goods and imported a shipment. He had been getting it from me in small quantities, just as he needed it and could sell. The demand fell off and he has now the best part of his shipment on hand. I think he would have been wiser to let me supply him as he required it, instead of loading himself up by importation."

WRITE FOR SAMPLES.

Messrs. K. Ishikawa & Co. are showing a line of 22 to 24-inch white silk handkerchiefs, to be retailed from 25 to 35c, with a good profit.

SILKS.

Brophy, Cains & Co. say: "We have been steadily receiving and shipping silks for the incoming season since July 1st. Our stock is now complete and very handsome.

"Can any of you tell me why Lazarus was a beggar?" asked the female teacher in a Westside Sunday school. "Why was Lazarus a beggar?" she repeated sternly.

"Please, ma'am," replied a small boy, whose father was a dry goods merchant, "because he didn't advertise in THE CANADIAN DRY GOODS REVIEW."

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



MONTREAL FRINGE & TASSEL WORKS

Established 1883

CORNS, TASSELS, FRINGES, BARREL BUTTONS, BRAIDS,
OSKAMERIS, ETC.

MOULTON & CO.

12 St. Peter St.

AGENTS: **MONTREAL**
For Ontario: **Bon. Alton, Toronto**
For Quebec and East: **J. H. Hodges, Montreal**

MARINE INSURANCE

The **MANNHEIM INSURANCE CO.**

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

Jas. J. Riley & Sons, MONTREAL
Managers for Canada

.. Just received a large stock of ..

Japanese Silk Handkerchiefs

from Japan in all sizes.

... Write for Samples.

K. ISHIKAWA & CO.

MANUFACTURERS

24 Wellington Street West
TORONTO

See our Ad. in October's issue.

BEAVER LINE STEAMSHIPS

Proposed Summer Sailings, Season 1896.

STEAMERS	From MONTREAL
Lake Superior	Wednesday, Sept. 9
Lake Winnipeg	" " 23
Lake Huron	" " 30
Lake Ontario	" " Oct. 7
Lake Superior	" " 14
Lake Winnipeg	" " 28
Lake Huron	" " Nov. 4
Lake Ontario	" " 11
Lake Superior	" " 18

SALOON. For SS. Lake Winnipeg, single ticket, \$10 and 45c; round trip, \$20 and 25c. For SS. Lake Huron, single ticket, \$10 and 45c; round trip, \$20 and 25c. Lake Superior and Lake Ontario, single ticket, \$20 and 50c; round trip, \$40 and \$110. Clergymen and their families at Special Rates.

SECOND CABIN. To and from Liverpool, Glasgow, Belfast, London, \$31.00 to \$33.00, round trip, \$50.00 to \$61.00.

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

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

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

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

D. W. CAMPBELL,
General Manager,
15 Hospital Street, Montreal.

BEAVER LINE OF STEAMSHIPS.

Kyle, Cheesbrough & Co.

THE
LACE
WAREHOUSE
OF
CANADA.



Importers of Novelties in

Dry Goods
Trimmings
Silks, Braids
Curtains

Embroideries
Gloves, Hosiery
Muslins and
Dress Goods, etc.

Our travelers are now on their respective routes with full line for fall trade, and we would beg for them your usual kind consideration. We have added to our collection a number of quite new lines and novelties which it will interest our friends to see before placing their orders. Obediently yours

Kyle, Cheesbrough & Co.

MONTREAL.

GLOVER & BRAIS MONTREAL

Manufacturers and Importers of High-Class Neckwear.

OUR STOCK IS NOW COMPLETE

Larger lines of sightly patterns and exclusive designs than we have ever before shown.

Write for samples of our **Sappho Bow** with wide bands, the latest New York fad, to retail at 25 and 50 cents.

A large stock of all styles and grades in Black and Staple Neckwear and Dress Bows always on hand.

Large importations of choice Silk and Cashmere Mufflers, Gloves, Umbrellas, and everything pertaining to legitimate Men's Furnishing business.

BRIGHT RETAILERS ARE INTERESTED IN SEEING OUR LINES

All Letter Orders receive prompt and careful attention. Send us a trial order.

LONDON AUTUMN FASHIONS.

A NUMBER of autumn model hats and toques are now on view, and white felt is destined to play an important part in the fashions of the immediate future. One of this material, a large shape, has the high crown encircled by a broad band of black velvet, and above this is a full double frill of white gauze. At the left side is a three black feather mount, with a touch of cherry color introduced into the knot of velvet lifting the hat at the left, but towards the front. Scarlet straw was the piece de resistance for a handsome model trimmed with scarlet and black poppies on the brim, with an aigrette of these flowers at the side and two twisted bands of black velvet round the crown. Among toques there is a very becoming one of shot pink and green straw, with mauve chenille introduced with effect into the plaid. The crown is immoderately high, and displays three bands of pea-green velvet at intervals, while covering entirely the straw brim are pink, mauve and white sweet peas and their foliage. A finish is given to the left side by an ombre aigrette, and to the right with a rosette of green velvet.

Plush and velvet enter largely into the creation of autumn gowns, trimmings, mantles, and children's cloaks. Juveniles are having great attention paid them, and very charming are the new winter models. Taking useful dresses first into consideration, there is a pretty blue, lavender grey tweed, with a line of scarlet in it, employed in the production of a smart little schoolgirl's frock. It has a full front, and straps of $1\frac{1}{2}$ -inch blue braid over the shoulders, with a gold button at the points as a finish. The bodice and skirt are made up separately, but joined with a waistband, showing braid straps, trimmed with buttons at the side. A braided band finishes the neck, as well as the cuffs of the small bishop sleeves. Another pretty frock in hussar blue cloth is trimmed with open braid passementerie over scarlet silk, one row round the skirt, and on the bodice in two straps from the waist, back and front. Alpaca has not been discarded either. I have seen several Havannah brown and blue frocks in this material with embroidered grass lawn over silk fronts, also with plush yokes and fronts. A cape for young folks' wear in blue cloth has a rounded skirt with three rows of stitching at the edge and two inches above. The collar and revers are of tan cloth, finished with stitching, and the former is fastened with two square pearl buttons.

The greater number of the newest cloth capes are double-breasted, with round or long-pointed ends in front, and ornamented with triple rows of stitching. One in a tan shade of this design has flap pockets stitched across the points in the fronts. A high collar, faced with velvet, fastens with four large fancy pearl buttons, and the back is set in two pleats. Other models in tweeds and plaids have pleated cape sleeves, making them a sort of compromise garment between coat and cape.

Skirts are much narrower, four yards being the fashionable width, and the very newest have only two seams. Four and three-quarter yards is the width for the majority, who are disinclined to the immediate disposition of the full sleeve. It will be with great reluctance that the tight-fitting sleeves are adopted, as the happy medium which was hit upon for a few weeks during the transition period is the choice of the million.

Paletots of fine smooth face and covert cloths and capes will be much worn this autumn, and the former have seamless or fitted backs, loose fronts, and large flap hip pockets. I have seen one of this description in a blue-grey cloth, trimmed with black braid, and high reversible collar, fastening with large pearl

buttons. Another handsome paletot of sage-green cloth, with sleeves of the latest cut, viz., full and pleated at the shoulders, and narrow below the elbow, is trimmed with smoked fox—a fur we shall be very intimately acquainted with this season.

Braid will be an important factor this autumn for the trimming of walking, traveling and cycling gowns, which, be it noted, are shorter, and have no linings, but separable foundations, cut a little narrower than the skirt proper. The new skirt appears in the creation of a tailor-made in sage-green cloth, the hem being adorned with a narrow row of black tubular mohair braid, outlined with a gold cord, plain on one side and curled on the other. A zouave bodice, similarly trimmed, exhibits coat sleeves of the most moderate dimensions, with simulated cuff braided, and a front of delicate rose-pink satin, partially covered with application effects in black and ecru guipure, with high black satin waistband.

For present wear is a pretty dress of fawn canvas over a pale blue satin foundation underskirt. The bodice has a vest of blue chiffon met on either side by shaped bands of blue satin, covered with beautiful ecru embroidery which finishes four inches below the waist. Double frills of chiffon complete the canvas sleeves with their butterfly shoulder bows of wide blue silk ribbon, which is successfully employed for the sash ribbon. Accompanying this costume is a black straw hat, with wide band of blue ribbon, overlaid with ecru insertion, and bow on one side. On the other side of the hat is an aigrette of black ostrich feathers, whilst underneath the brim is a cluster of pink roses with their foliage.—Drapers' Record.

AN ATTRACTIVE SIGHT.

The novelty fancy goods department at John Macdonald & Co.'s is a rare sight this week. There may be seen a profusion of American, Canadian and British artistic and useful novelties, such as bronze ornaments, pedestal clocks, candlesticks, mirrors, paper weights, perfume bottles, whisk holders, ash trays, belts, bisque ornaments, pin cushions and trays, toilet sets, crumb sets, white metal receivers, purses, shopping bags, soaps, picnic, work and fancy baskets, crinkle paper, silk pon-pons, tassels and cords, Berlin wools and illusion and Saxony wools, art denims and art embroidery silks.

GLOVES FOR BICYCLE GIRLS.

Several pretty lines in Ringwood gloves, fancy patterns, were noticed at Wyld, Grasett & Darling's this week. They are warm and attractive for bicycling and other outing purposes. One line will retail at 20c. and leave a good margin; another at 25c. and do the same.

BLANKETS AND FLANNELS.

Messrs. McMaster & Co. are making a special drive in white wool blankets, flannels, and wool underwear. Merchants now in the city will do well to inspect these goods, as the value is exceptional.

SPECIAL UNDERWEAR.

The special underwear sale at John Macdonald & Co.'s, comprising the annual clearing up of various mills, has proved more successful than usual. Some of the largest and best lines are still to be had. The range in neckwear, umbrellas, lined gloves, wool mitts, handkerchiefs, cardigan and top shirts, etc., is complete.

To Whom it May Concern

Our Travellers are now out with New Samples for Fall, 1896, which are bristling with Novelties in every article of Men's Wear. Every dealer in Canada should see our samples of



NECKWEAR

Before completing this season's purchases. Our assortment of KNOTS, PARIS TIES, GRADUATED DERBY and STRAP BOWS has never been so complete.

HIGH-CLASS, HAND-SEWN ENGLISH BRACES

OUR SPECIALTY

Soft leather ends, and our own patent cast-off buckle, which prevents cutting of the leathers. Every line confined to us for Canada.

HALF-HOSE—ALL MAKES

BLACK CASHMERE

As under—special value:

No. 3705, to sell at 25 cts. No. 3803, to sell at 50 cts.
 " 3808, " " 30 " " 3810, Lockstitch, 50 "

UNDERWEAR

In best Canadian, English and German makes, at popular prices

LINEN GOODS

ENGLISH COLLARS

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

Golf and Outing Caps, in Tweeds and Scotch Plaids - all prices.

GERMAN SHIRTS

10-inch fronts for evening dress. No. 2, Open front with bands. No. 3, Open front with cuffs.

WAIT ON US AND WE WILL WAIT ON YOU

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

Thibaudau Bros. & Co.

Importers of

ENGLISH .
 FRENCH . .
 GERMAN &
 AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

\$18.⁰⁰

\$18.⁰⁰

A silk-covered cushion,
 very wide frill, for . .

\$18.⁰⁰ a dozen

For samples of color-
 ings write

THE ALASKA FEATHER & DOWN CO.

Ltd.

290 Guy Street,

Montreal.

\$18.⁰⁰

\$18.⁰⁰

A TALKING MACHINE FREE.

Every retail dry goods man in Canada should read the advertisement under the above heading on page 30. What could be more attractive and interesting for special days, millinery openings, etc., than an instrument that will give a whole parlor entertainment itself? So compact that one might carry it under their arm, and yet producing band music equal to Gilmour's, piano selections that Rubenstein himself might envy—vocal selections such as you pay \$5 to hear, recitations that move you to tears or convulse you with laughter, and then joins you and laughs at your laughter, and then it comes down to business and tells you in the most amusing jingle of a rhyme all about Royal interlining and Textile Buckskin. Of course, you are selling these goods, or intend to, so make application at once for one of these machines to the King-Jones Co., 44 Front street east, Toronto.

SPECIALS IN QUILTS.

The Gault Bros. Co., Ltd., have just received for fall trade a full assortment of white and colored quilts, all sizes, popular makes and prices.

ELASTICS.

In addition to their regular lines of round and flat cotton and silk elastics, in black, white and colors, Brophy, Cams & Co. have plain silk, frill and frill ruche in colors.

"BRAOE UP."

W. R. Brock & Co. have been successful in securing another lot of manufacturers' odds and ends of high-grade goods that

can be retailed at 25c. per pair. The last lot were sold so quickly that some of their customers were disappointed at not being able to secure a portion of the great snap.

AN INQUIRY.

Editor DRY GOODS REVIEW:

SIR,—Can you give me the address of any firm in Canada who handles shading pens and inks for making price tickets, etc.?

Yours, etc.

A. LAURENS.

Portage La Prairie, Man., August 27, 1896.

[Warwick Bros. & Rutter, Toronto; the Brown Bros., Ltd., Toronto; and the Copp, Clark, Co., Ltd., Toronto, are good firms in this connection.—ED. D.G.R.]

A CHANGE IN GOLFERS.

Wyld, Grasett & Darling are jobbing off the balance of their golf blouses. These are fine goods, in fancy cardinals, blues, black and white, etc., and what are left of the range are being offered at a tempting figure. An inquiry will bring particulars.

DRESS TRIMMINGS.

W. R. Brock & Co.'s assortment of novelties in dress trimmings were much admired and freely bought during the millinery openings. We notice that their stock is still well assorted, having passed several cases into stock quite recently.

The Alaska Feather and Down Co. made an interesting show case exhibit at the furniture exhibition in Toronto last week. Mr. Ward had charge of it for the company.



Knocks them all out.

PEWNY'S KID GLOVES

Our full, fresh stock of Fall Shades and Blacks now on hand. We also have a number of small, well-assorted job lines at very low prices, of which we will be pleased to send you samples.

EMIL PEWNY & Co. = MONTREAL

Sun Life Building.

Removal Notice

We have recently leased and are now occupying part of the warehouse, 43, 45, 47 and 49 Bay Street, Toronto, as a sample-room. Mr. Sheppard and Mr. Rowland will be pleased to see our friends from Western Ontario when visiting the Toronto market.

TOOKE BROS. - - Montreal.

BARLOW & JONES

LIMITED

Spinners and Manufacturers

LONDON.
MANCHESTER.

Manchester Building,
Melinda Street TORONTO

Call and See

our Samples of Toilet, Marseilles, Honey-Comb, Alhambra, Tapestry and Fancy Quilts; Toilet Covers, Mats, Tapestry Table Covers, Towels, Terrys, Perched Quiltings and Swansdowns, Damasks, Vestings, Piques, Circular Pillow-Case Cottons, Flannelettes, Linenettes, Selicias, Printed Linings, Sateens and Silkettes, etc., etc.

Albert Mills, Bolton.
Egyptian Mills, Bolton.
Prospect Mills, Bolton.
Cobden Mills, Bolton.

Warehouses:

2 Portland Street, Manchester.
92 Watling Street, London.

◆ **R. H. COSBIE,** Agent for Canada

◆ Manchester Building
◆ Melinda Street

 TORONTO

MR. A. F. GAULT'S RETURN.

Mr. A. F. Gault has just returned from a visit to the old land. The journey was one of pleasure and not of business, so he has not as much trade news to give as he otherwise would. In regard to the cotton trade he says too many mills have been built and consequently the manufacturers have not been making much money. Places like Bradford, which did a considerable business with the United States, are not doing so much as formerly, owing to the present unsettled conditions in the United States. The retail houses seem to be doing a quite extensive business in all lines.

PROMPT IN WOOLS.

The large variety of fingerings and other wools kept in stock by the Gault Bros. Co., Ltd., enables them to execute orders promptly. Their boxed Saxony knitting wools, "Eider" and "Fireside" brands, have an established reputation in the trade.

BUTTONS.

Among the lines carried by Brophy, Cains & Co. will be found pearl, in white, smoked and colored, 18 to 60 line; also jets, jet and steel, metal, glass, rhinestone, gilt, steel, horn and agate; also a few ranges in pearl centre metal buttons.

HABERDASHERY AND GENT'S FURNISHINGS.

Messrs. McMaster & Co. display in their haberdashery and gent's furnishing department several excellent designs in new silk scarfs in derbies, knots and bows and other styles. In braces they show the best makes in English, American and Canadian goods of guaranteed excellence. In ladies' wear

The Wholesale House that
supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

NOTHING DECEPTIVE

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

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

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

their stock of gloves, hose, vests, etc., is complete and varied, and this week the department is like a hive, so busy are they supplying the wants of their many customers who are in the city combining business with pleasure during Exhibition time.

THE AGENCY FOR WM. EWART & SONS, LTD.

The Canadian agency for Wm. Ewart & Sons, Ltd., of Belfast, Ireland, the well-known linen house, has been placed in the hands of H. L. Smythe & Co., Montreal and Toronto, and the trade will admit that no better choice could have been made. In all classes of linens, tablings, towelings, and rough ground linens generally, the Ewart makes are famous the world over.

A NEW WOVEN FABRIC.

John Bister, Brooklyn, N.Y., has recently patented a new fabric, more especially designed for umbrella covering. The face of the fabric has a silky appearance. It consists of interwoven cotton weft and warp threads and a series of silk warp threads. Each silk thread overlies a cotton warp thread, being arranged alternately with a series of the cotton warp threads and bound in at intervals by the weft threads, whereby the silk threads will be floated on the face of the fabric.

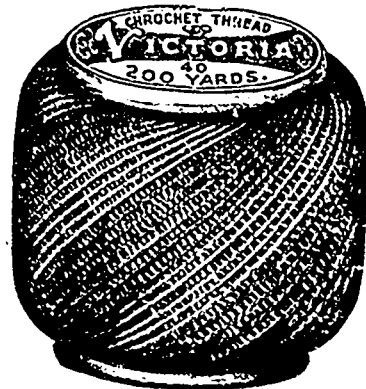
A WARM OUTLOOK.

Quoth the preacher to THE DRY GOODS editor:
"You'll cross the river wide;
But a welcome warm awaits you
On the tranquil other side."

Then gasped the dying editor,
A candidate for bliss:
"Do you think it's any warmer
On the other side than this?"

Victoria Crochet Thread

This cut
a ball of
Crochet
It is made
shades
colors and



Represents
Victoria
Thread,
in 40
22 self
18 shaded

It is made in Nos. 20 to 60 in White, Cream and Ecru; shaded and solid colors in Nos. 20 and 40. The best seller is No. 40. There are cheaper and inferior makes being offered. Be sure you get the "Victoria."

A good storekeeper's stock is not complete without

Victoria Crochet Thread
Morse & Kaley Knitting Cotton
M. & K. Turkey Red Embroidery Cotton
M. & K. Fast Black Darning
M. & K. Ball Mending, Black and Colors

Ask for the above goods. If your jobber does not keep them, drop us a card and we will give you names of those who do.

R. HENDERSON & CO. Agents for Canada
323 St. James St. Montreal

Ladies Everywhere Ask For, Buy
And Use Them

NEARLY ALL MERCHANTS SELL
AND LEADING WHOLESALERS JOB

EVER-READY
PRE-EMINENT
AND ALPHA **Dress Stays**

3 Styles \dagger Attractive **ALL** Principal
Prices \dagger Shades In Colors

DO YOU SELL THEM?

If not, you should, to be up-to-date and in
a position to please your trade.

Ask for them of your Jobber, or the

EVER-READY DRESS STAY CO.

WINDSOR. -- ONTARIO. -- TORONTO.

Popular Price

MITTS.. **50** ^{c.} .. MITTS
MITTS.. .. MITTS
MITTS.. .. MITTS
MITTS.. .. MITTS

A heavy all-wool Mitt with
palm and back covered with
oil-dressed leather.

It's a "Cracker"

SEND FOR SAMPLES

♦♦♦

Hudson Bay Knitting Co.

.. MONTREAL ..

METROPOLITAN

Mackintoshes

Have you seen the Men's Garment that
you can job for \$4.00 ?

Absolutely
guaranteed **NEVER** to become hard

PROMPT DELIVERY

METROPOLITAN RUBBER CO.

NEW YORK

CANADIAN AGENTS

Williams & Bell,

16 Lemoine St.,

... MONTREAL

When Visiting Toronto

We would be pleased if you would call and
see the extra values we are offering in

CLOTHING

Men's Suits

Men's Pants

Boys' Knickers

If not visiting, write for samples of our
"SPECIAL" PANT at \$8.50 doz. Also
B91, B93, C1, C25, C26, B15.

Suits Nos. C11, C13, C14, C15, C16.

The G. A. Thorpe Mfg. Co.

Wholesale Manufacturers of Clothing

Office, Factory and Showrooms
25 Melinda Street.

TORONTO

NEWEST IN DRAPERIES.

BEAUTIFUL combinations of colorings in the artistic Roman patterns printed on plain and fancy creped cloths are having large sale in New York markets. Also the blue and white effects in momie cloths, all of which can be sold at popular prices. The creped and pebbled sateens have almost entirely stopped the sale of art silks, and the factories are not printing any new designs on silk this season. These sateens have all the appearance of silk, but wear better and cost half the money. Boulter & Stewart, 30 Wellington street east, Toronto, are showing every novelty in the drapery line. The most successful houses always keep the novelties and it will pay you to keep posted. Never miss a chance to see the latest production of any line.

CHRISTMAS TRADE.

For the holiday season, many readers, instead of investing in toys, stationery, candy and other articles foreign to the haberdashery, will purchase fancy goods in eiderdown. Tea cosies and sofa cushions make a dainty present, and will be sure sellers in a few months. The Alaska Feather and Down Co., of Montreal, are showing a large assortment of tastily got up articles in that line. Their Mr. Gillespie will show samples to any merchant dropping a card to him at 22 Russell street, Toronto.

ALL'S RIGHT HERE.

The Berlin Suspender and Button Co. say that, whether due to their advertising or the superiority of their goods, orders never came in more satisfactorily than during the past two months. This is probably due to both causes. The factory is working overtime, as these Berlin goods are known and appreciated all over Canada.

HOSIERY, GLOVES AND UNDERWEAR.

James Johnston & Co. consider this department second to none in the Dominion, for assortment and value being unsurpassed. Fine gauge, silk finished, cashmere gloves are a leader.

They find an increased demand for ribbed cashmere hose, women's, misses' and boys'. Two leading lines in plain black cashmere hose, seamless feet, have just been received.

A SNAP IN VELVET.

A line of silk velvet, all colors, for trimming and millinery purposes, is being offered to the trade by Dingman & Co., at a figure much below what has ordinarily prevailed for these goods.

The firm make a specialty of velvets and velveteens, and their "Eclipse" velveteens have a reputation everywhere. They

carry a large range of laces in all colors, and are showing a handsome range in all the new goods. The branded hosiery and gloves are another specialty with Dingman & Co.

EXTRA VALUES IN UNDERWEAR.

It is most important for the retail merchant to keep a full and complete stock of children's and ladies' stockings and underwear. Caldecott, Burton & Spence keep always in stock every size made in these goods in a variety of makes. They show some extraordinary value in ladies' and gentlemen's underwear, and are offering several clearing lines in hosiery at interesting quotations.

CARPETS, CURTAINS, ETC.

McMaster & Co. have imported, specially to meet the requirements of the trade, a large consignment of new designs in printed hemp, union, wool, tapestry and Brussels carpets, to which they invite the attention of buyers. Their stock, which is complete and of an extremely varied and attractive character, comprises the latest in lace, Swiss, chenille and tapestry curtains, chenille covers, golden draperies and Madras muslins, jute and tapestry furniture coverings, oil-cloths, linoleums, etc., and will well repay inspection.

GOLF JERSEYS IN LINE.

This season, as last, the use of ladies' golf jerseys to take the place of the summer blouse should be general. Last fall the trade could not supply the demand. For golf, cycle or other outing purposes there is no garment that gives such comfort and possesses such admirable qualities of elasticity and conformity to the line of the figure.

Featherbone Corsets
Featherbone Leather Binding
Featherbone Skirt Extender
Featherbone Dress Stays

ARE THE MOST UP-TO-DATE LINES.

No live dealer should be without them.

..... **WITH** an **AXE** you can't break

"The **TRIUMPH** Stay"

RETURNED

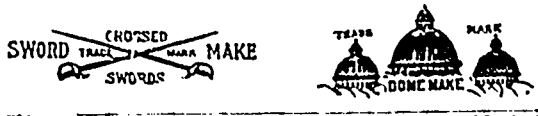


Nov. 20/16
 is positively **Unbreakable** and **Waterproof**,
 Sateen-covered—7 colors, from 6 to 11 inches, also
 in Sets. The tips are sateen-covered and held in
 place by the eyelet. The **Triumph** is the latest and
 best Stay on this market. \$1.00 per gross. Send
 for sample cards. For sale by all the wholesale.

MACDONALD BROS., Agents, - - MONTREAL.

THOS. CARLYLE

ASTON, BIRMINGHAM



MANUFACTURER OF ALL QUALITIES
OF . . .

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

WALKER BROS.

Manufacturers' Agents

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

McDougall, Barrett & Co.

168 MCGILL STREET

. . . MONTREAL

Sole proprietors of the celebrated **TYKE** and **BLenheim** serges.

None genuine unless stamped with registered trade mark every 2 1/2 yds.

MCDUGALL, BARRETT & CO.

Sole Proprietors

OUR NEW LINES OF

Lace Curtains

FOR 1897

NOW READY

STEWART & McDONALD

Manufacturers

GLASGOW

SAMPLES submitted with pleasure on application to

Montreal Office, 206 McGill St.



CANADIAN TWEEDS IN ENGLAND.

We are informed, says Minister's Gazette, that Canadian homespuns and tweeds are "run" this season by the best New York tailors, in preference to Irish makes. If Canadian woollens are good enough to find a sale in New York, they should find a much easier and larger market in these islands, but whereas they used to be known here ten and twenty years ago, one never hears of them now, at least we have not for a long time. Yet, if Canada has at all kept pace with the improvement and cheapening of woollens which has taken place at home, their productions should suit the present taste very well, and not only here, but on the Continent also, where novelties in rough goods are eagerly sought after.

TRIMMINGS.

James Johnston & Co have just put in stock an entirely new range of black and colored beaded trimmings. They have also a full assortment of all the leading things in feather and fur trimmings for capes and dresses, and a pretty lot of mantle ornaments.

ENGLISH FLANNELETTES.

McMaster & Co. are showing some desirable novelties in flannelettes of unique designs for wrappers, also several ranges of plain colors and a special line of twills.

DOWN QUILTS IN TORONTO.

Mr. K. Boissevain, of the Alaska Feather and Down Co., was in the city 26th of last month, and closed a contract for a large number of down quilts with a dry goods house of this

city. The agent of the Alaska Co. in Toronto is Mr. J. B. Gillespie, 22 Russell street, who has been quite successful with the quilt line these last two seasons.

ONE MORE LARGE DEAL.

The Toronto Feather & Down Co., Ltd., have made another clearing of coverings and are offering a fine pure white wadded quilt in silk print designs that can be retailed for \$2. This company are making a specialty of trade leaders at popular prices, and their complete line should interest all keen buyers.

INCREASED FACILITIES.

Z. Paquet has been increasing the floor space in the Montreal house recently. The addition consists of a fine large and well-lighted show-room, across the end of which are the offices, which have been newly fitted up. After this all the hats will be shipped from the Montreal house, and the furs as usual from Quebec.

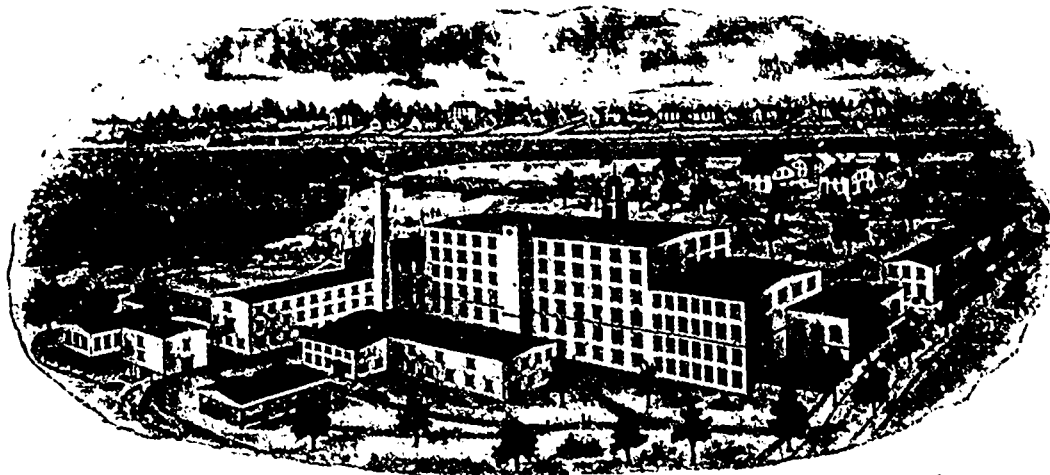
MOURNING WEAR FOR GENTLEMEN.

Someone has asked about mourning wear for a gentleman. This is seldom assumed except for a wife or a mother, and then it is worn for one year. During the year the business suit is of rough black cloth, and the frock coat, assumed for the afternoon, is of the same material. The latter puts a black band, which is of fine cloth and not crape, on the hat. The gloves are black glace kid, and the handkerchief is all white. The scarf should be of dead black silk and no pin should be worn. The cuff links are of white enamel or black onyx. The watch chain is a black silk guard.—Ladies' Home Journal.

Rosamond Woolen Co. — ALMONTE, ONTARIO.

ESTABLISHED 1857

Manufacturers



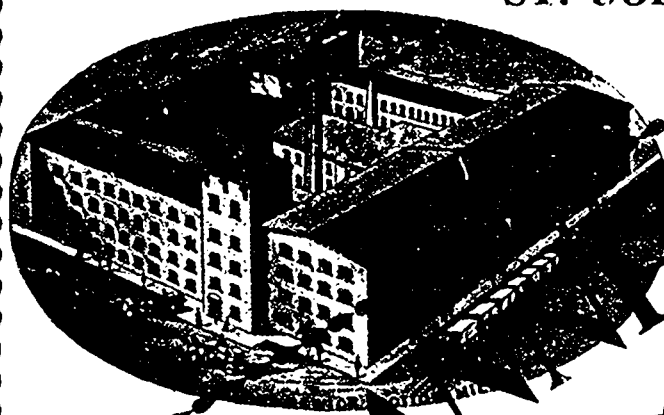
Suitings
And
Coatings
And
Trouserings
in WOOLEN
and WORSTED

OUR manufactures of Woolen and Worsted Cloths, *besides being cheaper*, are equal in point of style, colorings and quality to anything imported. Canadians, as a people, should frown down the existing prejudice—for it is only prejudice—in favor of the imported article. To the *general purchasing public* we would say, try the goods made by this Company, and be convinced of their merits.

To the *Retail Trade* we would say, carry a proper selection of our goods in stock, and we have no doubt your sales will increase. Ask any of the leading wholesale houses to see samples of our productions.

W.M. PARKS & SON, Ltd.

ST. JOHN, N. B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .
J. SPROUL SMITH, 24 Wellington Street West, Toronto
DAVID KAY, Fraser Building, Montreal
JOHN HALLAM, 27 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

A HINT THAT MAY PROVE USEFUL.

THE great popularity of and wide demand for a Fibre Cham-
 ois interlining in fall and winter clothing is the best possible
 proof obtainable of the genuine merit of this fabric. It has been,
 and still is, extensively advertised as a poor man's comfort, not
 to be disdained by the rich, and its large sale last year was
 likely the direct result of the advertising. But the still increas-
 ing demand for it this season is certainly more directly due to
 the splendid satisfaction it gave when tested than to anything
 else. The public may try a thing once because an advertise-
 ment says it is a good thing, but if they are not pleased thereby
 no amount of advertising could persuade them to buy it again.
 So it is because last year's experience satisfied the people
 who used it of its worth, that Fibre Chamois has become in
 such demand that it seems now to be a staple article of neces-
 sity in all ordered or ready-to-wear clothing. Anyone who has
 once realized its weather-proof and warmth-giving qualities is
 certainly not going to do without this inexpensive protection,
 and the wise merchant will not only prepare to satisfy his cus-
 tomers by having on hand full lines of clothing interlined in
 this way, but will do a little advertising of it on his own account
 and will then derive personal benefit from all the profuse
 advertising done by the Fibre Chamois Co.

SLEEPING GARMENTS.

A new thing is sometimes a failure, but the sleeping gar-
 ment has come to stay. The thousands of dozen sold in the
 American market last year are a guarantee of the popularity of
 these goods. In fact, the factories were unable to supply the
 demand. Every underwear department should sell them.
 They can be sold at 35 to 50c. in six sizes. Boulter & Stewart
 are the sole agents for the "Crown" brand.

CORDED WAKEFIELD BINDINGS.

When merchants wish to receive the new corded Wakefield
 for fall and winter dresses, they should mention it to traveler,
 otherwise they will likely receive the old line without the
 stiffener. The heavy dresses, to stand out, must have this
 corded Wakefield. All patents are being fully protected, and
 those who are handling imitations are requested to accept this
 warning. Every yard is marked "Wakefield Patented." The
 stiffener is absolutely needed for heavy dresses.

THE OUTLOOK IN TRADE.

Wm. Agnew & Co., Montreal, report there is a good de-
 mand for tweed effects and fancy silk and wool mixtures.
 There is also a feeling for plainer fabrics, and indications point
 strongly to Henriettas. Trade with this firm has been up to, if
 not better than, last year, not only by the amount of goods
 sold, but by the prices being maintained as well; and as to the
 future, their hopes have been strengthened by the facts of an
 increased amount of exportations, as evidenced by the present
 boom in ocean freights outward, which further indicates that
 there will be an increased circulation of money in payment of
 these exportations.

WRAPPERS AND BLOUSES.

The attention of the trade is called to the many styles and
 latest patterns shown by the Singer Underwear Co. Their
 specialties in French flannels and flannelettes are made up by
 the best skilled workmen obtainable.

Save Double Freights...

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

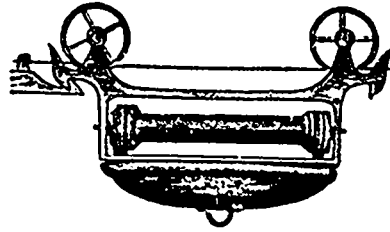
Write for
 particulars

BLAIKLOOK BROTHERS, MONTREAL

HANBURY A. BUDDEN

Attorney and Solicitor

Office for *Patents, Trade Marks, Etc., Montreal.*

**Champion . .
Cash Railways**

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

S. S. KIMBALL

577 Craig Street, Montreal

World Wide Popularity

The Delicious Perfume.

**Crab Apple Blossoms**

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
 Sold everywhere.

THE CROWN PERFUMERY CO.

277 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



"FITS LIKE A GLOVE"

THOMSON'S

ENGLISH MADE,

"Glove-Fitting," Long Waisted. Trade Mark.

CORSETS

At Popular
Prices.

The Perfection of Shape, Fit and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

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

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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

B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

Re-dyers and Finishers

OF DRY GOODS IN THE PIECE
ALSO MILLINERY GOODS

AN HONEST CLAIM

That we have by far the largest and best-equipped General Dye Works in the Dominion; that we have the best technical Dyers and Finishers in our employ; and that our work is far superior to that of any other dyers in the Dominion.

Customers can prove this claim by comparing our work; other dyers can test it when they like, work for work, in any place.

BRITISH AMERICAN DYEING CO., - Gold Medalist Dyers

Principal Offices:

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

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

CANADIAN *FALL*
COLORED
COTTON MILLS CO. 1896

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

—: NOW READY :—

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



Men's and Boys' Underwear
FALL AND WINTER, 1896-97.

WE make a specialty of sizes
34 TO 44 INCHES

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

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

During Industrial Exhibition we will have Sample Rooms at 22 Wellington St. West, Toronto, where full lines of goods may be seen.

The **GALT KNITTING CO., Ltd.**
GALT, ONT.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

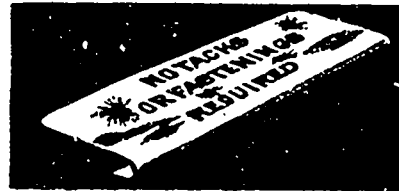
AND

STAIR PADS

HAMILTON, ONT.

OFFICE.—

24 Catharine St. North.



TO MANUFACTURERS AND OTHERS

We are always open to buy jobs if you have any odd lines you wish to clear out, make the price right and we will buy them.

We also do a General Commission business. Consignments received and stored free of charge, all business done on a cash basis, and accounts settled monthly.

GILMOUR, SCHOLFIELD & CO.

Wholesale Dry Goods Importers and Jobbers,
364 St. Paul St., MONTREAL, Que.

THE . . .

C. Turnbull Co.

ESTABLISHED 1839

OF GALT, (LIMITED.)

MANUFACTURERS OF ALL KINDS OF

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

WE GUARANTEE SATISFACTION AND PERFECT FIT.

TORONTO OFFICE:

GOULDING & CO.

27 Wellington Street East.

All up and down the broad creation
wherever you roam you'll find

Hermsdorf-Dyed Hosiery and Gloves



BECAUSE THEY ARE RELIABLE.
THEY HAVE BEEN TRIED
AND FOUND--PERFECTION

Is the black hosiery and glove stock
you carry Hermsdorf-dyed?
It's a good thing to be able to tell
your customers that you know it
is Hermsdorf-dyed.

*Louis Hermsdorf
Dyer*

American Bureau of Louis Hermsdorf

78 and 80 Walker Street NEW YORK

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

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

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

MILLER BROS. & CO. MONTREAL . .

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

COLLARS Comet, Opera, Hanlan '76, Oro and Marquis.

MOZART CUFFS

Angelo & Raphael Reversible Linen Collars and Cuffs.

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



IN STOCK ..

- WHITE KID BELTS
- BLACK KID BELTS
- RUSSETT KID BELTS
- TAN KID BELTS
- GREEN KID BELTS

Jet and Fancy Gimps, full range of prices. Jet Ornaments, Points, etc., in the newest designs.

BELTINGS, BUCKLES, FALL BLOUSES, BUTTONS, BUTTONS, BUTTONS.

F. F. & C. B. KELLY, 8 St. Helen Street, Montreal.

What about your order for Fall Hosiery ?

If not placed, please remember that our travellers will see you again soon. It will pay you to inspect their samples.

Reliance Brand Hose

Are the Best. Try them.

THE WILLIAMS, HURLBURT CO.
of COLLINGWOOD, Limited.

THE EVER POPULAR

OXFORD HOMESPUNS

In the new designs for '07 are sure to please you. No pains spared to maintain their high standard of excellence. Oxfords lead. Best wholesalers handle them.

Agents { **W. P. RODGER, Toronto.**
JNO. FRASER, Montreal.

Oxford Manufacturing Co.
OXFORD, N.S.

Want Advertisements . .

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

The Dry Goods Review, Toronto.

A Pension for Life

DO YOU WANT ONE ?

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

MANUFACTURERS' LIFE INSURANCE COMPANY

McKinnon Building, TORONTO, CANADA

WESTERN ASSURANCE COMPANY.

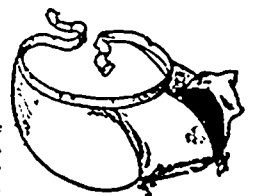
Incorporated 1851

FIRE
AND
MARINE

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,400,000.00

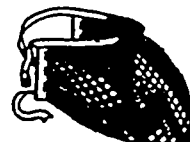
GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

THE BUSTLE IS HERE



New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fullness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



BRUSH & CO.

Toronto.

To the Trade

WE ARE SPECIALISTS IN

DRY GOODS
MEN'S FURNISHINGS
HABERDASHERY
CARPETS AND
WOOLLENS

We are constantly receiving special lines in these departments. Unlike regular lines, these specialties are always in limited quantities, and therefore cannot be repeated. The sales are so rapid that customers seeing our advertisements should either at once visit our warehouses or forward their orders. Prices and particulars of these on application.

At present our special lines are

DRESS GOODS
MEN'S UNDERWEAR
LINEN TOWELLINGS
F'CY WORSTED PANTINGS
CHENILLE CURTAINS

Filling Letter Orders a specialty.

JOHN MACDONALD & CO.

WELLINGTON and
FRONT STREETS EAST TORONTO