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THE CANADIAN DRY GOODS REVIEW

FEBRUARY

THE . . .

HEALTH BRAND UNDERWEAR

For Men . .
Women and Children

Has attained the most remarkable popularity of any Underwear manufactured in Canada. . . .

The best safeguard to "Health" in our climate.
Soft and velvety to the most sensitive skin
Made of the most luxuriant, silken-soft material

It excels all other makes on the market, and can be sold at popular prices.

Manufactured by . . .

The Montreal Silk Mills Co. - Montreal



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

Lister's Silk Velvets

For . . . English Make . . .

Millinery, Mantles and Dress Trimmings

Cannot be excelled for Finish and Wear.

EVERY YARD GUARANTEED

IF YOU ARE NOT USING THEM, TRY THEM, AND YOU WILL BUY NO OTHER



"ROOSTER BRAND"

"I GROW OVERALL"

Suits of Irish Linen Crash
Skirts of Irish Linen Crash

The latest and most up-to-date goods.

WHITE DUCK PANTS and COATS

The "Proper Cap" you know.

BICYCLE SUITS . . .

Handsomest Goods at Moderate Prices.

Elegant Negligee Shirts.

Strong Working Shirts.

Laundried Shirts in White and Colors.

All kinds of Working Pants, Overalls and Jackets.

Specialties for Klondyke :

Rubberized Duck Mackinaw Lined Coats and Pants.
Heavy Kersey Undershirts and Drawers.
Mackinaw Coats, Pants, Drawers, etc Extra Heavy Top Shirts and Overalls.

Manufactured by

Robert C. Wilkins

198 McGill Street
Montreal

Wm. Simpson, Sons & Co.

PHILADELPHIA and NEW YORK.

DAVID KAY,
Fraser Building, Montreal.

Represented in Canada by



R. FLAWS & SON,
Manchester Building, Toronto

SOLID BLACK PRINTS

Black and White and Silver Greys.

FANCY PRINTS, NOVELTIES and 3-4 PERCALES

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

LANCASHIRE FINE PERCALES
BRANDENBURG CLOTH. . . .

GOBELIN ART DRAPERY

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

TAFFETA LINING.

SILKALINE
BERLIN ART SHADES, Etc.

Domestics	Prints	Silks	Woollens	Dress Goods
Flannels	Ginghams	Velvets	Hosiery	Wash Goods
Muslin Underwear				Ribbons

Trimmings

Fancy Goods

Neckwear

Kid Gloves

Upholstery

Linings

Shirt Waists

White Goods

Blankets

Parasols

Job Goods

S. Greenshields, Son & Co.

MONTREAL and
VANCOUVER, B.C.

Wholesale Dry Goods

SOLE AGENTS IN CANADA
FOR

Briggs Priestley & Sons
Bradford, Eng.

AND

Emil Pewny & Co.
Grenoble, France

Laces

Notions

Curtains

Carpets

Linens

Veilings

Handkerchiefs

Embroideries

Oilcloths

Crums' Prints

Umbrellas

Smallwares

Fingering Yarns

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Mantle Buyers!

When in England
call at

A. STEDALL'S
LONDON, E.C.
2 Cannon Street

THE LARGEST

Mantle and Costume Manufacturer
in the United Kingdom



AND SEE HIS

**New Spring
Fashions**

IN _____

Jackets, Capes
Mantles ❁ ❁ ❁
and Costumes



UNEQUALLED

for Style, Workmanship
and Value

You will find it to your advantage.

THE STAMP OF QUALITY.



CORSETS



English Manufacture.
Only best materials used.
Made by expert workpeople.
Latest machinery and best appliances.

PERFECTION OF SHAPE AND COMFORT.

Enquiries :—

W. Pretty & Son, Ipswich, Eng.

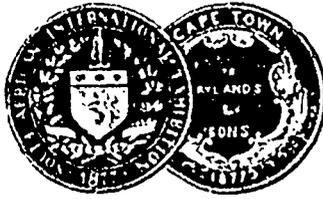
MANUFACTURERS (Wholesale Only)

Messrs. Rylands & Sons

. . . Ltd.

Manchester, England.

CAPE TOWN



BRUSSELS



THE ONLY GRAND PRIZE FOR COTTON
FABRICS, PARIS, 1889.

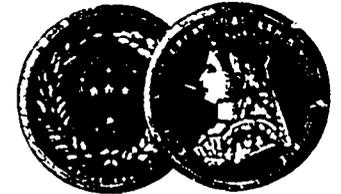


WAS AWARDED TO RYLANDS & SONS, Ltd.

ADELAIDE



MELBOURNE



Cotton Spinners, Manufacturers, Merchants, Bleachers and Dyers.

Makers of the celebrated Dacca Calicoes and Sheetings.

WORKS:

Manchester
Heaply

Gorton
Swinton

Wigan
Crewe

Chorley
Bolton

Capital, \$14,500,000

Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Prints and Cretonnes
Bleached Calicoes and Sheetings
Flannelettes
Oxfords, Harvards and Galateas

Hosiery
Dyed Linings
Flannels and Blankets
Quilts
Floor Oilcloths
Umbrellas
Gloves
Ribbons
Laces
Haberdashery and Trimmings
Smallwares

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.

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

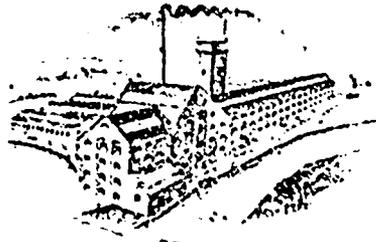
A large stock of these Corsets always on hand at **JOHN MACDONALD & CO.'S, Toronto.**

APPERLY, CURTIS & CO.

WEST OF ENGLAND

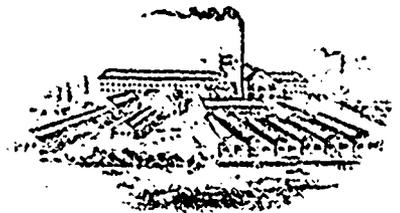
Limited.

Woollen Manufacturers



Coatings
Vicunas
Saxonys
Serges
Trouserings

Coverts
Suitings
Evening
Dress Goods
Etc., Etc.



DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

**Parasols
Sunshades
and
Umbrellas**

20 FRONT STREET W., TORONTO



Medals taken at all Exhibitions.

THOS. HEMMING & SON, Ltd.

Manufacturers of

NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITCH, ENGLAND

Write for Samples, which will be mailed to you free on receipt of Trade Card.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



R. FLAWS & SON

Dry Goods Commission Agents

Manchester Bldg., Melinda St.

TORONTO.

A pleasing recognition of the value of the . . .

"PIRLE" Finish



“ “ “

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

EDWARD RIPLEY & SON,

Bowling Dye Works

BRADFORD, ENG.

Black Dress Goods...

Priestley's
Black Dress Goods
are the
Standard for the World

MADE IN THE FOLLOWING WEAVES :

Crepons	Soleils	Grenadines
Eudoras	Sateens	Mohair Figures
Crape Cloths	Cravenettes	Serges
Cashmeres	Fancy Figures	Veilings

See that the name "PRIESTLEY'S" is stamped every five yards, and goods rolled on Varnished Board.

S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER, B.C.

George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

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

ARE

Dyers,

Stovers, Bleachers
and Finishers of

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



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



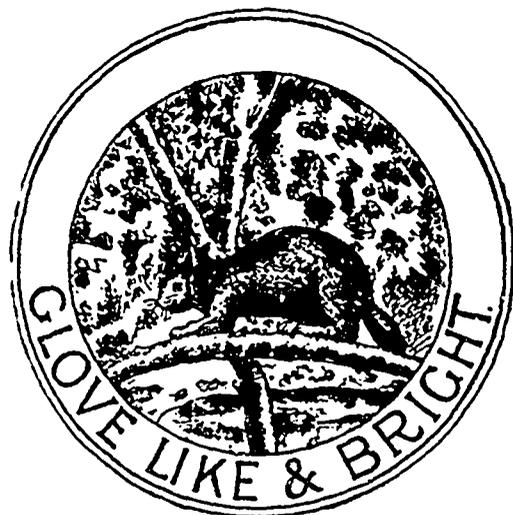
Caution and Warning

TO ALL WHOM IT MAY CONCERN:

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

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

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

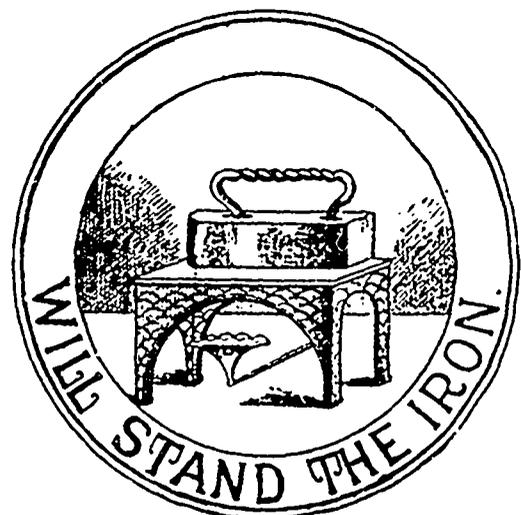


BEAVER
Permanent
FINISH.

(Registered Trademark and Title.)

Suitable for all classes of **LINING**
FABRICS (Mohairs, Alpacas, Wor-
sted and Cotton Italians, Etc.)

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



THE GAULT BROS. CO.

LIMITED

MONTREAL, QUE.

We beg to advise our many friends that, although early in the season, the stocks in our various departments are almost complete, and in every department very Special Leaders are to be found, and job lines that will make a visit to our establishment very profitable.

Take note of each Department and ask for the LEADERS

Cotton Dept.

Every line up to date.

LEADER—1,000 pieces 6/4 Cotton Dress Goods, 2cts. under mill price.

Canadian Tweed Dept.

Great lines.

LEADER—Halifax Tweeds, 17cts.

Imported Woollens

Every line a leader.

Special for a few days: Job 70 pieces Solid Worsted Trouserings, no Cotton, 58cts.

Dress Goods Dept.

Right in the front rank.

LEADER—"Sure Shot," 35cts., and "War Cry," 32½cts. Cashmeres.

Linen Dept.

Please compare every line.

LEADER—N 1, 75cts., and 100x, \$1.00 Napkins.

Smallwares Dept.

Big range Chiffon and Gauze Ribbons, and Veilings now in stock, 5cts.

LEADER—Men's Lawn Handkerchiefs, 35cts. dozen.

Carpets and Curtains

Biggest range ever shown.

Special range of Lace Curtains, 18cts. and upwards.

Gent's Furnishings Dept.

Ready for the fray.

LEADER—Cashmere Hose and Half Hose, \$2.25. Weight and Quality unequalled.

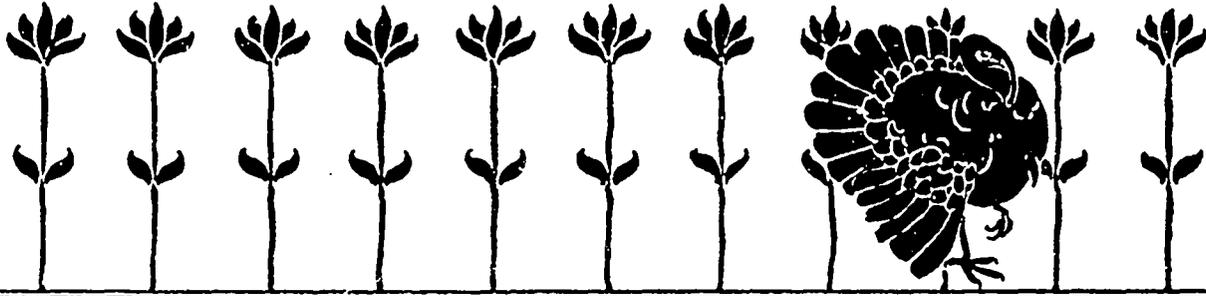
UNDERWEAR—50cts. a doz. under mill price.

Sole Agents for Fownes' Celebrated Gloves.

THE GAULT BROS. CO., Limited, MONTREAL

THE DRY GOODS REVIEW

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



VOL. VIII.

MONTREAL AND TORONTO, FEBRUARY, 1898.

No. 2.

NEWS OF WINNIPEG TRADE

STYLES THAT ARE TAKING TO WESTERN TASTE.

REPORTS OF A SATISFACTORY BUSINESS AT THE COAST — BIG BLANKET ORDERS FOR KLONDYKE—THE BROCK CO.'S WINNIPEG AGENCY—SOME OF THE WHITLA LINES—CURRENT NOTES.

From *The Dry Goods Review's* Special Correspondent.

WINNIPEG, Jan. 25, 1898.

THE next social event of importance in the commercial world of Winnipeg is the annual concert, supper and ball of the City Travelers' Association, which is announced for February 15. This association is composed exclusively of travelers in the city, and has a membership of 44. Mr. Horne, traveler for Sutherland & Campbell, being the president. It has only been in existence some four years, but, as the motto is "Second to none," they have already established a reputation for doing things in proper style, and their annual "at home" is being anticipated with pleasure, and some choice confections in gowns are in course of preparation for this event.

In the retail trade the two first weeks of January are devoted to stock taking, which is followed by the big January sales; and for the past two weeks the feminine heart of Winnipeg has been reveling in bargains. About the first of February spring goods will begin to appear on retail counters.

A visit to the wholesale houses reveals the fact that travelers are on the road to some purpose, as all hands are busy executing orders. Wholesale dry goods houses are delightful places to visit these days, if you are above the spirit of envy and can see without coveting.

"This is foreordained a muslin season," said the head buyer of Stobart, Sons & Co., as he displayed a line of French muslins which brought to mind visions of the sun rising through clouds of white vapor and smoke. Perhaps that is not a comparison to appeal to the east, but it will to the west. Go out some fine winter's morning about 8.15 and watch the sun coming up over the Red River and shooting long rays of light through the white mist and the bluish smoke of a hundred furnaces, and you will see opal and rainbow tints to delight the heart of an artist. And these muslins show just the same soft and delicate coloring. Pinks shading into delicate blues and greens, half open wild rosebuds on a ground of pale buff, grey or black, and the names of these goods are as charm-

ing as the patterns—Diaphane Organdie, Organdie Brodee, Batiste L'Etoile, and Organdie Altesse. Stobarts are making a specialty of household linens, such as loom tablings, damask cloths, napkins, linen towels and apron linens. These are all direct importations and very choice patterns. A full line of Canadian prints are shown, including their well known and much appreciated No. 15; also in French prints some chic effects in red and black and green. In dress cloths, a fine line of board cloths from Continental looms are on view, of which a warm coffee brown and a rich olive green are ready sellers. By the way, olive green is much in vogue here this season. The pale greys in fashion abroad are not yet in favor here, as they look too cold for any but late spring and summer wear. Stobarts this year are also carrying a line of ladies' dress tweeds from the Clyde Mills, Lanark, Ont. (Boyd & Caldwell). These come in small broken checks and shot effects, such as black and green, green and blue, blue and grey, cream and fawn. The goods are very handsome, and it is gratifying to note their quality and texture in comparison with the same line from Scotch looms. In response to the old, old question "How is business?" the reply was "Well, all our early importations are exhausted, second deliveries have been heavily drawn upon, and the whole volume of business shows a most gratifying increase."

Mr. H. B. Picken, of the Gault Bros., Limited, paid Winnipeg a visit this week and found the outlook for trade highly satisfactory. The Victoria representatives have wired that they cannot supply all the orders they are receiving there for blankets for the Klondyke. Mr. Crawford, the Winnipeg agent, goes east about Feb. 1.

Mr. Jas. Furner, the owner of the Arcade, one of the largest retail millinery houses, has just left on a purchasing trip in Europe. This makes the 122nd time he has crossed the Atlantic.

Mr. Robt. Bryce, representing Thos. May & Co., of Montreal, here, is just returning from a trip to the Coast. He reports business all it ought to be.

There is something quite Oriental about the jewelled hat pins, hairpins, combs, buckles, belts, and the like, shown this season. Mr. Campbell, buyer for R. J. Whitla & Co., was kind enough to give your correspondent a glimpse of all the lovely trifles with which the Manitoba fair may adorn themselves this coming season. Ladies, who are thinner than they like to be, will do well to invest in a tartan belt, as these will lend additional roundness to the figure, while those inclined to embonpoint should favor the belts of silver and gilt gauze, with silk in Roman stripes running through them, as they lie close to the figure, and have an iridescent gleam

that is very fetching, particularly with white gowns. In dress trimmings, Whitt's are making a great point of their 12-yard lengths of colored passementerie. These short lengths should be a great advantage to dealers in small towns, where there are only a few people who will want the same kind of trimming on their gowns. Every shade and color is shown in these trimmings, but the patterns are small, and they are bright without being in the least gaudy. The bolero collars of lace and ribbon are meeting with much favor. One of the prettiest of these Paris novelties is composed of strips of black satin ribbon and yellow insertion, with a deep flounce of black chiffon, embroidered in yellow.

The fates appear to have decreed the wearing of ribbons and the fairies have had a finger in the designs, judging from the exquisitely blended colors in Roman stripes, broken plaids, and shot brocades in both hat and dress ribbons. Whitt's do a great business in corsets and show lines, running from \$3 per dozen to \$4 per pair. In the staples department are a number of very novel effects in prints from English, American, and Canadian factories. Mr. Driscoll, who has charge of these lines, informed your correspondent that contracts for Canadian staples have been filled with great promptitude this season, with the result that they are able to distribute to customers earlier than usual. In woolen dress goods, a line that appeared an extra value, was one of Bradford's silk brocades in colors, on a ground of neutral tinted wool, double fold, for 37 1/2 c. per yard. In this department also were some very stylish black crepons from German looms and black French brocades in silk and wool. All merchant tailors throughout the province and Territories are familiar with the lines of tweeds, worsteds, venetians, pantings, and suitings carried by R. J. Whitt & Co.

The W. R. Brock Co., Toronto, which has been represented here for some years, has just opened a permanent agency, with rooms in the McIntyre Block, which, by the way, seems the natural home of wholesale agents and manufacturers agents. Mr. Devaney will represent the firm here, and two men will be put on for the west and Coast trade. Merchants here buy oftener and not such heavy stocks at one time, and this firm think they should be on the ground for the assorting trade, and to this end have doubled their warehouse premises. Merchants in this country are strictly up-to-date, as eastern houses are beginning to find, and they will have the latest thing. Strangers from across the water are often surprised to find the very latest fashions in full swing here. Last September a lady, arriving direct from a fashionable quarter of London, showed a certain style of dress, and said she supposed she would have the pleasure of introducing it to Winnipeg ladies. What was her surprise when she learned that it had been worn here for more than four months.

Mr. McLeod Hallday, when called upon by your correspondent, declared business highly satisfactory, and said if it got any better he would have to move into larger quarters.

PRESENTATION TO MR. SPRIGINGS.

Another of the many pleasing incidents enjoyed and taken part in by every wholesale house occurred at the warehouse of Messrs. S. Greenshields, Son & Co., one evening last month, when Mr. D. R. Sprigings was the happy recipient of a handsome cabinet of silver and cutlery, and a gold watch, on the occasion of his marriage, which took place on January 11. Mr. I. B. Greenshields, senior member of the firm, in making the presentation, on behalf of the firm and the employees, spoke in highest terms of Mr. Sprigings's fidelity to the firm, with whom he has been for nearly 24 years. Mr. Sprigings made a suitable reply, and was warmly congratulated by all present.

MR. COOPER'S MARRIAGE.

MR. R. E. COOPER, the able and most popular representative of Messrs. John Macdonald & Co. in the province of British Columbia, is by no means a stranger to THE DRY GOODS REVIEW, being one of the prize essayists. We have much pleasure in extending to him our congratulations on the event of his marriage, which took place on the 3rd inst. to Miss Henderson, daughter of Mr. Henderson, late of the Canada Life Assurance Co., one of Toronto's fairest and most amiable young ladies. The marriage ceremony was performed by Dr. Parsons, of Knox church, after which the happy wedded pair immediately left by train for New York and other eastern cities, where they intend spending their honeymoon, returning to Victoria, B.C., their future home, where Mr. Cooper has been a representative citizen for the past seven years.

We cannot let this occasion pass without stating that Mr. Cooper is another Toronto boy who has not only been successful in securing such an amiable and accomplished partner in life, but also as a business man. He received his early education under such masters as Messrs J. L. Hughes, at present inspector of schools, and Scott, president of the Normal school, both of Toronto. He started business, sometime in the seventies, as a retail clerk, and, after a few years, was fortunate in obtaining a position, on May 30, 1881, with the old established and reliable firm of John Macdonald & Co., whom he has served faithfully ever since, holding such important positions as a regular traveler and head of the entering and letter order department, and when a thoroughly reliable man was wanted for the important position of representing their firm in the province of British Columbia, Mr. Cooper was at once chosen. Being a thorough business man and very observant, he saw opportunities for placing other lines besides dry goods, and, having obtained the consent of the firm to do whatever business he wished outside of them, has been most successful in whatever he has undertaken.

RETURNING DRAFTS—A REPLY.

Editor DRY GOODS REVIEW

YOUR editorial and the remarks of a manufacturer on the question of returning drafts unaccepted, are, no doubt, very pertinent in a number of cases. One word, however, on this matter from the retailer's standpoint, may not be out of place. We, as retailers in a small town, with a multitude of matters to look after, have been very often annoyed by merchants drawing for amounts that have been so often incorrect that the unaccepted drafts going back are not the rarity we would like to see them. More frequent than any other reason for non-acceptance is the non-allowance by the drawer of a special trade or cash discount. We have in mind a firm from whom we buy, perhaps, three times a year, and in every instance they neglected to allow a special trade discount we get from them. After the return of the draft to them they draw again for the correct amount and the draft is accepted. Would we, under these circumstances, be justified in accepting the draft, thereby virtually acknowledging the account correct? We think not.

We cannot but think, after glancing over our bill-book for the past year, that more drafts are returned unaccepted because of faulty book-keeping on the part of the wholesalers than for any other cause.

It is exceedingly annoying to the retailer to have a draft come that is supposed to square an account and find it five or ten dollars too much. It is far easier, or at least we have found it so, to have an account adjusted when we owe it than when the amount is due us. Perhaps we are wrong, but when a grievance is alleged to exist we always like to hear both sides.

RETAILERS.

Nova Scotia, Jan. 20, 1898.

HINTS TO RETAILERS.

By a Head Clerk



ALMOST every merchant has taken stock by February and, as for those who have not, it is about time they did in order to know where you are before placing orders for spring goods. The book-keeper's figures will show plainly how the business is progressing. This being the time when many important lines of work can be profitably taken up, if you lay it over for another month, many of the ideas and suggestions that an inventory conveys will be entirely forgotten, or but dimly remembered. The clear outlines of the business picture will be softened and subdued by that time. The sharp, jagged points, that needed prompt attention, will be less severely felt and noticed, and that means that suggested changes and reforms will be less vigorously carried out. Thirty days hence other things will demand the merchant's close attention, and most likely the affairs of the store will be allowed to jog along in the same old style until another inventory will bring another waking and the consciousness that another year has been allowed to slip by.

Inventory always brings new lessons for the merchant to study and ponder over. If it does nothing else it shows he is "long" on stock. In a few days, or weeks at the latest, you will be called upon to look at samples of goods for spring, and possibly next "falls." Now is the time to find out just what you need and what you do not need; what lines of last season's goods sold out; and what were so slow that you found them unprofitable for your class of trade.

Before the traveler calls upon you make out your lists of goods that you wish to fill in. Find out how your assortment of sizes sold and whether a change is necessary for another season's trade. Make copious notes of all mistakes and shortcomings in last season's transactions—why this line was slow, why your trade did not take kindly to another one. It is only by this means that the right kind of goods can be stocked. Some merchants say that all buying is speculative. By close attention to details much of its uncertainty can be eliminated.

Never put off till to-morrow that which you can do to-day. That does not always refer to placing an order or buying a bill of goods, but it does seem to point a finger at selling, displaying, advertising, and other trade-making methods. The year is young yet, but it is rolling along pretty rapidly. How many really good trade-making efforts have been put forth? None worth speaking of. Plenty of time yet. But a few days or weeks ago you were very enthusiastic about starting out real early for a hustling business this year right after inventory. There was one fatal omission when that resolution was made: no definite plans were laid.

Some departments did not pay well last year. You know why, of course. Looking backward, you can see just where the mistakes were made. If you knew as much at the beginning of the season as you know now you would have done differently, of

course. But has not it been much the same way for many seasons in certain lines? Are you prepared to make a radical change, then, for next season? Have you formulated a plan to make them more profitable in future? Now, do not content yourself with the idea that present methods of doing business in those lines are the cause of your lack of success. That is not business-like. Besides, it is a confession that you are not smart enough to do business according to up-to-date methods. That is plain, but is not it just what such an excuse means? And is not it just what you would say if a man you employed to do the buying and selling made such an excuse for his shortcomings? Are you prepared to say that every merchant finds the same departments as unprofitable as yours have been?

Take the millinery department for instance. You opened up last season with a fine assortment. Opening week brought crowds of visitors to your showroom. Many of them were merely lookers, but there was a satisfactory number of buyers, and the season started out fairly well. After that, the trade was a little slow. The weather was to blame for that, and you rested in hope that a fine day or two would start sales booming again. When the fine days came, the other merchants were out with some startling special sales, and you experienced a chill. You also anathematized the other merchants for slaughtering profits just when there was a chance for making a little money. But did they? The exasperating "other merchants" bought lighter than you did to open up with. They took orders for sizes they were out of. They also lost a few sales at the start, but they more than made up for that when the continued bad weather or over-production compelled manufacturers and wholesalers to unload at a discount from first prices, and so furnished them with just the goods they needed for special sales. Circumstances turned that way. Of course it does not come out that way every year.

A good deal has been said about cranks and shoppers, but the easy-going, easy-buying, careless customer is rarely heard of. This class is just as numerous as the other, but, as they cause no trouble when buying, they are quickly forgotten. They are soft snaps for salespeople, but they are not good trade-making material unless skilfully handled, because, being easily suited and deficient in good judgment, they often get goods that prove unsatisfactory, and the stock gets the blame.

"I would like to see some dress goods," says one of the easy ones. "What a pretty piece this is. How much is it?" "Fifty cents," says the salesman. "Why, how reasonable! I will take a pattern of that."

She came prepared to pay three times the price, but the first pretty thing she saw took her fancy. The salesman was too lazy, or not a sufficient judge of womankind to try to sell a better piece, so she got her 50c. a yard dress. It cost just as much to make up as a more expensive piece of goods, but it did not look as well, it did not wear as well, and it did not pass muster with her friends and companions. Therefore she was annoyed and disappointed.

She first blamed the clerk for selling her such poor material. Then she blamed the merchant for having such goods in stock. Then she concluded that she ought to have known better than to

think of buying a dress pattern in the poky little town where she lived. And that is the reason why she now patronizes the mail order department of some metropolitan department store. Of course, with such a terrible warning before her, and the way this easy buyer explains things, many of her friends follow her example and do their shopping by mail.

Study your customers and be sure that they get what they fancy they do.

An easy snap is not always the most desirable one.

There are other departments besides dress goods where these careless customers make purchases.

THE RETAIL MERCHANTS' ASSOCIATION.

The first annual meeting of the Toronto Retail Merchants' Association was held on Jan. 25, when the following officers were elected: President, W. B. Rogers; 1st vice-president, Wm. Dineen; 2nd vice-president, George Boxall; treasurer, Henry Davis; secretary, E. M. Trowern. The energetic secretary, Mr. Trowern, urged upon the members the necessity of looking to the interests of retail merchants first and foremost in casting their ballots for members of the coming Legislature, and to vote only for those who supported their bill, taxing the turn-over, now before the House. He stated that upon being invited to address the City Council and merchants of Peterboro', he found them unanimous in their opinion, that retail merchandising must be placed upon a higher plane, and be considered as one of the leading issues with all retail merchants in casting their votes at the coming elections, and they promised to do their duty.

A NICE PIECE OF FURNITURE.

Elsewhere in these columns will be found an illustration of a handsome secretary-bookcase, largely used by many of our readers as a premium for cash trade. It is marvelous how such a really good article can be produced for the low price at which it is sold, which is accomplished only by constant practice, attention to every detail of the manufacture, in very large quantities. One or more of these useful articles readily finds a place in every home. Those who have not seen them should drop a post card to Hould & Co., wholesale furniture manufacturers, London, Canada, for particulars, and a sample crate of two.

ILLUSTRATED SHOW CARDS.

Among the most effective show cards issued this season are two lithographs sent to the trade by S. Greenshields, Son & Co. One of these, to advertise their hosiery, has a striking representation of one of their tartan check hose, which are meeting with much favor this season. The other, and prettier of the two, is an advertisement of their gloves, and has as its centrepiece a young lady stylishly dressed in summer walking attire. Both of the lithographs are worth seeing. They may be had upon application.

LADIES' WASH WRAPPERS.

The Maritime Wrapper Co., Limited, have advised us that they have added, to their spring range, about twenty styles of wrappers, comprising the latest and most up-to-date patterns and designs, and invite possible purchasers to look them up while in Toronto during the millinery openings.

UNDERWEAR MANUFACTURERS.

Your attention is called to the fact that "Silcoton" is largely taking the place of silk in the United States for underwear work. For manufacturers' purposes, it is put up on cones in pound or half-pound. See R. Henderson & Co.'s adv. in this issue.

AN OLD ESTABLISHED FRONTIER FIRM.

THE REVIEW, on the 24th ult., visited Rock Island, P.Q., the manufacturing village on the Vermont frontier, and while there called at the establishment of C. H. Kathan, dealer in dry goods, groceries, carpeting, furniture, hardware, etc.

The business was established in 1851 by Mr. C. F. Haskell, the present proprietor being employed as clerk. In 1856 Mr. Kathan became a partner, and in 1866 he purchased Mr. Haskell's interest, and since then has conducted the business singly. Since its inception, in 1851, the business has been successful, the annual turnover increasing each year as the seasons rolled by. Early in the summer of 1897, Mr. Kathan concluded that the building, erected nearly half a century ago, was getting out of date, and decided to rebuild, which he did, and has recently moved into his handsome new premises, while the finishing touches are still going on. The building is 56 x 70, three storeys and basement. The third flat is used as a furniture wareroom solely, while the second is made use of for various purposes, for display, storage, etc.

On entering the main store the visitor or customer finds himself in a large well-appointed establishment containing a well-selected and carefully kept stock. The ceiling, walls, staircase, and offices are finished in light wood, the counters, shelving, and fixtures being of oak. In the grocery department the receptacles for teas, sugars, and general groceries, all have revolving tops, and their design and finish bear testimony to the skill of the artisan. The entire front, of over 50 feet, is principally plate glass, and the interior of the windows contain reflecting mirrors. In the spacious office in the rear the books used since 1851, consisting of day books, journals, and ledgers are systematically arranged, and look like a large and well kept library.

Mr. Kathan is a bachelor, and not forgetting his personal comfort he has fitted up a snugger, or private apartment, adjoining the office, which will be his sanctum sanctorum. Being a sportsman in his younger days this snugger has somewhat the appearance of an arsenal, the walls being decorated with rifles, shotguns, etc., and the burglar daring to invade would certainly receive a warm reception. Rows of electric lights are so arranged as to flood the entire floor space with light and show each article to advantage.

THE DUTY ON SHIRTS AND COLLARS.

Messrs. B. Tooke and J. C. Skelton, of Montreal, and W. A. Greene, of Berlin, laid the requests of the shirt makers before Hon. W. S. Fielding, Minister of Finance, at Ottawa, Jan. 20. It appears that the new tariff places a duty of 35 per cent. on the linens and cottons used in the shirt trade, whilst it also placed 35 per cent. on shirts, collars and cuffs, when manufactured, thus removing all protection to the trade by making the duty on the finished article the same as that on the raw material. From this condition of facts, the deputation asked relief. The result of the request will be known on budget night.

"TO PLEASE ALL FANCIES."

The buyer of ladies' print and muslin wrappers can scarcely be said to have a complete knowledge of what is in the market, until he has seen the garments displayed by the Maritime Wrapper Co., Limited, Woodstock, N.B. The staple, the aesthetic, and the unique, all have their place in the large line shown by this well-known house, and every buyer, who wishes to give the patrons of his department an opportunity to buy tasteful, striking, or novel garments, will be glad of the pointer that led him to look at their samples. Not the least attractive thing about the goods is that the prices are as satisfactory as the garments themselves.

UNCRUSHABLE GRENADINES

for Spring and Summer. Without doubt the most dressy costumes that will be worn.

BLACK DRESS GOODS

If you sell handsome Black Dress Goods your stock will be incomplete without our novelties.

Our stock of Spring Dress Goods and Silks is now open. It is unusually attractive.

Are you getting profitable returns from your Dress Goods and Silk departments? In any case you would do well to see our stock, replete as it is, with the very latest novelties.

We have just opened a few cases of **Imported Flannelettes** in light and dark patterns.

Brophy, Gains & Co.

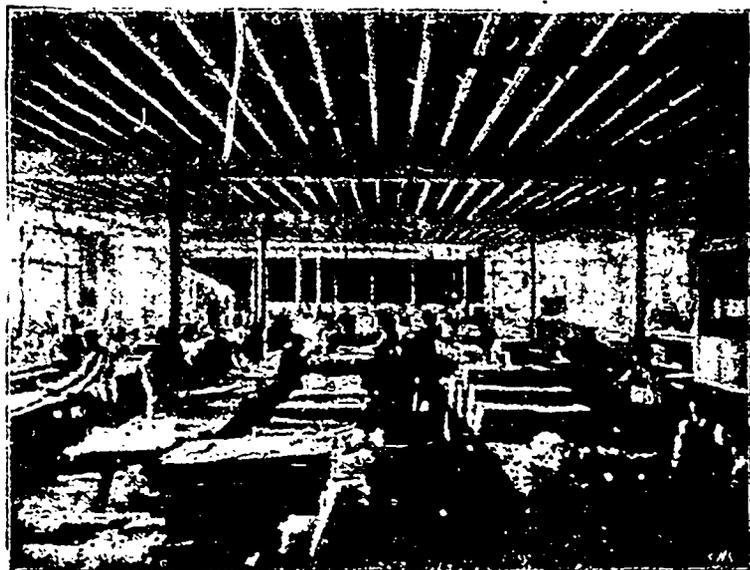
23 St. Helen Street
MONTREAL

THE CORSET AND ITS MANUFACTURE.

A VISIT TO MESSRS WILLIAM PRETTY & SON'S GREAT FACTORY AT IPSWICH, ENGLAND.



IS the name of a corset well known to the trade. Few merchants know how a corset is made. The representative of an English dry goods paper has been visiting the great Ipswich establishment of William Pretty & Son, and gives a highly interesting description of the inside of the factory. Originally the business was connected with the noted drapery firm of Footman, Pretty & Nicholson, which was founded in 1820, and is still in existence. About a quarter of a century ago Mr. W. Pretty took this section of the business in hand, and some six years since the corset section was entirely separated from the drapery concern. Three years ago Mr. W. Pretty was joined by his son, Mr. W. T. Pretty, and their joint efforts are every season making the popularity of the corsets emanating from the factory more pronounced.



THE CUTTING ROOM

The visitor gave a cursory glance at that part of the basement where the boilers and dynamo are located. On the same floor we find lads engaged in making the well known "Oktus" corset shields, which justly claim to double the life of the corset, the inevitable bend at the waist being by their aid prevented, and the bones, which might otherwise break, being made to last out the corset, while they do not increase the size of the waist. They are made with "Zaroid," a metal which is entirely rustless.

Leaving the basement, and mounting to the ground floor, a turn takes us into the several cloth stock rooms where the manufacture of the corset may really be said to begin. The matching of cloths is a task that has to be done with great care, as it frequently happens that in one delivery there are several shades which are supposed to be one and the same. The cloths having been passed, they are taken to the adjoining cutting rooms, and here we enter a huge floor which is full of bustle. There are long rows of tables where the patterns are marked. The cloths for the lining and corset, folded evenly, are arranged in layers, and on the top layer the patterns are drawn, and the sections of the corset traced with such precision that there is little if any waste. At one side of this large room there is a row of steam band knives and guillotines, and it is to the former that the marked out cloths are now taken. The endless band knife does its work expeditiously and well. The

solid layers of material, with the pattern on the top for the guidance of the operator, are cut through as cleanly as though they represented a single piece of paper. The guillotines, too, which are employed for cutting the strappings and bindings of the corset, are ceaselessly engaged, and execute their work with really terrible precision.

The sections of the corsets thus cut out are now collected into baskets, tied up in bundles, and despatched to the giving out room. A ticket is securely attached to each dozen, on which is printed the number of the bundle and the names of the departments through which it has to pass before the corsets have been finally examined and certified as complete. The necessity for these tickets is, of course, clear enough. They must be signed by the person in charge of one department before the goods to which they are attached can be accepted in the next. In this way, then, the material reaches the stitching-rooms, which in Messrs. Pretty's factory are a sight in themselves. I did not count how many pink-bodied girls there were busy plying the various machines in use for various classes of work, but there must have been quite ten score. The machines here employed are, as may be guessed, driven by power, and the incessant buzz which goes on as the work is proceeded with is almost deafening. From the stitching-room the embryo corsets find their way into the fitting-room on the first floor. The girls here preside over power-driven ingenious machines, which trim the rough edges as much as is desired. The corsets are then taken to the boning department—another room which throbs with activity, for hundreds of girls are here inserting with deft fingers the "bones" (and boning may mean whale-bone, zaroid, horn, steel, or cane) into the stitched parts which have been prepared for them. It is interesting to watch the rapidity with which this work is carried on, the skilful manner in which it is performed affords the novice a considerable amount of interest, and makes him wonder exceedingly. The corset is now in a fair way to completion. It is already stitched and boned, and, though it is by no means finished, it is rapidly approaching in appearance the article we have seen on a model in many a window. The edges have next to be bound, and the corset is therefore taken to the binding room, where the all-useful sewing machine once more demonstrates its capabilities, after which, in another department, the eyeletting is performed. This

work again is done in a marvellously expeditious manner. There are both hand and power machines, and to watch the eyelet perfectly inserted simultaneously with the punching of the hole is calculated to make you open your eyes very wide, indeed. Lancing is the next process to be gone through, i.e., the application of embroidery work to the now almost full-fledged corset. This, again, is done by both hand and machinery, many girls skilful in the art are busy all day ornamenting the corset in all manner of designs, and all manner of colors. A laundry is the next place which claims the attention, for here the corsets now find their way, and are starched, and afterwards treated with atmospheric gas irons. Then there is the lace trimming and edging to be done, and the laces are inserted by a staff of girls who are constantly engaged in this lighter work. At length the corsets are taken to another part of this huge floor, and the final shaping and blocking takes place. This is probably the most delicate and important operation of all. Until the last few years the large majority of corsets sold in England were stiffly moulded and starched. Recently, however, there has come a great change over public opinion, and now most women of all classes will have the more common-sense and comfortable, soft-finished corset. William Pretty & Son have, from the commencement, made a specialty of these, and claim to have been pioneers in the move-

ment. They now intend shortly to put on the market a range of corsets to be known as the "P. & S." These goods are to be soft-finished, and are to be made with nothing but the very best materials, and by skilled hands. They are to contain no cane or steel, but are to be boned with "Zairoid" (the new rustless metal referred to already), and, moreover, they are to be boxed up, and put on the market in a way that ought to defy competition. With all the resources that this firm have, there can be little doubt that these "P. & S." corsets will very soon have a world-wide reputation.

The corset is now an accomplished fact. It has been carefully examined at every stage of its manufacture, and now that it is completed it is once more given the final coup d'oeil, and, if found satisfactory, is passed on to be stamped with the number of its size, and is then boxed in the usual fashion. An entering clerk next takes the boxes in hand, and ultimately the corsets pass into the packing-room, where, I think, I may reasonably leave them. In describing the process of manufacture I have covered the ground very rapidly because the general reader wishes, in articles such as these, merely a clearly defined outline of the process and no more. Many technical details, as each stage is reached, are rather deemed by him over-elaboration, which neither his time nor his inclination induce him to indulge in. Sufficient, at all events, has been said to make it clear that an up-to-date corset factory like that of Messrs. Pretty is a busy hive of industry, and that the manufacture is carried on by a great division of labor, more remarkable, perhaps, than in any other branch of industry.

One is constrained, however, to say a word or two on the enterprise of Messrs. Pretty in one or two other directions. Before passing on to these, I may mention that the stock-room for the finished goods contains a stock on a scale which probably no other manufacturer could equal, let alone excel. It is, in fact, a warehouse in itself, dozens of tiers of shelves reaching from floor to ceiling, packed with the boxed goods. How many thousand dozens of corsets Messrs. Pretty are in the habit of sending out each season I do not know, but I saw quite sufficient to give me just a faint idea. The visitor is certain to be struck again, with the perfect system that prevails of checking the goods, so as to reduce the chances of complaint on the part of customers to a minimum. What is unquestionably as strong a testimony to the firm's enterprise as anything else, however, is the interesting fact that they make all their own boxes—nay more, for they make them for other people as well. Messrs. Pretty have been box-makers for years; and their "Protectors" are known far and wide, as they ought to be, for a more perfect system of box-making I never saw, the best modern labor-saving appliances having been fitted up in the factory for the purpose. If I add that the firm is one of the few who charter steamers to bring the boards direct from the mills, that will suffice to indicate the extent of this branch of the business. Then Messrs. Pretty also do their own printing, and a special plant has been erected for this purpose, and in connection with the box-making department, it may be mentioned that they undertake to print the boxes with any firm's name, address, and specialties suitably and attractively set forth. Of the remaining specialties produced by the firm may be enumerated "Zarna" busk protector, which is made of the best steel, covered with kid or sateen, and which is instantly attached.

It should be stated that, although this article is descriptive of the Ipswich factory alone, Messrs. Pretty are unable to obtain sufficient labor in Ipswich and have six branch factories in various towns. Ipswich, where is situated the factory above described, is a clean, busy, industrial town, and Messrs. Pretty's establishment is situated on elevated ground, a mile or so from the railway station.

The building is large and lofty, 300 feet by 70 feet, plain and substantial in appearance.

The origin of the corset, according to the correspondent already quoted, carries one away back in period of time. As long ago as the days of the Greeks and Romans a slight figure was admired and stoutness looked upon as a sort of deformity, and various methods—crude ones it is true—were tried, not only to restrain an expanding figure, but to enhance the beauties of a slight one. The popular corset of those days was a very ordinary plain bandage, although it has been contended, we believe, that the ancients wore veritable corsets, arguing that when Homer, in describing Juno's toilet, when she wished to captivate Jupiter, speaks of the two girdles worn around her waist—one bordered with gold fringe, and the other borrowed from Venus—he was really describing a Greek corset. On the whole, however, we must accept this view with reserve, for there is no evidence of any sort to show that in those ancient days fashion ever devised a stiff, unyielding, bone corset, such as we are all familiar with at the present time. A century or two after barbarism succeeded the luxurious habits of latter-day Rome, seems to have been the period



VIEW OF THE BINDING AND BONING DEPARTMENT.

which witnessed the commencement of the real corset. It was first of all merely a simple under-bodice, which fitted the body perfectly without compressing it; later on, it was worn tighter, and, as Europe gradually emerged from barbarism, it became more and more the fashion for women to compress the waist. It was Catherine de Medicis, we are told, who was responsible for the true whalebone bodice with a strong busk in the front, and after this the fashion grew with great rapidity. It received occasional checks, as, for instance, at the time of the revolution at the end of the eighteenth century; but the custom pushed its way on, until it became absolutely universal. The history of the corset will, probably, one day be written, and it should prove peculiarly interesting. The corset has come to be looked upon as a necessity for women, and manufacturers vie with each other, in various countries, to produce an article which shall come up to the highest standard of perfection. And the perfect corset must, of necessity, have several important attributes. It must support the bust correctly, define the lines of the waist, and take a share in distributing the weight of the skirt upon the stronger muscles of the body. It must, moreover, be the acme of comfort in wear, while contributing fully to the elegance of the figure it adorns, and to the free play of the muscles of the body. All these things must the perfect corset do, and if it fails in any one of them its prestige is lost.

CHANGES AND IMPROVEMENTS.

SIGNS OF BRISK BUSINESS IN DRY GOODS ALL OVER THE DOMINION OF CANADA.

A NEW QUEBEC FIRM—ELECTRIC LIGHTING AT ANTIGONISH—CHANGES IN IMPORTANT ONTARIO FIRMS—A BIG KLONDYKE ORDER AT VANCOUVER—HOW HOLIDAY TRADE WAS PUSHED AT CHARLOTTETOWN—THE PARKS MILL IN ST. JOHN FLOURISHING.

MR. L. DELARGE, who has been connected with Messrs. McLimont & Co., Quebec, for the past eight years, and M. P. Gauvreau, formerly of Thibaudeau, Bros. & Co., have formed a partnership, and are embarking in the retail dry goods business on their own account. They have secured premises on St. John street, Quebec, where a dry goods business has been carried on for the past sixty years, and are putting in a carefully selected stock. Both partners are young men of considerable experience, and should make a success of their new venture. The name of the firm will be Delage & Gauvreau.

Mr. John A. Robertson, Board of Trade building, Montreal, has been appointed Canadian representative for Messrs. Pfefferkorn & Co., Glauchan, Saxony, worsted yarn spinners. Their product is specially adapted for the manufacture of high-grade underwear and hose, and is highly commended by those who have used and proved it. The range of shades is almost endless. A line to Mr. Robertson will bring full particulars, with samples for inspection.

A. B. Boak & Co. is the name of the new wholesale dry goods firm in Haliac. The new firm will consist of Andrew B. Boak and Stanley D. Boak. A. B. Boak entered the business of Bell, Anderson & Co. on May 5, 1856, remaining with the house through its several changes to Bell & Anderson, Anderson, Billing & Co., in which latter firm Mr. Boak became a partner in 1871. On the death of B. A. Taylor and Geo. R. Anderson, in 1886, Mr. Boak became the sole partner. As a buyer Mr. Boak has crossed the Atlantic 108 times, visiting all the British and continental markets, and he has an intimate knowledge with every detail of the dry goods trade. He has associated with him in the new business, his son, Mr. Stanley D. Boak, who has been connected with the Union Bank nine years, six of them as agent at North Sydney, thereby gaining a valuable counting house training. The warehouse on Granville street will be remodelled to suit the requirements of a thoroughly up-to-date house.

McCurdy & Co., the thriving retail establishment at Antigonish, N.S., has just started a complete modern electric light plant. It will not only give sufficient light for the store, but there is power enough for the wants of the town.

T. Cooil, of "The Busy Store," Mount Forest, will leave for Maple Creek, N.W.T., on March 1, where he has purchased the stock and business of J. H. Lawrence & Co. THE REVIEW wishes him success in the west.

Mr. N. M. Ostrom, late of the firm of Sinclair & Ostrom, leaves Belleville, about the 1st inst., to take a responsible position with the firm of John White & Co., of Woodstock. Mr. Ostrom was a member of the late firm of J. W. Dunnett & Co. for twenty-three years and afterwards took a partnership in the firm of Sinclair & Ostrom. Mr. Ostrom takes with him the best wishes of many Belleville friends in his new field of labor.

Considerable alterations are being made at the Alaska Feather & Down Co.'s factory, 290 Guy street, Montreal. A separate warehouse is being built in the rear of the building, communicating

through a passage with the basement of the factory, which will now be entirely given up to the manufacture of mattresses and to the carding machinery. Two tables of sewing machines have been added to accommodate the Klondyke department, which concerns itself principally with sleeping bags, and eiderdown caps.

The shipping room has also been enlarged, and to judge from its crowded state when THE REVIEW reporter called, will not be any too large for the business it has to handle. What will interest buyers, however, more than anything else, are the improvements in the sample rooms, which are now located in the front of the building, right behind the plate-glass windows. Down quilts and cushions are in prominence on the shelves, feather pillows and mattresses in racks, while a composite bedstead displays to advantage some novelties in bedding, of which the Alaska Feather & Down Co. are the sole makers.

MacKay-Smith & Co. are commencing business in wholesale dry goods and men's furnishings, at Vancouver, B.C., this month. Mr. MacKay-Smith, for years representing J. Piercy & Co., knows the needs of provincial trade well, and intends devoting special attention to shirts, tweed pants, tents, etc.

A new industry will probably occupy the Wincey mills in Brantford. It is to be known as E. Chalcraft & Sons Co., but the nature of the product, says a local correspondent, is a secret yet.

Carsley, of Montreal, is not going to move his mammoth establishment up town, on St. Catherine street west, as others have done. The firm are going to put up a fine structure of steel and marble on St. James street, connecting with their Notre Dame street premises. Plans have been prepared, and tenders will at once be asked for the work. The new block will have a frontage on St. James street, of about 100 feet, and will be five storeys high. The material used will be a very superior quality of white marble, the same as that which entered into the construction of the New York Life building in New York, St. Luke's hospital, Columbia college, and many other fine structures in the United States.

One of the choicest business enterprises ever started in Fort William is to be seen in the newly stocked premises just opened on Simpson street, by Mr. R. M. Hamilton. Mr. Hamilton was formerly senior member in the firm of Hamilton & Whalen, dealers in dry goods and millinery. Since the dissolution of this partnership, Mr. Hamilton has been purchasing a new stock in the east preparatory to going into business on his own account. The new stock is complete and elegant, and the windows tastefully trimmed. The dressmaking departments upstairs will be conducted on the most modern lines. An efficient robe-maker will take charge. In the new store may be seen the most select things in men's furnishings.

The old-established dry goods and clothing business of C. and G. Wilson & Co., Windsor, N.S., will no longer be known under that name. Henceforth it is to be conducted under the name W. H. Roach & Co.

An important business change has taken place in Brantford: Mr. Joseph Appelbe, of the firm of Crompton, Appelbe & Co.,

has retired from the firm and Mr. E. C. Crompton, son of the senior member of the company, who has been carrying on a successful branch of the business in Parry Sound, enters the partnership, the firm in future to be known as Messrs. E. B. Crompton & Co. Mr. Crompton has been in partnership with Mr. Appelbe for nine years, succeeding the old reliable firm of H. W. Brethour & Co. During this time they have, by steady perseverance, strict honesty in business and a manifest desire to please, built up a trade that might be envied by many merchants in far larger cities. Mr. Appelbe has left for England, where he will do the spring buying for the establishment. In connection with the change it is intended to make some alterations and improvements in the store. These will include a fine front entrance. When completed, Messrs. Crompton & Co. will have one of the best appointed and best equipped dry goods stores in Western Ontario.

Mr. Wm. Skene, who has represented S. Greenshields, Son & Co., Montreal, for a number of years, has resigned his position as manager of their Vancouver branch. In future Mr. W. C. Lawrence will be the manager in Vancouver, and Mr. J. J. Thorley will travel in the province. The firm carry a large stock of dry goods in Vancouver and will be glad if merchants visiting the city will call and see them.

Ottawa is to have a new dry goods store. Mr. Alfred S. Laurent, formerly of L. N. Poulin & Co., will open a general dry goods business on Rideau street, about the first of March, in the stand formerly occupied by Elliott & Hamilton.

If there is an establishment in the Dominion that knows how to decorate a store and handle Christmas and holiday trade it is Jas. Paton & Co., Charlottetown. This year the interior was beautifully trimmed, and the reporter who describes it murmured, as he gazed

about, "does it pay?" "Pay—why that's not the question," quickly interjected Mr. Paton. "It keeps alive Christmas cheer and the spirit incidental to the festive season; it shows the goods we have for Christmas, and, perhaps the most important feature of all, it pleases the immense number of people, customers and otherwise, who delight to gaze on the pretty decorations, especially in the evening when 80 incandescent lights, reflector and ordinary, shed a brilliant glow upon the green of the spruce and the multi-colored goods of all kinds displayed in the store." It seems a trifle late for THE REVIEW to be talking about, holiday trade, but Jas. Paton & Co. can furnish pointers to lots of other houses further west in Golden Canada, so we give a few of the ideas that were worked out in the store. A spruce arch faced the door with "Welcome" and behind it "A Happy Christmas," while foilage and other plants were grouped about the entrance. The counters were arched at intervals with spruce to represent bowers, and gay colored materials were displayed. Down the centre of the store were booths of spruce; a doll's house for the young folks, booths for ladies' goods, etc.; a Christmas tree well trimmed, and then a miniature mountain with snow-clad summits, with gold nuggets in the crevices. Well, THE REVIEW has seen big stores in Montreal and Toronto at Christmas, and during next December would like a peep at Charlottetown.

The Quebec Gazette gives notice that the capital stock of the Montreal Woollen Mills Company has been increased from \$100,000 to \$200,000.

A big Chicago firm, who are sending a party of 2,000 through Vancouver to the Yukon, has placed an order for outfits, with the Hudson's Bay Co. there, aggregating \$500,000. Mr. Lockyer, the manager, states that manufacturers in the east are taxed to their

FOR 1898

THE SPRING business already shows signs of greater volume than for some past seasons. Anticipating this, we are better prepared than usual to suggest ideas to, and meet the demands of, our customers which, will promote increased sales.

Make it a point to see what we are offering in the following lines :

Cottonades and Shirtings.

—An unexcelled selection of patterns.

Flannelettes.

—Some very special values.

Prints.

—From best makers. Latest novel effects.

Men's Wear.

—Newest makes in Regatta and Neglige Shirts.

Ladies' Blouses and Belts.

—Latest New York styles.

Fancy Dress Goods, Cashmeres and Serges.

—Large range. Right prices.

Laces and Embroideries.

—Our travellers have already booked good orders. Those who have not bought these quick-selling and profitable goods should do so now. It is hard to get repeats when wanted.

Hosiery.

—Larger and better range than ever.

We have practically no old goods to offer. Everything new, fresh, and up-to-date. Our travellers are out with complete samples of all lines, and we will esteem it a favor if old and new friends will give them a careful inspection. Thanking our customers for past favors, we trust they may enjoy increased prosperity in 1898.

KNOX, MORGAN & CO. - HAMILTON

utmost to manufacture goods to supply the demand. Oh, the gold mines aren't all up in Klondyke, gentle readers!

The city of St. John has wisely resolved to seek legislative power to renew the city's arrangement for assessment of the Parks cotton mills. This flourishing concern, with its capable management, has successfully competed with the two big combines centred in Montreal, and from July, 1896, to July, 1897, paid out \$118,445 in wages. The amount paid out in various ways, in addition to wages' account, during one year, was \$46,829. St. John is right in encouraging a concern like that.

The Dufon woollen mills, at Stratford, are expending \$9,000 in new machines and alterations. Some of the new English machines will make 6-4 goods and cloths of finer finish.

WRITE FOR PRICE LIST.

S. Greenshields, Son & Co. are showing the newest things in Emil Pewny & Co.'s kid gloves for the coming season. Merchants wishing to have a well-assorted line of these goods, for Easter trade, would do well to write at once for price list.

CHAMOIS SKINS.

Baker & Brown, of Montreal, have been appointed Canadian agents of the Chamois Leather Manufacturing Co., of Hull, England, and are now prepared to book orders for chamois skins. An inspection of samples is solicited.

The "Danco" is not only turned out with reference to the present Klondyke trade, but is also intended for the miner, motorman, driver, farmer, watchman, railway official, and all whose business exposes them to inclement weather. The W. R. Brock Co., Limited, Toronto, have a supply for sale.

THE SPRING AND SUMMER HAT TRADE.

The hat trade this coming season is likely to make a feature of linen hats. These are shown with plain and fancy bands. A. A. Allan & Co. promise a new line, with a narrow silk stripe and an underbrim of dark color. It is named the "Pasha," and will retail at 75c. Still another new line in these hats is made like a woven cap, is striped, fedora shaped, and is quite a novelty. In staple hats the stock is beginning to arrive, and goods will be ready to ship shortly for spring trade. The new shape runs more on the small roll curl, slightly tapered in the brim. The colors are the same as last year and promise to sell well. A new hat in black will have a small white silk elastic and two white eyelets, well suited for summer wear.

Regarding the millinery openings, A. A. Allan & Co. point to the fact that they carry a nice range of children's headwear, including exclusive designs in tams, toques, fez, and other fancy styles.

MONTREAL FAILURES.

SEVERAL RETAILERS GO UNDER.—MANY WHOLESALE HOUSES INVOLVED.—AN OPINION REGARDING BRANCH STORES.

NO LESS than four retail dry goods merchants in Montreal have assigned during the past few weeks, and in every case the liabilities have been well up in the thousands. The most serious failure is that of J. H. Blumenthal & Sons, clothiers, whose liabilities will probably exceed \$125,000, and are distributed among seventy-six creditors, as follows: Arthur & Co., Glasgow, \$1,867; W. R. Brock Co., Toronto, \$1,363; J. H. Blumenthal, \$1,560; Boyd, Caldwell & Co., Lanark, \$1,184; B. A. Boas, rent, \$683; B. A. Boas, \$1,251; Mrs. I. Blumenthal, \$4,150; E. & G. Boisseau, \$519; J. Calder & Co., Hamilton, \$4,043; Doull & Gibson, \$556; E. Swift & Co., \$2,563; M. Fisher, Sons & Co., \$729; J. Fisher, Sons & Co., \$6,092; Finley, Smith & Co., \$1,993; Eagle Brand Mfg. Co., \$429; Gault Bros., (account later); F. Galibert, \$796; Galt Knitting Co., Galt, \$1,853; A. B. McDougall, \$3,573; Thos. May & Co., \$448; A. A. Morin & Co., \$395; J. McDougall & Co., Toronto, \$3,788; Parker, Hodgson & Co., Bradford, \$667; A. Racine & Co., \$1,459; E. A. Small & Co., \$5,024; M. L. Schloman, \$375; Skelton Brothers & Co., \$1,434; estate of C. H. Godfrey, \$3,327; S. Greenshields, Son & Co., \$7,016; P. Garneau, Fils & Co., \$9,064; J. Hall & Co., Brockville, \$1,683; Hutchison, Nesbitt & Auld, \$2,250; Hy. Campbell & Co., \$433; F. Lapointe, rent, \$3,642; La Presse, \$1,334; Lancaster & Co., \$759; Levy Hiram, \$237; Sanford Mfg. Co., \$360; Thibadeau Bros. & Co., \$209; J. A. Teskey, \$1,375; Royal Electric Co., \$532; M. Vineberg & Co., \$13,382; H. H. Wolff & Co., (account later); Williams, Greene & Co., \$781; Waldron, Douin & Co., \$3,172. Their assets are composed of the stock and fixtures of their Bleury street store and two branch stores on St. Catharine street. Mr. James Rodgers, of the Gault Bros. Co., has been appointed provisional guardian of the estate.

Messrs. A. Gagnon & Co., general dry goods merchants, of Montreal, have assigned, with liabilities of about \$25,000. The principal creditors are: Arthur Gagnon, \$9,200; Gault Bros. & Co., \$1,028; S. Greenshields, Son & Co., \$1,510; J. Johnston & Co., \$2,678; Mackenzie & Co., \$1,957; McIntyre, Son & Co., \$1,394; Tooke Bros., \$1,137; Brophy, Cains & Co., \$430; F. X. Cousineau & Co., \$585; Caldecott, Burton & Spence, \$613; Fitzgibbon, Schafheitlein & Co., \$506; Kyle, Cheesebrough & Co., \$513.

Jean E. Leblanc, dry goods merchant, 2349 Notre Dame street, Montreal, has also assigned. His liabilities total up about \$13,000, and are divided amongst: Succession L. G. Belisle, Juliette, \$4,000; Banque d'Hochelega, \$1,125; J. G. Mackenzie & Co., \$1,004; Gault Bros. Co., \$556; S. Greenshields, Son & Co., \$518; Madame Leblanc, \$870; succession J. B. Leblanc, \$1,200.

L. E. Dion & Co., St. Lawrence street, Montreal, assigned upon demand of Godfrey Lebel. The liabilities will exceed \$21,000, and the principal creditors are: Emile Lavigne, \$13,850; Godfrey Lebel, \$1,250; W. Blackly, \$1,000; T. Gagnon, \$1,955.

Said a Montreal wholesaler to THE REVIEW, apropos of the Blumenthal failure: "Did you ever notice that very few retail businesses can stand the drain of a branch store? I have studied the question for years and it has been my experience that a man who opens out branches is almost sure to go under eventually. For one thing, the proprietor's time and energy are divided between the two stores and they both suffer. Then, between supplies received from the parent store and goods bought specially for it, the branch gets overstocked and the next thing we know, the business is insolvent.

"My advice to a retailer is, be satisfied with a good trade in one store. There is quite as much work and worry in that as any man wants."



Made of Heavy, Serviceable Woolen Material.

**WINDPROOF,
WARM AND WATERPROOF.**

way official, and all whose business exposes them to inclement weather. The W. R. Brock Co., Limited, Toronto, have a supply for sale.

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UN-PRE-CE-DEN-TED THE DEMAND FOR

THE M. & K. SILCOTON

has been so great the makers have not been able to supply it.
They are away behind in their orders, but hope soon to

CATCH-UP.

The Trade will do well to **CATCH-ON** to this Fact, and Order Ahead.

Underwear Manufacturers can have Silcoton on pound or half pound cones. Write for Samples and quotation.

Ask Your Jobber For

M. & K. SILCOTON
M. & K. EMBROIDERY COTTON
M. & K. KNITTING COTTON
VICTORIA CROCHET THREAD

TAYLOR'S MARLBORO' DRESS STAYS
TAYLOR'S REDFERN DRESS STAYS
TAYLOR'S RAINBOW DRESS STAYS
DUNBAR'S LINEN THREAD

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants.

323 St. James St., MONTREAL

Have you seen them?

**"Maritime"
Wrappers**



The biggest line of quick selling styles ever shown.

AN UNPRECEDENTED SUCCESS

The Maritime Wrapper Co., Limited
WOODSTOCK, N.B.

Ontario Agent: J. H. Parkhill, 48 Toronto Arcade,
Yonge Street, Toronto.

Collars, Cuffs
and
Shirt Bosoms

"WATERPROOF."

THE
A. B. M. co.
TRADE MARK

Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street **TORONTO**

Agent—DUNCAN BELL, Montreal

THE INSOLVENCY QUESTION AND THE GOVERNMENT.

IMPORTANT COMMERCIAL DEPUTATION INTERVIEWS MINISTERS AT OTTAWA.

MR. E. B. GREENSHIELDS VOICES THE VIEWS OF MERCHANTS—INIQUITIES IN THE LAW OF PREFERENCES—DEFECTS IN THE QUEBEC LAW—THE SENATE BILL OF TWO YEARS AGO ACCEPTED AS THE MODEL

THE deputation from the Montreal and Ottawa Boards of Trade appointed to urge on the Government the necessity for an insolvency law being passed by the Dominion Parliament, had an interview, January 15, with members of the Government at Ottawa. The members of the Government present were: Sir Wilfrid Laurier, Sir Richard Cartwright, Sir Louis Davies, Hon. R. W. Scott, Hon. David Mills, Hon. W. S. Fielding, and Hon. J. I. Tarte. The deputation consisted of: Mr. John McKergow, president of the Montreal Board of Trade; C. Ross, president of the Ottawa Board of Trade; and Messrs. E. B. Greenshields, James Crathern, C. R. Smith, David Watson, W. R. Matheson, E. G. Penny, M.P., T. Fortin, M.P., representing the Montreal Board of Trade; and J. M. Henderson, and T. C. Bate, representing the Ottawa Board of Trade.

Mr. McKergow, in introducing the influential deputation, said that, although there was no representative from the Toronto Board of Trade present, he had received a message from Mr. Ed. Gurney, president of the Toronto board, stating that the views of the Montreal board were so well known, and so perfectly in accord with the views of the Toronto board, that it had not been thought necessary to send a deputation to Ottawa, but thought it would be sufficient to say that the Toronto board heartily joined with the Montreal board in the representations to be made to the Government in favor of an insolvency law for the Dominion, which would provide for an equitable distribution of estates. Continuing, Mr. McKergow said that what was wanted was as simple a law as possible, but one which would provide for the equitable distribution of insolvent estates, instead of the varying, and in some instances unfair, distribution act, which at present existed in some of the provinces, while in others there were no Acts for the distribution of estates. Canada was under a cloud at present in Great Britain on account of the want of an insolvency law, and he thought the Dominion Government ought to pass one with as little delay as possible.

ADDRESS BY MR. GREENSHIELDS.

Mr. E. B. Greenshields said: "I have had the pleasure of coming to Ottawa several times to speak about the necessity of an insolvent act. On each occasion, when the facts were explained, their seriousness and importance were admitted. As the Government is chosen by the representatives of the people, it is only reasonable to expect that it will pass equitable laws to redress any wrongs that may be shown to exist. We feel sure that the Government will act in this matter, if it is satisfied that the laws of this country in reference to the distribution of insolvent estates are unjust.

"My remarks to-day are mainly to show that in every province of the Dominion, even in those that have passed distribution of assets Acts, there are real grievances existing under the present laws. There are distribution of assets acts in Quebec, Ontario and New Brunswick. In the other provinces insolvent estates are wound up under the local laws and preferences of all kinds can be given. In the very act of assigning the insolvent can instruct his assignee to pay the whole of the proceeds of his estate to anyone he chooses to name. Chattel mortgages and preferential judgments can also be given.

"As an instance of the laws of Nova Scotia, I have with me the notice of assignment of R. A. Logan & Co., of Bridgewater.

The firm assigns and instructs the assignee to pay first the attached list of preferred creditors, which takes all the assets. This is a type of nearly all the assignments in this province. There was a curious case in North Sydney. H. Moore got an extension of time. His father endorsed for the new goods he bought. The son assigned, giving the father a preference for \$10,000. Then the father assigned, and handed this preference to his assignee. The result was that the creditors got nothing from either estate. This shows the perverse ingenuity that will always be used when the laws are iniquitous.

"In the province of Quebec, the law is much more nearly perfect than in any of the other provinces. Still, even here, there are some matters that require to be attended to. Preferential claims are allowed for marriage contracts and for arrears of rent. Many instances could be given of the great hardship of the law in both these matters. In two cases, that recently came before me, the landlord's claims for years of rent that had been allowed to accumulate practically took all the assets of the estates.

PRESENT LAW IN ONTARIO.

"In Ontario there are many ways of giving preferences to certain creditors in a legal manner. The commonest forms are by giving transfers of book debts, and by sales en bloc of the stocks in trade. The former is a simple document that may remain in a creditor's possession for years. When the debtor assigns it becomes a preference on all book debts made before and after the transfer was given. As an instance of the latter, I might mention the case of C. S. Herbert, of Toronto. He started a large business there, and after a short time sold his stock for cash, paid one or two local creditors and went to the United States. The other creditors got nothing. Another plan was adopted by Thorne & Co., of Hamilton. They dissolved the partnership and borrowed money on a chattel mortgage to pay out one of the partners. He left the country and the other partner assigned. The assets of the estate were used first to pay off the mortgage. Thus one partner in a firm in difficulties got paid a large sum which belonged to his creditors. Under the Ontario Act there is no means of compelling an insolvent to assign. He can fight his creditors in the courts, and use their money in opposing them, and make any disposition of his assets he chooses.

NEW BRUNSWICK LAW.

As a curious instance of how the law can be evaded, where a neighboring province has no Distribution of Assets Act, I might mention a case in St. John, N.B., where a firm, that was in difficulty at the time, bought goods in Montreal. Before assigning, they sent these goods in their original packages to a village in Nova Scotia, and gave a bill of sale on them there, to secure a local creditor in St. John.

"These instances from Quebec, Ontario, and New Brunswick, where there are Distribution of Assets Acts, and the iniquitous state of the laws in the provinces where there are none, show very strongly that the laws of the provinces do not give fair treatment to the creditors of insolvent estates, who are the real owners of the property. The laws of the country in this matter are very evil, and have roused a very strong feeling in England as well as in Canada.

JUSTICE AND THE CREDITOR.

"The United States has been given as an instance of a country where there is no general insolvent law, but the people are not satisfied with this condition of affairs. In a recent number of the N.Y. Nation it is stated that they hope to get legislation this year. It says: 'The essence of a bankruptcy bill, such as exists in every civilized country, is, that it should be absolutely just to both creditor and debtor. For this purpose it is necessary that the creditors should have compulsory powers to force the debtor who is insolvent to surrender his property for distribution. Otherwise the

THOMAS MAY & CO.

—MONTREAL—

QUEBEC.

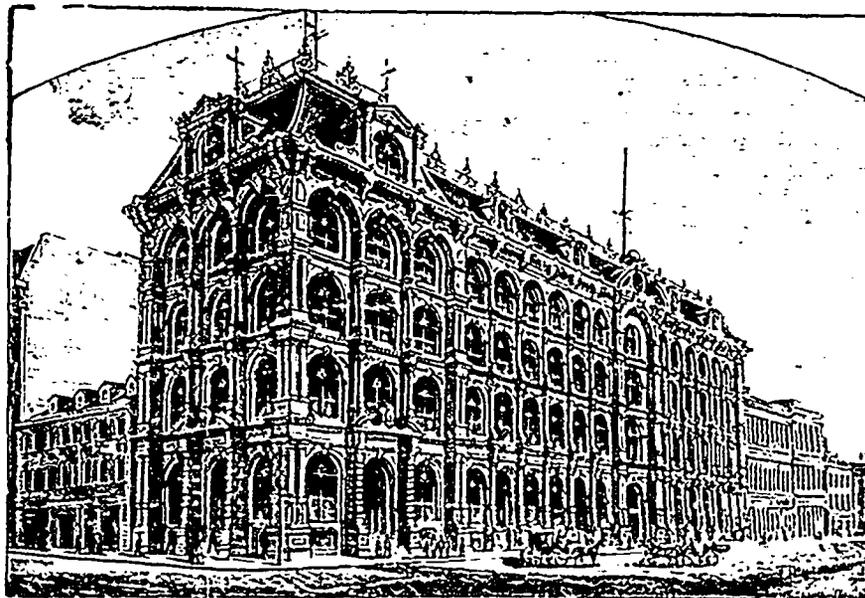
TORONTO.

WINNIPEG.

Wholesale Importers of Millinery, Dress Trimmings
and Fancy Dry Goods

DEPARTMENTS

- Ladies' Hats
- Fancy Straw Trimmings
- Flowers
- Feathers
- Ribbons
- Silks
- Laces
- Chiffons
- Veilings



DEPARTMENTS

- Mantles
- Cloakings
- Dress Trimmings
- Velvets
- Velveteens
- Parasols
- Knitted Woollens
- Men's Felts
- Men's Felts
- Men's Straws

SPRING OPENINGS

1898

AT ...

TORONTO

10 Wellington Street West

Tuesday, March 1st, and following dates.

French Pattern Bonnets

Pattern Mantles and Capes

Millinery Novelties

Dress Trimmings.

AT ...

MONTREAL

—Victoria Square

Tuesday, March 8th, and following dates.

debtor remaining in control of his property can dispose of it in any way he pleases, letting the loss fall on the others. Dishonest insolvents constitute a large and conspicuous class in the community. The comic papers generally make insolvency the high road to fortune, which would be impossible in a community in which dishonest insolvency was looked upon with horror. But all this does not show that the community at large wants this state of affairs to continue, or to be perpetuated in the laws when an opportunity arises for abating the evil. The passage of a bankrupt law is not hopeless, and we insist on the truth that there is only one kind known to the law and practice of civilized nations—a compulsory, not a voluntary act.

"This extract, from one of the ablest papers in the United States, shows that they are not satisfied with local insolvent Acts, and are working for a general Act. England and France, which should be our guides in these matters, have stringent laws on the subject. I only wish we had, in Canada, the state of public feeling about insolvency that exists in France, where it is looked on as a disgrace.

"The mercantile classes in Canada have agreed on an insolvent Act, which is in the possession of the Government. Its main features are

- " 1. Complete doing away with preferences.
- " 2. Equitable distribution of assets.
- " 3. A reasonable discharge clause.
- " 4. No class of official assignees.

"If Canada wishes to give justice to her citizens, and show to other nations that her commercial laws are fair and equitable—and I think the Government can only have one opinion on these matters—she must have an insolvent Act. It is the clear and bounden duty of the Government to remove the disgrace that at present lies on the fair name of the country, without any delay."

OTHERS HEARD FROM.

Mr. James Crathern said he had very little to add to the clear statement of the case made by Mr. Greenshields, but would merely remark that the want of an insolvency law was not only felt in Montreal and throughout the Dominion, but in Great Britain, as was shown by the fact that a deputation waited on the honorable the Minister of Finance during his recent successful visit to London, and urged that an insolvency law for the Dominion should be passed.

Mr. C. R. Smith said that the best evidence of the desire of the mercantile community for an insolvency law was the fact that since the repeal of the old Act petitions had been presented to Parliament from all parts of Canada asking for an insolvency law.

Mr. Fortin thought that the time had gone by when an insolvency law could only be classed as "useful" legislation. It had become more than that. It was a necessity. In the existing state of things it was almost impossible for wholesale merchants to do any business in some of the provinces, as it was extremely difficult for him to tell when it was safe for him to give credit. He thought that not only was there a great necessity for an insolvency law, but the present was the most opportune moment for the passage of such a law. The tariff was settled, prosperity was returning and business was improving everywhere, but there was a certain amount of uneasiness abroad on account of the differences in the laws of the various provinces with respect to insolvent estates, and he thought that should be removed by the passing of an equitable and uniform law for the whole Dominion. There was defects in the Distribution of Estates Acts in all the provinces. He believed the Quebec Act was the best, but even that could be improved.

SIR WILFRID'S QUERY.

Sir Wilfrid Laurier said that he understood that what the deputation wanted was a law to cover three points—first, doing away

with preference claims; second, an equitable distribution of the estate, third, the discharge of the debtor. The first two points he thought were covered by the Quebec law. Would the adoption of the Quebec law satisfy the English creditors?

Mr. Greenshields said that if the whole of Canada was made to conform to the Quebec law, that would be satisfactory to him; but he thought it would be preferable to have a more general law, as the Quebec law would not be satisfactory in Ontario, on account of differences in the civil codes of the two provinces.

Hon. Mr. Mills asked if one of the grievances was not the preference given to the banks, and said he thought the banks might be disposed to refuse credit if they could not establish a preferential claim.

Mr. Crathern thought that the banks should, as fast as possible, be put on the same lines as merchants.

Mr. Greenshields, replying to Mr. Mills, said he did not think the taking away of preference claims would have any material effect with the banks, as far as giving credit was concerned.

Mr. Henderson thought there would not be much difficulty in having the banks join in an endeavor to get a general insolvency law.

Sir Louis Davies—Do you mean that the banks would be willing to give up their present privileges under the Banking Act?

Mr. Henderson: "I think the banks will be willing to give and take; and that the merchants and the boards could find common ground for agreement if the Government would introduce a bill. I was told to-day, on what I believe to be excellent authority, that the solicitor of the Bankers' Association had recently expressed the opinion that a general bankruptcy Act would be a good thing, and that the banks would join with the merchants in trying to get one."

After some conversation about farmers being included under the head of traders in the proposed legislation, Sir Richard Cartwright asked how the bill passed by the Senate two years ago had suited, and was met by a general expression of opinion that that bill would do very well indeed. Mr. Ross further stated that the Senate bill was, he understood, based on an insolvency bill introduced in England some years ago by Hon. Mr. Chamberlain, and said that he thought the Senate bill of two years ago would prove satisfactory to English and foreign manufacturers.

After some further conversation, Sir Wilfrid said that the matter should receive the careful consideration of the Government, and the deputation withdrew.

HOW MATTERS STAND.

The deputation were somewhat disappointed that the members of the Government, while admitting the unfairness of the laws of so many of the provinces, did not seem to realize the serious nature of the case, nor the disgrace that at present was on the fair name of Canada. The members of the Board of Trade who went to Ottawa felt that there was great doubt whether or not the Government would bring in an insolvent Act. At a consultation with the council of the Montreal Board of Trade, it was almost decided to have a bill introduced by a private member, if the Government would not promise to bring one in at the approaching session.

GET A MODEST PROFIT ALWAYS.

Mr. Watkins, of Messrs. Pratt & Watkins, Hamilton, while in Toronto lately renewing a subscription to THE REVIEW, got chatting about trade in general, and, referring to the recent failure of a once prosperous firm, said: "They used to boast of getting a huge profit, but the business dwindled away." Mr. Watkins went on to remark that he believed in getting a moderate profit all the time, and his business had steadily grown to its present dimensions under this policy. This goes to show that a firm getting an unreasonably large profit is apt afterwards to break down.

We are now showing samples of the following lines for Fall and Winter, '98, from the leading English and German Manufacturers.

The celebrated Wolff and Glaserfeld's...

German Shirts Collars and Cuffs

- Saxony Fabric and Knitted Gloves
- Saxony Wool Hosiery
- Silk, Cotton and Cashmere Mufflers
- English Woollens and Mantlings
- English and German Linings
- German Satins, Silks and Serges
- Laces, Braids and Dress Trimmings

We carry in stock a full line of Tailors', Clothiers', Shirt and Underwear Manufacturers' Trimmings. Wholesale trade only. Correspondence solicited. Samples sent on application.

M. MARKUS

MONTREAL:
30 Hospital Street

TORONTO:
73 Bay Street



K. Ishikawa & Co.

Main office.

Yokohama,
Japan.

Canadian Office:

24 Wellington St. W.,

TORONTO.



Dyeing and Finishing...

Discarded Goods Made Saleable

Profits Saved The Merchant

The dyeing and finishing, in the most perfect manner, of Dress Goods and other fabrics is the specialty of this establishment. We are merchant dyers—experts in our work. We have the latest machinery and the best artisans to enable us to do the best work.

In dyeing All-wool and Union Dress Goods we guarantee no shrinkage in the width of the goods. We finish such goods equal to the new product, fresh from the mills.

No merchant need lose money on stock that is not quite the right shade to sell easily. We dye any goods any color. Write us for any particulars. Ship goods direct to the head office and works.

R. PARKER & CO.

787-791 Yonge Street, TORONTO

The W. R. Brock Company (Limited)

TORONTO

Authorized Capital, \$1,000,000

Paid Up, \$600,000

DIRECTORS:

W. R. BROCK, President
B. B. CRONYN
R. W. PENTECOST

T. J. JERMYN, Vice-President
W. L. BROCK
W. R. SMALLPEICE

Our Policy

Is the old one, consistently pursued, viz.: To make our customers' interests our own: To open no Supply Accounts; To do business with only reputable merchants in good standing: By all fair means to protect our customers from those who deal in bankrupt stocks, and from the effects of compositions and extensions.

Our Stock

During the month of February will be more complete than ever heretofore, at this season of the year, and we would advise an early inspection, in order to secure some of the novelties or special lines which cannot be repeated.

Our Travellers

Are on their various routes with complete ranges of samples, and we respectfully solicit business from those who have not so far favored us with their orders, as well as from old friends who have for many years given us their confidence.

Our Order Department

Is under one head, and thus, all orders coming to us by mail, telegraph or telephone, are insured the promptest possible dispatch, with the smallest chance of error.

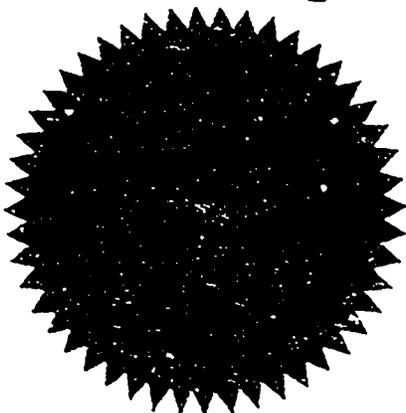
(Signed)

James A. [Signature]

Soc.-Treas.

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S. B. M.





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

THE INSOLVENCY LAW QUESTION.

THE question of an insolvency law for Canada has been so freely ventilated that no new plea or argument is possible. Every business man recognizes that the present condition of affairs is shameful, yet only the few are bestirring themselves to have the law amended. The truth is, our standard of commercial morality is far below that which prevails in Great Britain.

Here, gentlemen who settle at 25 to 40c. on the dollar are often recognized as possessing genuine business ability, while the man who pays up and acts honorably is considered a poor, weak-spirited creature, quite out of place amongst up-to-date business men.

In Great Britain the foolish old prejudice in favor of honesty still exists, and men are compelled, not only by law, but by public opinion, to be upright.

In the counting house of Keen, Robinson & Co., London, the great mustard manufacturers, there hang framed letters, telling each its own story of business failure, resulting from causes impossible to prevent, and yielded to only when no other course was open. The insolvents were honorably discharged, and embarked in business again.

The second venture was a greater success than the first, and the business was placed on a paying basis. With the very first available funds, every penny of their former indebtedness was paid

off. These are not isolated cases; they are common, everyday occurrences.

No wonder British and Canadian business men do not see eye to eye.

It may be foolish, and quite out of keeping with modern American methods, which we are copying in Canada, but if we cultivated a belief in the high regard for greater honesty in business, there would be less need for insolvency legislation. Some kind of legislation of this character would be an aid in developing better business principles in Canada.

EIGHT MONTHS OF THE NEW TARIFF.

IT is pretty generally known that imports under the new tariff have increased. No one, so far, has taken the pains to analyze the returns for the eight months from May to December, which are now complete, with the object of seeing how particular industries have been affected.

In the cases of the cotton and woolen industries, THE REVIEW has gone over the values of goods imported into Canada during the last eight months of 1897, and compared them with the values for the same period in 1896; and has prepared tables showing how imports in each particular line have fallen or increased month by month. The details are interesting. Taking cotton goods, first of all. It appears that we have imported during the eight months under the new tariff cottons valued at about \$2,570,000, while, during the same eight months of 1896, when the old tariff was in force, the imports of these goods were valued at about \$2,300,000. The increase is over a quarter of a million dollars, and is due, no doubt, to larger purchases of English cottons. The English manufacturer has benefited to this extent, and we do not hear that the Canadian mills have found the competition embarrassing. The monthly returns are:

IMPORTS OF MANUFACTURED COTTONS INTO CANADA, MAY TO DECEMBER, 1897.

	Not dyed.	Bleached and dyed.	Clothing.	Thread, not sp's.	Thread, on sp's.	Others.
May.....	\$16,964	\$139,661	\$36,090	\$14,172	\$26,086	\$48,720
June.....	14,537	148,344	28,297	23,572	23,726	45,769
July.....	20,057	169,329	26,138	28,496	41,112	61,384
August.....	25,452	163,747	24,175	24,972	29,702	65,385
September.....	34,227	170,200	22,882	8,251	23,172	74,637
October.....	19,572	130,621	16,989	21,363	31,141	47,956
November.....	21,322	96,188	18,067	23,940	29,821	36,073
December.....	59,224	316,056	17,610	26,207	35,457	51,923
Total for 8 months.....	\$202,355	\$1,334,056	\$190,248	\$170,973	\$240,217	\$431,867
Total for same 8 mos. of 1896.....	\$141,175	\$1,226,368	\$198,324	\$129,251	\$199,233	\$405,327
Total imports during the 8 months of 1897.....					\$2,569,716	
1896.....					2,299,678	

It will be observed that cotton fabrics, bleached or unbleached, but not dyed or colored, have been imported much more largely. This is due partly to the white cottons, of English make that have been offered to the trade during the last few months. Bleached and dyed fabrics, that is English prints to a considerable extent, have been selling more freely in Canada. The large increase in cotton threads and yarns will also be noted.

As regards the woolen trade, the increase in imports is not so noticeable. In the eight months of 1897 the imports were valued

at \$4,684,102, during the same period of 1896, before the abolition of the specific duties on the cheaper goods, the imports were \$4,545,485. This is comparatively a small increase. The details of each month and each class of goods are as follows.

IMPORTS OF MANUFACTURED WOOLENS INTO CANADA, MAY TO DECEMBER, 1897.

	Carpets	Cloth- ing.	Worsted cloths.	Dress goods.	Knitted goods.	Shawls	Yarns	Other lines
May	\$ 37,189	\$ 79,287	\$ 63,801	\$ 92,719	\$ 13,924	\$ 2,625	\$ 8,346	\$ 38,750
June	34,372	14,212	111,717	147,643	13,409	4,437	9,594	24,422
July	39,521	25,802	209,989	434,945	28,714	10,394	23,029	46,127
August	45,191	157,327	318,848	309,931	45,029	5,600	18,112	41,143
September	67,193	249,277	218,975	309,217	59,513	9,199	19,448	74,615
October	43,639	80,823	294,734	125,900	33,318	2,294	17,059	43,299
November	15,928	39,354	75,240	63,155	17,231	1,338	15,248	29,229
December	59,145	18,399	122,824	219,119	22,084	2,107	4,251	31,311
Total 8 months	\$324,899	\$904,481	\$1,219,125	\$1,833,929	\$239,222	\$18,495	\$117,584	\$318,887
During same 8 months of 1896	\$253,975	\$904,877	\$1,404,296	\$1,615,337	\$234,688	\$17,499	\$123,353	\$261,483
Imports during 8 months of 1897				\$4,684,102				
Imports during 8 months of 1896				\$4,545,485				

There are some instructive figures here. The stocks of Brussels and tapestry carpets are evidently higher. But imports of clothing have not increased, nor have the purchases of knitted goods. Even the cloths, worsteds and coatings indicate rather a falling off, but there is a considerable increase in woollen dress goods and some other materials not classified. The effects of the tariff, therefore, are conservative, and as Canadian mills have been busy with the Klondyke trade they have not felt any marked results of the tariff changes.

Unquestionably, however, conditions will alter when the full preference of one quarter of the duty goes into force, this summer, toward British manufacturers. This is true of both woollens and cottons.

THE GOVERNMENT ROUTE TO THE KLONDYKE.

By arranging for the construction of a railway, about 150 miles long, connecting the Stickeen river with Teslin lake, the Dominion Government virtually selects the route via Vancouver, Victoria, up the coast by vessel to the head of navigation on the Stickeen river, overland to Lake Teslin, and, by continuous water journey, rivers and lakes, to the heart of the Klondyke gold region. The other routes are thus disappointed by the preference shown to the Stickeen. It does not destroy their practicability in the least. The journey via Stickeen has yet to be proved the best and safest. Doubtless it may be the quickest, because modern modes of conveyance—railways and steamboats—are utilized to the greatest possible extent. The explorers who have decided to go by way of Edmonton, Prince Albert or Battleford, over routes traversed for many years by officers of the Hudson's Bay Co., know what they are about and are not plunging into any quagmire by sticking to their original plans. There will, however, be disappointment felt by the projectors of other routes, as well as by the supply houses connected with them.

We share the disappointment to this extent—absolute proof is not given yet that the Stickeen route is so completely the best that no other had a chance or deserved a chance of official patronage. True, the Canadian Pacific Railway Co. chose it. But the company would naturally do that, so as to utilize the whole length of their railway and the steamers chartered to connect with its termini at Vancouver and Victoria. The Government should, at an early date, explain fully its reasons for making the choice. Up to the

present (Jan. 31) the explanations are not detailed enough for us to be perfectly satisfied. We assume that the Government will justify the decision to devote a public subsidy to the upbuilding of the Stickeen route. The terms by which the new Canadian Yukon

railway is to be constructed are mostly for political discussion, and into that region THE REVIEW is naturally loath to enter. That the road must be ready by Sept. 1; that a cash deposit of \$250,000 will be forfeited by the contractors, Mackenzie & Mann, if it is not; that meantime resting-places and accommodation for travelers along the route are to be provided, all seem good provisions. The value of the subsidy, the arrangement as to freight rates, etc., are subjects for the politicians to fight out, and it would be a

great pity to deprive them of their legitimate occupation. We recognize that the Government could not well choose all the routes, and that a selection of one in particular would certainly cause disappointment to the districts traversed by the others. We await, therefore, the official reasons to be given by the Government to the commercial community.

It must be admitted frankly that the Government grasped with considerable acuteness the great point that the trade of the Klondyke must be secured for Canadian traders. This was threatened by the unscrupulous zeal of the Oregon and Washington commercial interests, and the United States press generally, in misrepresenting the facts and in seeking to grab the bulk of the outfitting trade for United States firms. The demands from Victoria and Vancouver were reasonable demands, and any Government that ignored them would have been incompetent and cowardly. The refusal of the United States authorities to do away with consular fees for British miners going through the strip of Alaskan territory by Dyea and Skagway rendered imperative a prompt, effective, Canadian alternative policy. This situation has been met and provided for. Miners' certificates must be taken out in Canada, supplies must be purchased here, in short, Canada is to get the bulk of the benefit from her own riches. This is the commercial view of the matter, and every other aspect of it is subsidiary. It may be that a better bargain could have been made, without creating a monopoly, but it was necessary to take quick measures, and under the circumstances one must judge the Government as one would judge an individual—making the best of circumstances.

In some quarters where the Government's policy is defended we observe an apologetic strain toward the United States, as if we were doing something that required apology. Canada is looking after its own interests, and should do so without wearing a deprecatory air like a culprit. Our mining laws are more liberal than those of other countries. Our customs duties are lower than those in the States. We have passed no Acts taking the sealskin jacket off a woman's back when she crosses the border. It is time for Canada to look after her own interests, without worrying about what other people think about us. The Yukon gold country is ours. The people who go in there are amenable to our laws. It is the duty of the Government to make the most of the riches there for the benefit of the people of Canada, and no apology to foreigners is required.

THE ONTARIO ELECTIONS AND MERCHANTS.

THE general election of members for the Ontario Legislature is at hand. Business men will naturally have to make up their minds how to vote, and we propose to give a few facts that may shed some light on the situation from the business standpoint.

We want to see more business men elected to the Legislature, so that its measures, proceedings, and general conduct shall be more in accord than it is with sound business policy. As matters now stand, the Legislature is too large and unwieldy. There are 91 members, where 50 would be quite enough. These people talk politics when in session instead of devoting all their time to the consideration of the bills passed. In consequence the bills go through too quickly, and form part of the law of the province before the actual meaning and possible results of the changes are realized. The Legislature, in short, has degenerated into a sort of Legislation mill, where they grind out so many new Acts each session. These perplexing and frequent changes in the law provide work for the lawyers. Lawyers run the House, and lawyers run the Government. Although there are just 14 lawyers in the House, their familiarity with the business of a parliamentary body, its technical work, and its forms of procedure, gives them a great power over the farmers and commercial men who sit there. The occupations of the members may thus be classified:

Farmers	38
Merchants.....	17
Lawyers	14
Doctors	7
Journalists.....	5
Lumbermen	5
Miscellaneous	8

—
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The farmers are nearly all party men and do exactly as their leaders tell them. There are some exceptions, but it is a rare thing to hear a farmer stand up and criticize his party for a useless, a mischievous or a bungling piece of legislation. There are seven Cabinet Ministers with departments to preside over, and of these seven, five are lawyers. This shows how the lawyers control the proceedings, the leading members of the Opposition being also lawyers.

How can you hope for much change in such a body unless you send a stronger delegation of capable business men with wills and minds of their own? It will not so much matter the party a man belongs to, provided he is going to be independent when independence is required and is not aiming at getting some snug office for himself or for a relative as the price of subservient obedience to his party leaders. If, in the coming election, a merchant voter has to choose between two lawyers or two farmers, let him select the best man regardless of politics. What is needed in the Legislature is a larger element of men who would conduct the affairs of the province as they would conduct their own business. We have had already far too much wirepulling, political scheming and humbug about our provincial affairs. The farmers elect a large number of members, namely 38, but they have shown themselves incapable of controlling the Legislature in the right way, while not a few of them are Patrons who are hostile to business interests anyway. They think a merchant's profits are robbery, and appear to imagine that the people who grow crops are the only persons who have any

rights in this country. In point of fact, the men who distribute the goods are as much a necessity in these days as the men who raise the food.

We hope to see a greater number of merchants in the next House. Not men who get elected to see if they can worm an office out of a Government for themselves, or their brothers, or uncles, or nephews. This kind of thing has been reduced to a science in Ontario, and we believe the province is tired of it. In particular, we hope every member elected will go to Toronto pledged to see a thorough searching investigation next session into the department store question. The matter was shelved at this late session very neatly, so as not to embarrass the politicians during the elections. Are you disposed to be made fools of in this way? You have the remedy in your own hands.

SHORT WEIGHT FINGERING YARNS.

THIS matter is, we are sorry to say, likely to come up again this season. During last year the Canadian manufacturers have honorably carried out their agreement not to put up short weights. But it appears there is a call for them, from someone, and the agreement appears to be in danger of collapsing. One manufacturer, to whom THE REVIEW spoke a few days ago, explained matters in this way: "I can assure you that every manufacturer in 1897 adhered to a 16 oz. pound, but it is now stated, by authority, that some wholesale firms in Montreal, Quebec, and elsewhere, have imported light weight yarns in large quantities, and, while Canadians do not want to fall into that practice, they must either do it or lose their trade. Some of us think short weights dishonest. The consumer, from long habit, has bought a hank of yarn as a ¼ lb., and now it varies from 8 to 12 and 14 oz. What can we do but fight the devil with fire?"

Now, THE REVIEW has done what it could to investigate this matter. No wholesale house will admit that it has bought any short weights whatsoever. They deny that the best known British yarns, made by manufacturers of the highest repute, are ever put up short, although this practice has long prevailed as regards Berlin wools. The chief complaint is made of Canadian manufacturers who, the trade say, do not adhere to standard weights for any length of time.

We have no reason to doubt the word of our manufacturing informant, and, since there is such a direct conflict of testimony, the best remedy that occurs to us is an appeal to the retail trade. Do not buy short weights. Insist upon the standard weight of 16 oz. to the pound, and 6 lbs. to the spindle. There is nothing in the short weight for you, and if a customer buys a sufficient quantity to test the thing, he would only come to the conclusion that you were a cheat. Guard your own reputation by refusing to handle any yarns but those put up 16 oz. to the pound. Once the wholesale trade find you firm they will force the manufacturers to adhere to a standard. If the wholesaler stood firm now he could stop short weight, but, as there seems to be little or no unity of action in trade to-day, and there are, consequently, so many things a wholesaler ought to do that he doesn't do, that it devolves upon the retailer to stop this little trick. The matter, you may think, is a small affair. Nothing is trifling that is wrong.

GRIEVANCE OF THE SHIRT, ETC., INDUSTRY.

SINCE the January issue of THE REVIEW reached its readers, the shirt, etc., manufacturers have again laid their grievance before the Government. A deputation, consisting of Messrs. B. Tooke and Skelton, of Montreal, and Mr. Green, of Berlin, waited upon the Premier, Sir Richard Cartwright, Messrs. Fielding, Blair, Patterson and Tarte. They pointed out the utter impossibility of meeting outside competition under existing circumstances, and asked the Government to afford them relief by the restoration of specific duties on the articles they manufacture. Their arguments were listened to with great attention and the Premier, speaking for his colleagues, promised that they would receive careful consideration.

It is to be hoped that the Government will not shilly-shally over this question any longer. A serious injury has already been done to the shirt, etc., makers, and unless the present Administration care to assume the responsibility of deliberately and ruthlessly tearing down an industry that gives a living to thousands of Canadian men and women, it had better bestir itself to set matters right.

WHY DO MERCHANTS FAIL ?

THERE is really no great mystery about failures in business, although you would think to hear some men talk that the element of risk was as large as the chances of a man getting rich in the Yukon. Business is, or should be, conducted on certain ascertained lines of procedure, and if you violate these long-established principles of success—down you go.

Consequently, if one compiles carefully facts and statistics regarding business failures, it is perfectly easy to set forth the proportion of men who have failed from some known cause or another. Bradstreet's commercial agency, which is known for the systematic fairness of its reports, have done this regarding failures in the Dominion, Newfoundland and the United States during 1897, and the conclusions drawn from the figures make very interesting reading. Taking Canada (with Newfoundland) first of all: It appears that 70 per cent. of our failures are due to the lack of capital. Now this is really a grave warning to would-be merchants. What on earth is the use of embarking in trade without sufficient capital to keep going? Perhaps you "see an opening," you have a small stock of ready cash, and you can get any amount of goods on credit. Times may be on the mend when it occurs to you to start a store, and perhaps in the town selected there are evidences of a "boom." So you plunge in, and all goes well while the boom lasts, but at the first stringency the strain proves too much. Canada is now, during 1898, on the eve of a marked expansion of prosperity, but we hope no man will be so foolish as to be led into retail business without lots of money. The number of failures due to lack of capital in 1897 in the United States was only 31 per cent., showing that they are not so prone to the evil there as we are here.

The next chief cause of failure in Canada was commercial disaster, which accounts for 8.1 per cent. of the total number of failures. We had no commercial disasters to speak of in this country last year, so that the proportion is, comparatively speaking, large, although only \$2,850,000 worth of capital was involved. As this is a cause mostly beyond the control of traders, and more a misfortune than anything else, we need waste no words about it.

The third cause of failure is "incompetence." The percentage in Canada last year was 8 per cent.; in the States 12 per cent. Showing that our merchants, as a class, are pretty competent people. This we believe to be true. THE REVIEW has a great many opportunities of judging how merchants conduct their business, and, in the dry goods line, we believe there is no profession or class of Canadians who show, on the whole, more capacity, industry and intelligence than dry goods merchants. It is seldom one comes across a really incompetent man, and when one considers the difficulty of conducting any business successfully in these days, "incompetence" is not, as the record indeed proves, a crime which Canadian merchants may take to themselves.

The other causes of failure may be conveniently tabulated, comparing Canada with the States:

	Canada.	U S
Inexperience.....	4 p.c.	5.6 p.c.
Fraudulent disposition.....	3.2 "	10.2 "
Neglect of business.....	2.5 "	2.5 "
Undue competition.....	1.3 "	5.2 "
Unwise credits.....	1 "	3.5 "
Outside speculation.....	7 "	3 "
Failure of others.....	.5 "	2 "
Extravagance.....	.3 "	1.2 "

In this statement the most remarkable of all features is the small proportion of failures actually due to excessive competition. It is not nearly so often a direct cause of failure as most of us suppose. Undoubtedly it complicates all other difficulties, disheartens merchants and leads to unwise methods. At the same time it does not prevent any watchful, capable, economical man from driving a good trade by supplying the wants of the public. There is still prosperity and a competency for the men in business, but the greatest danger evidently is that of men embarking in trade inadequately equipped with capital. That is the rock which so many split upon, and at the beginning of a new year, with brighter prospects ahead, it is a lesson which all should take to heart.

THE ART OF HOODWINKING.

Of course it was shelved. You might have been sure, without knowing anything about it, that politicians never tackle a difficult question on the eve of an election. They push it over gracefully till next session, or appoint a Royal Commission, or adopt some other easy way of getting the matter out of sight, so that the party workers can drop into the store: "We'll fix that after the election, come along now and help to elect our candidate." And in many cases the merchant goes meekly, and the party worker winks quietly to himself—in the dark.

We refer, this time, to the shelving of the inquiry regarding Ontario department stores. The politicians say it is a grave question, but there is no time to discuss it just now. Why? These members of the Legislature are paid to transact our business for us, and what we want is information on the subject, although the John Eaton fire enquiry is supplying us with a good deal, we must confess. Now, THE REVIEW has often said that some of the methods of city department stores are excellent and should be imitated by the trade elsewhere, but if the stores escape adequate taxation, as compared with their competitors, if they deceive the public and practise illegal methods let us have sworn testimony before a Legislative Committee to that effect. If the politicians stand in the way kick them out of the way.

NEW FEATURES IN WHOLESALE TRADE.

OWING to pressure upon THE REVIEW'S reading columns in this issue, some pointers of wholesale trade have to be condensed as far as possible. There are a great many new features just now of special interest to the retail merchant.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co., have a special line of black mohair 42 inches wide. Samples can be had on application. They have just received their new shipments of plain and printed muslins, comprising a great range of novelties. A large stock of laces, the latest styles, are carried, and at present some job assortments in low and medium priced lines are worthy enquiry. Travelers are going to show, in a few days, an entirely new line of torchons, valenciennes and malines for spring trade. Lace mitts will be much worn this summer; this firm show the "Petunel," in black, cream and white, and tans, in all sizes. Repeat orders have been received for the new gauze veilings, all colors, for early spring wear. A heavy all silk faille ribbon, all shades, at medium prices, is a great success and gives a better margin of profit than others. The house will deliver, in a week, orders for cotton and cashmere plaid hosiery, their supply being assured, though manufacturers are refusing orders for these goods. A new line of 2-in. plaid belting, put up in 10-yard pieces, in the following plaids—Royal Stuart, Blue Stuart, Argyle and Gordon—is ready for immediate delivery.

KID GLOVES

S. Greenshields, Son & Co., as is well known, are making a specialty of gloves. The "Calve" is a 2-dome fastener, embroidered back, at \$9, to be had in greens, reds, greys, whites, tans and blacks; the "Ascot," made by Emil Pewny & Co., of Grenoble, France, is made with 2-dome fastener and embroidered back, in greens, reds, greys, whites and standard tans and blacks, \$11.50. There is a steady increase in demand, and orders placed now can be delivered for Easter trade. Write for price list.

THE GAULT BROS. CO., LIMITED.

The Gault Bros. Co. have a full range of linens, tablings, napkins, towels and towelings, including several jobs. They are showing a magnificent range of black figured and striped crepons as well as a full line of plain and fancy black goods. Their print department comprises all the novelties of the season. They report a big increase in the sales of French repps, serges and henniettas. They have several drives in Victoria lawns and several Swiss spots, while a range of new colors in their "Dream" velveteen has just been received. They are showing a nice range of fancy silks at all prices. This firm claim to be headquarters for underclothing. Owing to exceptionally fortunate purchases, they are able to show, in ballbiggan and natural wool, leaders at positively less than present mill prices.

JAMES JOHNSTON & CO.

James Johnston & Co., besides a well assorted ribbon stock in sarahs, failles, glass, gros grains, chinés, etc., have the latest novelty, moure velour. A full range of patent lock-stitch hose, 8 fold knees, 6-fold ankles, specially adapted for children's wear, is noted. The popular "Sunbeam" velveteen is selling well. The firm's laces have caught popular fancy, and their stock of embroideries is well assorted. Roman belting, the latest novelty in ribbon belting, is artistic. In silk gloves for evening wear a full range, 18-in. and 20-in. lengths, in black, white, creams and opera shades, is shown. The letter order department of the house is in charge of a competent man, and goods will be procured when the trade ask for them.

JOHN MACDONALD & CO.

John Macdonald & Co. mention tubular broad for dress trimming in black and colors, in three different widths, also military

Don't forget the Puritas Comforter and Alaska Down Quilts when placing your order for Fall delivery. Samples ready Fifteenth February

To Wholesale Buyers

ALASKA FEATHER & DOWN CO. LTD.

290 Guy Street
MONTREAL

"PURITAS"

This Comforter is filled with choice white cotton, which is specially prepared and carded in cross-laps to give extra strength.

GUARANTEED

Size

Grade



This tag is sewed into every one of our wadded comforters. It is an excellent salesman, more discreet and more eloquent than many a living one.

The demand for Puritas Comforters is growing every year. 1897 was a boom year in Comforters. We have added to our plant, making our capacity twice the output of 1897. Order early to secure full discounts.

The Alaska Feather & Down Co.

The Wholesale Bedding Emporium of Canada. Limited

Manufacturers of Sleeping Bags,
Mattresses, Feather and Down Goods.

MONTREAL

Excellence of

FIT, MATERIAL
 . . . and . . .
WORKMANSHIP

are special features
 of our . . .



CLOTHING

It is "**High Class**" in every way, in fact, all that skill, and experience can do for clothing has been done for ours, and that is why it tops the list, to-day.

Our representative will call upon you very shortly, if he hasn't done so already, and you will be able to prove the correctness of our statements.

Our "Stouts" and "Slims" will
 give you a reputation.

A. S. CAMPBELL & CO.

256 ST. JAMES STREET

Montreal.

braid in black. A special low line of fancy bordered handkerchiefs is noteworthy. A big line of silk and cotton art fringes, retailing at 10, 25, 35 and 50c. a yard, all colors, is in stock. Variegated crepe tissue for lamp shades, retailing at 12½c. per roll of five yards, is a special in fancy goods. New veilings in French Lyons goods, newest coverings and novelties, are a feature just now, as also a full stock of Mechlin and Cambray nets. Spring laces are all to hand, oriental and narrow and medium valenciennes being predominating features in present sales. Ribbons, a complete range of all colors and widths, including reversible satin, faille, and also a heavy-weight black satin and black grosgrains at a popular price, are features in this department. In dress silks there are some beautiful novelties for blouses, the latest helio, Nile, cream, gold and pink colorings, and a fancy brocade with an interwoven black pattern, are novelties. A special leader in black satin brocade retails at \$1 a yard. There is also black moire damas for skirts, which is a handsome material. Plain black glace taffetas for dress linings are seen. A line of tartan silks for blouse purposes will attract trade. A line of ladies' blouses, made of print, muslin and organdy, a great variety of patterns, and for sale at popular prices, is remarkable, in that the fit of every garment is guaranteed.

WYLD, GRASSETT & DARLING.

Wyld, Grasset & Darling are showing a great variety of lisle, taffeta, and pure silk gloves to retail at from 10 to 50c. per pair, in blacks, tans, and creams. They have also a nice line of ladies' cream silk gloves, for evening wear, of 18 and 24 inches. In dress goods, choice novelties in fancy fabrics are shown. Extra values in bright finished figures are shown to retail at 25c., 35c., 50c., 75c., \$1, and \$1.25. "The Best Yet" is the name of a special line of seamless black cotton hose, good weight, ladies' and children's sizes, to retail at two pair for 25c. Boy's knickerbocker ribbed hose, retail-

ing at 15c., 20c. 25c. are shown. Sweaters are selling well in men's goods, the leading colors being myrtle, cardinal, heather, tan, navy, and black, made both plain and ribbed with roll collar, or turn down collar and laced front. Regatta shirts are shown in new patterns. Laundered bosoms are asked for present sale. A full range of pants, overalls, smocks, etc., finely made and finished, are selling well.

KYLE, CHEESBROUGH & CO.

With Messrs. Kyle, Cheesbrough & Co., laces, dress goods and novelties continue to be the leading attractions. Their range of laces is larger than ever, and includes many new lines. Veilings are also a special feature with them. A new material, known as "Brilliant," somewhat similar to chiffons, but possessing an advantage over them, in that it will not crush, is being well received by the retail trade. Blouses and blouse sets are having a large sale, while colored and black beaded trimmings in large variety command the attention of the trade.

THE W. R. BROCK CO., LIMITED.

The W. R. Brock Co., Limited, have just to hand plain and fancy Japanese silks at special prices. In a full stock of towels, in all makes of cotton and linen, particular attention is called to some special values in hemmed hucks and knotted, fringed damasks. Three drives in American prints, coronados, Persian cashmeres and Simpson's 3-4 sateens are worth looking after. There is still a demand for their 936 silk and wool dress tartans, of which a good range is still to be had, though the quantity to a pattern is limited. Arrangements have been made for the expected demand for printed dress muslins, and the range covers the cheapest to the most exclusive French organdies. In printed art tapestries, a magnificent range, unsurpassed in the trade, is claimed.

Caulfeild, Henderson & Burns

. . . WHOLESALE . . .

Men's Furnishings



and Manufacturers of

SHIRTS, OVERALLS
SUMMER CLOTHING
and NECKWEAR . . .

We call your attention to something very special in **Neckwear,**
Golf Hose, Rubber Coats and Bicycle Suits.

CAREFUL AND PROMPT ATTENTION GIVEN TO ALL LETTER ORDERS.

CAULFEILD, HENDERSON & BURNS

17 Front Street W., TORONTO.

This marks the beginning of the second year of our

"AMERICAN QUEEN"

DEPARTMENT

which met with great success in 1897, and which will continue to be made up of only the **Best** and **Choicest** goods in the way of **Standard** goods and **Novelties**.

AMERICAN QUEEN THREE LEAF TWILL
 AMERICAN QUEEN WAIST LINING
 AMERICAN QUEEN SKIRT LINING
 AMERICAN QUEEN HENRIETTA
 AMERICAN QUEEN SILK PREMIER
 AMERICAN QUEEN GIANT FABRIC

COMBED YARN DEPARTMENT . .

ORGANDIE LA PAIX
 MENLO DIMITY

ORGANDIE LA REINE
 GRENADINE DE PARIS

We still maintain our title as "Headquarters for all kinds of **Novelties in Ladies' Dress Linings**." We would call special attention to our fancy skirtings, "**Roman Novelties**," also to the latest perfection in fancy printing, known as "**Prismatic**" work, and which is applied in our

Silk Prismatic Waist Lining Silk Prismatic Skirt Lining
Prismatic Premier Dress Goods

Our line of **FAST BLACK** goods remains unparalleled.

SAMPLES UPON APPLICATION.

Our Mr. E. S. Comstock will visit the trade early in February with a complete line of samples. **WAIT FOR HIM.**

GILBERT MFG. CO.

380 and 382 Broadway

NEW YORK CITY

MILLINERY OPENINGS.



There is some uncertainty as to the exact dates of millinery openings in Montreal. Thomas May & Co. have definitely decided to hold their's on March 8, 9 and 10, while Caverhill & Kisson and Blackley & O'Malley will likely open on March 1. The two latter, however, have not reached any final decision, and, as THE REVIEW goes to press, the dates given are still open to change. In Toronto there is a pretty general agreement to have the opening dates February 28, and March 1 and 2.

MONTREAL NOTES.

According to the best authorities, chiffons are going to stay with us another season. Their popularity continues to be very great, and they will be largely used in hat trimmings, in the shape of bands, and, in wider widths, for dresses, blouses, etc., as well as for sleeves of evening dresses.

Owing to the popularity of the Russian blouse and its peculiarly marked style, belts will again be in vogue. Innumerable novel effects are on the market, particularly in tinsel and jewel belts, and retailers will find it to their advantage to supply themselves with an assortment of these goods.

Tartans, in all shapes and forms, such as ribbons, gauzes, blouses, and even tartan belts, will be fashionable. For dress trimmings, jet and braided trimmings divide the honors, while laces seem to grow in favor every day.

In fancy silks, outside of tartan effects, there seems to be a run on small checks and stripes of a very fancy nature.

A gauze ribbon, known as "plisse" ribbon, is a pretty little novelty that appears on this season's market. Its special feature is a drawing string by which it may be drawn into ruchings and used as the milliner and dress-maker may fancy.

The colors in vogue for spring are yellows and reds, China blue turquoises and some greens, though the latter are not making as strong a running as they have in past seasons. Browns and navys also appear to be much less in fashion than formerly.

In laces, the leading features seem to be "plouen" for dress and millinery trimmings, and "Calais" silk laces. Lace flouncings are coming to the front well.

Large and medium hats will be the correct thing. They will be profusely trimmed with chiffon, ribbons, flowers and ostrich feathers. The latter, in particular, seem to be extremely popular. It will be a surprise to many to see straw hats once more a feature of the spring styles. Their continuance in popular favor may be attributed to the ingenious and novel designs produced this season.

A double-faced satin ribbon continues to lead for millinery purposes, but taffeta chiffonnee ribbons, which are nothing more than soft taffeta, will be much used also. Jewelled, rhinestone and steel ornaments will be the correct things this spring.

S. F. MCKINNON & CO.

S. F. McKinnon & Co., in conversation with regard to the spring trade, speak in the most hopeful terms, and, as close observers, base their confidence largely on their own experience and unmistakable signs of increasing confidence and security which exist in almost all parts of the Dominion. In their opinion one of the surest tokens of returned or returning prosperity to our land is the growing demand for better or higher class goods. This is noticeable in a marked degree in all classes of goods such as they handle. This firm also believe that a larger number of buyers from a distance will visit Toronto markets this spring than

at any period in the city's history. Continuing, they said: "We would not like in our honest attempt to state our candid views to be considered speculators, or what are commonly known in the trade as plungers, but, as you know, a certain amount of courage is always necessary in business. It was the confidence we have in our country's future that prompted us to build our large new warehouse in order to meet our fast increasing millinery business, and, at the same time, take up the new branch of industry which we have just entered upon, viz., the manufacturing of ladies' jackets, costumes, skirts, etc., and the same confidence has prompted us to make a large provision, and that too in higher class goods, than heretofore for the spring trade. Now, as we make your valuable paper, with its large and wide circulation, a medium through which we make our news known to the trade, we would ask that you kindly remember this conversation and refer to it about the end of May and see how far our prognostications have proved correct."

With regard to spring, the same firm say that there is so much that is entirely new and beautiful in millinery and millinery novelties that to make any attempt at a fair description would take more space than they ought to take up. But they add that it is going to be a milliners' season, when the best talents of our artists will be drawn out, and that is a guarantee that the women of Canada will, during the spring and summer of 1898, desport themselves in millinery such as cannot be surpassed in any country under the sun.

MESSRS. THOMAS MAY & CO.

Messrs. May & Co. have, as usual, prepared a wide range of novel ideas for the edification of their retail friends and the fair sex generally. It is safe to say that this season's assortment has never been surpassed, and their customers may feel safe in their hands. The new features noted above are all to be found in their stock, as well as a great many other things, which, for want of space, cannot be mentioned here. Their Toronto branch will open on March 1, and following days, while their display at Victoria Square, Montreal, will be ready by March 8, 9, and 10.

THE D. MCCALL CO., LIMITED.

We are indebted to the D. McCall Co., Limited, for the following valuable information regarding the newest ideas in millinery. It will be found very helpful at this period of the season: Flowers will be used again to a very large extent. Novelties in flowers are: Roses, poppies and foliage (in plaid effects). Roses will again be the leader: with lilacs, heath, fuchsias, and nasturtiums, following strongly, the latter two being novelties and very stylish.

In materials, some pretty effects are being shown in straw and tinsel on net and chiffon. Sequins are also to the front again for bandeaux and crowns. A new plisse canvas called "zephyr" is used in making crowns and brims. Ribbons and laces of all kinds are good. In ribbons, plaids are largely shown, from the narrow to 12 inches wide.

In colors, the new shades likely to be in demand are, the deep orange, in fact all shades in these tones, from cream to the deepest yellow, viz.: Mais, regent, coque de roche, and giroflee (a deep nasturtium shade). Another of the leading shades will be martin peucher, rolhier, nacelle, being three shades, from turquoise to dark paon. The following will again be very prominent: Geranium, begonia, reine, roi; as also fawn, beiges, castor, and argent. Black will also be used in combinations.

In hats, toques are largely shown. Hats a trifle smaller than heretofore. Wings—black, white, are to be seen with chiffon and fancy straws.

THE JOHN D. IVEY CO., LIMITED.

The John D. Ivey Co., Limited, are again prepared to show a large and carefully selected stock of millinery novelties and

WHOLESALE MILLINERY...

Suggestive
OF
SPRING

With a view of meeting the wish of the Trade in general we have decided to hold our
FIRST GRAND SPRING

OPENING commencing

Monday, February 28th

and continuing throughout the week. We are making elaborate preparations for this event. As heretofore, the Trade will find THE LARGEST, NEWEST AND MOST VARIED STOCK OF MILLINERY IN THIS MARKET

In order to keep pace with our constantly increasing trade our importations will greatly exceed those of any previous Season, the bulk of which have arrived, and we are now preparing to receive Buyers who desire to make their purchases prior to date of opening

Our TRIMMED MILLINERY Display will uphold our reputation in that Department.

The **D. McCALL COMPANY, Limited**

Spring Millinery

First Opening
Monday
28th February
and
following days

OUR OPENING this season will be marked by a larger stock, wider range, and more select assortment than we have ever placed before the Trade.

TRIMMED GOODS in great variety will be a distinguishing feature. Imported models from eminent Paris and London modistes, together with copies and patterns from our own workrooms, will illustrate the newest and most fashionable styles for Spring.

IN ALL DEPARTMENTS the display of goods will well repay inspection.

BUYERS are cordially invited to call.



G. GOULDING & SONS

PARIS, FRANCE
35 Rue Poissonniere

55 Bay-Street Toronto

MILLINERY OPENINGS.—Continued.

requisites Owing to their rapidly increasing business, they have been encouraged to bring to their warehouse the newest and most elegant goods that could be purchased in the European markets. Consequently their customers may look forward at opening time to a magnificent display of artistic "pattern" millinery in the richest effects and choicest designs, in correct styles.

The picture hat still holds its prominence in high-class millinery, the width and manner of catching up the brim this season give it a decided newness and style peculiar to this particular hat. Toques and small effects are the popular fancy for early spring and are shown in great variety of designs. Some are entirely floral, others elegantly trimmed with ostrich tips and fancy crowns of oriental embroidery. This firm have won for themselves a reputation for exclusive styles and designs in their "pattern hat" department, and invite the trade to inspect these models. Their large work-rooms are at the disposal of those wishing to copy for themselves, and are used for this purpose by the leading merchants in the Dominion. The materials to be used this season will certainly vary from the finest of net, laces, gauzes, chiffons, to embroidered satins and velvet; this latter is generally used in combination with these more fragile fabrics, and the diversity of ways of employing them make the millinery of this season really the work of an artist. Ribbons are simply beautiful, the most elegant are in pale shades of pink, blue or cream, with applique lace borders, wide ribbons, with velvet brocaded flowers; Roman stripes, of alternate velvet and satin; moire in plain and shot effects; taffeta with insertion of lisse embroidered and plain; taffeta ribbons in plaids, checks and stripes; plain silk and satin ribbons in all widths and qualities. Wide ribbons, however, are the most suitable for millinery trimming.

The flower department is a veritable bower of beauty. Here are shown in unlimited variety flowers so true to nature that the selection should be easily made from so inviting a stock. Roses, chrysanthemums, lilies, pansies, poppies and violets, either mounted or unmounted, are the popular favorites at present. Laces in all widths will be a favorite trimming, and will be used in great profusion, wide laces for flouncings and narrow for retchings. In this department are also shown embroidered lisse and chiffon and net, with metallic threads, giving them a richness

and brilliancy which makes very handsome crowns for hats or fronts for dresses.

On the hat flat is a most attractive stock of straw goods. The shapes are new and exceedingly stylish, many of the styles being exclusive to this firm only. Several patterns are shown in plaid, satin, straw-braids, fancy open work tuscans, chips and leghorns. The fancy straw sailors are decidedly new in shape, and are shown in every imaginable color, either plain or in combination. The firm report their stock complete early in February, when they will be pleased to have buyers inspect their different departments previous to opening.

GOOD TIMES ARE HERE.

In conversation with the president of the John D. Ivey Co., Limited, he assured us that the question of good times was no longer a matter of speculation, as they had already come, which the following comparison of the last four years clearly shows. During the year 1897 the sales of the company were the largest in the history of the house. Losses from bad debts were only one-quarter that of any of the three years previous to 1897, and the renewals less than one-third of any of the former years mentioned. Of course, we must not overlook the fact that last season was a particularly favorable one for the millinery and light goods trade, and no doubt the sale of heavy dry goods suffered somewhat during the warm weather in the early part of winter. However, taking the year's business as a whole, it was eminently satisfactory, and it is also encouraging to know that the drift of our correspondence from all parts of the Dominion goes to show that the tide has turned and that we have emerged into better times. He further states that the travelers of the company have sold more goods for early delivery than in any previous year, and that everything points to an unusually large and prosperous year's business.

NOTES.

S. F. McKinnon & Co., who are now settled in their new warehouse, at 71 and 73 York street, two doors south of the Rossin House, promise a particularly fine opening display of trimmed patterns and millinery novelties. Ribbons to be shown, plain and fancy, include, not only the newest weaves and designs, but every shade and width in the spring color list. The hat department is exceptionally attractive, and has captured a large early season's trade in sailors. New designs in American and Japanese sailors are on the way for the spring opening.



SPRING STYLES No. 1—THE JOHN D. IVEY CO., LIMITED.

This extremely smart model is composed of fancy straw braid, in rich golden tint. White satin, veiled in embroidered gauze, is softly fitted round the crown, confined at intervals with cut steel buckles. A high mounture of white camellias, with foliage, on left side, while under the brim the same flower constitutes the slide trimming.

S. F. McKinnon & Co.

WE take this opportunity of informing the trade that we are now settled in our new warehouse at 71 and 73 York Street, which is without doubt the best appointed and most admirably adapted warehouse in the Dominion for carrying on a wholesale millinery business, being situated near to the Union Station and convenient to the leading hotels of the city, also thoroughly lighted throughout the entire building.

Our Spring importations, which are now well forward, represent the largest stock we have ever provided for any one season, and we speak with our usual candor when we say that it is also of a higher merit and more convincing than any stock previously brought before the trade by us. Also, our mantle, costume and skirt manufacturing department is in full swing and producing garments of enviable character, which, together with samples of winter jackets, will be open for inspection by our millinery opening dates. We therefore give sound and strong reasons why every buyer from the Atlantic to the Pacific visiting this market should call and inspect our offerings.

As stated in our January circular, for the benefit of early buyers, we will be ready by the 10th of this month to do full justice to any who find it necessary or wish to make their selections previous to our regular opening days.

Yours truly,

S. F. McKinnon & Co.

71 and 73 York Street, Toronto.

OFFICES:

Two Doors South of Rossin House.

35 Milk St., London, England.

70 St. Joseph St., Quebec.

16 Glenora Building, Notre Dame St., Montreal.

75 Queen St., Ottawa.

PRINCE ALBERT TRADE.

MR. G. W. BAKER, the successful fancy goods merchant of Prince Albert and a REVIEW reader, has been in Toronto lately. He speaks with confidence of the Prince Albert route to the Klondyke, as one that has been gone over for a hundred years by prospectors and trappers. Trade in Prince Albert has developed steadily in the ten years Mr. Baker has been there, and the merchants there are doing well, owing to the growth of the district and its prosperity. Mr. Baker was a member of the Prince Albert Municipal Council last year, and is a brother of Mayor Baker, the well-known general merchant of that town.

THE REVIEW has just received, too late for this issue, an interesting article on the route to the Klondyke written by the secretary of the Prince Albert Board of Trade.

SPOOL COTTON.

There has been no advance in spool cotton in this market. The manufacturers sent out no show cards or calendars this year, and are said to have saved £50,000 by this, and accordingly have not raised prices.

CROFT, PHILLIPS & WRINCH.

As THE REVIEW goes to press the firm of Croft, Phillips & Wrinch, Toronto, direct attention to some really good values in ladies' leather belts for retailing at 25c. Samples will be sent to enquirers. Some pretty patterns in taitan silk belting, at moderate prices, are shown. Among new Parsian novelties are side and top combs, also back combs, celluloid and horn hair pins. Ladies' waist sets, in the latest patterns, are pointed as safe goods to buy.

A cute thing in belt holders is one that adjusts itself and is always in proper position. This can be had in silver, gold, black and leather-covered, to retail at 5, 10 and 15c. A sample is worth seeing.

AN IDEA.

You want a few sunshades and umbrellas to start the season with, and the W. R. Brock Co., Limited, have an unusually attractive stock, combined with good value and nobby handles. They have special "trade winners" that can be retailed at 50c., 75c., \$1, \$1.25, and \$1.50. Send to them for sample boxes of all or any price, you will soon see which styles are going to be the sellers for your trade, and you can then send them further orders for these lines.

THE NANSEN BRAND OF KLONDYKE SUPPLIES.

Messrs. Wreyford & Co. fairly claim for their Klondyke clothing the recommendation that it has stood the test of an Arctic expedition. They can supply wholesale and retail the same clothing as worn by Nansen in his recent North Pole expedition, and highly spoken of by him in "Farthest North" Under the name of the

"Nansen" brand they are supplying special lines of Arctic clothing, sleeping bags, and every necessary for a trip to and sojourn in the golden Klondyke.

RUBBER COATS.

In a good line of rubber coats, Caulfeild, Henderson & Burns direct special attention to their English meltons, blue, black and fawn, and also to the American box coat, which is a great success.

THE COMPETITION WE HAD TO MEET.

The insurance case connected with the defunct John Eaton Co., Toronto, being still before the courts, THE REVIEW reserves its comments. The evidence of Mr. William Hood, general merchant, of Baysville, Ont., is thus summarized: Mr. Hood told the court of some of his cheap purchases at John Eaton's of goods which he subsequently sold in his store. He bought about \$30 worth of books at 2c. each, which was from one-tenth to one-third what he would have had to pay at wholesale houses. He estimated he would have had to pay about \$90 for the same goods if purchased at wholesale. Mr. Hood said he made subsequently other large purchases at the store along the lines of millinery, mantles, haberdashery of all kinds, staple goods, ribbons, patent medicines and groceries. The witness said that his whole purchases amounted to \$415, and the goods, if bought at wholesale, would have cost him about \$1,240. He recalled one instance where he struggled with about 300 other people in an endeavor to buy mantles at 98c., which he afterwards sold at \$6 in his own store. He subsequently bought 30 more at 54c., and sold them at from \$2 to \$6.

ANOTHER LOT.

The W. R. Brock Co., Limited, have just opened and passed into stock another lot of bleachers, seconds, consisting of bleached damask cloths and piece goods. These were only very slightly damaged, and are being offered at 33½ per cent. below regular prices, so the value is undoubted.

FOR WAIST, NOT WASTE.

These articles are belts, and they are always wanted in a great variety, when in style. The W. R. Brock Co., Limited,

anticipating the demand have passed into stock an immense assortment of all kinds and prices of leather, tanselled, Roman stripes, tartan, crash, and silk belts, with and without purses. See them. Samples are in the hands of Brock's travelers.

MR. CAMPBELL'S ANNOUNCEMENT.

Attention is called to the advertisement of Mr. Paul Campbell, late of the firm of Messrs. John Macdonald & Co., wholesale dry goods, who has opened an office in the McKinnon Building, Melinda street, Toronto, as an assignee.



SPRING STYLES. No. 2—THE JOHN D. IVEY CO. LIMITED.

The crown of the hat, illustrated in this sketch, is shown in the plate straw braided form, the crown is of the new material of No. 2, with elastic threads woven through it, giving it firmness. This is folded into a graceful crown, with a shirred turban ribbon tumbling under the brim, toward the back is a band with pink roses and bow of turquoise ribbon.



MILLINERY OPENING

We respectfully invite the Trade to our first Spring Opening of French Pattern Bonnets and other Imported Novelties, commencing **Monday, February 28th**, and following days.

Importations complete, including French Patterns and Novelties, **February 14th**, when we will be pleased to receive and wait on Early Buyers.

Trimmed Pattern Hats and Bonnets a Special Feature.

THE JOHN D. IVEY CO.

... Limited.

MONTREAL

1811 Notre Dame St.

TORONTO

18 Wellington St. W.

PARIS

33 Rue d'Hauteville.

Star  Shirt

Established 1870.

WHITE SHIRTS

FANCY SHIRTS

NÉGLIGÉ SHIRTS

NIGHT SHIRTS

There is unequalled value in every number.

Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

Why Buy Foreign Goods

When you can purchase Canadian make, save money, and have equally as good an article?

We Manufacture

Scotch Tweed Suitings, Homespun Suitings, Fine Trouserings, Meltons, Kerseys, Beavers, Venetians, Irish Frieze, Overcoat Linings, Golf Cloakings, Ladies' Homespun Dress Goods, Travelling Rugs, made from domestic wool, warm and comfortable, in tartan colors, plain colors and reversible; fine Australian Rugs, plain and reversible.

All our goods are manufactured from pure wool only, and are, therefore, clean and bright looking. Our designs are of the newest and noblest patterns, color guaranteed, and workmanship of the very best. We are selling to the retail trade. Correspondence solicited.

Boyd, Caldwell & Co.

Clyde Woolen Mills ... LANARK, ONT.

WANTED.

WANTED, BY A FIRM OF TAPESTRY CARPET MANUFACTURERS, AN Agent resident in Montreal or Toronto who is in relation with Wholesale Carpet Houses. Reply, stating full particulars and references to "Carpet," Box G, Dry Goods Review, Montreal.

MANCHESTER WHOLESALE DRY GOODS HOUSE WANTS A FIRST-CLASS Canadian Agent to call on the leading retail merchants in Canada. Apply—115, Ann street, Manchester, Eng. (1)

SITUATION WANTED.

WANTED, POSITION AS TRAVELLER FOR DRY GOODS, MEN'S FURNISHINGS or Fancy Goods; twelve years' experience (10 on the road) with one of the large dry goods houses; best of references furnished. Address—W. N. Ahern, 87 Mont calm street, Montreal. (2)

FOR SALE.

STOCK OF MERCHANDISE, ABOUT \$1000.00, CONSISTING OF DRY GOODS, Clothing, Boots and Shoes, Gents' Furnishings; attractive store; good location; no dead stock, up-to-date goods. Address, Box 177, Rat Portage. (3)

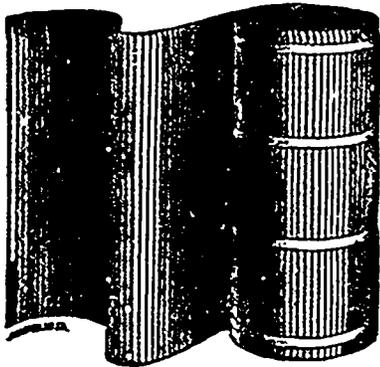
WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

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

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

The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE IT HAS NO EQUAL

Sanitary, Vermin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Thicker.

No house is completely furnished without this lining beneath the carpet.

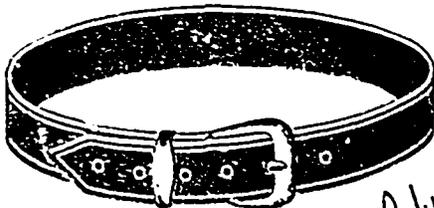
STAIR PADS

In Three Sizes—1, 2, 3.

We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

S. A. LAZIER & SONS, BELLEVILLE, ONT.



SEE OUR LINE OF

*Returned March 20, 1914
 to P. P. W.
 He wants*

Ladies' Leather Belts

NOW IN THE HANDS OF OUR TRAVELLERS. IF THEY HAVE NOT YET CALLED UPON YOU

WRITE TO-DAY for Samples of our **25-Cent LEADERS**

CROFT, PHILLIPS & WRINCH

Manufacturers and Importers

3 Wellington St. East, **TORONTO**

Kid Gloves

The most fashionable line for

SPRING

... will be ...

PEWNY'S

2 DOME FANCY EMBROIDERED

ASCOT

GREENS, GREYS, REDS,
TANS, 6 STANDARD
WHITES and BLACKS.

✓ All with assorted trimmings.

\$11.50 per doz.

S. GREENSHIELDS, SON & CO.
MONTREAL AND VANCOUVER

Solo Agents for Canada.



1894



W. R. ALLEN

1887



J. D. ALLEN

1896



G. Y. ALLEN

MEDALISTS
City and Guilds of London, Eng.
On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

The above should be satisfactory proof to our competitors, as well as our patrons, that we understand our business. Some make great advertisements, but where is their record of what they can do? Re-dyers and Finishers of Dry Goods in the piece. Also Millinery Goods.

BRITISH AMERICAN DYEING CO., Gold Medalist Dyers

Principal Offices:

215 McGill St., Montreal
90 King St. East, Toronto

123 Bank St., Ottawa
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.



C. K. HAGEDORN, Manager

They're Out

OUR SPRING SAMPLES

Ready and men on the road in every part of the Dominion showing them. Understand, we have spent much time in getting up this season's samples of

SUSPENDERS

We have succeeded in procuring the very latest and best qualities and designs in webs the market affords. We have used the newest trimmings to add ATTRACTIVENESS to QUALITY. These goods will sell, and are worthy your careful consideration, as we believe them to have no superiors in the market.

Our range of **BUTTONS** is also very much up-to-date. Prices always right.

Trial order solicited.
Goods shipped promptly.
We guarantee satisfaction.

REMEMBER--"We fear nae foe."



The Berlin Suspender and Button Co., Berlin, Ont.

LATE ITEMS OF NEWS.

THE annual business meeting of the Canadian Rubber Co. was held, in Montreal, January 27. The statement of the year's business was presented by the president, and showed the affairs of the company to be in a most flourishing condition. The directors were then re-elected, being Mr. A. Allan, president; Mr. H. McLennan, vice-president; Messrs. H. M. Allan, W. H. Benyon, F. Scholes, J. B. Learmont, Andrew A. Allan, and Messrs. C. F. Smith and J. O. Gravel, who were added.

The Globe Hat Works Co. have dissolved. Messrs. E. K. Greene and G. A. Greene were the partners.

Sutton, Que., Jan. 29.—Quite a large seizure of dry goods was made here on Friday in a store kept by an Assyrian named Basado, the goods having been smuggled in from the United States. It seems that the Secret Service have been looking into the matter for some time with the above result

THE WHITE SLAVES OF ENGLAND.

From LONDON PRESS

[In a police court case it transpired that a woman was paid threepence a dozen for making white shirts.]

O Shade of Hood arise
 Again sing of dim eyes
 Of fingers stiff with ache
 Of brain but half-awake,
 Of woman pale and lean
 Made into a machine,
 Of Hunger with bowed head,
 Of life frail as a thread
 To think such things should be
 In England vaunted free
 Will no one heed the cry
 Of those who needle ply
 Of white slaves doomed to grind
 Their lives away to blind
 Their darkening straining sight
 Laid all around is night
 To think God's noblest work
 Should bear what beasts would stork
 A life of ceaseless pain
 Of sighs for help in vain,
 With mind stretched on the rack,
 With aching toil bent back,
 With rags and want and dirt—
 One to be merged in a shirt—
 To be hopeless and crave
 But one thing—that the grave!

INCREASING THE STAFF.

R. Wilkins, who manufactures the "Rooster" brand shirts is advertising for 150 more hands. This is due to the big run on shirts and suits for the Klondyke, heavy orders having been placed for these lines.

If you're interested in kid gloves refer to page 53.

S. F. McKinnon & Co. make a specialty of laces of all kinds. Their stock is large, covering all the best makes, in unique patterns; fine values.

S. F. McKinnon & Co. claim that in their new building, 71 and 73 York street, they have the best-appointed millinery warehouse in the Dominion.

S. F. McKinnon & Co. are known in all parts of the country as handling strong selling numbers in veilings, and direct the attention of the trade to their importations for spring, of these goods, which are correct in character and right in price.

S. F. McKinnon & Co.'s jacket, skirt and costume factory is now in perfect working order, and garments of high merit are being produced. Every buyer visiting their new establishment during the millinery opening days will have an opportunity of examining their garments.

ENGLISH PRINTS SEEM TO BOOM.

Wyld, Grasset & Darling are receiving daily and filling many orders for English prints in dark and light fancy colors. They have a full range of black and fancy sateen cretons, art muslins, American gingham, and fancy dress sateens. They are good value, and are attracting considerable attention.

KID GLOVES FOR SPRING

If you want an up-to-date, guaranteed kid glove, for March delivery, book a sample order for "Daphne," two large monogram clasps, in assorted packages of reseda green, blue, bluette, lilac and beige, decidedly the most correct and effective line in the market, \$11.50. Fitzgibbon, Schafheitlin & Co., Montreal.

MAKING NECKWEAR.

Caulfeild, Henderson & Burns have gone extensively into the manufacture of all kinds of neckwear, and report having met with marked success. Attention is paid to finish, and every late novelty is introduced.

Paul Campbell, Assignee.
Campbell & Campbell, Accountants.
 McKinnon Building, TORONTO.



MERCHANTS

when buying Mackintoshes will do well to ask for

"BEAVER BRAND"

Mackintosh Coats. They are guaranteed never to get hard.

If your jobber does not keep them write direct to the manufacturers for samples and prices.

The . . .
Beaver Rubber Clothing Co.

Wholesale Manufacturers

1490 Notre Dame St. - MONTREAL

The Gem Folding Counter Stool



Pat. Nov. 24th, 1897.

is the strongest and most durable on the market, takes up no room, when folded is flush with the counter, and out of the way when sweeping, and gives you the entire floor space on busy days.

The Clondiko Counter Stools have turned pillars of oak highly finished, castings of metal and iron, made to fit any counter, office desk, high or low, back of counter or table, folds under desk or table, and is completely out of the way when not in use.

Price per doz., \$24.00

Prices per doz. of Gem

Nickel plated, with hard wood seats, nicely hand polished, \$36. All nickel, hand

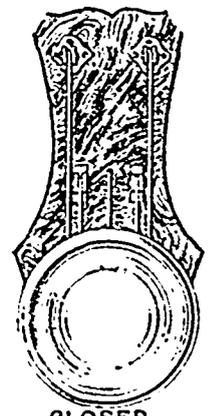
polished, \$31. Japan oil finished seats, \$28. 10 per cent discount on all orders, and for large orders over two dozen, 15 per cent. Samples sent by express C.O.D.

AGENTS WANTED

GEM COUNTER STOOL CO.

G. A. COULSON, Manager.

Brockville, Ont.



CLOSED.

SPRING 1898

WE are now showing a very replete range of LADIES' SUITS, CAPES, and JACKETS, comprising many HIGH-CLASS NOVELTIES, also a select range of MISSES' and CHILDREN'S COATS. Having devoted our entire energies to the above lines, we are confident we can furnish you with the right goods.

FACTORY AND SHOWROOMS:
20 Front Street **EAST**
TORONTO

THE EMPIRE CLOAK CO.

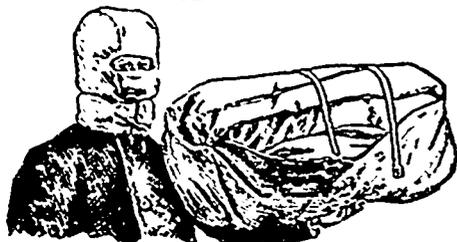
Complete KLONDIKE OUTFITS

Get your supplies from makers whose goods have been tested under similar conditions. We can sell you the same goods that NANSEN wore in the late North Pole Expedition. The only firm in Canada that can offer you the

Northwest Cap, \$9.00 doz.

"NANSEN" BRAND SLEEPING BAGS AND CAPS.

AGENTS FOR

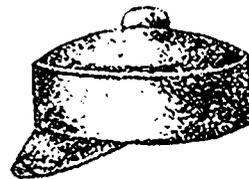


WEIGHT, 15 LBS.

The "Alaska" Eiderdown Sleeping Bag.

The lightest and warmest form of bedding for out of door life. Both the Sleeping Bag and the Cap or Hood were selected for the outfit of the Government Expedition to the Yukon. Major Walsh and his staff are now using them every night.

Arctic Suits, in Best (32 oz.) Mackinaw or Leather, with or without Capot.
Duck Suits, lined Lambskin or Kersey.
Miners' Heavy Rubber Coats, clasp fastenings.
Leather and Waterproof Canvas Kit Bags.
Wolf Caps, correct Klondike shape.



"Yukon" Blankets, extra size.

Condensed Food Supplies at Market Prices.



SOME OF OUR PRICES-

Wool Coats, \$2.50 to \$4.50
Wool Pants, \$2 to \$3
Wool Kersey Overshirts, \$12 doz
Wool, ditto, \$15 doz
Wool Combination Garments, \$3.75 to \$6 each

All-wool Double Breasted Under-shirts and Drawers, \$7 doz
1 x Heavy, ditto, \$9 to \$12
Heavy 4-lb Socks, \$2.25 doz.
Ex. Quality, ditto, 4 1/2 lbs., \$3 to \$4
Camelhair Collar Belts, \$9 doz.

Rubber Blankets, \$1.50.
Gum Rubber Boots, \$3.50 to \$5.50.
Sleigh Covers, all sizes, ropes complete, 8 1/2 and 9 1/4 square feet.
Overalls from \$8.50 doz.

The "NANSEN" Brand ensures reliable goods at close prices.

WREYFORD & CO. MANUFACTURERS TORONTO

McKinnon Building and 86 King West

James Johnston & Co.

Wholesale Dry Goods Importers and Jobbers

MONTREAL

❖ **SPRING 1898** ❖

We would draw special attention to our large and splendidly assorted range of samples for Spring 1898. They are now in the hands of our Travellers, and we would respectfully ask you to hold your orders till you have seen them.

OUR LEADING DEPARTMENTS ARE:

Staples, of all kinds
Special 103 Prints, 7½ cents

Silks, Ribbons, and Trimming
In great variety

Dress Goods and Velveteens
No better in the market

Hosiery and Gloves
Every make and quality at right prices

Gents' Haberdashery and Neckwear
This Department is specially good.

Smallwares and Notions
Everything from a needle to an anchor

Muslins and Embroideries
Complete in every line

Laces
We are always on top in Laces. They will be a great feature this Season.

LETTER ORDER DEPARTMENT

We pay special attention to Letter Orders, and spare no trouble to procure, if necessary. Don't hesitate to write for samples.

COOKSON, LOUSON & CO.

MANUFACTURERS AND IMPORTERS OF
MEN'S FURNISHING GOODS,

Montreal

We beg to advise the trade that the style of the firm of F. A. Cookson & Co. has been altered as above.

This is our **FIRST SEASON**, and our stock is all fresh and new. We are making a specialty of **NECKWEAR**, and the better class of Men's Furnishing Goods generally, to which we will be constantly adding novelties. Our range for the Spring and Sorting Business is exceptionally strong, and we wish to call the attention of the Retail Trade to our large variety and special values in Bicycle Hose, Black and Fancy Neckwear, Waterproof Coats, Collars, etc.

OUR TRAVELLERS ARE NOW ON THE ROAD
LETTER ORDERS PROMPTLY AND CAREFULLY ATTENDED TO

Cookson, Louson & Co. 16 Lemoine St., Montreal



TO THE TRADE



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

Feder's Pompadour Skirt Protector



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

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

Granite Mills, St. Hyacinthe

P. Q.

Sole Manufacturers and Licensees for Canada.

Toronto

Alexander & Anderson
A. Bradshaw & Son
W. R. Brock & Co.
Merchants Dyeing and Fin-
ishing Co., Limited
Gordon, Mackay & Co.
John Macdonald & Co.
Wald, Grasset & Darling.

Ottawa

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

Halifax

Smith Bros.

St. John, N.B.

Manchester, Robertson &
Allison

Hamilton

Knox, Morgan & Co.

Quebec

Wm. McLimont & Son.

Montreal

Wm. Agnew & Co.
Brophy, Cains & Co.
Gault Bros. & Co.
Hodgson, Sumner & Co.
Liddell, Lesperance & Co.
P. P. Martin & Co.
Thibideau, Frere & Co.
Hermann H. Wolff & Co.

MEN'S FURNISHINGS.

SOMETHING NEW.

THE latest thing for men's neckties is the Willow plate pattern. This comes in rich warm colors, reds, greens, and indigo, also in pale shades of delf, blue, sky, and fawn tints.

Another extreme thing for neckties is the close spot. The favorite color in this is white spots on indigo, and the spots are large and placed close together, hence the name "close spots."

REPRESENTED IN WESTERN ONTARIO.

Mr. Fred. W. Picard is the representative in Western Ontario of Glover & Brais, Montreal, and has his office and sample room at 52 Bay street, Toronto, where the trade can inspect goods and write for samples at any time. Mr. Picard is an experienced buyer, both in the European and American markets, and the trade will find him a useful man to know. Glover & Brais are at present making a special feature of tartan half hose, silk ditto, and silk and cashmere underwear and camels hair underwear.

DEVOTING HIS SKILL TO SUSPENDERS.

C. N. Vroom, of St. Stephen, N.B., whose advertisement appeared in our last issue, is turning out a fine line of suspenders and kindred articles, and is bound to be second to none. In addition to these goods Mr. Vroom formerly did a business in special lines of foot wear, but has disposed of that branch and is now devoting all his energies to the manufacture of suspenders. He reports a good trade during the past season and is anticipating a large increase in his output in the coming year.

AGENTS FOR ENGLISH UNDERWEAR.

Messrs. Hodgkinson & Guiebrand, proprietors of the Globe Knitting Mill, of Bolton, England, and who are large manufacturers of the famous Boltonian underwear, sweaters, bicycle hose, etc., have appointed Boulter & Brown, of Montreal, as their sole representatives in Canada. They are prepared to show a range of the above manufacturers' samples and will be pleased to submit same to intending buyers.

A CHANGE OF GROUND

Mr. W. B. Hurd, who has been representing Perrin, Freres & Cie., east of Toronto, will replace Mr. R. Smith in western Ontario, while Mr. Harry Austin has been engaged to represent them in the east. Both travelers will visit the trade shortly with samples of lined gloves and mitts, for next fall.

MOVED TO NEW QUARTERS.

Messrs. Glover & Brais, of Montreal, are moving to more commodious premises, at 196 McGill street. Like other consistent advertisers in THE DRY GOODS REVIEW, their business has so increased that the warehouse they now occupy is too small for them, and they are compelled to seek larger quarters. Their new premises were formerly occupied by Messrs. Brophy, Cains & Co., and are well adapted for a men's furnishings business.

A TRAVELER GOING TO DAWSON CITY.

Mr. Robert C. Wilkins is now represented on the Pacific Coast by Mr. R. Stewart, who will make his headquarters at Vancouver, and his other western representative, Mr. T. Adair, will work his way west and tarry not until he nails the "Rooster" on every store in Dawson City. Mr. Adair goes via the Stuckeen river route.

SPECIAL NUMBERS IN HALF HOSE.

Retailers say "We must have exceptional value in hose, half-hose, etc., to sell for a quarter." They are right. It is most important they should. The Gault Bros. Co., recognizing this fact, are

offering lines, in all makes, of hose, half-hose, etc., which, while they can be sold at the popular 25c. price, are easily worth much more money. Ask for Nos. 1911, 482, 141, 142, 38.

GERMAN SHIRTS AND COLLARS HERE.

According to Mr. M. Markus, 30 Hospital street, Montreal, Canadian agent for Messrs Wolff & Glasefeld, Germany, the sale of shirts, collars and cuffs manufactured by them is largely on the increase, and it is with difficulty that orders can be filled rapidly enough.

A GOOD WORD FOR CANADIAN MAKES.

Wyld, Grasett & Darling report that summer underwear is selling freely in merino, balbriggan, and natural wool. They note the fact that a marked and gratifying improvement has manifested itself this year in the Canadian manufacture of these goods, the finish and trimmings of the Canadian-made goods being very creditable.

Wyld, Grasett & Darling are showing bicycle hose, both ribbed and plain, with and without feet, in heather, navies and blacks, with fancy turned-over tops.

BELTS, TWEED CAPS, ETC.

The prevalence of bicycling is causing an increased demand for men's belts. John Macdonald & Co. are showing some leather goods and fancy lines. In this department THE REVIEW also noticed a range of tweed caps, including all the shapes now in vogue, such as the varsity, golf, etc. There are fifty numbers to select from. A special line of brown balbriggan underwear intended for a 50c. line, retail, is also noteworthy.

MADE BY EXPERTS.

Overalls, smocks and shirts require to be made properly to ensure good wear and satisfaction. At the present time a large amount of slop work is offered in competition with good reliable articles made by experts, not amateurs, and frequently the good points of the well-made lines do not receive the justice they honestly merit. The goods carried by the the W. R. Brock Co., Limited, are made by experts who know how to cut good fitting garments, and can purchase their fabrics in larger quantities and at lower prices than any other concern in Canada. Buy the best, your customers will be better pleased and you will be able to call them customers for all time. Try it.

THE KLONDYKE IS THE THING.

James Johnston & Co. seem to be catering for the Klondyke trade. Their sales of blankets, heavy hosiery and underwear are something enormous.

CHANGE OF FIRM.

In future the style of the well-known firm of H. J. Caulfeild & Co., wholesale men's furnishers, will be Caulfeild, Henderson & Burns, Mr. Caulfeild having associated with him Mr. Dugald Henderson, who has been for about seventeen years connected with the firm, the greater part of the time having occupied the position of bookkeeper, and Mr. Robert E. Burns, who also was for a number of years connected with the business, and lately has been manager and buyer for a Manitoba house.

NEW BELTS.

Mr. Brais, of Glover & Brais, now in New York, has secured a new line of belts for ladies and men. It is an exclusive patent, the belts being without holes, with slipless buckles adjusted. Two other kinds are belts with rubber rinks and stitchless belts.

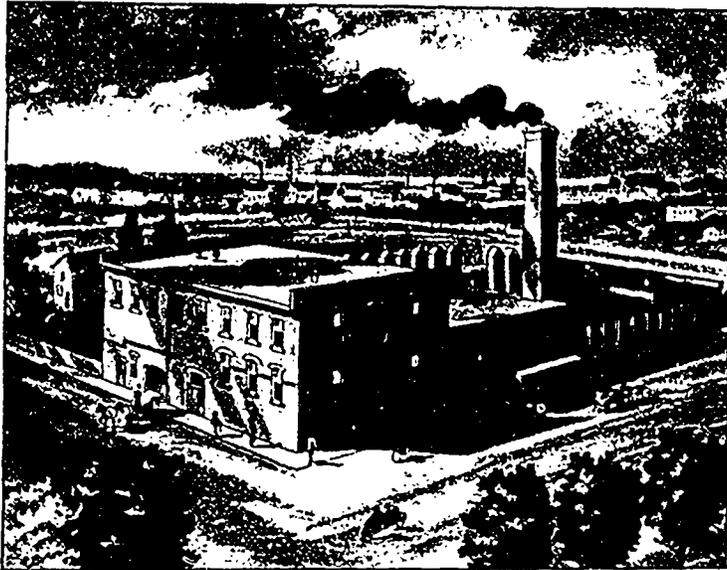
The Merchants Dyeing ^{AND} Finishing Co.

OF TORONTO, LIMITED.

P. H. BURTON, President.

R. W. SPENCE, Vice-President.

ALFRED BURTON, Manager of Works.



Building, 216 x 85 Feet.

DYERS, FINISHERS AND CONVERTERS of British, French and German Dress Fabrics from the Rough State as they come from the Loom. Dyers and Finishers of Japanese Silks, Surahs, Satins, etc.

Work solicited from the Dry Goods and Clothing Trades and from Domestic Manufacturers.

Telephone 5291.

Works at Liberty Street, King St. West.

WAREHOUSE : 42 Front St. West

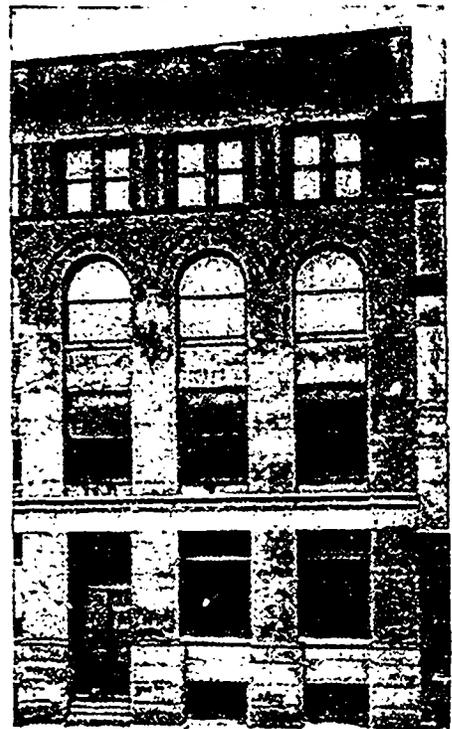
WHOLESALE DEALERS and IMPORTERS of all classes of Dress Fabrics, of whatever material may be fashionable--both our own Dyeing and Finishing and all classes of Dress Goods finished abroad, Silks, Velvets, Velveteens, Muslins, Prints, etc., etc., etc.

THE COMPLETE DRESS GOODS AND SILK HOUSE

DRESS TRIMMINGS,
EMBROIDERIES,

LACES,
DRESS LININGS,

. . . . and all classes of Dress Accessories.



Manufacturers' Agents and Special Importers.

Successors to CALDECOTT, BURTON & SPENCE.

NOTE THE NEW ADDRESS--FROM JANUARY 1st, 1898.

42 Front St. West

TORONTO

CELLULOID COLLARS CUFFS AND SHIRT BOSOMS

If you want the best, not only in style and fit, but in value, these are the goods to buy.

Linen Interlined Waterproof,
Linenized Waterproof
and Waterproof.

Look for this
TRADE  MARK
Take no other.

All goods bright and fresh—no old stock.

MILLER BROS. & CO.

Manufacturers 30-38 Dowd St., MONTREAL

Toronto Branch

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

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s

GLOVES AND MITTENS

Everybody should have them.
Right in quality and price.

Let US fill your orders.

Importers, stop and think!

None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button.

W. CAIRNES & CO.

Manufacturers

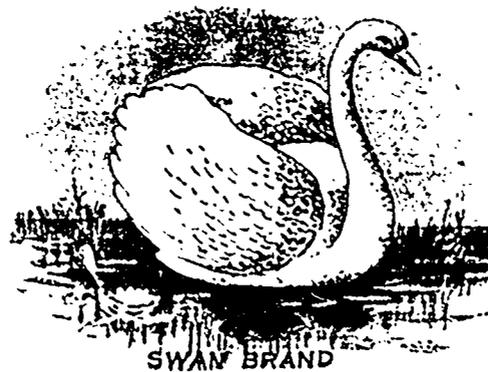
BERLIN, ONT.

Klondyke Sleeping Beds

Warmest and Lightest

NO OBJECTIONABLE ODOURS

WATERPROOF COVERINGS
No. 1, Open Front
\$18.00



SWAN BRAND

Placed
March 31/18
No. 2, Not Open Front
\$16.00

ADJUSTABLE LININGS FOR AIRING PURPOSES

Indestructible Fastenings.

Ask for Samples.

Makers of Bed Pillows,
Cushions, Comforters, etc.

The Toronto Feather & Down Co., Limited

No. 74 King Street West - TORONTO

The W.R. Brock Company, (Limited)

Canadian Linings

CHICORA BRAND

WE handle all makes and qualities of Canadian Linings, both for Men's and Women's wear, and it is a special point with us to keep our stock, in this department, fully assorted the year round.

BACKED by the opinion of our customers we can thoroughly recommend these goods as being fully equal in quality and lower in price than any similar lines which can be imported.

The Mill where these goods are made is thoroughly up-to-date in every respect, and their agents make a point of investigating continually the Lining trade in the centres of fashion, such as London, New York and Paris, so as to be in touch with novelties as they are introduced, and consequently are in a position to follow very closely with lines that are meeting with success and are likely to have a run in the Canadian market.

The W. R. Brock Company Limited

TORONTO

WOOLENS AND CLOTHING.

THE KLONDYKE TRADE.

THE mining boom is giving a great expansion to all branches of the woolen business in Canada. The efforts of United States outfitters, to bag the whole Yukon trade, have been loud and persistent, but the facts are against them. Time is convincing intending travelers of this. A Vancouver customer of H. Shorey & Co., of Montreal, has written thus: "While a number of men has gone north, yet very few have gone from here; most have gone from American ports, but the Americans who have been here have found our prices satisfactory, and are satisfied that we can save money. If the eastern press would take the matter up and contradict the reports that American papers are circulating that Klondyke supplies are not manufactured in Canada, and that those sold by Vancouver and Victoria merchants are importations from the United States, it would do us a world of good. There is a strong Klondyke feeling on, and while actual results have not been obtained as yet, the feeling is very hopeful that we will soon reap the golden harvest."

A TRIP FOR NOVELTIES.

Mr. W. E. Chalcraft, of W. E. Chalcraft & Co., Toronto, left a few days ago for New York and Philadelphia to get the latest novelties in children's and men's clothing for next fall. Being in close contact with two of the largest clothing manufacturers in New York, he is fortunate in securing the newest ideas before they are shown in the American market.

THE EUREKA COMPANY.

At the annual meeting of the Eureka Woolen Manufacturing Co., Limited, held last month at the head office of the company, Eureka, Pictou, N.S., the old board of management was re-elected, as follows: President, M. H. Fitzpatrick; vice-president, Wm. D. Cameron; secretary, J. P. McLennan; manager, C. A. Clark, and a satisfactory dividend declared.

PROSPECTS EXCELLENT.

In common with many others, Messrs. A. S. Campbell & Co. consider the prospects for spring trade as excellent. Orders are coming in rapidly, and the sale of outfits for the mining regions, added to the general revival of trade, is giving a tremendous impetus to the clothing trade.

PASSING THROUGH CANADA.

Mr. J. W. Holden, of 79 Piccadilly, Manchester, Eng., arrived in Halifax January 18, and is traveling through the Dominion to Vancouver and Victoria, showing good ranges of English mantles and clothing, also shawls, the "Distingue" waterproofs, and other textile manufactures to the wholesale trade. He has visited eastern Canada several times, but this will be his first trip to the Pacific coast. He is now at the Queen's Hotel, Toronto.

NEW OVERCOATINGS.

Finley, Smith & Co. are just opening a shipment of spring overcoatings, in the new blue tones—cheviots, vicunas and venetians, and are daily expecting a special lot of tweed and worsted suitings, comprising the latest London novelties.

SPECIALTIES THIS SEASON.

The Gault Bros. Co. are agents for a special make of Nubian black cotton Italian, 54 inch. This is excellent value. They are also showing a special line of 64 wool, Canadian tweeds, at 65c., in about twenty designs. Retailers should ask for patterns of these. Another speciality with them is their range of worsted trousering, at

75c., \$1, \$1.12 and \$1.18. They continue to keep up the "Land-slide" clay twill and their "Pirle" finish venetians.

CHANGE OF NAME.

On January 1 the firm name of Chalcraft, Simpson & Co. was changed to W. E. Chalcraft & Co., the members of the firm being the same as before.

BRITISH TEXTILE TRADE INJURED.

The annual report of the Leeds Chamber of Commerce deplors the state of the British textile industries in 1897, saying: "All the improvement of the spring having been fatally checked by the Dingley tariff law, followed by the engineering strike, which must necessarily result in some permanent loss to trade, in addition to the loss already experienced."

A BUSY SEASON.

The Gillies woolen mill, Carleton Place, is now running overtime four nights a week, in order to keep up with orders. The capacity of the mill is to be enlarged shortly by replacing the present looms with broad looms of the most approved modern design.

NEW MACHINES PUT IN.

W. E. Chalcraft & Co. have worked up a great reputation for children's clothing, and are now recognized by the best trade as leaders in this particular line. Owing to very heavy sales, they have been obliged to increase their plant recently, and have had several new machines of the latest American design placed in their factory.

WOOLEN MILL NOTES.

Henry Moorhouse and Ralph Dodds, of Glen Tay, have dissolved partnership, Mr. Moorhouse continuing.

The Cobourg woolen mills will be sold at Public auction, Feb. 8.

The woolen mill at Napierville, Que. owned by A. Merizzi, was totally destroyed by fire on Jan. 16. The loss will reach \$12,000.

AN ENGLISH REPRESENTATIVE.

Mr. Herbert Marsden, of Wigan, Eng., came over in the Lake Ontario, arriving at Halifax Jan. 18. He represents Messrs. Coop & Co., Limited, of Wigan and Manchester, one of the foremost houses in Great Britain as manufacturers of men's and boy's clothing and mantles.

This house has large business relations with the South African and Australasian markets, in addition to their home trade, and they are now turning their attention to the Dominion, as one of the results of the new preferential tariff.

Mr. Marsden is also showing a labor-saving appliance "Marsden's Process Marker," the property of the above firm, which has not only been most favorably noticed by all the trade journals in England, but adopted by most of the leading wholesale clothing houses, as effecting a much-needed economy in the cutting-room. Mr. Marsden will be at the Queen's hotel, Toronto, for the next few days.

A WOOLEN DEPARTMENT REPORTS.

John Macdonald & Co. report a big run on ladies' costume cloth, the "Imperial" being shown in over forty different shadings. In men's tweed suitings, the range covers everything from low-priced domestic to finest imported cloths. The trade in Belwarp serges has more than held its own, despite the unfair competition to which reference was made last month. This month, something new is being shown in low-priced covert Italian cloth, 27 inch, with choice

Clothing for Spring



*“ Good Clothes don't make the Man,
But they go a long way.”*

Reports from all over the country reveal an active demand for good Clothing. This demand will grow. Are you prepared for it? It will be to your advantage to get good Clothes—Clothes that are prominently correct—stylish.

You will appreciate the fine fabrics—the fit—and the high-class tailor finish—of the W. E. Chalcraft & Co.'s Clothes.

W. E. Chalcraft & Co.

Makers of
Fine Clothing

Toronto

A. A. Allan & Co.

announce large preparations for

SPRING, 1898

Our importations of

English Felt Hats

exceed any former season.

**WAKEFIELDS A SPECIALTY
LESLIES A SPECIALTY**

The best values and the most approved styles in the market

SEND US YOUR ORDERS

A. A. Allan & Co.

HATS, CAPS, FURS AND STRAW GOODS

51 Bay Street, TORONTO

Neckties

Nothing but Neckties

Everything in Neckties

E. & S. Currie

Cor. Bay and Front Streets

TORONTO

A Good Story

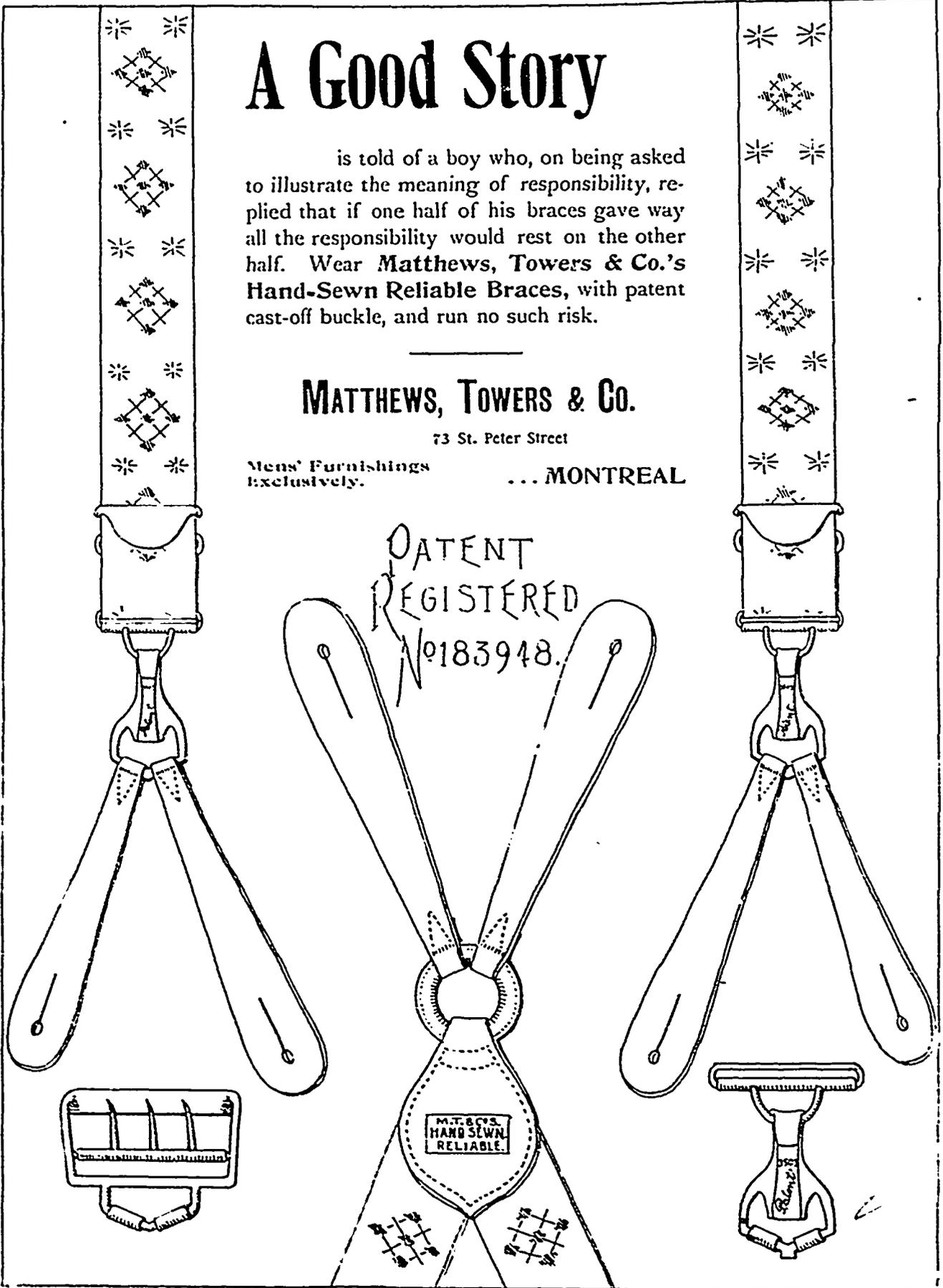
is told of a boy who, on being asked to illustrate the meaning of responsibility, replied that if one half of his braces gave way all the responsibility would rest on the other half. Wear **Matthews, Towers & Co.'s Hand-Sewn Reliable Braces**, with patent cast-off buckle, and run no such risk.

MATTHEWS, TOWERS & Co.

73 St. Peter Street

Mens' Furnishings
Exclusively.

... MONTREAL



KID GLOVES

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

Gabrielle, 3-Clasp
Daphne, 2-Clasp
\$11 50

Shades of Blue, Green, Helio, Lilac, Red and Beige will be asked for this Spring, if you have not booked them order a selected range at once, for March delivery. * * * * *

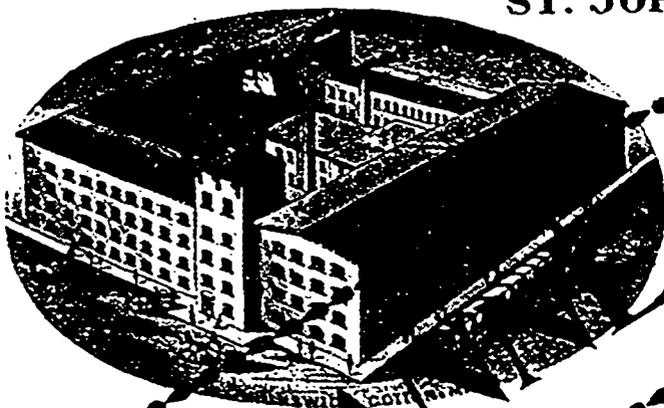
We guarantee the quality. . . . The style and colors ARE CORRECT.

FITZGIBBON, SCHAFHEITLIN & CO.

MONTREAL.

W.M. PARKS & SON, Limited

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.

Agents . . . THE ONLY "WATER TWIST" YARN MADE IN CANADA

J. SPROUL SMITH, Wellington Street West, Toronto
DAVID KAY, Elder Building, Montreal
JOHN H. LAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

colorings. A snap for a cheap sale is a lot of black and blue serges, the season's clean up of a well-known Canadian mill and bought at a big discount.

NOTES OF THE WOOLEN MARKET.

W. E. Chalcraft & Co. are making a large range of Klondyke goods, samples of which will soon be on the road, and can also be seen at their office, 47 1/2 Government street, Victoria.

Finley, Smith & Co. have now on hand a large stock of their special serges, "Trafalgar," "Britannia," and "Royal Navy." These goods are thoroughly shrunk and absolutely fast. Every yard stamped.

Finley, Smith & Co. call special attention to their Alpine Italians, patent warp, permanent finish, unshrinkable. They have stood the test for two years, and are growing in favor every season.

MOVING TO BETTER QUARTERS.

The G. A. Thorpe Manufacturing Co., wholesale clothing, Toronto, owing to increase of business, have moved from Melinda street to Nos. 57 and 59 Bay street, which give them better facilities.

A HANDY COUNTER STOOL.

A handy folding counter stool, known as the "Gem," is being manufactured by the Empire Furniture Co., of Brockville, Ont. It is strongly made and durable, takes up no room when folded and leaves the entire floor space free—a great convenience on busy days.

The stool is specially adapted for dry goods, hat and millinery stores, and can be obtained in five different qualities ranging in price from \$21 to \$36 per dozen. A post card addressed to the makers, at Brockville, will bring full particulars.

IN THEIR NEW PREMISES.

The Merchants Dyeing and Finishing Co., Limited, have, by moving into their new warehouse at 42 Front street west, secured premises eminently suited to the display of their wares. These premises have been thoroughly renovated, and each storey now has the air of brightness which is so desirable to any place of business. The chief department is, of course, that devoted to dress goods and silks. To the display of these goods, the whole of the second floor has been devoted. Here are seen the great variety of beautiful goods dyed at their own works. On the third floor is an excellent range of embroideries, laces, etc., and their line of skirts, all dyed, finished, and made up by this firm. The company are making a specialty of these skirts, which are winning a wide reputation. The fourth floor is devoted to import orders of hosiery and gloves, another special feature of this company. On the ground floor is a large stock of linings, muslins, and prints. All the goods are so arranged that the style and color of each piece can be readily seen by intending purchasers.

NO BASIS FOR THE REPORTS.

Recent sensational stories, which implicate Messrs. Fitzgibbon, Schafheitlin & Co., of Montreal, in frauds upon the Customs, amounting to a large sum, do not appear to have any foundation in fact. The trouble has arisen through the story of a discharged employe to the Canadian Customs authorities. The statement was backed by no tangible evidence, and as a scrutiny of the entries passed by Messrs. Fitzgibbon, Schafheitlin & Co. for several years back failed to reveal any dishonest practices, the Customs Department have taken no action in the matter. It is greatly to be regretted that unfounded statements should have been made about an old-established and reputable firm like this.

Black Broche Silk

BLACK PEAU-DE-SOIE

Black Radzimir

BLACK LUXOR

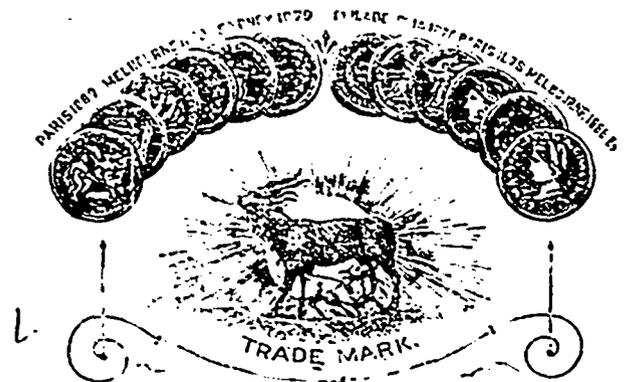
Black Satin

WILLIAM AGNEW & CO.

305 and 305 1/2 St. James St.

MONTREAL

Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers
and
Importers of

KID GLOVES

of all Styles
and
Qualities

A complete assortment always on hand.
Write for samples.

James Coristine & Co.

MANUFACTURERS OF HATS, CAPS AND FURS

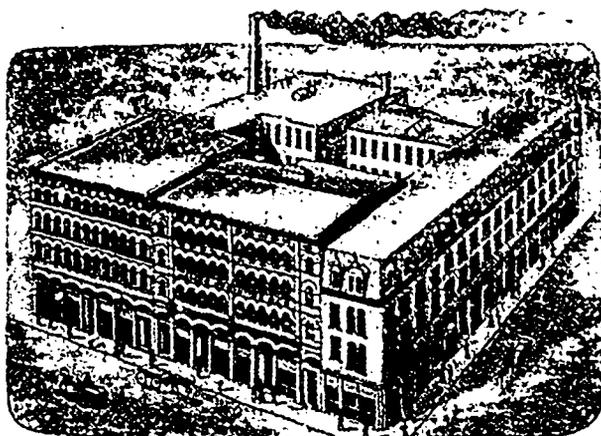
TO OUTFITTERS

We have a full range of

- Coats, Caps
- Gloves and Mitts
- Moccasins
- and
- Sleeping Bags
- Etc.

adapted to the wants of the

MINER and PROSPECTOR



SPECIAL FEATURES

- Selected stock
- Superior manufacture
- Excellent values
- Prompt delivery
- Letter orders carefully executed



469 to 477 St. Paul St.

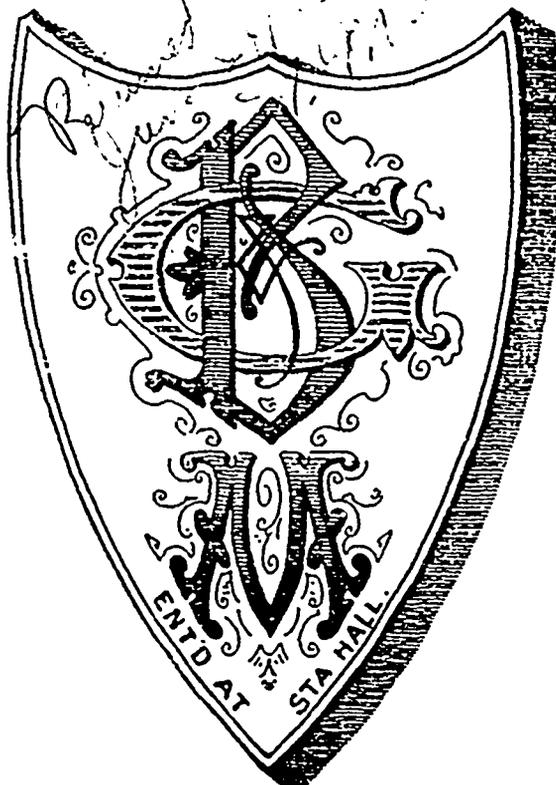
12 and 14 St. Nicholas St.

MONTREAL

NECKWEAR A SPECIALTY.



- Dress Shirts
- Colored Shirts
- Top Shirts
- Underwear
- Half-Hose
- Bicycle Hose
- Umbrellas



- Rubber Coats,
latest shades
- Braces
- Handkerchiefs
- Gloves
- Mufflers
- "Can't Slip" Belts



GLOVER & BRAIS, - MONTREAL

SHORTER TERMS IN KNITTED GOODS.

As intimated in *THE REVIEW* last month, the knitted goods manufacturers have been holding several meetings to discuss the question of terms. We intimated that they proposed to shorten terms so as to make them similar to the terms granted in the case of cottons. A circular, dated January 27, has been drawn up for the information of the trade. It sets forth that, owing to unsatisfactory business conditions during the past few years, the knitting interests are compelled to make some changes from the present system. They have, therefore, agreed among themselves on the following terms:

On Fall goods—Four months September 1. All goods shipped on and after September 1 four months 1st of following month.

On Spring goods—Four months March 1, and upon all goods shipped on and after March 1 four months 1st of following month.

It is also provided that all cases, baling of goods, etc., will be charged for. When the wholesale trade supply woven tickets, and require them sewed on, an extra charge will be made, as also for specially stamping goods. The circular is signed by twelve manufacturers, and there seems no reason to doubt its going into force.

WILL BE HERE THIS MONTH.

Mr. Comstock, representing the Gilbert Manufacturing Co., New York, will be in Canada early this month, with samples of the well-known fabrics of this firm.

RETIREMENT IN QUEBEC.

It is not often that in mid life one can retire successfully from the arduous labors of the dry goods business. Yet, we notice that in Quebec Mr. Archibald Fouldes retires on Feb. 1 from the old importing dry goods firm of Simons & Fouldes. The firm ranks amongst the oldest in the city and has had an honorable and suc-

cessful career. The business in future will be carried on under the name and style of Simons & Minguy by Archibald Simons and Jean Minguy, who have long been connected with the business, and for the last five years have been partners. Doubtless the firm will continue in its prosperous course.

MEETING OF SHAREHOLDERS.

The first general meeting of the shareholders of the W. R. Brock Co., Limited, was held in Toronto, December 31, the following being present: Messrs. W. R. Brock, T. J. Jermyn, B. B. Cronyn, W. L. Brock, R. W. Pentecost, W. R. Smallpeice, John Ross, A. Clark, H. G. Cooke, A. A. Cockburn, H. W. Ellisson, W. E. Young, and J. A. Catto. The following were elected the First Board of Directors: Messrs. W. R. Brock, T. J. Jermyn, B. B. Cronyn, W. L. Brock, R. W. Pentecost, and W. R. Smallpeice. Mr. W. R. Brock was elected president, and Mr. Jermyn, vice-president.

NOT OPENING IN TORONTO.

Siegel, Cooper & Co., New York and Chicago, have written to the Toronto press as follows, under date of January 20: "We are almost daily in receipt of letters from real estate agents and others in Toronto, asking if we intend to open a department store in your city. This has been going on for some time past, compelling me to answer several letters weekly. If consistent I wish you would announce through your valuable paper that we have not the least intention of starting a department store in Toronto."

P 5 SETS THE PACE.

Ladies' and Misses' ribbed underwear receives marked attention from the underwear buyer of the W. R. Brock Co., Limited. The line that sets the pace and is the index for value to the whole range is P 5, a shaped vest, good weight and perfect finish, that can be retailed for 10 and 12 1/2c. each.



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

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

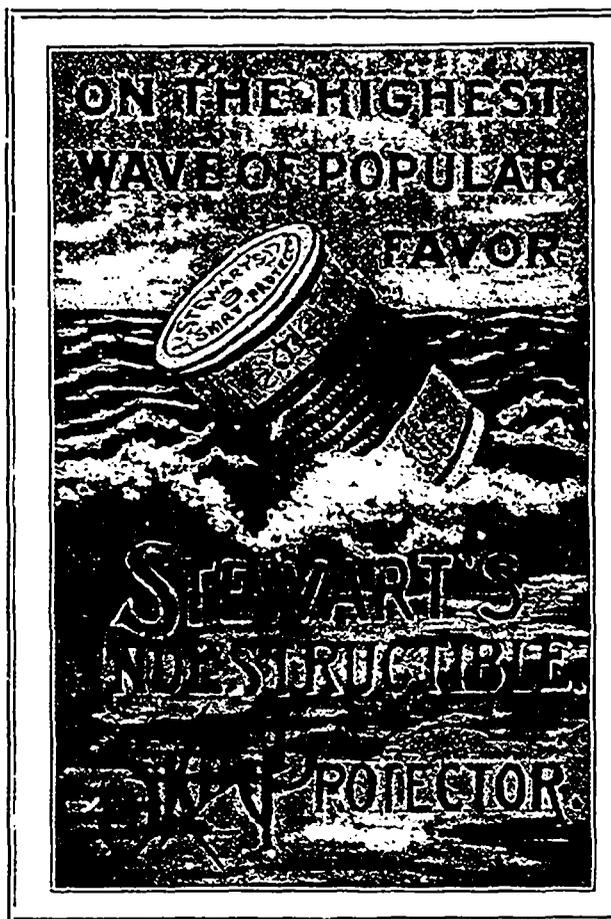
Prices range from \$6.50 to \$15.00, depending upon material and quality, but all are wind and waterproof.

Samples may be seen with _____

Millichamp, Coyle & Co.

43 Bay Street, TORONTO, ONT.

THE ACHIEVEMENT OF THE CENTURY



A Perfect Dress Edge and Incomparable Skirt Protector.

Outwears the Skirt

Always used by the best dressmakers because of the perfect finish it gives the dress.

♦♦♦♦

A CABINET

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

“STEWART’S,” the only genuine. Take no other.

WHOLESALE TRADE ONLY.

BAKER & BROWN

260 St. James Street

Montreal, Que.

KID GLOVE NOTES.

WITH the first sign of spring or continued mild weather, interest in this important line will be wide-awake, and deliveries of import orders will at once be demanded by dealers who find it profitable to lead the season rather than follow a later demand. Never before has so much attention been given to the minute details of manufacture and style, and, in a word, general effect. The standard quality of gloves, now most largely used in Canada, is much higher than that of a few years ago, consisting chiefly of French and high grade German lambs. In these it is possible to successfully produce soft shades of greens, blues, and other tints, such as are unquestionably correct for the coming season. Thus it is comparatively easy for the average dealer to cater to an exacting trade if he draws his supplies from glove people of recognized ability and refined taste, whose advice in color, assortment, and style he is willing to take. Especially so is it in the case, this season, when the bulk of the best trade is confined to two and three clasp fastenings with white and black stitched Paris points. Black or oxydized clasps with gold or silver monogram are the most approved, and shorter (3 b.l.) lengths are in vogue.

The reign of laced gloves is over, though in plain black and colors the style will not be superseded, especially for large wrist measurement.

Speaking generally, we are satisfied that effect rather than quality is the trade winner of to-day; it is a pity that this applies to gloves—however, in French lines, the latter is guaranteed by the maker.

In a leading glove department we saw an advance delivery of spring shades consisting of reseda greens, bluettes and lilac, in assorted packages, with two large clasps and white stitched French points, of the Eugene Jammet make, which were being retailed at

\$1.25; others in beige and castor shades appeared interesting. Greys are not likely to sell as freely as expected, and bright reds, so popular last fall, will hardly maintain their position. Our January prediction regarding colors is confirmed by recent early imports, blues and greens of delicate tones are prominent, and it is evident that lively shades will prevail.

We understand a satisfactory import trade has been booked for March delivery, and those dealers who have, and are clearing out old stock and back numbers, will be justified in ordering more freely than usual in such styles as we have mentioned.

A NICE SOUVENIR.

The Dominion Brewery Co., Toronto, is distributing among the trade one of the most useful souvenirs of the year. It is a vest-pocket memo booklet, giving, among other information, a list of winners and records on the turf, in athletics, rowing, cycling, yachting, canoeing, cricket, curling, shooting, ten pins, lacrosse, baseball, football, quoiting, skating, bowling, etc. It also contains the game and fishing laws, rates of postage etc. On receipt of a request on a postal card they will be glad to send one to any of our readers or their customers.

APOLOGIZE.

Believing THE DRY GOODS REVIEW reaches the best firms in the trade, R. Henderson & Co. wish, through THE REVIEW, to apologize for the delay in filling orders for their new line of crochet, the M. & K. Silcoton. They have had so many repeat on repeat orders they have not been able to fill them promptly, but are doing the best they can under the circumstances, and ask the indulgence of the trade at large.



H. H. HURROWS.

1898

CARPETS

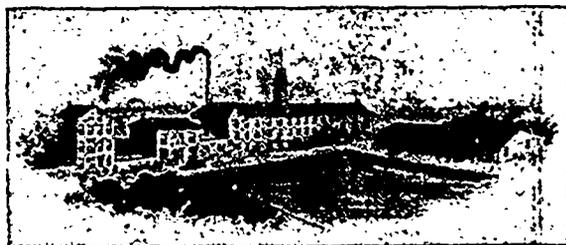
Wool and Union Carpets and Art Squares
in various sizes, new designs and colorings.

RUGS AND MATS
CHILDREN'S CARRIAGE ROBES

Travellers now on the road.

Royal Carpet Co.

GUELPH, ONT.



The Tiger Brand
Lambs' Wool Underwear

Manufactured by

The Galt Knitting Co.
Galt, Ont. LIMITED

is the best and most reliable made in this
or any other country



TRADE MARK

The retail trade only supplied

OUR TRADE MARK IN WOVEN LABEL

ON EVERY GARMENT

Kyle, Cheesbrough & Co. Montreal

THE
LACE
WAREHOUSE
OF
CANADA.



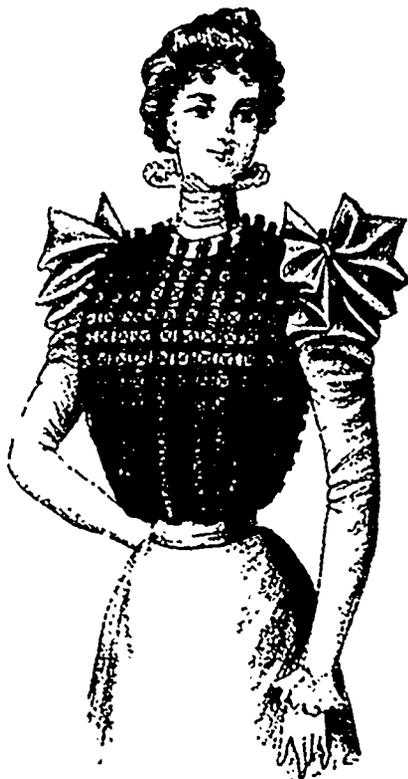
Importers of Novelties in

Dry Goods
Trimmings
Silks, Braids
Curtains

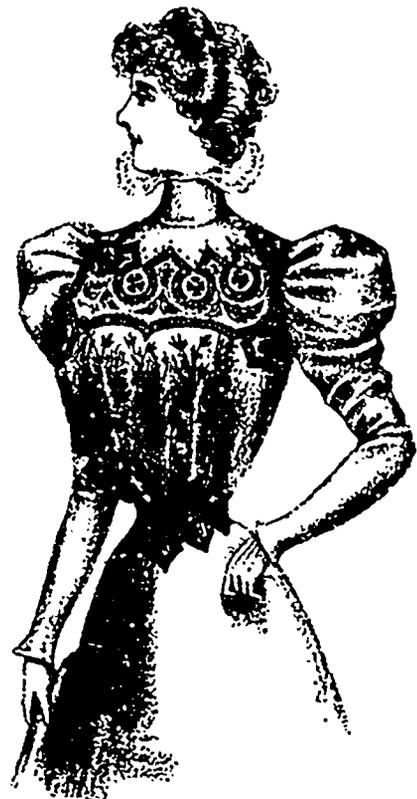
Embroideries
Gloves, Hosiery
Muslins and
Dress Goods, etc.

OUR TRAVELLERS

Now have in their hands complete sets of samples for the Spring. We are showing this season the largest and choicest collection in our line ever offered the Canadian trade.



The
Latest
Novelty



Russian Braid and Bead Garnitures.

Kyle, Cheesbrough & Co. MONTREAL

The Practical Ribbon Cabinets



No. 2 Cabinet

NATURAL OAK NICELY FINISHED

REMOVABLE THE KNOB FORWARD and the tray goes and remains giving full access to the ribbon.

EVERY DEALER, small or large, saves the price of a cabinet by keeping bright and clean ribbons.

YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

PRICE LIST

No. 0 size	28 x 7 x 27, 50 bolts,	\$ 6.00
No. 1 size	28 x 11 x 27, 100 bolts,	10.00
No. 2 size	28 x 15 x 35, 150 bolts,	15.50
No. 3 size	28 x 20 x 38, 250 bolts,	19.50
No. 4 size	28 x 25 x 38, 325 bolts,	23.00
No. 5 size	28 x 31 x 38, 400 bolts,	26.00

The Practical Piece Goods Fixture
The Practical Glove Cabinet

For information and price list write

James Johnston & Co., - Montreal.

B. & C. Corsets

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

Manufactured only by

BRUSH & CO. - TORONTO

PRACTICAL REVOLVING COUNTER FIXTURE

No lifting or tipping over

Keeps stock up. Every piece in sight. Holds 40 pieces in 20-inch space. Each bolt easily removed and replaced without disturbing the others. Each shelf is adjustable to the thickness of any bolt.

"Show me that bottom piece!"

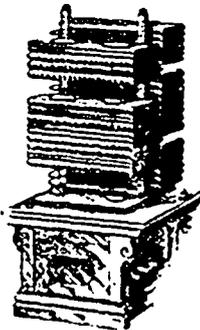
Counter Fixture - \$7.50 | Wall Fixture - \$6.00
Floor Fixture - 7.50 | Veiling Fixture - 6.50

The Practical Ribbon Cabinet is
the Best Made

The Practical Kid Glove Cabinet is Up-to-date

For information and price list, write -

JAS. JOHNSTON & CO., Montreal



YATISI
MAGNETIC
CONTOUR
VICTORIA

Hygienic
Waists

AND

Standard
Dress Bones

A CHAT ABOUT CURTAINS AND COVERS.

LOOK into the carpet department of a large wholesale house. Just now reveals several lots to interest retailers. At John Macdonald & Co. THE REVIEW saw some handsome English hearth rugs retailing from \$4 up. Tapestry curtains and table covers are a special feature of trade just now, and in this department a great deal more space is being given to covers, drapes and muslins, a number of extra tables being fitted up to display them.

In fact, the demand has led to a specialty in higher-priced covers, and there are some handsome goods now in the market, in fawns, mahogany, cherry reds and golden browns. A popular cloth in 4-4, 6-4, 8-4 and 10-4 sizes, retails at from 75c to \$2.50. The patterns in these goods are up-to-date. The covers are all fringed, as is the fashion now. There is a great range of muslins for curtains in the market just now. Coin spots, good value, will retail as low as 15c., and are from 36 to 45 inches wide. There are some fancy-figure cord muslins, which will retail at 12 1/2, 15, 17 1/2 and 20c. A range of fancy sash muslins will retail from 10c. up. Then, among Swiss goods, the tambour sash nets will retail from 12 1/2 to 40c., and there is a large range of canvas piece-goods, or fancy scrim, 42 inches wide, to retail at 10, 12 1/2 and 15c.

Swiss curtains show a new idea in the ivory Revaipance, which is a light shade of ecru, giving a beautiful effect with guipure work. Old-fashioned goods, in white muslins, are coming in, and curtains to retail at \$2.50, \$3, etc., up to \$4, are shown. Plain nets retail from \$2.50 to \$10.

A PROMISE KEPT.

In our January number, page 97, we promised our readers that in the present issue we would give them further information about the attractive assortment of laces, ribbons and embroideries, imported for the spring trade by the W. R. Brock Co. These goods having been passed into stock during the past week, enable us to speak forcibly and intelligently. The range is large, up-to-date and most fascinating. The numerous colors and makes of laces almost bewilder one who is not an active fancy goods man. In veilings, they show magpie, jackdaw, chiffon; also chenille spot in black, cream, brown and navy. The embroideries from St. Gall, Switzerland, look fresh. The patterns are choice, the values are right. They make a great pow-wow about their job lines, put up and sold in cartoon lots only. One of these gives a merchant a good assortment, and, if he exercises judgment, a variety of prices. Their stock of ribbons is staple in assortment and value. No fancy goods profit can be detected in the quotations, and this accounts for the large ribbon trade that the Brock Co. attract.

STYLE OF WAISTS SETTLED AT LAST.

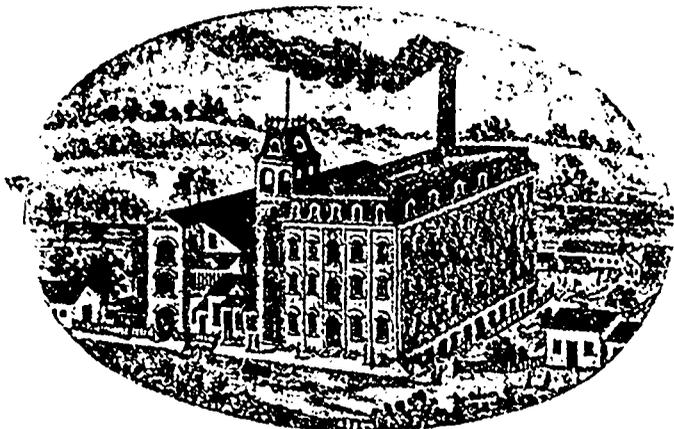
The leaders of fashion have settled on the Russian blouse as being the correct style for the coming season. These are made very prettily in gingham plaids of all sizes, also beautiful combination colorings in cambric plaids. The Roman stripes will also be used, but the plaids will have the run. Houlter & Stewart are showing 100 new designs in this new waist. See advertising page 91.

JOBS IN SUSPENDERS AND BELTS.

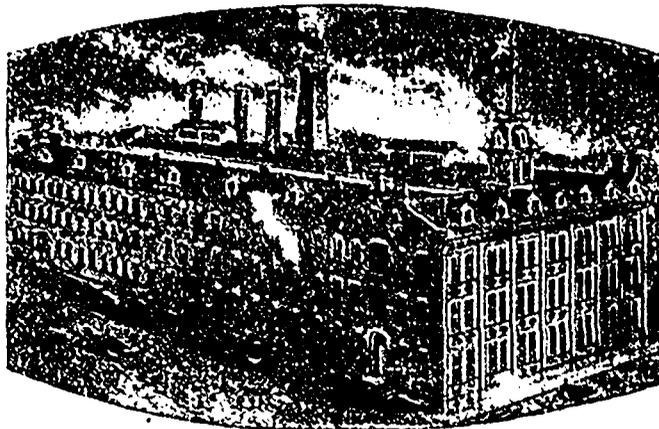
The Gault Bros. Co. are showing four lines of jobs, from \$1.50 to \$2.25. Regular prices, \$2.25 to \$3.75, and good value at the

GONE TO BRITISH COLUMBIA.

Mr. I. V. G. Williams, who has filled responsible positions in Toronto and Montreal, has engaged with J. Piercy & Co., of Victoria, B. C.



MILL NO. 1

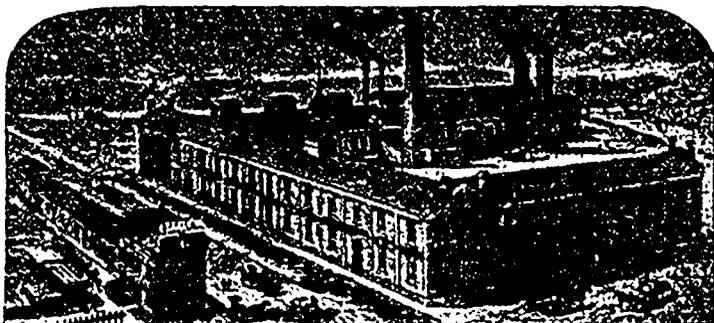


MILL NO. 2

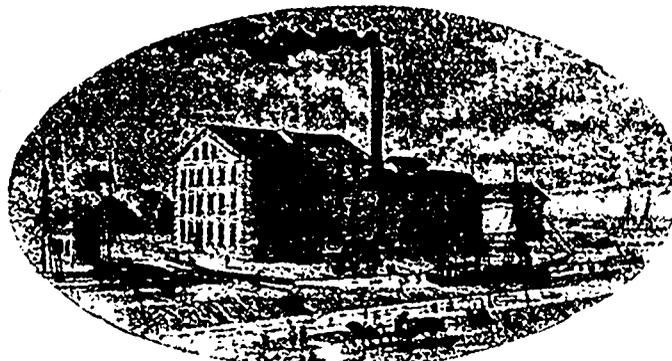
The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited



MILL NO. 3



MILL NO. 4

Our Samples of ...

Spring Goods

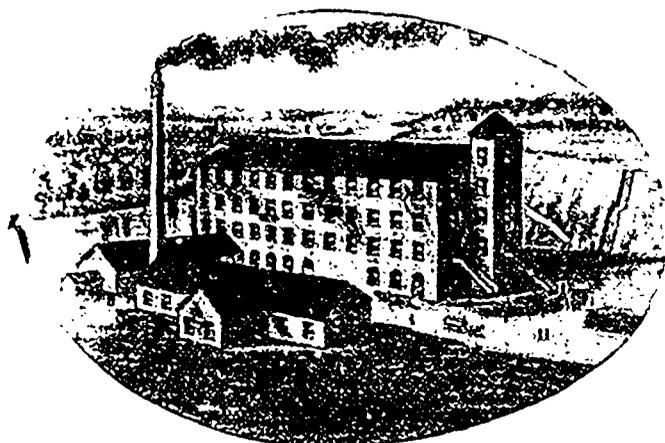
are now in the hands of the wholesale trade.

Ask for our

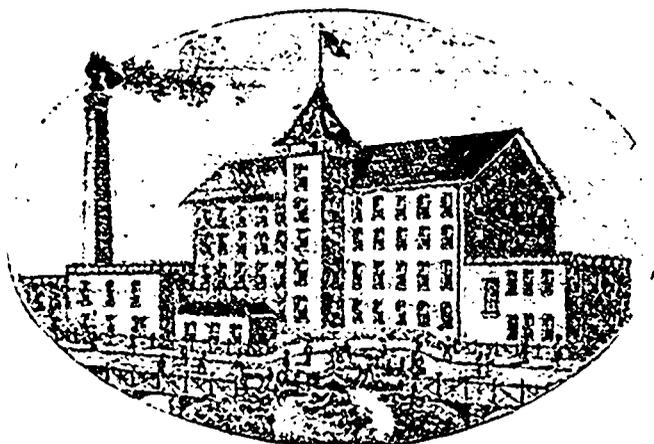
BALBRIGGAN UNDERWEAR

... and take no inferior substitutes.

Full lines of Summer Weight Half-Hose and Underwear of all kinds.



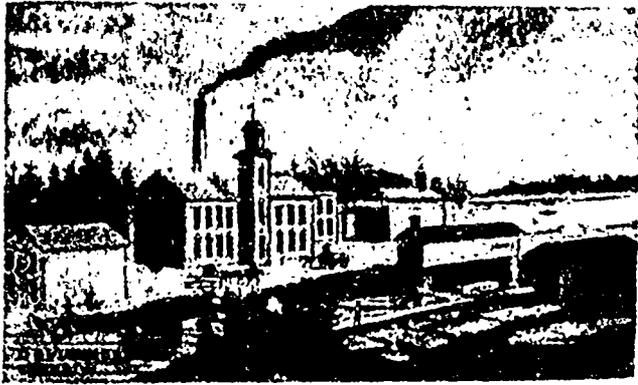
MILL NO. 5



MILL NO. 6

SELLING AGENTS

D. MORRICE, SONS & CO., MONTREAL AND TORONTO.



The Harris ⁶/₄ FRIEZES

are now being shown for

FALL, 1898

R. R. Davis

Selling Agent

3 Wellington St. East

...TORONTO

A NEW CREDIT EXCHANGE.

A new commercial agency, known as the Credit Exchange, Limited, has commenced operations with headquarters in Toronto and Montreal. Its object, as set forth by a descriptive booklet, is to conduct a systematic exchange of experience in credits, but not to clash in any way with the existing agencies. All information relating to the trade liabilities and dealings of merchants will be collected and supplied to subscribers. Thus, one wholesale house will, through this medium, inform others as to the amount a customer owes, whether he is prompt in his payments, etc.

It is hoped in this way to prevent unsafe credits multiplying and dishonest dealers from overbuying. All reports are, of course, confidential, and the firm receiving the information does not know who supplies it. A similar system, under the name of "Credit Clearing Houses," has been found to work satisfactorily in the United States, and should be equally useful here.

CAN'T YOU FIT THEM OUT?

Alexander Clark, who has been in the milk business at Valleyfield, Que., for 20 years, will shortly leave for the Yukon gold fields, in company with his brothers, Andrew and William Clark, Mr. S. Benoit and Mr. Grossman.

The Peninsular Mining and Development Co. has been organized at Windsor, Ont., to prospect for gold on the Yukon. A party of 18 men, under command of Major Johnston, of Leamington, is to start on Feb. 15. Each man will have to undergo a medical examination, and deposit \$500 with the treasurer of the company to pay for transportation and supplies. The party will take out a year's provisions, and each man will have his life insured at the expense of the company, for the benefit of his family. John A.

Auld has been elected president of the company, and Charles J. Fox, of Kingsville, vice-president.

SILK DYEING AND FINISHING.

We see the relative methods and success of British and French silk dyeing and finishing discussed in some of the trade journals. It must be remembered that France, and especially Lyons, has been the home of the silk industry for centuries, and in the sixteenth century a very large proportion of the Lyons silk weavers, being Huguenots, were expelled from France and went to Flanders and England, where they introduced in Spitalfields the silk industry. And Spitalfields silks and velvets became renowned for their good wear. As long as England had a protective tariff the silk industry flourished, but when free trade came into force the French, being better finishers, i.e., knowing better how to weight the goods, were able to undersell the English, until to-day it is a question if one piece of English-made silk is sold to 100 pieces of foreign. In 1895 Britain imported £15,238,000 sterling of silk manufactures and exported less than £2,000,000. British manufactures of silk are mostly confined to sewing silks, handkerchiefs, mufflers and a few piece goods. As there is no duty, there is no advantage in importing silks undyed and dyeing them in Britain, consequently it is useless to institute a comparison between British and foreign silk dyeing—as the goods are dyed and finished where they are made. In the United States silk dyeing and finishing and printing are all carried on very successfully both on domestic-made goods and on Japanese imported goods, because the duty protects them, and they have now attained to as good results as in Lyons. We have lately seen Japanese silks, dyed and finished by the Merchants Dyeing & Finishing Co., in Toronto, equal to the Lyons goods, and we are glad to see that Canada is not behind in this respect.



GOFF'S
Angora
BRAID

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

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

IN BLACK AND
STAPLE COLORS.

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

**DYED IN THE
WOOL.
SHRUNK READY
FOR USE.**



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

Wyld, Grasett & Darling

Invite inspection of their stock of

DRESS GOODS

LATEST EFFECTS AND NEWEST FABRICS

Plain and Fancy Coverts, Dyed Shot Effects, and a large range of Fancies.

BLACK GOODS A SPECIALTY

An immense range of Lace Curtains, extra value; Victoria Lawns, Spot Muslins, etc.

Sole Agents in Canada for

WILLIAM EWART & SON, Limited, BELFAST

WYLD, GRASETT & DARLING
TORONTO.

SYSTEMATIC SAVING

Can be accomplished by taking out an

Unconditional Accumulative Endowment Policy

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.

A FEW FACTS ABOUT

The New Idea Pattern

It has always been a LEADER, never an IMITATOR.

We were the

Original 10 cent Pattern.

We never had any other price, and our goods are GUARANTEED TO FIT as good as any other pattern, no matter what its name or price.

We were the FIRST to advertise our business in the Dry Goods Journals, now they all do it.

We were the FIRST House to offer to sell merchants paper patterns without a contract. We still do business that way, and

1,500 FIRMS

think with us, it's the best plan.

We were the FIRST to show how PATTERNS could be displayed and sold without the encumbrance of a Pigeon-Hole Case full of last year's styles. We have built up our business on this line, and any merchant can satisfy himself of the success of the plan by investing \$10 and trying it our way.

We were the first to furnish the Retailer (without charge) with cuts of our Patterns for advertising in his home newspaper.

THE NEW IDEA. Retails at one uniform price.

It is up to date in style; well illustrated; plainly described; and because we make no allowance for seams, it's the most Economical in the use of material. Any lady who has once used them will be convinced of this saving feature.

Our Monthly Fashion Sheet is the lowest in price of any on the market, and equally as effective as an advertising medium.

Do not make any deal for Paper Patterns, nor renew an old contract, until you have consulted



1475—Ladies' Blouse Waist
Sizes 32, 34, 36, 38, 40.



1453—LADIES' FULL WAIST,
Closing on Shoulder and
Under Arm.
Sizes 32, 34, 36, 38, 40.



1472—LADIES' BLOUSE,
Fitted Lining which
may be Omitted.
Sizes 32, 34, 36, 38, 40.



1446—LADIES' RUSSIAN
BLOUSE JACKET.
Sizes 32, 34, 36, 38, 40, 42.

The New Idea Pattern Company

636-638 BROADWAY (Near Bleecker), NEW YORK.

233-237 FIFTH AVE., CHICAGO.

WINDOW DRESSING.

ARRANGING SPRING MILLINERY.

THE proper arrangement of a window containing an exhibit of spring millinery is a critical undertaking, and by no means to be entrusted to just anybody who volunteers for the job. To begin with, care should be taken to see that the window dresser is not color blind, a defect from which many aspiring window artists seem to suffer. Next, he must be made to realize that the show is intended to act as a public instructor in spring millinery, and it is his duty to see that it fulfils its mission. He is to lead—not follow—public taste. Anybody can form a cabinet, but it requires actual genius to arrange an attractive window display, and if he does not take his duties seriously, failure will result.

As space is limited he cannot afford to spread samples of all the stock before the passerby, but must select the most dainty creations of the workroom; each with its special style judiciously placed before a mirror so that both sides may be seen at a glance. Have a good choice of veilings, etc., placed in such a manner as to show what you have to offer. Tempt the spectator to "enquire within," not to go away feeling she has seen all she cares to.

While a scanty, scrappy, display is very bad, overcrowding is almost worse. Effective lighting is most important. Jewelled or other ornaments should be tastefully grouped, and suggestively placed where they are most likely to set off the more staple materials, but avoid confusion.

If floral decoration is considered really advisable, use only white and green, which will harmonize with every age, and tone down the showy products, which so inevitably form a feature of each season's exhibit. Don't, however, have sprays and garlands straggling about "happy-go-lucky." Use them without stiffness to separate or define the various sections of your exhibit or, on occasion, to fill up a dull corner.

It is well to remember that bonnets, hats, etc., are useful as well as ornamental, so that serviceable specimens of the millinery art are always in order.

These suggestions can be adopted to any class of trade. What is wanted is a decent stock of brains to go on, assisted by seasonal goods.

A SPRING OPENING DECORATION.

The window dresser who plans for a spring opening display has several difficulties to contend with. First, many of the prettiest spring fabrics were rushed into the windows as soon as they arrived at the store, consequently it is a difficult matter to ring them in at the opening displays as new, fresh goods. Second, each department interested in the opening display feels that it is slighted if it doesn't get the long end of the window display.

In medium-sized stores the decorator often has great difficulty during the year in designing displays in which a well-defined color scheme is present, owing to the lack of materials in any one department for building such a display.

This difficulty may, to some extent, be overcome, just at this season, because stocks are fresh and complete, and an opening display may include goods from half a dozen departments. For instance, the window dresser plans a display in which the different shades of green predominate. He may draw on the ribbon stock for green ribbons, the lace stock for green chiffons, the wash goods, dress goods and silk departments for their proper quota of green materials.

The millinery department can also help him out and by a judicious selection of these different display materials he need draw on each stock for only a modest quantity, and can, at the same time, work up an artistic color scheme.

An opening display should be so arranged as to show each item entering into the trim to the best advantage and still maintain

thorough harmony. We would suggest different solid color schemes of this character for the different overhead displays in the departments participating in the opening, but care should be taken that the rich effect is not spoiled by the too liberal use of cheap decorative materials such as cotton bunting. There is no need of filling space to make a good-looking display. The able window trimmer doesn't depend on quantity for a good effect.

DISPLAY OF ORGANDIES.

A wash-goods window in one of the leading New York stores recently attracted considerable attention, says *The Economist*. The materials shown were organdies of the French make, and their delicate tints and dainty patterns strongly appealed to one.

In this instance the window artist seemed to have found a material easy to shape to his notion, for its arrangement was of that careless order which often lends an added charm to beauty. Especially is such often the case in the art of window dressing.

The make-up was a draped background of fine white Brussels curtains, a bright emerald-green covering of felt on the floor and at irregular intervals on the green floor were stumplike crinkled puffings of the dainty organdies. On top of each stump were placed alternately bunches of artificial roses and violets, twining about over the floor was a white satin ribbon tied in huge bows.

A neat card, placed in the centre of the floor, read as follows:

FIRST IMPORTATIONS
OF HIGH-CLASS
FRENCH ORGANDIES.
(EXCLUSIVE DESIGNS.)

DON'T LAY STRESS ON CHEAP GOODS.

One phase of the muslin underwear business which has become particularly noticeable is the continual throwing forward, in displays and advertisements, of the cheapest sort of goods. This is not a particularly desirable development from any point of view, and there is generally more profit in selling one gown at \$1.25 than two at 59c.

The decorator can help to discourage this tendency by giving the better-priced goods their just share of the display, and endeavoring to concentrate the attention of the shoppers on the good value in the better grade. There is no virtue in cheapness alone. Quality is always an essential, and probable purchasers should not be allowed to forget this fact.

This applies to every class of goods, at all seasons. There is little real permanent value to one's trade in a "bargain" window entirely. There is danger that you will work up a sort of "cheap-John" reputation that, in the end, helps to drive the better class of customers to big city stores.

PHOTOGRAPHS OF DISPLAYS.

Stewart & Co., Sackville, N.B., send us a nice photograph of a holiday window, which shows that the firm took great pains and displayed considerable taste in arranging goods. The store is 25x50 feet, and the windows are well adapted for trimming. The photograph was taken by electric light, and brings out the effect with some clearness. Reproduced here, however, the engraver tells us, it would not do justice to the display. In fact, this is true of several photographs which have been forwarded to *THE REVIEW*. A really clear photograph is worth reproducing, but it is not wise to venture unless this is so. *THE REVIEW* would like any of its friends, who manage to get a clear, distinct photograph, to send it along, as comparison of ideas is valuable all round, and we shall be glad to do our share.

W. H. Storey & Son

GLOVE MANUFACTURERS

ACTON. ONT.

To the Trade of the Dominion

Gentlemen: We are exhibiting through our representatives the largest range of **GLOVES, MITTS, MOCCASINS, SHOE PACS** and **TRAVELLING BAGS** ever shown by a single firm. Our **KLONDYKE** Goods are highly recommended by those who have seen them. See these goods before placing your orders. **QUALITY FIRST-CLASS, PRICES RIGHT.** Every customer will be waited upon in good time.

W. H. Storey & Son.

SOME OF YOUR CUSTOMERS
WILL WANT A

Klondyke Outfit

OF VERY WARM AND STRONG

UNDERWEAR

*Warranted
Turnbull's*

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

WRITE FOR PRICES AND SAMPLES.

GOULDING & CO.

27 Wellington St. East

TORONTO

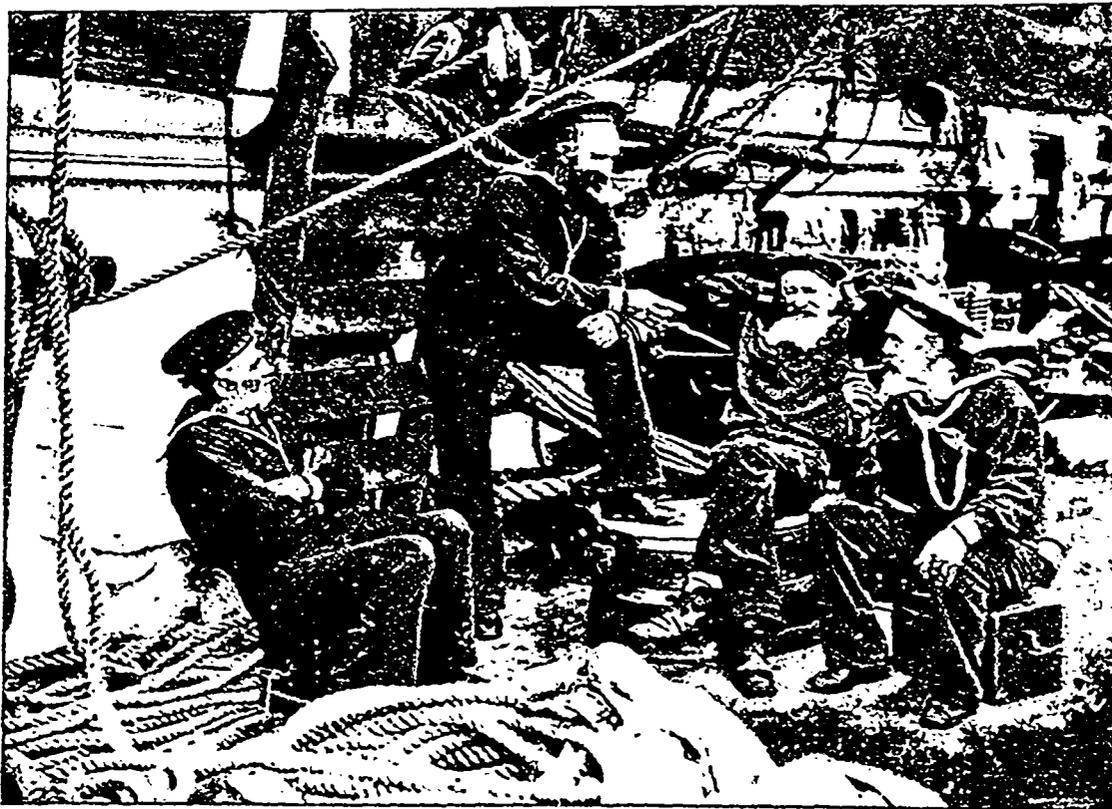
JOS. W. WEY

6 Bastion Square

VICTORIA, B.C.

THE C. TURNBULL CO. OF CALT

LIMITED



"SPINNING A YARN."

THE WARDLAW YARN MILLS SPIN THE BEST SCOTCH FINGERING YARN IN THE MARKET.

THOS. D. WARDLAW - DUNDAS, ONT.

JAPANESE GOODS IN THIS MARKET.

AS AN evidence of the activity of trade, K. Ishikawa & Co. point to the fact that this year's import orders for Japanese silks for spring are much larger than last year, and lately customers have ordered quite heavily. As for fancy silks, where the spring trade is big, usually, import orders have been twice as large as before, and there have been many repeats. Piano drapes of Japanese embroidered silk are doing wonderfully well, and indicate both a taste for these goods and a good trade for the piano people. The Japanese matting, which K. Ishikawa & Co. introduced into this market last year, is succeeding well, and the goods are opening up satisfactorily. Of rugs, the same may be said, and all import orders will be delivered on time. Evidently a good trade is anticipated in these goods, and some of the large furniture stores have ordered mattings and rugs for delivery as late as May.

Windsor ties in plain, plaid, and checked silks, are going to be most popular for spring and summer trade, and heavy import orders have been placed quite lately. These ties are expected to go with fancy silk shirt waists, adorned with linen collars and cuffs. According to quotations the Japanese silk market maintains prices.

A NEW PARTNERSHIP.

Mr. F. A. Cookson, well-known to the men's furnishing trade for the last eight years as the buyer for Messrs. Glover & Brais, of Montreal, and their representative in Toronto and part of western Ontario, opened in the wholesale men's furnishing line in Montreal last September. He has lately admitted Messrs. W. S. Louison and W. Le Brocq into partnership, and the style of the firm will now be Cookson, Louison & Co.

Mr. Cookson will attend to the buying locally and in Europe, but will also continue soliciting business from his old friends. Mr.

Louison, though a young man, has been identified with the wholesale dry goods and fancy goods trade for many years. With the well-known dry goods firm of S. Greenshields, Son & Co. he remained nine years, his experience extending over the various departments. Of late he has represented Messrs. H. A. Nelson & Sons in the maritime provinces with eminent success, and has made hosts of friends. His personal friendship and long connection with the trade on that territory, which he will continue to cover, will be a source of strength to the new firm.

Financial and office matters will be looked after by Mr. Le Brocq, until lately bookkeeper for Messrs. Doull & Gibson and before that filling a similar position with Messrs. Glover & Brais.

We are pleased to report that the firm have already met with much success, and with this strong combination we predict a bright future for them.

GREAT DEMAND FOR LACE.

It is not often that \$100,000 of lace can be seen at one time, but, when calling upon Messrs. Kyle, Cheesbrough & Co., a REVIEW reporter was shown their spring assortment valued at that figure. The phenomenal demand for laces this season has several times been commented upon in these columns, and the fact that over 90 per cent. of this quantity of lace has already been sold is further evidence of the popularity lace has obtained.

ENGLISH UNDERWEAR AGENCY.

Baker & Brown, of 260 St. James street, Montreal, have been appointed sole agents in Canada for Messrs. Hodgkinson & Gillibrand (the Globe hosiery works), of Bolton, Eng. This firm are large manufacturers of ladies' and children's ribbed vests and combinations, men's ribbed shirts and drawers, and bicycle hose, etc.

Wm. Taylor Bailey

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for

E. F. Timme & Son, Plushes,
Velours and Corduroys.

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-
tries, Draperies, etc.

THE CORNWALL MFG. CO.

Cornwall, Ont.

Fall Samples now ready for the in-
spection of the Wholesale Trade

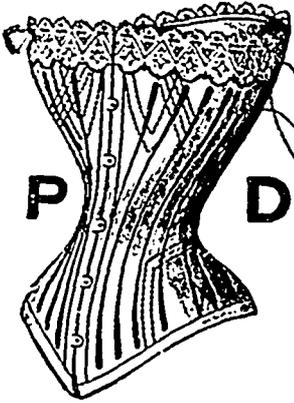
TWEEDS
FREIZES
MELTONS
BEAVERS
Plain and Fancy MACKINAWS
Etc.

Geo. S. Plow AGENT Montreal

TORONTO REPRESENTATIVE

F. W. WINTER - Melinda Street

FRENCH **P. D.** CORSETS



P. D. GOLD MEDALS

The celebrated **P. D.** Corsets are in the lead again, having received the 1st prize at the Universal Exhibition in Brussels in 1897.

KONIG & STUFFMANN

Sole Agents

7, 9 and 11 Victoria Square, MONTREAL.

Finley, Smith & Co.

Importers of...

WOOLLENS and
TAILORS'
TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

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



SPRING
1898

We are showing an exceptionally fine line of

LADIES' COSTUME CLOTHS
AND
MIXTURE WORSTEDS

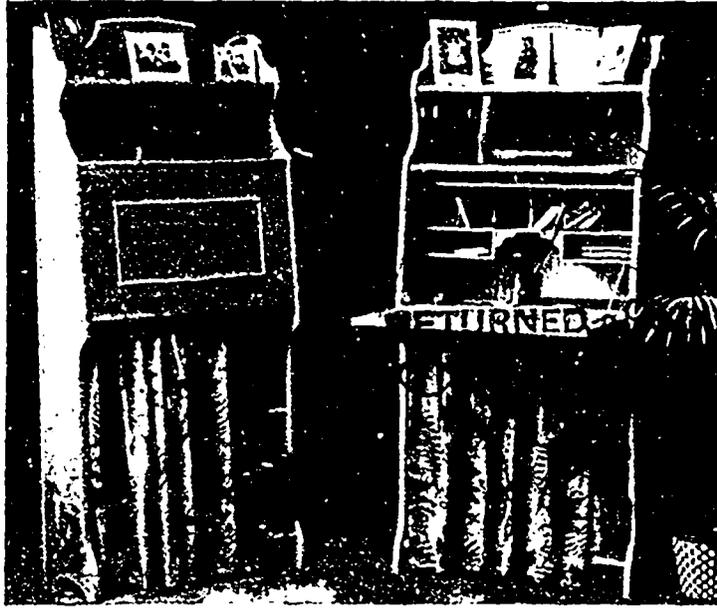
at medium prices.

John Fisher, Son & Co.

Woollens and
Tailors' Trimmings.

442 and 444 St. James Street

MONTREAL



SPECIAL

Low freight arrangements have recently been made for these goods, reducing cost to customers:

No. 2 Secretary Bookcase \$50 Premium

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

Two in Crate, 12 lbs.

LOW PRICES EXCELLENT QUALITY

Order Sample Case and get Quantity Quotations

Others Make Money Handling these Goods. Why Not You?

FOR BUY DIRECT BY MAIL

HOURD & COMPANY

Wholesale Furniture
Manufacturers

London, Can.

THEY INVITE CANADIAN CO-OPERATION.

Commercial travelers in the United States are organizing a fair, to be held in New York, Feb. 28 to March 5, at the Madison Square Garden. The fair is to help financially the partly built national home for disabled commercial travelers and their dependent families and the widows and orphans of commercial travelers, which stands on South Mountain, near the city of Binghamton, New York. The officers of the Commercial Travelers' Fair are: President, Chauncey M. Depew, vice-presidents, Governor Frank S. Black and Mayor William L. Strong; secretary, R. G. Dun, and treasurer, Mayor George E. Green, of Binghamton. Mr. Fred Birks, of Belding, Paul & Co., Montreal, has been asked to represent the fair in Canada and urge any Canadian travelers visiting New York about above dates to visit the fair. The fair will be made unusually picturesque and attractive to the public, and Canadians who may be in New York will doubtless cheerfully aid this noble effort in behalf of a class of men who have not their superiors in the world, renowned alike for their business capacity, for their frank, jovious manner, and their whole souled generosity in all cases of distress. No doubt Mr. Birks, with his usual courtesy and

affability, will give any information our readers may want about the fair.

A KLONDYKE WINDOW.

Several large city stores are showing "Klondyke" windows—every article in an outfit that happens to be in stock being shown. The idea is good and will last for some time, as the rush to the gold region is in everyone's mouth this spring. Label the articles, and if the tickets are written with some ingenuity, passers-by will be amused, as well as attracted to buy. There are several articles in an outfit that the stay-at-home needs as well as a traveler.

A PREDICTION AS TO BLOUSES.

The blouses will not last, says a man modiste, who is famed for artistic effects. The decadence of the large sleeve is their doom. For any grace of lines with the present tight sleeves the waist must look small, and though the loose fronts and low bust effect may be retained, the side lines will go back to the old tapering effect. Just now the tendency is beginning to show, and the skirts are being made tighter and tighter round the hips.—New York Silk Journal.

Woven Labels

Shirt Labels & Hangers
UNDERWEAR LABELS
INITIAL LETTERS
INDIVIDUAL NAMES.

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

Silk Labels & Hangers
NECKWEAR LABELS
DRESS BELTS
SHOE LABELS.

Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 MCKINNON BUILDING.

Camp Blanketing

Is an article of which we make large quantities for

Miners and Lumbermen

We can give it to you in rolls of about 30 yards, either 72 or 80 inches wide, or we will cut it into blanket sizes, if you prefer.

We are always ready to send samples of any of our lines.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

Canada Featherbone Co.

MANUFACTURERS OF ...

Featherbone Corsets in a variety of Styles

Featherbone Waist, Skirt and

Bustle Bone, Tapes, Piping Cord, Etc.

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

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

Canada Featherbone Co.

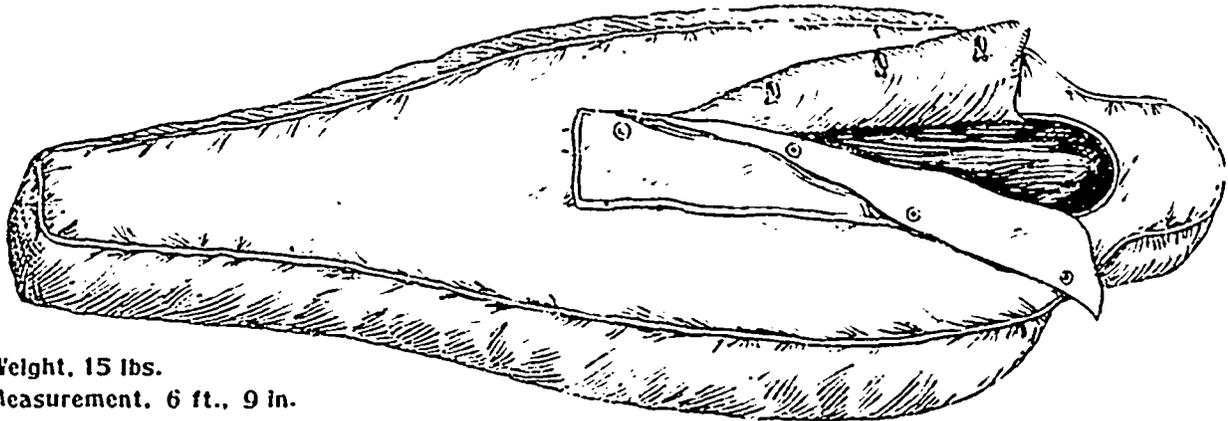
Sole Manufacturers and Patentees in Canada ...

LONDON, ONT.

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

"Comfort in the Klondyke"

Is guaranteed to all who use the Improved Sleeping Bag manufactured by us. This Bag is made of strong waterproof duck with two interlinings of the warmest material, and filled with eiderdown. It has the advantage of being light and easily carried, a most important point, which all miners carefully look at. This Bag is an improvement on all others, and already many have testified: "THERE IS NOTHING TO BEAT IT."



Weight, 15 lbs.
Measurement, 6 ft., 9 in.

Write for Prices and Samples to ...

THE CANADA FIBRE CO., MONTREAL

Headquarters for all Grades of BED COMFORTERS, CUSHIONS, ETC.

The Bustle is Needed

IN THE NEW FALL STYLES
OF DRESSES.

THE BRAIDED WIRE BUSTLE

IS THE BEST

LIGHT—GRACEFUL—ALWAYS IN SHAPE—MADE IN SEVERAL VARIETIES.

"Empire." "Princess."
"La Mode." "Combination Hip Pad."

If not in stock send sample order.

BRUSH & CO. - TORONTO

Canadian manufacturers for Weston & Wells Mfg. Co.

DOMINION
COTTON
MILLS COMPANY **1898**
1898

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

Wholesale trade only supplied.

IN SPRING HOMESPUNS

Stylish and Comfortable

Oxfords Lead

PURE WOOL
HANDSOME DESIGNS

Carried by leading cloth houses.

Oxford Mfg. Co., Limited,

W. P. Rodger, Toronto Agent.

OXFORD, N.S.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
ONT.

OFFICE —

24 Catharine St. North



MERCHANTS AND THE CUSTOMS LAW.

At the meeting of the Wholesale Dry Goods Association of Montreal, held January 12, the following resolution was unanimously adopted:

"That the secretary be instructed to write to the honorable the Minister of Customs, stating that in the opinion of this meeting where deliberate and clearly proved fraud in avoiding legitimate duties fixed by the Government has been practised or where invoices have been tampered with or falsely made out in order to reduce the amount of duty to be paid, the Government should enforce, with out delay, the full penalty of the law for such vicious and fraudulent practices, and that this meeting would view, with the greatest concern, any departure of the Government from this line of action, as by adopting any other course the Government is not only allowing itself to be defrauded out of a large amount of revenue, but would be causing very grave and serious injury to all those importers who are carrying out to the letter all the legitimate demands of the Government, and in so doing find themselves undersold by unscrupulous importers who would not be in a position to do so were the full penalties for such frauds promptly exacted."

ABOUT WOVEN LABELS.

The German Artistic Weaving Co., whose operations are of so much interest to all whose business makes it necessary to use woven silk, linen or cotton labels of any kind, are building a factory on this continent. Hitherto three mills of the company at Crefeld have supplied the larger portion of the labels sold by it on this continent, but the officers have realized for some time that the establishment of an American factory was desirable in order to supply the trade with goods needed in a short time. They have, therefore, just completed a mill at Pompton, N.J., equipped with the latest and most improved ribbon looms that can turn out any goods required of superior workmanship and artistic design. The large and increasing use of this class of labels for marking special brands of knit underwear makes the establishment of this factory particularly valuable to the knit goods trade. The Canadian office of the company is 109 McKinnon Building, Toronto.

THINK WELL OF THE REVIEW.

It is always a pleasure to have an encouraging word said and THE REVIEW reproduces, with thanks, the following reference from a letter written by the Alaska Feather and Down Co., Montreal. "At the end of a very successful year, allow us to express our gratitude for the share you had in making it such. We have derived a great deal of benefit from the publicity given to our advertisements, and also in an indirect way from the educational influence of your journal upon our customers. We think that no up-to-date Canadian merchant from the Pacific to the Atlantic seaboard is now ignorant, for instance, of the merits of the 'Puritas' brand of cotton comforts, of the 'Lanatus' brand of woolen quilts, and of the 'Alaska' brand of down quilts. We find that a trade-mark advertised in your journal, if backed by real merit, as is the case of our goods, soon becomes a household word in Canada."

NO MORE SELLING AGENTS.

The Merchants Cotton Co. have followed the example set by the Dominion Cotton Co., and are selling their own goods. For the past seven years Mr. Alex. Fwan has sold the product of this mill, but upon his death the directors decided to employ representatives of their own in place of a selling agent. Mr. McKay is covering the eastern wholesale trade, while Mr. J. N. Knox looks after the company's interest in the west.

THE LEADING

Spool

Cotton

— IS —

CLAPPERTON'S

Superior in every respect.

Write for Samples and Prices.

WM. CLAPPERTON & CO.

165 St. James Street,

MONTREAL

The Wholesale House that supplies you with . . .

North Star, Crescent and Pearl

Cotton Batting gives you the best value obtainable.

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

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

NOTHING DECEPTIVE

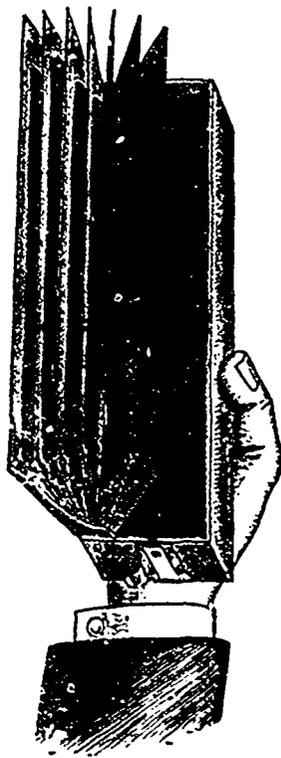
They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters.

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

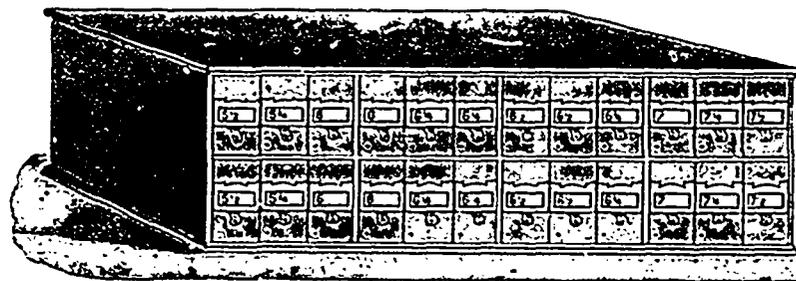
THREE GRADES. THREE PRICES. THE BEST AT THE PRICE.

SOME MODERN STORE NECESSITIES

THE "PRACTICAL" KID GLOVE CABINET.



Holder's Open.



No. 3 Cabinet. Holds Twelve Dozen Pairs Gloves

PRACTICAL RIBBON CABINET.

The only Practical Ribbon Cabinet made. Size to Suit the Trade. Oak finish.

Ladies' Cabinets, Cherry Finish.

- No 0 containing 1/2 dozen holders (36 pairs Gloves), size 4 1/2 in high, 15 in. deep, 14 in. wide.
- No 1 containing 1 dozen holders (24 pairs Gloves), size 8 1/2 in high, 15 in. deep, 14 in. wide
- No 2 containing 1 1/2 dozen holders (18 pairs gloves), size 12 in high, 15 in. deep, 14 in. wide.
- No 3 containing 2 dozen holders (24 pairs gloves), size 8 1/2 in. high, 15 in. deep, 26 in. wide.
- No 4 containing 3 dozen holders (36 pairs Gloves), size 12 in. high, 15 in. deep, 26 in. wide.
- No 5 containing 4 dozen holders (48 pairs Gloves), size 15 1/2 in. high, 15 in. deep, 26 in. wide.

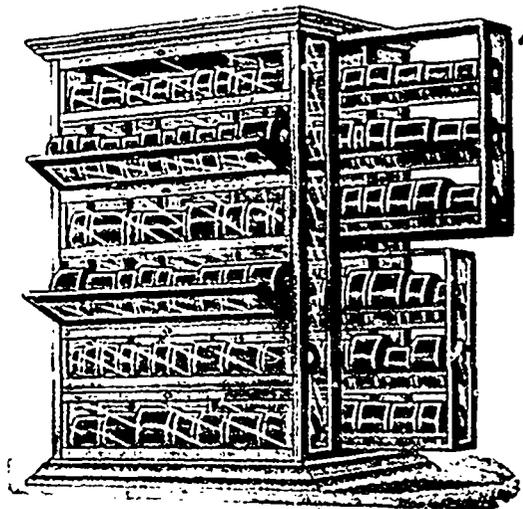
The holders are made of cherry, highly finished and polished, each having a capacity of six pairs of gloves. They are perfectly dust proof. An arrangement for opening is unique, simply press on bottom, and it opens as here shown. The cover of the holder forms a base, so that the gloves may remain exposed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

Sizes are printed on labels on end of holders with blank spaces for color. Extra labels are furnished with each case so that change can readily be made.

A. N. RUSSELL & SONS Manufacturers **ILION, N.Y.**

WE SELL THROUGH JOBBERS ONLY.

For Catalogues, Price Lists, Information, etc., write
JAS. JOHNSTON & CO. - - - **Montreal**
JOHN MACDONALD & CO. - - - **Toronto**
JOHN. M. GARLAND - - - **Ottawa**



No. 3 Cabinet (opens from four sides).

NEW GOODS IN THE MARKET.

THE wrapper branch of the ready-made department is having a great boom this season. Messrs. Boulter & Stewart report large sales for their specials, advertised in last month's issue, sold in five dozen lots to retail at 75c. to \$1.50.

Crash suits for men and skirts for women are to be in vogue again next season, if one may judge by the orders Mr Robert C. Wilkins has on hand for these goods.

Mr. M. Marcus, of 30 Hospital street, Montreal, is now showing the wholesale trade some novelties in Saxony fabric, knitted and ringwood gloves for fall, as well as mufflers in silk, half silk, cotton, and cashmere, including many up-to-date lines.

The sales of Stewart's indestructible dress protector show a steady increase. This goes to prove that the public appreciate a good article. See advertisement. Baker & Brown are sole agents for Canada, and carry a full line of shades in stock.

It is of first importance that the sleeping bed provided for the Klondyke shall be made in such a way as to prevent the fastening getting out of order. Those provided by the Toronto Feather & Down Co., Limited, claim to be perfect in this respect.

The Canada Fibre Co., of Montreal, are manufacturing a sleeping bag which it is claimed beats anything of the kind on the market. The bag has been examined by several experienced gentlemen, including two who have been in Dawson City, and one and all agree that it is the best they have seen. The total weight is 15 pounds, and measurement six feet nine inches. A strong feature about this bag is that the sleeper may breathe the fresh air, and still be warm and comfortable.

Wyld, Grasset & Darling think their line of plain, seamless, black cashmere hose, No. "Special," to retail at 25c., is the best value in the trade. They have also a complete line of children's and ladies' plain and ribbed cashmere hose, at popular prices.

James Johnston & Co.'s celebrated English print, No. 103, for which they are sole agents for Canada, is meeting with a ready sale. The colors of these goods are perfectly fast, and the range of patterns over 400.

Gault Bros. Co. report their shirt factory very full of orders, and ask the kind indulgence of their friends, should orders be a little delayed.

John Macdonald & Co. have varieties of ladies' belts, in leather, tans and reds, white kid, Roman stripes, velvets, with harness and fancy buckles, 65 numbers in all. There are some decided novelties in side combs, both these and back combs being set with brilliants. Then, there are combinations of the side and back comb, very ingeniously constructed, and retailing at 25c. Sensilk, the new silk-finish crochet cotton, takes the place of knitting silk, and retails at 7c. a ball.

The W. R. Brock Co., Limited, have just received a new range of ladies' neckwear, containing novelties which, they assure us, have never been shown in the Canadian market before.

GET THE ILLUSTRATED CATALOGUE.

Merchants doing a nice trade should send to James Johnston & Co., Montreal, for an illustrated catalogue of ribbon cabinets, counter fixtures, kid glove cases, and umbrella stands. Those are the most unique things of the kind in the market and at prices within the reach of all.

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

GLOVES, MITTENS and GAUNTLETS

Fine Kid, Suede and Para Buck GLOVES and MITTS. Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

THE PRESS CLIPPING DEPARTMENT

Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings, \$40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE PRESS CLIPPING DEPARTMENT

Board of Trade, MONTREAL

The Coronet Gimp

Don't fail to keep in stock a range of colors in this latest and best Dress Trimming Braid for the Spring; it is very pretty, effective and cheap.

Braids, Gimps, Loops, Ornaments, Cords, Barrel Buttons, Etc.

Moulton & Co. 12 St. Peter Street **Montreal.**

1897 Winter Sailings 1898

BEAVER LINE ROYAL MAIL STEAMSHIPS

Sailing Weekly between St. John, N.B., and Liverpool.

CALLING AT HALIFAX AND BOWLE, IRELAND, EACH WAY

From Liver- pool	Steamers	From St. John.	From Halifax.
Sat., Jan. 22	Lake Superior	Wed., Feb. 9	Thurs. Feb. 10
" " 29	Gallia	" " 16	" " 17
" Feb. 5	Lake Winnipeg	" " 23	" " 24
" " 12	Lake Ontario	" Mar. 2	" Mar. 3
" " 19	Lake Huron	" " 9	" " 10
" " 26	Lake Superior	" " 16	" " 17
" Mar. 5	Gallia	" " 23	" " 24
Fri. " 11	Lake Winnipeg	" " 30	" " 31

First Cabin single \$50 to \$60, return, \$100 to \$114. Second Cabin single \$34 prepaid, \$37.25, return, \$66.75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and at other points at lowest rates.

For further particulars apply to—

D. & C. MACIVER,
Lower Buildings 22 Water St.,
Liverpool

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

T. A. S. DeWOLF & SON, Halifax

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

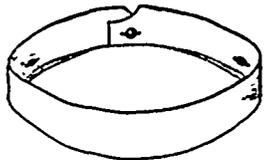
All goods made by us are stamped as follows :

Absolutely No

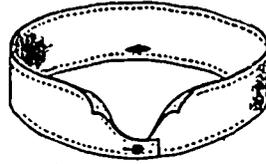


TRADE
CELLULOID
MARK.

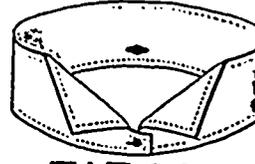
Others Genuine



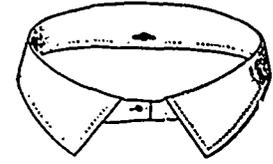
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



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



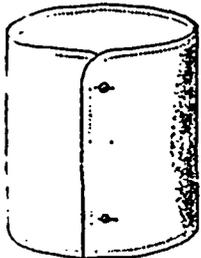
TITAN.
Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



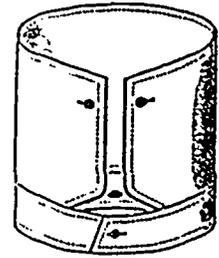
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 7/8 in.

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

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



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



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

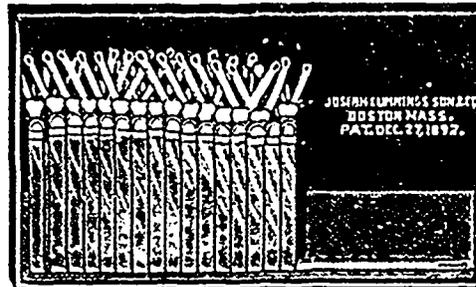
The Celluloid Company

Sample Trunks and Sample Cases

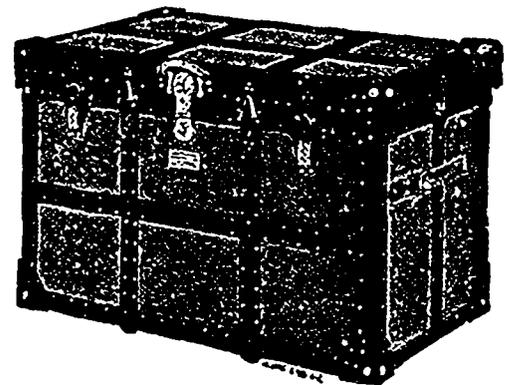
BEST MAKE IN AMERICA

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

In all grades
For all kinds of business.



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



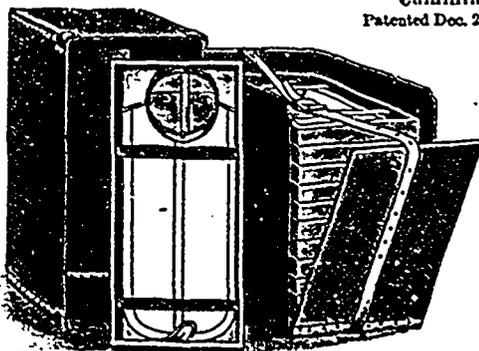
Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

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

Also a full line of

Common Canvas Extension Cases for the Trade.



Bosom Shirt Box and Trays.

JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

BOSTON.

ESTABLISHED 1849

To the Trade

FEBRUARY

Millinery,
for the next few
weeks, will greatly
interest a large number of
merchants visiting our city.

Although we do not show made-up
millinery, we do show many lines of
goods that milliners use, such as Silks, Velvets,
Laces, Veilings, Hat Pins, Ornaments, etc.; the values
of which are unsurpassed. The value in Dress Goods,
Muslins, Hosiery, Gloves, Carpets, House-furnishings, Haber-
dashery, Men's Furnishings, Woollens, Staples, Prints, and Linens,
surpass any in the trade. Our warehouses are the largest and
most convenient, our facilities for buying and selling are
unlimited, and our shipping arrangements unequalled
for promptness and dispatch.

Business with us is growing rapidly in every
department, which is the surest indication
of the saleableness and popularity of the
goods we are showing. We ex-
tend a cordial invitation to
merchants and their mil-
liners to visit our
warehouses
when in
the city.

John Macdonald & Co.

...TORONTO...